



‘Integrating Innovation and Promoting Cluster Organization in
WOMen Enterprises – ICON WOMEN’

Mapping of Women Entrepreneurship and
Problems related to Entrepreneurs and
potential Entrepreneurs

Deliverable D 3.1.2





Abstract

The current study concerns the « Mapping of women entrepreneurship and problems related to entrepreneurs and potential entrepreneurs» and was developed in the context of the deliverable of the project ‘Integrating Innovation and Promoting Cluster Organization in WOMen Enterprises – ICON WOMEN’. The current deliverable implemented by the General Secretariat for Demography and Family Policy and Gender Equality of Ministry of Labor and Social Affairs as a result of the 3rd Work Package of the Project “Integrating Innovation and Promoting Cluster Organization in WOMen Enterprises - ICON Wom-En” with the acronym «ICONWOM-EN», implemented in the programme “Interreg V–A Greece-Italy” (EL-IT) 2014-2020» and is co-financed by the European Union and National Resources, with partners the General Secretariat for Demography and Family Policy and Gender Equality (Head Partner), the Region of Western Greece, the Chamber of Corfu, the National Confederation of Crafts and small and Medium size Enterprises of Bari (CNA Bari) and the Municipality of Maglie.

The study is based on bibliographic research for the theoretical approach of issues and concepts related to women entrepreneurship, as well as field research as quantitative research using the questionnaire method. It is reported that were developed two types of questionnaires, one for existing and one for potential women businesses that were transferred with the use of internet. The purpose of the research is to identify the profile of the female labor force of the Epirus Region and to record the most important problems related to the development of women's entrepreneurship in the region.



Περιεχόμενα

Introduction	4
1. Entrepreneurship in Greece.....	6
1.1 The Concept of Entrepreneurship	6
1.2 Entrepreneurship in Greece.....	8
2. Women Entrepreneurship in Greece.....	15
2.1 Women Entrepreneurship	15
2.3 Branch Structure of Women Entrepreneurship in Greece	25
2.4 Qualitative Characteristics of Women Entrepreneurship in Greece.....	27
2.5 Female Agricultural Cooperatives.....	36
2.6 Incentives to Promote Women Entrepreneurship.....	37
2.7 Inhibitory Factors for the Development of Women Entrepreneurship	38
2.8 Social Stereotypes	40
2.9 Sexual harassment of Women at Work Place	42
3. Women's Entrepreneurship in Epirus region.....	43
3.1 Entrepreneurship in the Region of Epirus	43
3.2 Recording of the Socio-Economic Profile of the Women's Potential of the Region of Epirus.	45
3.3 Women's Entrepreneurship Environment in Epirus Region - SWOT Analysis	55
3.4 Analysis of RIS3 strategy areas of the Region of Epirus	56
4. Mapping Women's Entrepreneurship in the Region of Epirus	4.1 4.1 Mapping of the Existing
Women's Enterprises of the Region of Epirus.....	59
4.2 Mapping of Potential Female Entrepreneurs of the Region of Epirus	75
5. Basic Parameters - Mapping Methodology	88
5.1 Identification of Target Groups.....	88
5.2 Research Methodology	89
5.2.1 Bibliographic Research	89
5.2.2 Quantitative Survey with Questionnaire Handling.....	90



6. Recording of Problems of Entrepreneurs and Potential Entrepreneurs in the Region of Epirus	93
Conclusions.....	96
Bibliography- Sources	97



Introduction

Entrepreneurship is defined as taking risks and responsibilities in the process of designing and implementing a business strategy or starting a business. It refers to a person (or a group of people) who is employed to set up and run a new business while taking a form of responsibility for potential risks.

Entrepreneurship has traditionally been linked to the male sex, which is why until recently there was no particular interest in exploring the role of gender in terms of the characteristics of the concept. Over the past twenty years, the redefinition of the role of women in the business world has led to an increase in interest in this subcategory of entrepreneurship and the additional prospects that its development can present.

In order to better understand the operating framework and the conditions that affect and form the women's entrepreneurship in Greece and especially in the Region of Epirus it is appropriate to present initially the general framework of entrepreneurship in Greece, which in combination with the wider environment and components that consists of, contribute to the formation of the characteristics of women's entrepreneurship. Besides, any attempt to understand women's entrepreneurship depends on not only from subjective and specific factors, but also from objective and general factors. These factors define the general entrepreneurial spirit in a society.

The current deliverable implemented by the General Secretariat for Demography and Family Policy and Gender Equality of Ministry of Labor and Social Affairs as a result of the 3rd Work Package of the Project “Integrating Innovation and Promoting Cluster Organization in WOMen Enterprises - ICON Wom-En” with the acronym «ICONWOM-EN», implemented in the programme “Interreg V–A Greece-Italy” (EL-IT) 2014-2020» and is co-financed by the European Union and National Resources, with partners the General Secretariat for Demography and Family Policy and Gender Equality (Head Partner), the Region of Western Greece, the Chamber of Corfu, the National Confederation of Crafts and small and Medium size Enterprises of Bari (CNA Bari) and the Municipality of Maglie.

The ICON WOM-EN program aims to promote business development in the RIS sectors of the regions and to build the capacity of local actors to better support women entrepreneurs to start and develop their businesses, providing innovation support services and developing cross-border networks.



The objectives of the project are:

- (a) publicizing and promoting entrepreneurship, innovation and extroversion to working women in the cross-border region;
- (b) encouraging the establishment of female entrepreneurs in high value-added, innovation and new technologies, in particular RIS;
- (c) strengthening the role of the participating regions by creating an entrepreneurship-friendly system for women in the region.

The specific objectives of the programme are:

- (a) Strengthening women's entrepreneurship and networking culture to promote a new business model of expansion.
- (b) Improving the competitiveness of existing SMEs by promoting and supporting the emergence of new SMEs and new business clusters.
- (c) Improving the capacity of regional authorities and stakeholders with regard to women's entrepreneurship in the cross-border region
- (d) Effective support provided to existing and potential female entrepreneurs through training, counselling and advisory services.
- (e) Increasing knowledge and awareness among the local population and authorities of women's entrepreneurship.
- (f) Promoting cross-border cooperation, networking, joint exports and business plans.



1. Entrepreneurship in Greece

1.1 The Concept of Entrepreneurship

Entrepreneurship is a term used by many both in everyday language and in political statements and academic analyses. The reason for this is because entrepreneurship and what it entails is in full relation to the economic development of a country, which it also affects and identifies in a variety of ways. Business initiatives and business actions, which focus not only on the creation of new businesses but also on the development of existing ones, contribute to the growth of national wealth, the production of technical know-how and innovation, the variety of products and services, the creation of jobs.

In low-income countries, the expression of business interest is reinforced as the need to acquire or increase income is exacerbated. As the economy progresses and businesses grow, business interest decreases as there is more opportunities to find stable and efficient work. Then, if per capita income increases more, then more businesses are set up as capital is available.

Entrepreneurship can be defined as the effort (which can be either individual or collective) to make good use of resources that are available both on individual or a group and through their contribute to the production of useful goods or services that are offered to the market. Through the achieving goal of satisfaction the market's need, we at the same time achieve the satisfaction of the goals, needs and desires of the individual or group. According to Global Entrepreneurship Monitor, GEM, entrepreneurship is any attempt to start a new business or activity, such as the freelancing, the creation of a new business organization, or the expansion of an existing business, which is done by an individual, by groups of individuals, or by companies that already existing. So, there are two types of entrepreneurship, the basic type, namely the creation and financing of a new activity and the corporate entrepreneurship, namely the activity of existing businesses.

In recent decades, prevailing theories about entrepreneurship have focused on the kind of people doing business in order to deliver concepts and terminology and draw conclusions and reach relevant findings. This tactic removes research from the role of opportunities in taking on business. In other words, study and research follows the anthropocentric approach in which entrepreneurship depends on people's diversity and not on differences in the information they acquire and relates to opportunities and opportunities for business action. There is, for example, the view that people who take risks and can respond to conditions of uncertainty are those who



become entrepreneurs, while people who prefer certainty in their professional lives prefer to become employees. The anthropocentric approach is not able to lead to conclusions about entrepreneurship at both national and international level, as business action is opportunistic and cannot always be influenced by the same factors or have the same effect on human behaviour between different periods of time. Emphasis is placed on the information collected by entrepreneurs and potential entrepreneurs on the opportunities that exist in the environment and in the field of their interest, which provide the framework for the performance of the concept of entrepreneurship and the relevant economic aggregates.

In accordance with the above approach, entrepreneurship is defined as the discovery, evaluation and exploitation of future products and services. Business opportunities are defined as situations in which new products, services, raw materials, markets and organisational methods enter the business fabric through the formation of new instruments, purposes and relationships. These situations do not necessarily need to change the terms of the financial transaction in order to become a business opportunity, but they need to be able to convert these terms. It is also stated that unlike making optimal decisions where purpose, objectives and instruments are data, business opportunities involve creative decisions. In other words, the entrepreneur is called upon to 'construct' the means and purposes himself.

Entrepreneurship is also related directly to know-how and innovation, as the relationship between know-how, innovation and efficiency-productiveness accompanies the entrepreneurial activity at all stages of growth. Numerous researches have shown that primary goals of entrepreneurial activity is the individual's tendency for independence and the need for personal creation.

At the same time, other factors as well, such as the individual's familiarity with the entrepreneurial activity, the business coincidence, the self-confidence and the behavior of an individual towards the possibility of failure, plays a vital role for the growth and the duration of entrepreneurial activity. In fact, as for female's entrepreneurship, the flexibility of working schedule is highlighted as a very important factor. Furthermore, in many studies, the entrepreneurial activity is being researched on the basis of beginning motives and as a result is divided in two categories: a) entrepreneurship of "opportunity" and b) entrepreneurship of "necessity".

Those who select the entrepreneurship of "opportunity" they have seen a real entrepreneurship opportunity in the business environment and market in which they interact. On the contrary,



the entrepreneurship of “necessity” is mainly mentioned to people who turn to entrepreneurship due to the lack of opportunities for satisfactory employment. Reasons that are likely to lead to this type of entrepreneurship are considered the insufficient family income, unsatisfactory earnings, difficulties in balancing work and family life. As a result, when the selection of entrepreneurship does not develop out of necessity then there are possibilities to prove successful. Reasons that are likely to lead someone to select the entrepreneurship of “opportunity” are the tendency for independence, the fulfillment of personal goals and expectations, and the desire to acquire wealth, social prestige and power.

Furthermore, the entrepreneurial activity is divided in: a) Early Stage Entrepreneurship and b) “Established” Entrepreneurship. According to the Report on "Entrepreneurship in Greece 2018-2019", Entrepreneurship in the Early Stages includes ambitious entrepreneurs (18-64 years old) who are in the stage of preliminary actions to start a project (capital accumulation, search for business location, equipment and financing) or have already set up business within the last quarter. Entrepreneurship in the Early Stages also includes young entrepreneurs (18-64 years old) who are owners or managers of a new business, i.e. a business that has been setting up for no more than 42 months.

