



## **START WE UP - A NEW MANIFESTO FOR WOMEN'S ENTREPRENEURSHIP**

### **AREAS OF INTERVENTION AND OBJECTIVES**

#### **PROPOSAL**

#### **Single European definition of women's enterprise. Towards new competition and monitoring methodologies**

It is necessary to act on existing regulations in Italy and in Europe, in order to arrive at a single, modern definition of women's enterprise. It is useful to avoid competition problems with a view to a single European market and greater capacity to measure the performance of women's businesses (as is already the case for SMEs, for example) and to analyse the public policies applied in individual countries to foster the growth and development of companies with a strong presence of women.

Therefore, a system of periodic monitoring of the fulfilment of the definition requirements should be introduced.

In Italy, the definition of women's enterprise is stuck in 1992 and does not take into account the actual production fabric, so much so that the same analyses conducted by the Observatory for Women's Entrepreneurship of Unioncamere and InfoCamere use a different yardstick than the standard one, considering "women's enterprise" to be that business with at least 51% ownership by a woman or women. Given value in the definition of women's enterprise is not only the ownership but also the governance, which should be by an absolute majority of women.

#### **Incentives for women's business creation, tax breaks on labour costs, wage increases**

Yes to increasing the current funds available at both the national and regional level for women's entrepreneurship. Let us not forget that 22% of enterprises in Italy are women's enterprises. In view of the objectives of the PNRR, a permanent fund should be envisaged, decoupling it from the logic of time-based incentives.

Start WE Up says yes to further, progressive cuts in the contributory tax wedge and yes to the introduction of the minimum wage in Italy, as indicated by the European Parliament.

#### **Criteria for access to public tenders by private companies, monitoring of PNRR investments also from a gender perspective and of credit granted by financial institutions**

Ensuring that the new Procurement Code or more specifically, the Entities DL, contains the gender certification requirement. Maximum attention in the coming months on the actual implementation of the so-called "pink label" in the implementing of regulations that will be the real guidelines for public tenders.

Instead, solutions such as click days and systems that reward bureaucratic speed over the quality or socio-economic impact of fundable projects should be abandoned, also for the purpose of the enhancement of the proximity network of trade associations.

That a clear allocation of resources to female entrepreneurs and freelancers be introduced, based on the monitoring of expressions of interest.

Initiating gender-based monitoring of credit granted by banks and other financial institutions to new businesses started by women and started by men.

#### **Welfare and enterprise: increasing services with virtuous public-private mechanisms**

Start WE Up calls for committing the EUR 4.6 billion foreseen in the PNRR to reaching a target of at least 33% public preschools. Additional financing and funds are requested for the financing of vouchers for care and assistance services, based on the French CESU model, payable directly to individuals and families, expendable with private preschools and for baby-sitting and care of the elderly and dependent persons, up to a ceiling of EUR 5,000 gross per year per individual principal.

Private facilities providing care and assistance services will have to be subject to minimum requirements in line with the public offer and the essential levels of services in this sector. This instrument would favour private entrepreneurship initiatives in the service sector and self-entrepreneurship initiatives.

At the same time, it should proceed with the implementation of Law 32/2022, which aims at supporting parenthood and the social and educational function of families, counteracting the decline in the birth rate, and facilitating the reconciliation of family life and work, particularly for women.



## **Culture, education, literacy on economics, finance, green and STEM**

Among the shared targets of the Manifesto:

- the zeroing of the gender gap in Internet access by 2026 and the closing of the gender gap in basic digital skills, without which there can be no active participation and civic and social leadership of women;
- increasing the employment of women in the ICT sector to 30% by 2026;
- the achievement, by 2026, of 45% of women on the Boards of listed companies, 40% of women on the Boards of unlisted private and public companies, and 35% of women in top positions, in order to concretely recognise their authority in decision-making contexts - public and private - in the digital world;
- the achievement of a 45% quota of women at decision-making tables for the creation of smart cities, smart economy and smart environment platforms;
- 35% of start-up funding under the PNRR for tech companies led by and composed of women;
- funds and non-repayable incentives (10%) for digital start-ups and innovative enterprises led by and composed of women.

Making female students and young women more and more protagonists of the digital world, promoting access to technical and scientific education with the goal of achieving, by 2026 at the national level:

- girls comprising 50% out of the total number enrolled in Technical and Scientific Institutes;
- female students comprising 30% of those enrolled in ICT degree courses out of the total number of enrolled students;
- female graduates comprising 20% of those enrolled in ICT degree programmes.

Providing girls and young women with concrete tools to accelerate school-university-work transitions:

- preferential corridors for school-work activities dedicated to female students;
- involvement of private and public enterprises in training-work actions;
- PhDs, scholarships and tuition fee discounts for women pursuing university education in ICT disciplines already from the academic year 2023-2024;
- activation of mentorship paths for women while attending ICT degree courses to counter the "drop-out rate" in the first years;
- mandatory training, at all levels of education, on digital technologies and gender stereotypes.

## **New active labour policies and self-entrepreneurship: testing new training models, HUBs and incubators for female entrepreneurship, with institutions, companies, the third sector and academia**

The concrete and long-term objective of the Start WE Up Manifesto is precisely to create a "prototype", a replicable benchmark for enterprises and institutions specifically dedicated to young and not-so-young women who want to build a business, reinvent themselves, get a foot in the door of the labour market starting from themselves and their own abilities and desire to learn new things, network, be guided by experts in various sectors.

A training centre and a business incubator that starts in Lazio, Rome and speaks to the world of universities, companies and the third sector, convinced that innovation passes through the sharing and intertwining of knowledge and experience and a shared and enterprising vision for a future that is already here.

### **PROMOTERS**

Gruppo Donne Confimi Industria - LeContemporanee

### **PATRONAGE**

Ministero delle Imprese e del Made in Italy and Unioncamere

### **CONTRIBUTORS TO THE REALISATION OF THE MANIFESTO**

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