

# Factsheet

- Understanding WE needs and challenges
- Finding the best strategies to attract them in training and upskilling

## Capacity Building Discussion

11<sup>th</sup> April 2025

24 business support organisations and women entrepreneurs from 11 countries have been involved in the discussion around challenges and needs of WE. The main takeaways are summarised in this Factsheet.



## Inputs on the training format

- **Flexible training format:** e-learning with possibility to meet in person and exchange.
- Platform should be **interactive, engaging, easy to access** and **user-friendly**.
- **Learning-by-doing** using visual materials and interacting with peers.
- **20/30-minute** modules.
- **Online repository** with materials.

## Main takeaways

- WE usually face barriers when starting a business and/or a new business phase due to **lack of/low (self)confidence, ambition** and **fear of taking business risks**.
- **Social norms** and gender **stereotypes** may prevent women from seeing themselves as entrepreneurs and professionals.
- **Training** should help in **understanding the risks and manage them better**, making women **more aware** about the role they could take in companies and added-value they can bring in the professional context.
- They need **role models** for inspiration and courage, **mentoring** and **peer-to-peer learning** could be helpful.
- **Networking opportunities** to foster community building are essential.
- **Women don't want to be "positively discriminated"**.
- **Gender pay gap** is often occurring both in Italy and Hungary and **additional time and costs** connected to women's personal and professional life are often less considered.



- They need to develop **competences**, access to consultants and experts with a focus on **sustainable and circular models**, as well as **green financing** and **green business models**.
- Women face significant **barriers in accessing top management positions** and **gaining leadership recognition**, often due to societal and organisational biases.
- An additional obstacle is present when **coming back from maternity**, also in terms of training and reskilling.
- WE usually have difficulties with **good work-life balance and time management**.
- The **flexibility** of the courses must be combined with the possibility of **getting in contact with other WE** and encouraging exchange.