According to the latest Report on Entrepreneurship in Greece 2018-2019, it is interesting to mention that over 20% of young / ambitious entrepreneurs set up business due to necessity, while the majority of entrepreneurs are motivated by a business opportunity, which they came by in the financial environment. On the other hand, an established entrepreneur "is defined as a person who is the owner of the whole or part of a business project, who has paid salaries or profits for more than 42 months."

1.2 Entrepreneurship in Greece

Entrepreneurship, as already mentioned, has returned to the forefront of timeliness due to its significant contribution to economic growth, especially nowadays with the rapid development of knowledge and technology. There are many factors, both financial and social that contribute to the development of a positive or negative corporate environment. The main components of a country’s economic policy in order to increase and improve the quality of entrepreneurship are considered to be the stability and reliability as well.



In Greece lately, remarkable steps have been recorded concerning the growth of entrepreneurship. However, the Report on “Entrepreneurship in Greece 2018-2019 lists a number of problems resulting from collected data. In particular:

1. Business opportunities are very few. Especially, Greeks/Greeks women underline the lack of opportunities and this is testified by the difference among those who are thinking to start up a business and those who finally set up business.
2. The majority of enterprises focus on providing products for consumption. In fact, this regards not only new but established enterprises as well.
3. Family plays a vital role in financing new enterprises. Apart from its contribution to the accumulation of initial capital, family has a leading role in “informal investment”.
4. Greeks/Greeks women still have the sense of fear or failure. As business development involves risk and experimentation, the sense of failure leads to ventures that are not characterized by innovation.
5. The way that Greek society treats entrepreneurship is contradictory. Greeks/Greeks women consider business to be a socially acceptable professional choice, they dream of new ventures and they believe in their abilities. But at the same time, they don't accept the differences in income levels, they don't recognize significant business opportunities and they are possessed by the fear of failure.

The latest report of the Observatory Entrepreneurship's highlights two more obstacles that are identified during the attempt to start up a project in Greece. In particular, it refers the following:

- New enterprises are called to overcome complex bureaucracies' processes, which require a lot of time, have high costs and many services are get involved simultaneously.
- Although programs and actions that are made to support and promote entrepreneurship are constantly growing and judged as sufficient, the complexity and the requirements of bureaucratic procedures are inhibitors for their utilization.

In addition, the annual Report of the Foundation of Economic and Industrial Research in Greece (IOBE 2019) reveals for the period 2018-2019 the following findings regarding the position of entrepreneurship:

- In Greece the percentage of population that belongs to the category 18-64 which apart from people that are in the early steps of entrepreneurial activity consists of 6,4%



(approx. 418 thousand people) in 2018 in contrast with 4,8% (314 thousand people) in 2017. In recent years, this percentage reveals the highest performance for the country, in spite of this percentage is lower than the average of innovation countries (2018: 10,1%). It seems that the intense uncertainties that have existed in recent years and affected the new entrepreneurship is beginning to be eliminated. However, this finding even though is a positive development, it is not accompanied by a substantial improvement of quality characteristics which affects viability of new ventures.

- Taking into account the percentage of established entrepreneurship in the whole country, i.e. when an enterprise is already operating for at least 3,5 years, reaching 10,8% (from 12,4% to 2017), then the overall index entrepreneurship accounts for 16,8% of the population aged 18-64 (1,10 million people). The high percentage of the established entrepreneurship –result which reveal the high percentage of self-employment in the country- categorize Greece to have the third highest performance in comparison to the whole entrepreneurship among countries which are characterized by innovation.
- For the first time is evaluated the easiness of the procedure of starting up an enterprise to the whole percentage of population aged 18-64 years. Greece records the lowest percentage between the concerning countries and groups of countries, with a percentage 12% of the population believe that starting up an enterprise it is an easy procedure. The corresponding percentage is almost 40% in countries which are characterized by innovation. This finding reveal the obstacles that still exist in the effort of a new entrepreneurship in the country. On one hand, the time-consuming and high cost procedures and on the other hand the bureaucracy and overlapping responsibilities which meet in the public sector, has the effect of inhibiting the entrepreneurial growth.
- The percentage of population that stopped or postponed their entrepreneurial activity in 2018 consider to reach 2,8% of population (approx. 183 thousand people), in comparison to 4,8% in 2017 and close to the average of countries which are estimated innovative (2,5%). Lack of profitability is the main reason of pausing or postponing the business operation. To some extent, this finding associated with the high level of entrepreneurship, as in many countries with many new ventures many failures are recorded. Therefore, the policies plans for stimulating entrepreneurship it cannot only focus on algebraic growth of new ventures but on ensuring high performance and quality features as well.



- In Greece, 4,1 % (approximately 267 thousand people) of people aged 18-64, stated in 2018 that they played an informal investor role in financing a new venture started by someone else, slightly higher than in 2017, but even lower than the average of innovation countries (5,9%). Three out of five informal investors are family members, while another 12, 6% come from the wider family circle (compared to 85% in 2017). The role of informal investors is crucial when the economy faces financial tightness. Therefore, the alternative source of funding might be a solution, but this doesn't mean that it can replace country's financial sector.
- In 2018 the majority of population that was in initial steps setting up an enterprise seems to be people aged 18-24 (11, 5%), (9, 5% in innovation countries). In all ages groups recorded lower participation in entrepreneurship in comparison to innovation countries, with the exception of the younger age group. Overall, however, the 30% of start-up entrepreneurs are between the ages of 18 and 24, with an average age of 36 years. In recent years there has been an increase in the participation of people from younger ages. However, whether this is positive progress is quite debatable. The wide involvement of young people in start-up entrepreneurship is not necessarily desirable, because while they are characterized by greater passion and power, they lack of experience and knowledge and maybe lack of the suitable networking that will drive them chances to successful venture.
- In 2018, the augmentation of the overall level of entrepreneurship comes exclusively from men. The percentage of women entrepreneurship in the early stages decreased to 3,8 % (approximately 127 thousand women) from 3,9 % in 2017 while in men it increased to 8,9 % (approximately 289 thousand men) from 5,7 % in 2017. In absolute terms the women entrepreneurs decreased in 2018.
- At the sectoral level, the percentage of ventures in primary sector is enhancing to 7, 9 % in 2018 (from 4% in 2017). At the same level there are new ventures in the manufacturing sector with the relevant indicator formed to 24, 9 % (from 24, 1 % in 2017), while the ventures with the client the final consumer dominate.
- In Greece in 2018, almost three to five entrepreneurs state that no one potential client will consider their products/services new and innovative, much higher than the average of innovative countries (51, 3 % in innovative countries). On the other hand, 10% declare that all clients will consider their products innovative from 3, 9 % last year (18, 8 % in innovative countries). At the same time, 20% declare that they use completely



new technologies in the production /supply of their products/services (from 16% in 2017). Finally although the majority (54, 7%) of entrepreneurs enter in market with high competition, there is an 11, 4 % which declares that they are entering in a completely new market (from 3, 2 % in 2017).

- Almost 68% of start-up entrepreneurs declare that (will) employ 1 to 5 people (excluding the founders) at the beginning of their entrepreneurial activity, while at the same time the percentage of ventures employing more than 6 people is limited (from 11,7 in 2017 to 9,1 %). Therefore new ventures remain small in their infancy, offering employment basically to their founders. Regarding the development perspectives, in 2018 85% of start-up entrepreneurs estimate that they will create at least one job in the next five years. However, there is 22% who declare that this job offers are expected to be more than five, progress that will be considered as a significant boost to employment expectations.
- 23, 7% of start-up entrepreneurs declare that they are focused exclusively in domestic market, compared to 45% in innovative countries. In fact, 27, 5 % of enterprises declare that more than ¼ of their financial turnover comes from foreign customers, performance slightly higher from the average of innovative countries (24, 3 %). Part of this extroversiveness is due to the tourism industry and related activities.
- In 2018, the percentage of the population that view business opportunities in the country appears stronger, as it exceeds 19% (from 13, 7 % in 2017), although this is the lowest performance globally and with a significant deviation from countries that follow. Despite the stabilization of economy, the uncertainties regarding the economy remain and prevent the Greek entrepreneurship climate in 2018 as well.
- 46, 4 % of the population (from 43, 4% in 2017), -- regardless of whether they are dealing with entrepreneurship--declares that they have the skills, knowledge and experience to do business. But especially for early stages entrepreneurs, this percentage stands at 82, 5 %, a sign of their emphatic self-confidence. But, at the same time, Greece maintains one of the highest performance in the world, the fear of failure, a trend that have been strengthened overall in Europe in recent years. After 2009 there is an upward trend as a result of the crisis, while it remains above its long term average over time. Thus, in 2018, the relevant index is 68% of the population from 70, 4 % in 2017.
- About 65% of the country's citizens declare that entrepreneurship is an alternative choice of career, while 67, 7% declares that the successful entrepreneurs are treated



from country with respect and acclamation. This is one of the highest rates ever recorded since the onset of the crisis. On the other hand, Greece continues to record one of the lowest performances in Europe in the projection of successful cases of entrepreneurs from the media.

Opinions from experts

According to the results of the research of experts concerning the entrepreneurship issues, the country's inner business environment continues to be inferior significantly to plenty of European countries of innovation in several dimensions.

Bureaucracy, unstable tax framework, the lack of political and strategic programs create an unfavorable business environment to the country. According to experts, the inner market is extremely fluid, which this could be positive factor if mutual interest is showed as well. The lack of both a straight strategic framework and politics that will enhance entrepreneurship are the main obstacles who intervene business blossom. Furthermore, the unstable tax system, the lack of tax incentives, bureaucracy and inefficiency of public sector who are responsible for establishing new businesses are significant obstacle for new entrepreneurs. The high obstacles that faces someone when enters in market and the prevailing culture of entrepreneurship which is rather ambiguous are crucial factors that entrepreneurship cannot boost. On the other hand, according to experts crucial factors of promoting entrepreneurship might be the improvement of economic climate through actions that enhance entrepreneurship, the improvement of education and training level in Greece, the upgration of natural infrastructures such as roads, water supply networks, natural gas and electricity, telecommunications networks but organized infrastructures for the establishment of business that facilitate the procedure of development of business ventures. However, in comparison to years ago in the field of education there is a slight convergence in the average of innovative countries in 2018, which indicates an improvement in the field of developing skills at all levels of education.

According to the experts, the three most important factors that seem to have significant impact on entrepreneurship in Greece are:

- National policies which enhance and encourage entrepreneurship through public and individual training programs. Also, actions that will mainly concern new entrepreneurs, women and unemployed.



- The power of inner market, ie when the competition operates with balance and the obstacles for entering in market are reducing, then small and developing businesses can compete effectively with common rules.
- Primary and Secondary education. Improving the level of education in country has a result to provide the adequate knowledge to people so as to develop profitable business.

Finally, as far as the united business index concerned, Greece occupies one of the last position. This highlights the importance and necessity for policies that will encourage and support entrepreneurship in country.



