

REVISED DRAFT

Small Business Act for Europe

**Creating an enabling environment for women's
entrepreneurship in the EU pre-accession region**

**The Istanbul Indicators
Date 14.6.2010**

Explanatory Note

With particular emphasis given to women's entrepreneurship in the Small Business Act for Europe, at a meeting of the SBA Coordinators for the EU pre-accession region on 22-23 March 2010, ETF proposed to determine feasibility for indicators on women's entrepreneurship to be considered for inclusion in an indicator package originally elaborated for the European Charter for Small Enterprise. Independent experts on women's entrepreneurship from each pre-accession country gathered in Istanbul on 20-21 April 2010 and drafted indicators four indicators considered important by the expert group for more strategic development of women's entrepreneurship.

The draft indicators focus on the following areas:

- policy and data for women's entrepreneurship;
- training for women's entrepreneurship;
- improved access to finance for women entrepreneurs;
- networking and good practice.

With a similar policy interest in women's entrepreneurship expressed by the countries of the EU's southern neighbourhood region working within a separate but similar enterprise policy framework (Euro-Mediterranean Enterprise Charter), ETF proposed that the indicator development effort in the pre-accession region be followed by a select number of countries from the Southern Mediterranean region. To this end, experts from Jordan and Syria were directly engaged into the Istanbul workshop.

In May 2010, the SBA Coordinators from the pre-accession countries, with support of each the respective experts who were involved in the elaboration of the indicators, undertook national consultations on the draft indicators. Consultations were also held with the European Commission. All feedback was summarized by ETF staff who proposed adjustments and improvements. On 1 June 2010 the draft indicators were discussed at the National SBA Coordinators meeting in Madrid and received overall support as to inclusion within a wider policy indicator package with some comments on the 'Financing Women's Entrepreneurship' indicator. This version of the indicators takes on board the comments from the national consultations, the SAB Coordinators and the European Commission.

An extended policy indicator package, which could include the women's entrepreneurship indicators, is expected to be applied in an assessment of each of the pre-accession country's alignment with the provisions of the European Small Business Act for Europe scheduled to begin in October 2010.

The Jordanian and Syrian National Coordinators of the Euro-Mediterranean Charter for Small Enterprise will additionally consider the draft indicators. They will report to a regional meeting of the Charter Coordinators on issues and options to improve women's entrepreneurship in their respective countries.¹

¹ Discussions will be held at the meeting of the Working Party on Euro-Mediterranean Industrial Cooperation, 16-17 June 2010 in Brussels.

LIST OF EXPERTS

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The Istanbul Indicators

Indicator	Policy support framework for promotion of women's entrepreneurship
Rationale	Effective development of women's entrepreneurship requires a comprehensive set of gender-sensitive policies.
Objective	Government and stakeholders implement a set of complimentary, evidenced-based policies to maximise the potential of women's entrepreneurship.
Level 1	<ul style="list-style-type: none"> • Fiscal, economic, employment, social, and education and training polices are not gender-sensitive. • No structured dialogue between range of key stakeholders¹, nor institutional support structures, in place to promote policies and measures for women's entrepreneurship. • Data framework for an integrated policy environment (fiscal, economic, employment, social, education and training), essential for promoting women's entrepreneurship is not in place.
Level 2	<ul style="list-style-type: none"> • Government and key stakeholders have engaged in a policy reflection process with the objective of setting up a coordinated and mutually-reinforcing gender-sensitive policy environment to improve women's entrepreneurship. • Policy reflection process includes analysis and options to maximise the interface and synergies between national fiscal, economic, employment, social and education and training polices. • Draft regulatory fiscal, economic, employment, social and education and training polices are being reviewed for gender sensitivity. • Policy improvement recommendations have been defined for ensuring gender sensitivity within fiscal, economic, employment, social and education and training polices for more developed women's entrepreneurship.
Level 3	<ul style="list-style-type: none"> • A women's entrepreneurship policy framework incorporating the gender-sensitive policy improvements (level 2) has been approved by Government and key stakeholders. • A medium-term action plan with clearly defined measures for each of the policy areas (fiscal, economic, employment, social and education and training) to include a women's entrepreneurship consultation forum and information and networking measures has been approved by Government and key stakeholders. • Government offices responsible for polices (fiscal, economic, employment, social and education and training) supporting women's entrepreneurship have <u>each</u> committed annual budget to follow through on planned actions for policy implementation. • A dedicated institutional support structure oversees a) the implementation of the gender-sensitive fiscal, economic, employment, social and education and training policies, b) collects data for the respective policy areas and c) reports annually to all stakeholders on policy progress and action plan.

¹ Government includes ministries responsible for fiscal, economic, employment, social and education and training policies. Stakeholders include Chambers of Economy, employers' organisations, trade unions, civic interest groups.

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Level 4	<ul style="list-style-type: none"> • In the reporting period, each of the Government offices responsible for their respective policy areas (fiscal, economic, employment, social and education and training) demonstrates progress in the implementation of measures as defined in the action plan. • Government funding is available for implementation of the measures for each of the policy areas ((fiscal, economic, employment, social and education and training).
Level 5	<ul style="list-style-type: none"> • A national policy and support framework for women’s entrepreneurship is fully established with a rolling work programme with financial support from each of the Government offices responsible for each of their respective policy areas (fiscal, economic, employment, social and education and training). • The framework includes evidence-based monitoring and evaluation arrangements with clear reporting lines on each policy area (fiscal, economic, employment, social and education and training) by the respective Government offices. • On an annual basis, Government offices with responsibility for each of the policy areas (fiscal, economic, employment, social and education and training) along with key stakeholders a) review progress and constraints on each of the respective policy areas using data and other evidence available, b) determine policy improvement points and c) agree on measures for implementation in the subsequent 12 months.
Justification	
Key sources	
Next steps	

The Istanbul Indicators

Indicator	Women's Entrepreneurship Training
Rationale	Improved entrepreneurship key competences and entrepreneurship skills of women contribute to enhanced employability of women and national competitiveness.
Objective	Establishment and implementation of a national framework for entrepreneurship training and follow-up business development services for women.
Level 1	<ul style="list-style-type: none"> • No gender-sensitive system solution available for strategically promoting women's entrepreneurship training. • Ad hoc gender-sensitive training and follow-up business development services¹ are available.
Level 2	<ul style="list-style-type: none"> • Cross-stakeholder task force (education, economy, labour, Chambers, employers, NGOs) established with mandate to build gender-sensitive system approach for women's entrepreneurship training: a) self-employment, b) start-ups and c) enterprise growth for women registered enterprises. The task force has a mutually-agreed and dedicated coordinator. • Stock-take of women's entrepreneurship training has been undertaken. The stock-take a) includes a policy review and gender-sensitivity assessment b) identifies existing data available, c) details key training activities and d) provides an inventory of entrepreneurship training providers which have women as a specific target group.
Level 3	<ul style="list-style-type: none"> • A national information campaign involving key entrepreneurship advocacy organisations (e.g. Chambers, ministerial public information services, NGOs) has been launched with the aim of creating awareness of the potential of improved training services for women's entrepreneurship. • A country-wide training needs' analysis (sampling method) has been completed and which addresses training interests and training requirements of women entrepreneurs and potential women entrepreneurs. • Based on the training needs' analysis, capacity-building is underway for training providers which have women as a specific target group and which focuses on training methods.
Level 4	<ul style="list-style-type: none"> • In the reporting period, of the total training and follow-up business development services in the country, at least <ul style="list-style-type: none"> ➢ 10% of those trained for self-employment or who have engaged business development services specifically promoting self-employment have been women. ➢ 5% of those trained for enterprise start-ups have been women. ➢ 10% of enterprises which have engaged training and follow-up business development services have been women-owned enterprises. ➢ 5% of enterprises which have engaged training and follow-up business development services for enterprise growth purposes have been women-owned enterprises.

¹ Training refers to all activities where women are able to learn about enterprise start-ups, management and development provided by public and private sector training organisations. Follow-up business development services refers to any support activity which follows the training and where women's competences are improved (e.g. coaching, mentoring, advisory support, workshops etc.).