2. Women Entrepreneurship in Greece

2.1 Women Entrepreneurship

The development of female entrepreneurship is of high importance as, in addition to the above economic consequences, it promotes the use of untapped dynamics of the female population, offers innovation, enhances differentiation and reduces gender inequalities. It has been observed that genders perceive differently the concept of 'entrepreneurship', in particular male entrepreneurs have a higher concentration on the element of innovation, networking, recognition and productivity while women in the feeling of contributing to family income, society, achieving independence from their family or spouse while at the same time being able to combine the working environment with family life

According to the literature, women entrepreneurs manage their businesses by promoting more the concepts of cooperation, reciprocity and leniency, while they seem to be more stable in times of recession. Having been familiar with the concept of dual roles from an early age, they have a higher resilience to pressure conditions due to the need to find a balance between their role in family and work. Another factor of differentiation is the different behavior in the concept of risk compared to men, particularly with regard to external borrowing which can be converted into pathogenicity in times of crisis due to its inability to pay it back. At the same time, because of this behavior, the structure of their businesses is not based on the immediate finding of even sporadic need for financing, which makes it difficult in times of recession and crisis with bank lending tightening the lending criteria. On this basis, female entrepreneurship due to its tolerance to adverse conditions can at these times further support the local economy by maintaining its profitability, offering services and employing part of the workforce which would alternatively be unemployed or inactive. The entrance of women in business market, the increase of women employment and the improvement of women's position in market hierarchy in recent years have been factors that reveal gradually the gender discrimination and traditional interdependencies. Undoubtedly, the woman's involvement in modern economic production with paid employment upset the balance between private- women's sector and public-men's sector. Woman liberation in working and social field is associated, according to the feminism, with the transcendence of the dominant ideology of sexes and their social, cultural differences, the denial of the ideas of the natural destination and the rupture to any bifurcation between male-female, culture-nature, society-family. But while women are involved in production



procedure and participate just like their partners in livelihood struggle, there is no corresponding participation of men in the responsibilities of the domestic chores.

Men invariably are free from painful and time consuming family obligations such as the care, the concern, the upbringing of children and elderly parents, domestic chores. They focus mainly on their professional career and success and thus has a result to have more often responsible and senior hierarchical positions from women. On the contrary, as women try to be adequate to their “family duties”, which are female unpaid domestic work, they focus on searching of other forms of employment (for example part-time job) without perspective of social prestige, professional development and career with ambitious goals. Sometimes are forced to quit from the production process. It is no coincidence that the female population is often pushed to this flexible working conditions and part-time job, thus enabling combined the paid work with the unpaid domestic work, which the compulsions of the patriarchal society make it “compulsory” for women.

In nowadays, the equality between men and women is an integral part of social policy of EE and recognized as a critical factor for the social cohesion and economic development, according its findings research by the European Foundation for the Improvement of Living and Working Conditions, “Quality of Life in Europe” (2003). The gender inequality is considered to have a direct effect of discrimination in employee participation, fertility, family formation and quality of life. Issues such as time schedule, working conditions, lifelong learning, public sector benefits such as childcare, retirement system, contribute to the formulation of measures which aim to better balance between work and private life for all European citizens. The women entrepreneurship has achieved a remarkable presence in global economy development. As a result, in recent years governments in many parts of the world, try to encourage women entrepreneurship, through various projects and promotion measures. However, women are still the minority of all entrepreneurs.

Research shows that the social factors prevailing in each country are very important and have a significant impact on the development of female entrepreneurship.

There are a number of inhibitors of female entrepreneurship worldwide, such as the difficulty of access to finance, lack of capital, the institutional framework of each country, etc. In addition, there is a tendency for women to operate in sectors aimed at the final consumer (e.g. retail). In particular, young women entrepreneurs find that a significant proportion of them focus on activities related to services to consumers rather than businesses.



To summarise some key differences in entrepreneurship in terms of gender, namely female entrepreneurship, the following are noted:

- Women start businesses to achieve higher flexibility, independence and greater freedom from restrictive corporate environments. At the same time they achieve higher personal satisfaction by run their own business and controlling their career progress as it allows for higher adaptability to the needs of family life.
- Often motivated is dissatisfaction with their position at work in corporate environments and the belief that their careers are progressing to a lower degree than that of the opposite sex.
- The majority of women are driven by intuition about starting and running a business while men are driven by reason.
- They collect more information before starting the business on the procedures for setting up, running and running a business than men.
- They show smaller tendency for risk and for external lending than the opposite sex.

According to the Organization for Economic Co-operation and Development (OECD), an enterprise to be located in the category of 'female entrepreneurship' must meet the following conditions:

- 1) Female participation is 51% in the capital of the company
- 2) Strategic feasibility decisions to be taken by the owner(s)

The Global Entrepreneurship Monitor (GEM) highlights two key issues for the state of female entrepreneurship in Greece: a) the chances of someone starting a business venture being a man are much higher than being a woman, b) higher initial stage entrepreneurship is presented by women in developing countries than in developed countries.

In Greece, the total entrepreneurship of the initial stages is distributed by about 70% to 30% among men and women performance with which the country ranks low among the countries of Europe. Indeed, the proportion of women in early stage entrepreneurship is higher in Greece than countries such as Belgium and France, but it remains lower than the majority of European countries.

A study by the IOBE Entrepreneurship Observatory on Women's Entrepreneurship in Greece in 2006 shows that 4.7% of women in the country were in the process of starting a business, which puts the country in the middle of the global order. The same survey shows that 8.1% of



the country's women are expected to start a new venture in the next three years. The motivations of young and aspiring female entrepreneurs are distinguished by incentives for need and opportunity, The motivations of young and aspiring female entrepreneurs are distinguished by incentives for need and opportunity, i.e. whether it led to the development of a business idea because of the recognition of an opportunity in the environment and the market or whether it did so for reasons of need. In developing countries such as Greece the motivation for need is stronger, according to previous GEM surveys.

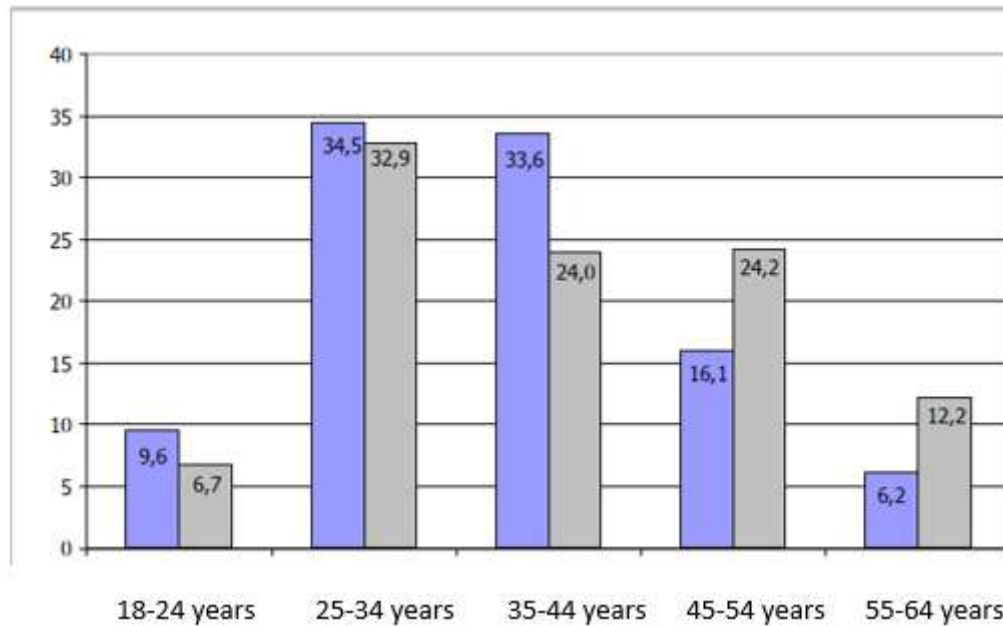
2.2 Demographic Characteristics of Women Entrepreneurs in Greece

This Chapter examines three demographic characteristics of Greek women entrepreneurs - both those who have some kind of business activity and those who do not- who are supposed to define the social context in which business activity takes place. Demographic characteristics include a) age, b) level of education and c) level of family income of Greek women businessmen.

The following diagrams show the age distribution of business activity of men and women. The first diagram shows the early stage entrepreneurship, while the second the established entrepreneurship.

The first finding shows that in the age distribution of established entrepreneurs there is not observed difference between men and women, as evidenced by the fact that the participation rates in established entrepreneurship of each age group differ little. Things are significantly different in the case of young entrepreneurs.

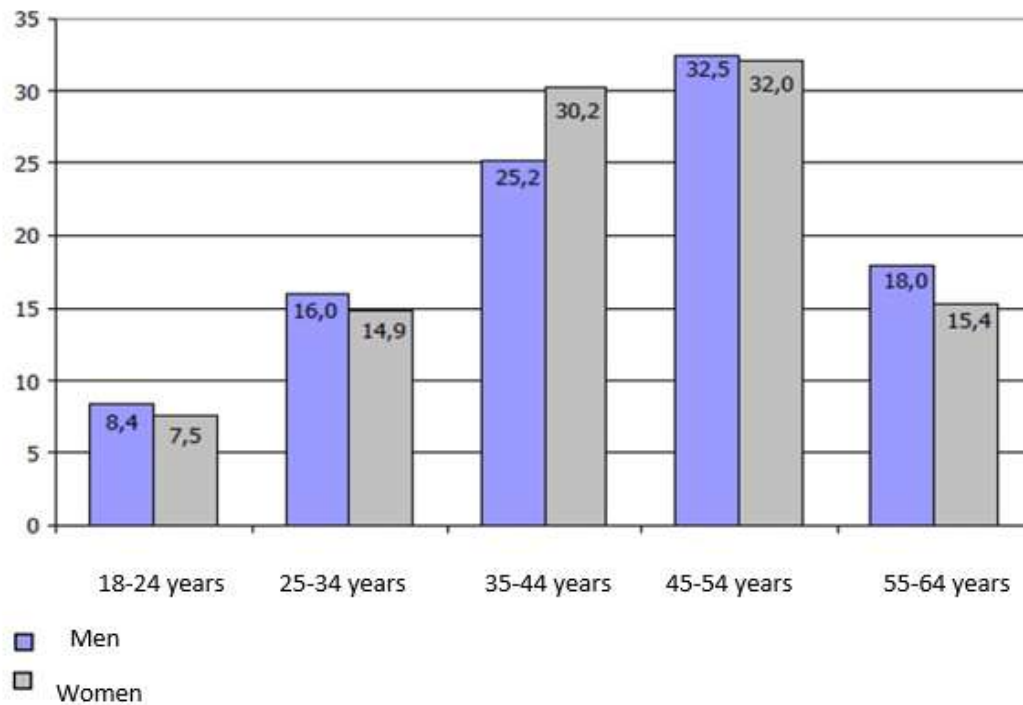
Diagram 1: Age Distribution of Business Activity Early Stage per sex



As expected, young entrepreneurs - men and women - tend to be younger in age than the established ones. However, there is a significant difference between the sexes here, as male young entrepreneurs are apparently starting a business at a younger age than women. Thus, while 78% of Greek young entrepreneurs were - during the four years 2003-6 - under 45 years old, the corresponding percentage of Greek women entrepreneurs was only 63%.

The reasonable assumption that can be made regarding this is that women tend to start a business at an older age than men due to their dedication to family responsibilities. Because if the assumption is made that younger people tend to start more ambitious ventures, with better growth prospects through innovation, then measures that relieve women of the burden of family responsibilities and thus allow them to enter the business more safely, in a multiplier increase of operations with high potential that appear on an annual basis.

Diagram 2: Age Distribution of Established Entrepreneurship by Gender



The following diagrams show the distribution of Greek and Greek businesswomen at four levels of education: a) primary secondary, b) secondary, c) tertiary and d) postgraduate or doctoral level.

The first two findings to be noted are the following. Firstly, it is obvious that, as in the previous issue, there are no significant differences between the educational characteristics of established male and female entrepreneurs. Indeed, the percentage of participation of each particular educational level are almost identical for both sexes. Secondly, it is obvious that young entrepreneurs - women and men - tend to have a higher level of education compared to elder. This is a promising finding, given that people with a higher level of education are coming to the forefront than in the past.

However, the most interesting findings concern the new entrepreneurship of men and women. A first point that is significant to be noted is that the percentage of new entrepreneurship involving people from partially secondary education is almost 50% higher for Greek young women entrepreneurs compared to men (14.26% vs. 9.35%). The reasonable assumption here is that this is a finding that is directly related to the higher need entrepreneurship of Greek women. However, the second important element that emerges is the percentage advantage - even marginal - of women in the two highest levels of education, i.e. those who have completed

higher education and / or have obtained a master's degree or doctorate. This is a finding with significant policy implications, as it reveals that the educational level of Greek young women entrepreneurs is at least not inferior to that of men.

Diagram 3: Early Stage of Entrepreneurship Training Level by Gender

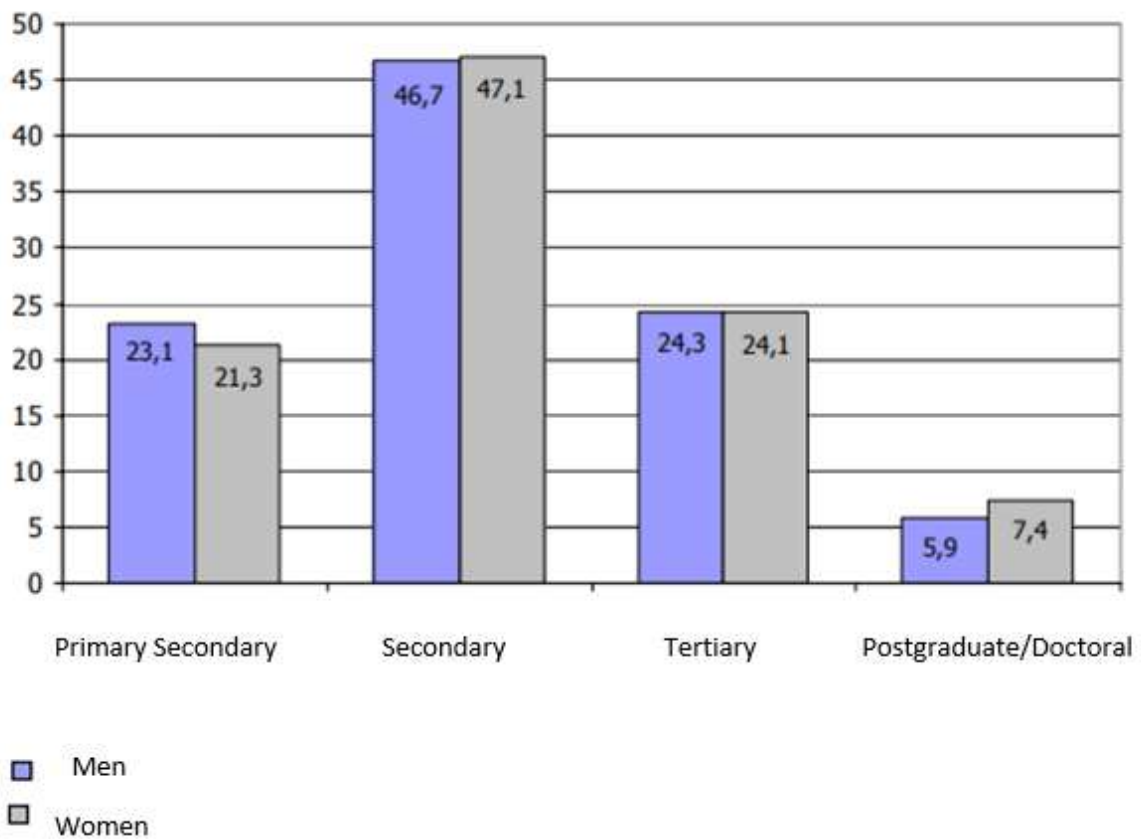
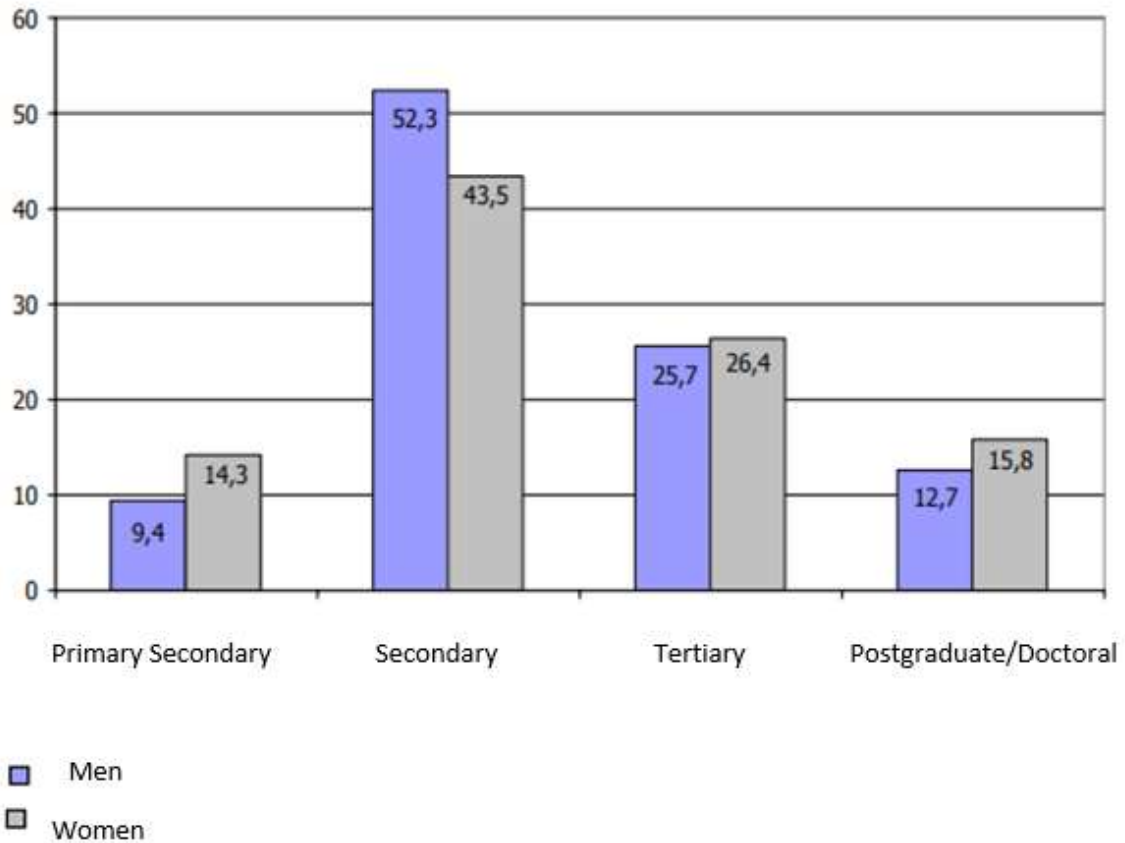
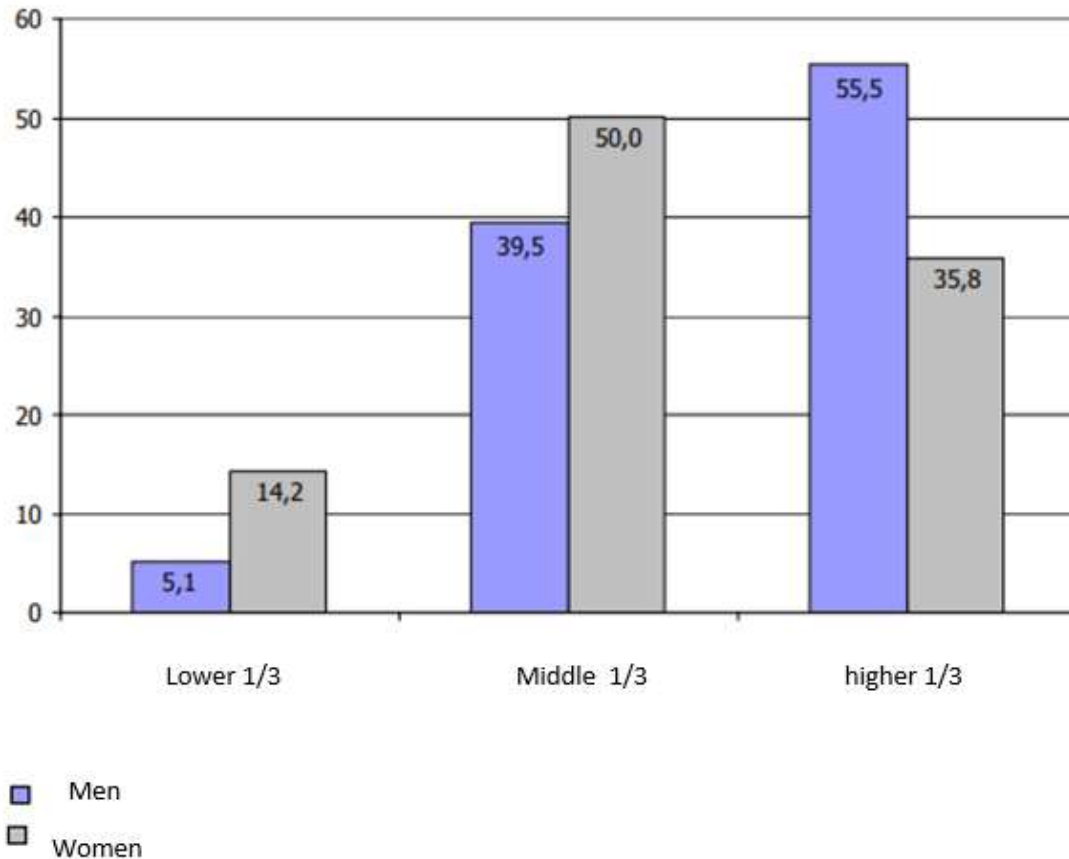