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Level 5 *	<ul style="list-style-type: none"> • In the reporting period, of the total training and follow-up business development services in the country, at least <ul style="list-style-type: none"> ➤ 25% of those trained for self-employment or who have engaged business development services specifically promoting self-employment have been women. ➤ 15% of those trained for enterprise start-ups have been women. ➤ 20% of enterprises which have engaged training and follow-up business development services have been women-owned enterprises. ➤ 10% of enterprises which have engaged training and follow-up business development services for enterprise growth purposes have been women-owned enterprises.
Justification	
Key sources	
Next Steps	

* Data targets will be adjusted by the SBA Coordinators over time as the training and follow-up business development services, including uptake by women, are developed.

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Indicator	Financing Women's Entrepreneurship
Rationale	Access to finance is a critical enabling factor for women's entrepreneurship development in terms of start up and development of businesses.
Objective	Enhanced access by women to a range of financial support instruments for entrepreneurship promotion.
Level 1	<ul style="list-style-type: none"> • No specific financial support instruments for women entrepreneurship. • Fiscal regulations have no specific provisions for promoting women's entrepreneurship. • Data on access to finance by women entrepreneurs' and potential women entrepreneurs is not available.
Level 2	<ul style="list-style-type: none"> • Discussions on-going for future provision of governmental funds for women's entrepreneurship. • Preparations ongoing to ensure greater flexibility of credit guarantee facilities for access by women entrepreneurs' and potential women entrepreneurs. • Data on access to finance takes account of women entrepreneurs and potential women entrepreneurs.
Level 3	<ul style="list-style-type: none"> • Agreement has been reached at the national level on governmental budgetary support for women's entrepreneurship, including agreed procedures to access to funding,. • At least 20% of the national budget allocated to support entrepreneurship in the country, goes to women entrepreneurs. • Provisions of the credit guarantee facilities are sufficiently flexible to accommodate women entrepreneurs' requests • Structured data on access to finance of women entrepreneurs and potential women entrepreneurs is available for policy monitoring purposes.
Level 4	<ul style="list-style-type: none"> • Government funding to support women's entrepreneurship is allocated annually. • Information on the funding opportunities is widely distributed in the country and easily accessible by women entrepreneurs and potential women entrepreneurs • At least 25% of the national budget allocated to support entrepreneurship in the country, goes to women entrepreneurs.
Level 5	<ul style="list-style-type: none"> • Both mutual or mixed credit guarantee schemes have necessary flexibility for access to finance by women entrepreneurs and potential women entrepreneurs. • At least 30% of the national budget allocated to support entrepreneurship in the country, goes to women entrepreneurs.

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Justification	
Key sources	
Next steps	

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Indicator	National Women's Entrepreneurship Network
Rationale	An established network of women entrepreneurs reinforces opportunities for women's entrepreneurship through improved advocacy, policy monitoring and exchange of good practice.
Objective	A national network of women entrepreneurs is in place and which promotes better policy and measures, including good practice exchange.
Level 1	<ul style="list-style-type: none"> • No national network for women's entrepreneurs. • No regular information on good practice on women's entrepreneurship.
Level 2	<ul style="list-style-type: none"> • A national network of women's entrepreneurs has been established. • Examples of good practice in women's entrepreneurship have been collected by the network.
Level 3	<ul style="list-style-type: none"> • The national network of women's entrepreneurs supports a web-based, good practice information system. • An annual report on women's entrepreneurship in the country is published by the network for women's entrepreneurs and is based on a) data available from government sources and b) information from the network. • The network is a recognised dialogue partner for government and other stakeholders in relation to women's entrepreneurship policies, advocacy and policy support measures
Level 4	<ul style="list-style-type: none"> • At least one national event which reviews policy and good practice has taken place in the reporting period, with high-level press-coverage in both print and electronic media. • The network plays the role of a consultation forum in the policy development process and in the reporting period it has provided reports to government and other stakeholders on progress in the implementation of a) national policies and b) measures to support women's entrepreneurship.
Level 5	<ul style="list-style-type: none"> • The national network of women's entrepreneurship has been directly consulted in the reporting period on all women's entrepreneurship developments (national policies and medium-term action plan) as part of the national monitoring and evaluation process. • The network has participated in the reporting period, in good practice exchange at international level on activities addressing women's entrepreneurship.
Justification	
Key sources	
Next steps	

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