Diagram 4: Standard Level Entrepreneurship Training Level



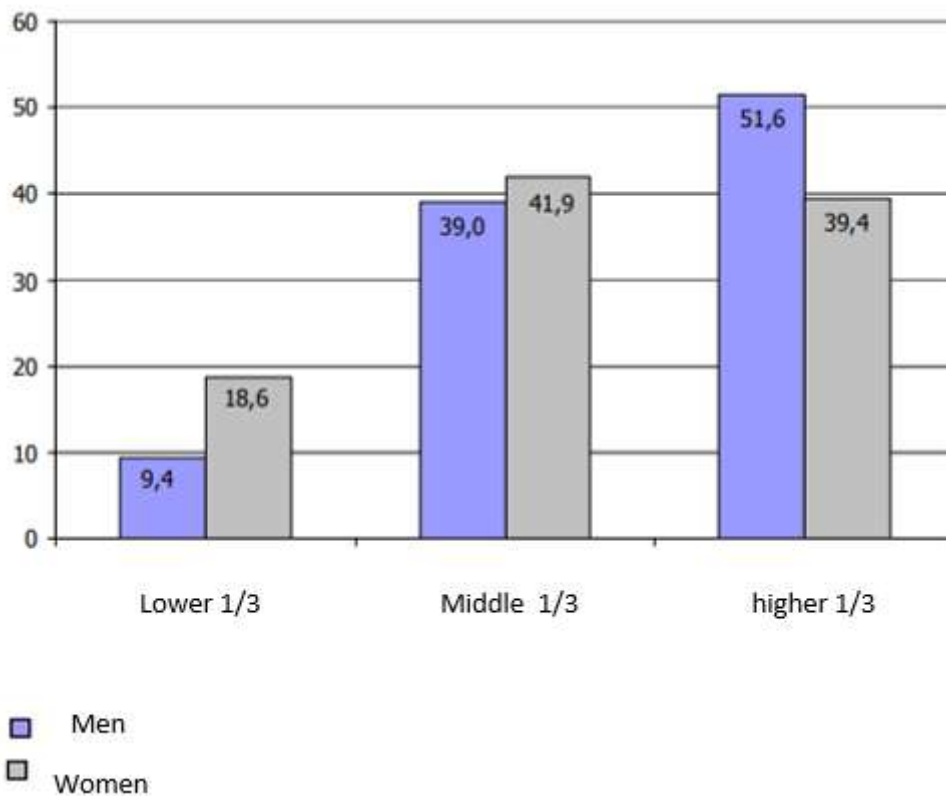
The last demographic characteristic that will be examined in relation to the entrepreneurship of Greek women has to do with the family income, which is divided into three branches: lower, middle and higher one third for the data of each country.

Diagram 5: Early Stages of Income Level and Entrepreneurship by Gender



In contrast to the demographic characteristics which previously discussed, there are significant differences between men and women in both young people as well as established entrepreneurs. Regarding young entrepreneurs, 51.6% of Greek young entrepreneurs come from the upper income group. It is obvious that this finding reflects the difficulties of searching financing from sources besides the family, which have been identified and discussed in detail in previous IOBE Entrepreneurship Reports in Greece. Things look very different for Greek young women entrepreneurs, where the percentage of those coming from the upper family income category is only 39.5%. In fact, 18.5% of Greek young entrepreneurs come from the lower echelon - twice as many as men. Of course, this is a finding that can only be related to the higher need entrepreneurship of women.

Diagram 6: Income Level and Established Entrepreneurship by Gender



The entrepreneurship of need is high and this certainly explains the fact that the percentage of women entrepreneurs coming from the lowest family income level is three times that of men (14.2% vs. 5%). However, the interest here is the great superiority of men over women entrepreneurs coming from the highest ranks (55.5% vs. 35.8%). One possible explanation is that, in the case of established entrepreneurship, the family income in which the entrepreneur belongs should be treated more as a result of his / her business activity, rather than as a condition of business activity. In this context, the low participation in the established entrepreneurship of Greek women of the highest rank may indicate that, due to the provision of financial comfort, the motivation for doing business is significantly lower for women in this category, which this also explains the large difference in the percentages found above.



2.3 Branch Structure of Women Entrepreneurship in Greece

It has previously been reported that despite the effort of filling the gender gap in entrepreneurship, women are still lagging behind men. However, beyond this gradual reduction, an additional interesting element is the strengthening of the business presence of women in certain sectors where the entrepreneurial activity of men is predominant, such as e.g. agriculture-stock raising, manufacturing, -retail and the hotel-restaurant sector. However, there are still sectors in which women's business presence is negligible (e.g. fisheries, energy, water, etc.), and others in which, while women account 60% of employment and in the last decade have occupied three quarters of the new jobs which are created, there is a significant decline in the business presence of women and a corresponding significant increase in the business activity of men (education, health).

At the level of intra-sectoral analysis of the composition of business activity of men and women, it appears that in 2018 the business activity of women was more intense in hotels-restaurants (7.2% of female employment in the sector), in the construction sector (6.8%), retail (5%), real estate management (5%), other personal or social services (4.9%), manufacturing (3.9%) and agriculture -breeding (3.4%). It should be noted that in these sectors, men also show intense business activity, in fact the size - about 2.5 - 3 larger than that of women.

On the other hand, the retail sector is the sector with the largest number of employers-entrepreneurs of both sexes (24.8% of men and 25.5% of women employers in 2018). In addition, as far as women concerned, the hotel-restaurant sector is the second most important sector in terms of business activity, because in this sector in the last decade the business activity of women has increased impressively (from 8.5% in 1993 to 18.2% of women entrepreneurs-employers in 2018).

The other sectors are followed by agriculture-stock raising (17%), the manufacturing industry (11.3%), the real estate management industry (10%), the other individual or social services (6.2%), the education sector (4.4%) and health-care services (3.2%). In the transport communications, construction and financial institutions sectors, the presence of female employers is relatively limited (1 to 1.5% of the total number of female entrepreneurs-employers), while in the fisheries, mining and quarrying sectors, the presence of women entrepreneurs is few or non-existent.

More specifically, the following are observed in the different sectors of the economy:



Agriculture-stock raising

In the agriculture-stock raising sector, there is a significant increase of female employers-entrepreneurs, with the result that the representation of women in the business arena of this sector is formed at a higher level than their share based on their participation in the human resources of the sector.

Fishing Industry

In the fishing industry, the presence of women in employers / entrepreneurs was zero, while the business activity of men in the industry also showed a significant decrease. Respectively, but comparatively smaller, is the reduction of the total paid employment, while especially the paid employment of women in the sector, although limited, increased.

Mining - quarry

In this sector, similar phenomena are observed with that of fishing: zero presence of women entrepreneurs, reduction of men's business activity and reduction (to a lesser extent) of total wage employment.

Manufacturing Industry

In this sector there hasn't been change in the number of female employers-entrepreneurs in recent years. In total, about 6,000 women employers are active in this field, while on the other hand, there has been a significant reduction in male entrepreneurs from 50,000 to 39,000. The chances of women taking up business in this field increased by 2.5 percentage points, but remain very low compared to the chances of men (13% for women versus 87% for men). On the other hand, the chances of women being hired are reduced from 35% to 31.3%.

Energy- gas - water

In the sector of energy, gas and water distribution, the presence of women in employers / entrepreneurs was minimal or zero throughout the decade, while on the contrary, the business activity of men increased.

Constructions

In the construction sector, the business activity of women is negligible, while the dominance of men in the management of companies in this sector is strong. Women constitute only 3% of all employers and employees in the industry (approximately 247,000 people). Salary of women increased - in relative terms - at a faster rate than that of men, while it was much higher than the increase in employment of women employers-entrepreneurs.



Overall, although some positive changes have taken place in this sector over the last decade towards balancing the employment of the two sexes, the chances of women employment payment remain very small compared to the chances of men.

Commerce

The commerce's sector accounts for about 25% of entrepreneurs-employers of all sexes. The total human resources of the industry increased in the decade 1993-2003 by 36% reaching approximately 393,000 people. The number of female employers increased, while a larger increase - in relative terms - was presented by female paid employment (by 65%). On the other hand, men showed a marginal increase in the number of employers-entrepreneurs (2.3%) and an increase of 30% in their employment.

Hotels-Restaurants

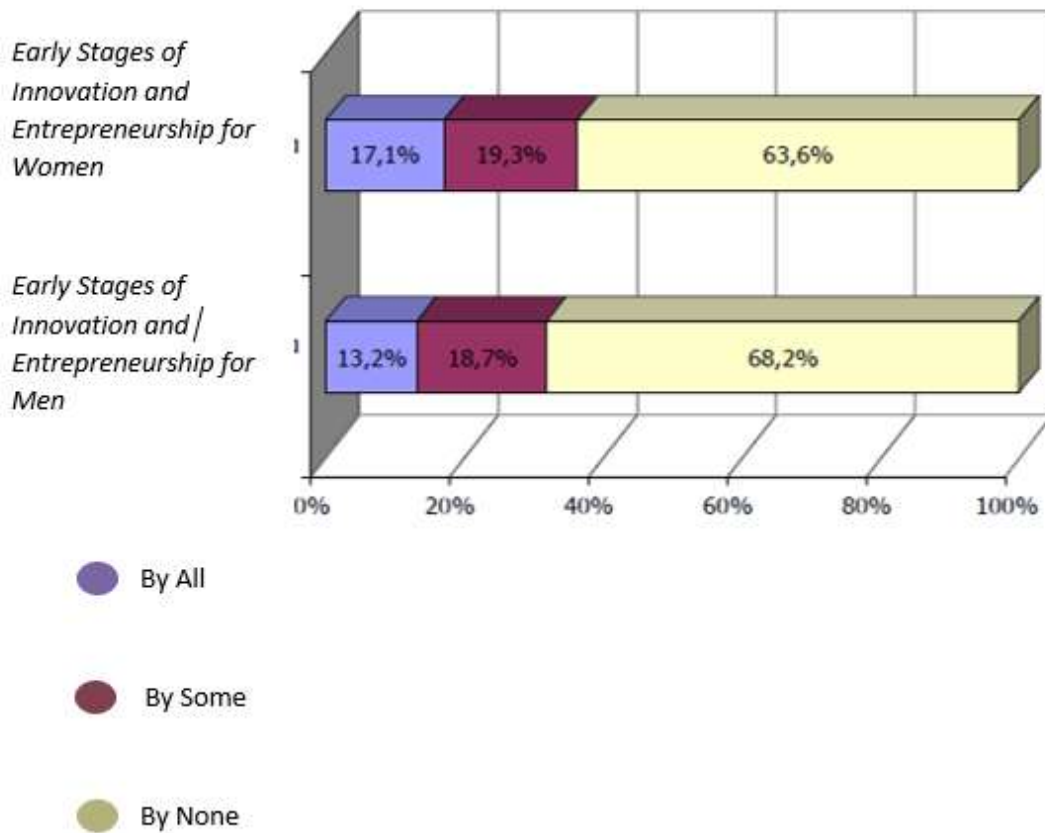
This sector has the most positive progress in female employment: in the last decade the total human resources of this sector have increased by 60%, while women entrepreneurs have increased by 320%, and women employees by 81%. The increase in the number of male entrepreneurs-employers was - in relative terms - smaller (36%), as was the increase in male employment.

2.4 Qualitative Characteristics of Women Entrepreneurship in Greece

In the following diagrams present data about the quality characteristics of women entrepreneurship such as innovation, the use of modern technological means, the intensity of competition and the hours of employment on a weekly basis. The data were taken from the Annual Report of the IOBE Business Observatory.

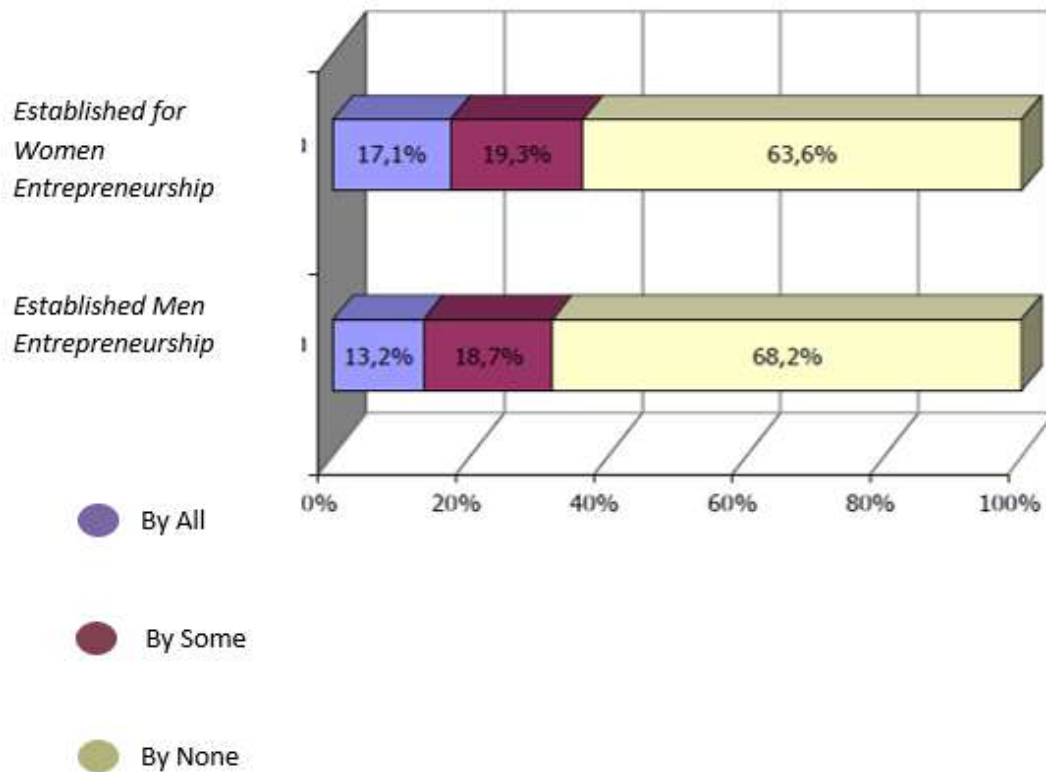
The Diagram 7 shows that the ventures of Greek young women entrepreneurs appear to be more innovative than those of men. While 68% of male young entrepreneurs state that the product or service they offer will not be considered new and innovative by any of their customers, the corresponding percentage of Greek women is only 63.6%. Conversely, 17.1% of Greek young women entrepreneurs state that their product is considered new and innovative by all their customers, while the corresponding percentage of men is only 13.2%. However, the superiority of women in terms of the innovation of their ventures is even more important in the category of established entrepreneurs, as the data in Diagram 8 reveal.

Diagram 7: Early Stages of Innovation and Entrepreneurship for Men and Women



As expected, given that the data for established enterprises, the percentage of those who believe that the product or service they offer will not be considered new and innovative by any of their customers is slightly higher for both men and women. However, while 19.3% of Greek women established entrepreneurs estimate that their product will be considered new by all their customers, the corresponding percentage of men is only 13.5%. So both the new and the established ventures of Greek women entrepreneurs appear to be more innovative than those of men.

Diagram 8: Established Entrepreneurship, Men and Women



According to the GEM (Global Entrepreneurship Monitor), Greece presents the highest performance worldwide in the use of modern technological means by Greek women entrepreneurs, which indicates that the trend towards technological upgrading of the country's production system is strong. According to the data, women compared to men make extensive use of new technologies in their work.

Continuing, it is known that high levels of innovation and technological upgrades does not coincide with high competition, as innovation and the use of new technologies differentiate a company from companies in the industry. However, previous GEM reports have revealed that the intensity of competition is particularly strong in our country, which suggests that business is failing to create significant new markets.



Diagram 9: Early stage of Innovation and Established Entrepreneurship for Men and Women

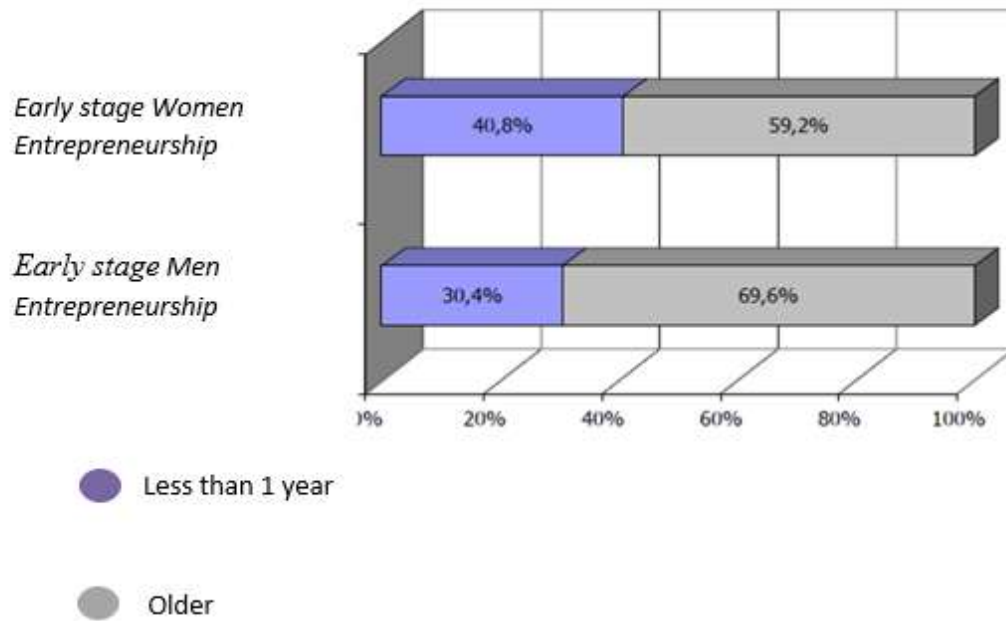
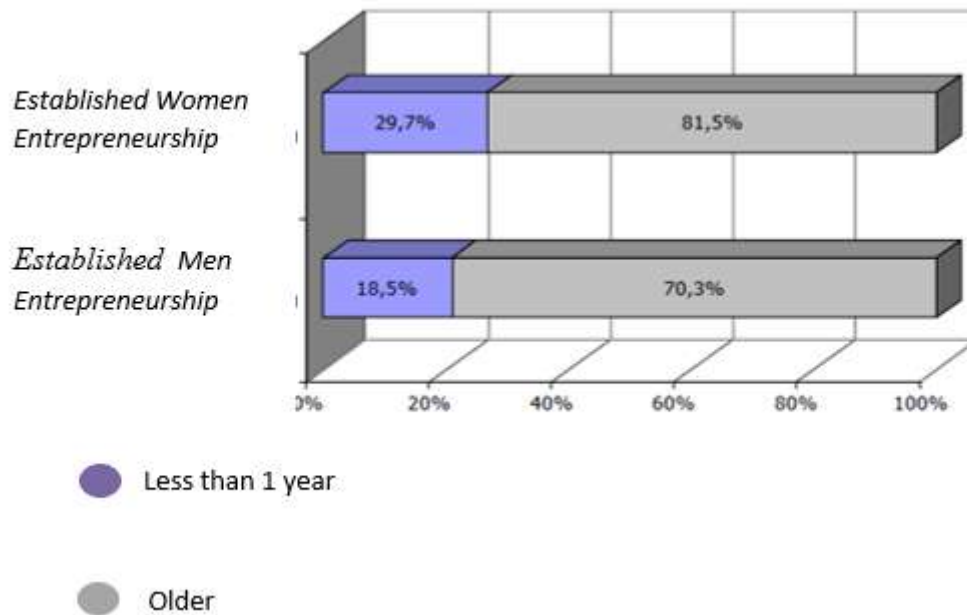


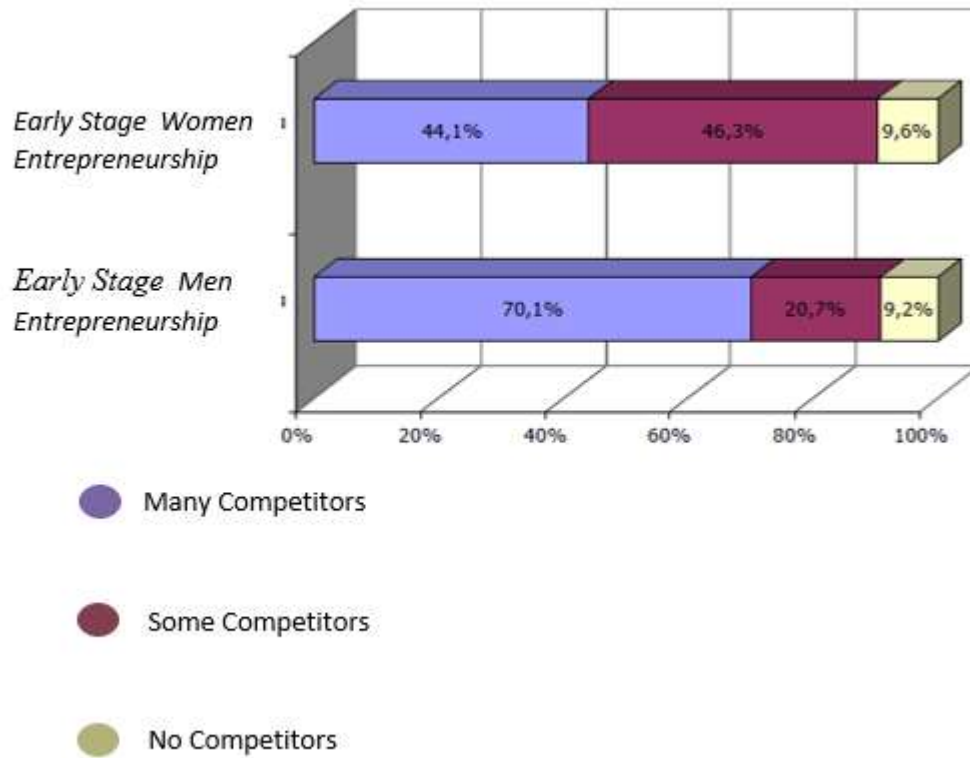
Diagram 10: New Technologies - Processes and Established Entrepreneurship



According to the diagram, 44% of Greek young women entrepreneurs state that they have many competitors, while the corresponding percentage of men is double, i.e. 70%. From the data presented, it seems that Greek young women entrepreneurs are superior to men in terms of innovation and technological upgrade of their ventures, which this translates into less competition they have to face.

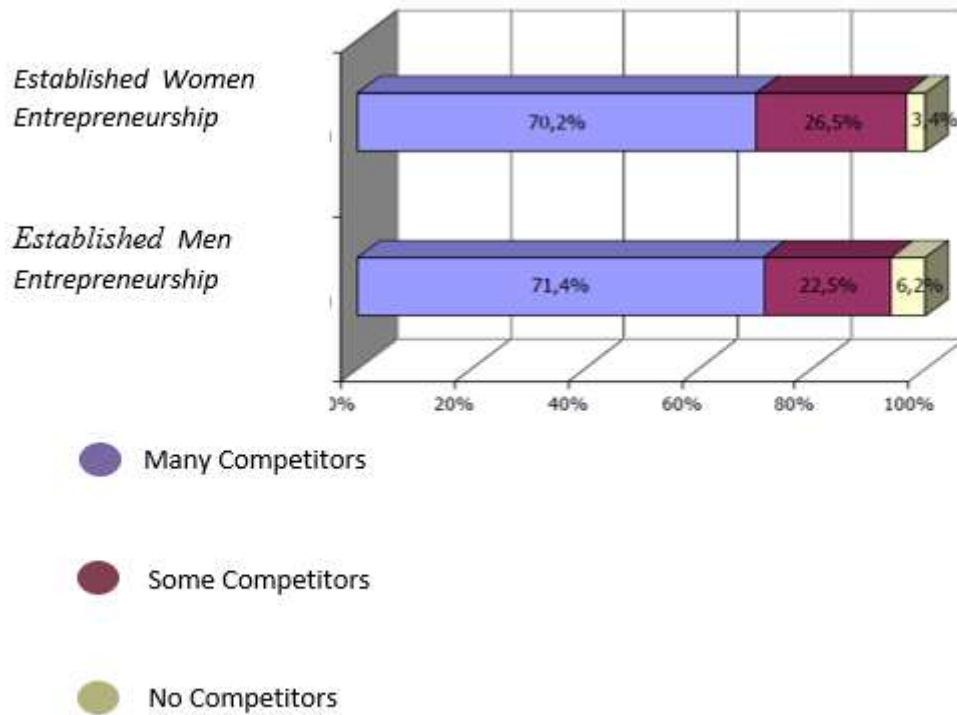
However, the data are quite different in the case of established entrepreneurship, as shown in the diagram below.

Diagram 11: Intensity of Competition and Entrepreneurship of Early Stages for Men and Women



The picture is quite different, as few established entrepreneurs, men and women, state that they face no competitors. Also, with a higher percentage of 70% for each gender, men and women entrepreneurs state that they face many competitors. From this we conclude that their activities do not create new markets, but rather tend to repeat activities that are already known and established in the Greek economy, and in which many competitors are already active.

Diagram 12: Intensity of Competition and Established Entrepreneurship of Men and Women



According to the primary survey on Women Entrepreneurship by the ICAP Group of 2018, most women work an average of 8-10 hours a day, while fewer women work an average of 6-8 hours a day.

Diagram 2:

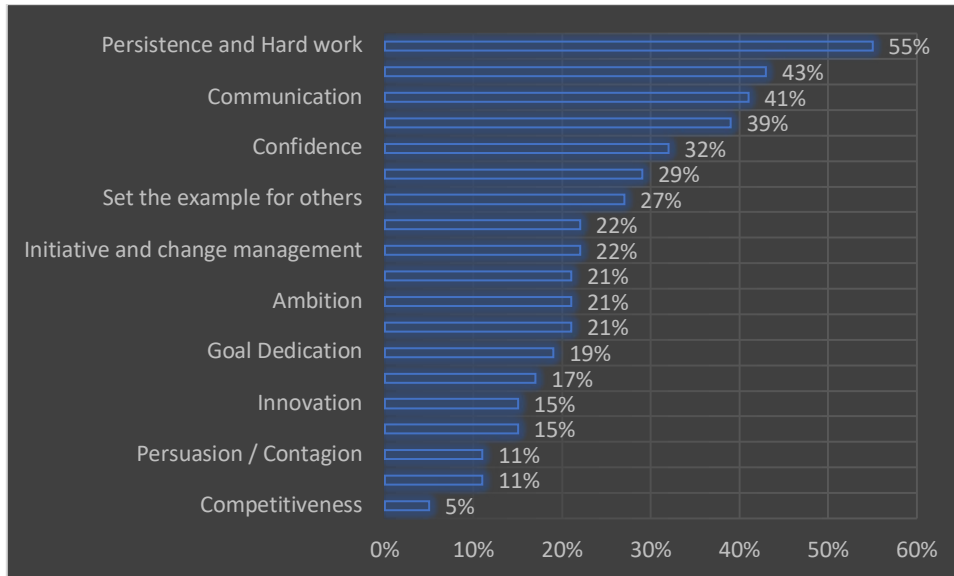
What is the average amount of working hours?



● 6-8 hours ● 8-10 hours ● 10-12 hours ● More than 12 hours

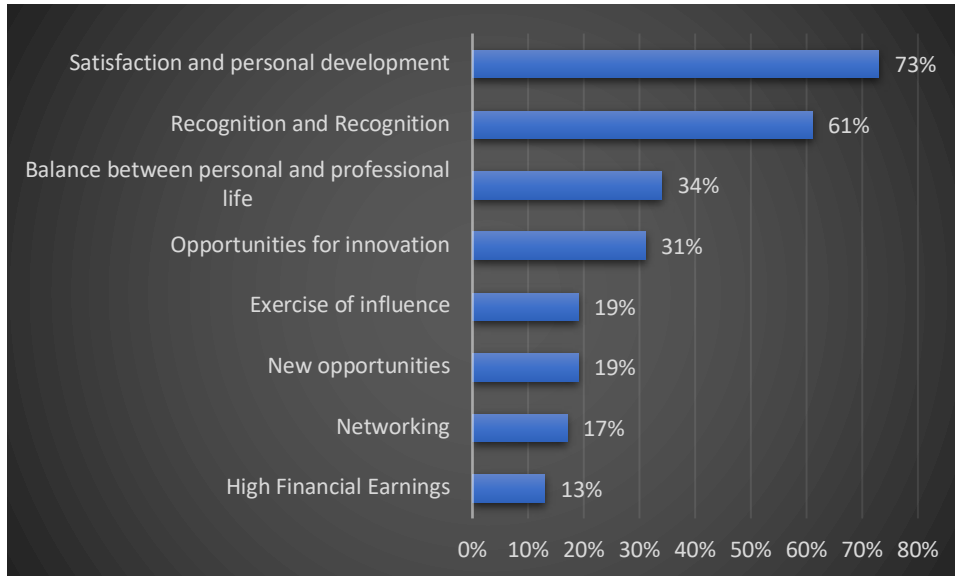
Also, based on the same research, persistence / hard work represented the 55% of the answers to the question regarding the main characteristics that distinguish women senior executives. Ethics also received a large percentage of responses (43%), which shows that women leaders work with integrity and believe in their personal values, which lead them to make their business decisions. The characteristic of communication is also important, since more than 4 out of 10 consider it to be an integral part of their character. In addition, women at the top of corporate governance are creative (39%) and confident (32%).

Diagram 14: Characteristics that distinguish Working Women



In addition, according to the results of the survey, satisfaction and personal development is the most important reward for women. More than 7 out of 10 chose this answer, while lower, but with an equally significant percentage (61%) followed the recognition and acclaim. Also, both the balance between personal and professional life (34%) and the opportunity for innovation (31%) provided by their senior management position are important motivators for a successful career. Interestingly, only 13% of respondents chose financial earnings, a finding that partially dispels the stereotype that "financial earnings are the biggest motivator for a successful career".

Chart 15: What Do Women Gain From Their Work?



2.5 Female Agricultural Cooperatives

Women's Cooperatives are the most common form of business activity of women farmers in agricultural production. The policy that promoted, through mainly the cooperative form, contributed to the development of the business initiatives of the farmer and not by chance.

The first women's cooperatives were created in the 1950s by the Address of Agricultural Applications of the Ministry of Agricultural Development and Food, without any particular claims to efficiency and survival possibilities. The dynamic era of began in 1983, with the establishment of the first cooperative in Petra, Lesvos, with the support of the General Secretariat for Equality of the Ministry of Development.

In addition to the General Secretariat for Equality, the Ministry of Agricultural Development and Food (Address of Agricultural Home Economy) and PASEGES deals with the organization and operation of women's cooperatives. Other who also contribute to the encouragement and support of the female percentage of agricultural areas for the startup of cooperatives, such as EOMMEX, OAED, development companies operating in the regions and other public and private sector.

The above addresses support the cooperatives by organizing education and training programs for their members, providing consulting assistance in matters of organization and management



of the cooperative, in tax and legal issues, matters of advertising and marketing of their products. The Ministry of Agricultural Development and Food, through the Address of Agricultural Economy, has several times financially supported women's cooperatives, subsidizing the monthly rent of their laboratories or sales outlets. These organizations also organize workshops for information, animation, awareness and exchange of experiences and information between women participating in cooperative groups.

The EU, in the context of its agricultural policy and the promotion of equal opportunities, supports women's actions and through them also women's cooperatives. The investments that are supported in the case of women's cooperatives concern investments of agro-tourism, agro-craft- and household nature. The first actions refer to investments in tourist accommodation and restaurants and relaxing centers. The latter concern investments for creation of small enterprises of preparation, processing and maintenance of food items, workshops for the production of local traditional products, the creation of spaces for the exhibition and sale of products, the logistics (catering) etc.

Today in our country there are more than 200 women agritourism cooperatives, which are active in the processing of local products, in the production of household goods and in the offer of agritourism services. Women, take advantage of the 55 pure and quality products of the Greek land, revive the wonderful nutritional culture they inherited and with traditional ways produce food of high nutritional value, safe and healthy.

In a short period of time, however, it proves that women's cooperatives, with agricultural, handicraft, home-made production, manufacturing and marketing of cultural heritage products, organic agriculture manage to exploit local sources of wealth, while playing a key role in keeping the agricultural population in the countryside.

2.6 Incentives to Promote Women Entrepreneurship

In all research projects the most important element is the difference between need entrepreneurship and opportunity entrepreneurship. In developing countries, there are more reasons for need, as it seems that a working relationship with the established wage is not so satisfactory. But the same is not true of developed countries, where the proportion of women who prefer an established employment relationship with pay and career is quite large. It is also stated that in enterprises, private and public, working mothers also have similar advantages. Due to the above factors, most women do not turn to a business but instead prefer a position in



a business as employees and especially when some opportunities are missing at the same time which could create a significant change in the behaviour of the female sex.

The main reasons that can lead a woman to start her own business are, first of all, her financial recovery. Entrepreneurs expect a return on investment, which will not only compensate them in terms of time and money, but will reward them for the risks and initiatives they have taken in the course of their business. Independence is important as well. The freedom to work independently is definitely another reward and motivation of entrepreneurship. In addition, the interest in the subject and finally, personal-family reasons.

2.7 Inhibitory Factors for the Development of Women Entrepreneurship

Several studies have been done on the issue of women entrepreneurship, including the various obstacles and challenges in her business career. The main factors that significantly affect the establishment of a business by women, are social, economic, political environment, infrastructure and emerging market.

The inhibitory factors are presented in more detail below:

1. *Lack of available time:* Family obligations never stop for the woman. Women still have the main responsibility of the house. This is why women entrepreneurs find it quite difficult to harmonize family and work issues. We should even point out that their entry into self-employment is delayed and prevented until their children reach adulthood.
2. *Traditional stereotypes:* Despite the increase of women in the business sector and despite their knowledge and skills, they seem to face particular difficulties which are reinforced by the social position of women and cultural and social stereotypes, projecting the man. Entrepreneur as something "normal" while the woman entrepreneur as something "different" and "strange".
3. *Lack of funds:* The main problem in starting a business is the money, but also the knowledge capital. A large proportion of women are employed in low-income industries. This makes it difficult to raise the required funds. In addition, financial institutions are quite cautious in lending to women businesses.
4. *Lack of networking and the social position of women:* The importance of social networks for an entrepreneur is great enough. The woman, however, spends more time



in her personal relationships, that is, in the relationship with the family, than in social networking.

5. *Lack of experience:* An ideal condition is to have a lot of technical and administrative knowledge, skills and talents. But for those who do not have the above characteristics, the ideal solution is experience. The woman often due to her insecurity, which results from lack of experience, hesitates to turn to entrepreneurship.
6. *Lack of business standards:* Society is less open to accepting women entrepreneurs, and the models of successful women entrepreneurs are not promoted at all or are not promoted in the right way.

In addition, a common phenomenon, which particularly concerns our country, is that despite the high qualifications of many working women, they face difficulty in rising to senior management positions. This is the main reason why the largest percentage of women turn to the public sector.

There are many obstacles to the development and advancement of women in the workplace. In fact, the main ones are:

- Differences in management style
- Stereotypes and prejudices
- Human resource management practices
- The balance of work and personal life

So this is called the "glass roof effect". The phenomenon of the "glass roof" is present in all sectors of the Greek economy. According to surveys and data provided to us by KETHI, in companies that reach about ten employees, women amount to 36.1%, but about 17.7% hold salaried-hierarchically higher jobs, positions that belong to the higher than 10% of the corporate salary scale.

The relationship between the "glass roof" and the size of the business is proportional. That means, the larger its size, the greater the specific phenomenon. In the smaller companies, which consist of 10-49 employees, 58% of women fill top jobs of their top positions according to their total employment in the company. In medium-sized companies, which consist of 50-99 employees, women hold only 51% of their top jobs. And finally, in the largest companies that consist of 100+ employees, the total number of top positions allocated to them amounts to 30%, difficulties that reach an even greater degree.



It is especially important to mention that over the years other similar terms such as that of the «glass roof» have appeared. Specifically, such is the term "sticky floor". This term was used to describe exactly the same situation as in the case of the "glass roof", perhaps to a slightly more disappointing degree for the difficulties of their development in the workplace. Finally, the optimistic side is given by the term "labyrinth effect" (labyrinth effect) which shows that despite the difficulties faced by women there is a solution, the way out of this labyrinth.

2.8 Social Stereotypes

Stereotypes are entrenched perceptions that characterize an individual or a group, or even an entire society. The adoption of stereotypes is strongly linked to the performance of some characteristics that function as elements of differentiation. One such feature is that of gender. Societies, from antiquity to the present day, are characterized by the strong existence of stereotypical perceptions around gender. Thus, they attribute specific characteristics to the man and the woman which are claimed to affect them in all areas of their lives.

Traditionally, the characteristics that express independence and power, are attributed to the male sex, while those of weakness and charm to the female. In a sense, the female side was identified with sexuality and the need for protection. More specifically, the man is attributed characteristics such as those of self-confidence, ambition, competitiveness and a generally strong personality. On the contrary, women seem to show weaknesses, less productive, even passive.

Because of these perceptions that existed and continued, women did not have high expectations for themselves or they didn't trust many times in their abilities, unlike men who are strong and assertive. Even today, stereotypes and prejudices continue to exist, which strongly influence the entry of women into leadership, creating a negativity that follows her in the field of employment in general. This phenomenon is not only related to our country but is a global issue.

The employment factor is very important for a person both financially and emotionally. In particular, entering in the field of employment, the primary benefit it offers is undoubtedly that of economic stability. The financial benefits offered boost either family or individual income and offer a sense of independence to the employee. It was this need that initially pushed women to seek their place in the employment. However, it is not the only benefit that employment



offers. When the person feels that he/she is offering, it contributes to his psychological situation as this way he feels useful. Still, the workplace is conducive to the socialization of individuals. Studying the field of employment one will discover a disproportion in the workforce. This disproportion concerns the gender of the employees. Thus, it seems that the largest percentage of positions is filled by male employees, while women are a minority. This is explained by considering what has been said about stereotypes. For these reasons, women are treated as less productive than men and less dynamic.

However, one cannot ignore the steps that have been taken to change this phenomenon. The presence of women in the workplace has clearly become more pronounced in recent years. It seems that women are increasingly trying to obtain a place in the labor market and to a large extent they succeed. Even there, however, there are some obstacles that are strongly related to the remnants of the perceptions of the past.

The participation of women in the field of employment has improved, but issues related to their professional careers remain largely unresolved. So their ambition to get a better position is not being satisfied. In particular, the senior and top executives of the largest percentage of companies are men. Women are filling inferior positions which do not require administrative qualifications. This is because both male employees and society at large believe that women be inferior to men in solving the problems that arise in a business. Their ability of leadership and administration are therefore questionable.

Regarding the above, the professional career of women is characterized by a stagnation. Thus, it is difficult for a woman to achieve her promotion in the field of employment, even if there is a need to fill a senior position. Even though, there is an employment vacancy will be preferred a man with less working experience than a woman who is already employee because they believe that the man will respond better.

In conclusion, despite the developments that have been observed in the field of employment in terms of gender discrimination, the remnants of the perceptions of the past are able to largely halt the work process of women, as a result, the representation of women in prestigious positions in companies it becomes a dead end.



2.9 Sexual harassment of Women at Work Place

Sexual harassment is the intimidation or coercion of a sexual nature and the unwanted or inappropriate promise of rewards in return for sexual favors. Sexual harassment includes a range of actions from mild harassment to sexual abuse or assault. Often, the perpetrator is in a position of power over the victim (due to gender, age, or social, political, educational, or employment relationships).

As anti-social behavior, sexual harassment violates human dignity, the principle of equal treatment and fundamental human rights in the field of employment. Here are some basic statistics on sexual harassment in the field of employment:

- 79% of the victims are women
- 51% are harassed by a boss and 49% by a colleague
- Large companies, trade and the banking industry are the largest industries where sexual harassment occurs
- 12% receive dismissal threats if they do not comply with their demands
- 38% of cases were committed by someone of a higher degree
- The targets of sexual harassment are mainly women under the age of 40

The effects of sexual harassment on women are varied and adversely affect their mental and physical health, social life and career. More specifically, the negative consequences include the following:

- Psychological stress and deterioration of health
- Decreased work performance as a result of stressful conditions and increased fear of a recurrence of harassment Η γυναίκα γίνεται αντικείμενο κριτικής και σχολιασμού
- The victim becomes the "accused" and his way of life and privacy are often attacked
- Loss of confidence in environments similar to those where harassment occurred
- Loss of confidence in the types of people who occupy similar positions with the person being harassed or their colleagues
- Reduced opportunities for learning and development at work
- Forced change of jobs and unemployment



3. Women's Entrepreneurship in Epirus region

3.1 Entrepreneurship in the Region of Epirus

The Region of Epirus is geographically located in the northwestern part of Greece and borders east with Macedonia and Thessaly and south extends to the Amvrakikos Gulf and the Regional Unit of Aitolokarnania. It consists of four (4) Regional Units (P.E.), P.E. Artas, P.E. Thesprotia, P.E. Ioannina and P.E. Preveza. The seat of the Region of Epirus is Ioannina. According to the data of the last census in 2011, the permanent population of the Region of Epirus amounts to 336,856 people and constitutes about 3.1% of the population of the country.

The number of small and medium-sized enterprises operating in the Region of Epirus amounts to 30,854, with a total turnover of 5,138,000 euros. Of these, 68% are active in the tertiary sector, 25.4% in the secondary sector and 6.3% in the primary sector.

It is mentioned here that although the tertiary sector has the greatest activity, the enterprises of the secondary and primary sectors in the Region of Epirus are proportionally more than the whole country. This is indicative of specialization in the agricultural sector, but also in the processing of mainly agricultural products. Two thirds of the region's exports are food, mainly fish, dairy, fresh fruit and fruit, meat and live animals. The EU-27 has been the main export partner for the United States for several years.

With reference to the specialization sectors, it is stated that the main activity of the primary sector is livestock farming (sheep and goat farming and poultry farming), while aquaculture is of particular interest. The region of Epirus is the only one that combines a variety of water resources, many species of farmed fish and many ways and methods of farming. The Region of Epirus hosts large fish farming units in Greece (15%, with the largest concentration observed on the ionian coast) and inland aquaculture where it has consistently held the first place in Greece for years (with concentration in the region of Ioannina and Preveza).

The majority of processing undertakings concern the food industry (mainly processing of agricultural products). The Region of Epirus has significant advantages both in terms of traditional tourism activities and alternative tourism. The comparative advantages of the region for the promotion of tourism as a main development centre include clean coasts, areas of exceptional natural beauty, archaeological monuments, national parks, local cultural tradition, etc.). Tourism in the region is distinguished by sea, special, mountainous). Due to the geomorphological characteristics and the different climatic conditions prevailing in the coastal



areas and inland, different tourism patterns prevailed. The result is the balanced dispersion of tourist attraction poles with great potential for tourist development.

Epirus is one of the regions of the country with the highest spending on Research and Technology as a percentage of GDP. However, it is still lagging behind the EU27, and the expected efficiency has not yet been achieved, in relation to research and innovation infrastructure and expenditure. In particular, research and Development expenditure represents 0.85% of the region's GDP, more than the national average (0.67%), when the Community average (EU 27) is 2.05%. These figures are below the EU 2020 target for research and innovation spending (3% of GDP) and the national target of the National Reform Programme for 2020 (1.2% of GDP).

96% of research activity in Epirus is carried out in higher education institutions. Strengthening private sector participation in research is a key challenge for all regions of Greece in the new programming period. The remaining 3% of the research activity is carried out with state funding with research carried out by the Research Centres of the region, for which there is an increasing tendency to participate in the overall research action, but without achieving their desired networking. In particular for the operation of the Research Centres, it is noted that they create an important pool of knowledge that contributes to economic and business development, enhances the creation of partnerships between research institutions and enterprises, the transfer of know-how to industry and the real economy in general, as well as the creation of new products as a result of research work and innovative approaches.

In the Region of Epirus operates the Scientific and Technological Park of Epirus with the main role of disseminating the know-how produced in the academic community and research centers / institutes, aiming at the creation of a new development pole in the region.

In the field of human resources, Epirus performs well at national level for Science and Technology, and is one of the regions with the highest number of researchers and researchers in the fields of research and innovation. Strengthening the competitiveness and extroversion of enterprises is achieved by integrating Information and Communication Technologies (ICT) tools into the socio-economic environment of the region. ICT enterprises operating in the region mainly concern software maintenance and support for government agencies as well as for other local enterprises, while regional higher education institutions (University of Ioannina and Technological Educational Institute of Epirus) are active in the field of ICT in education

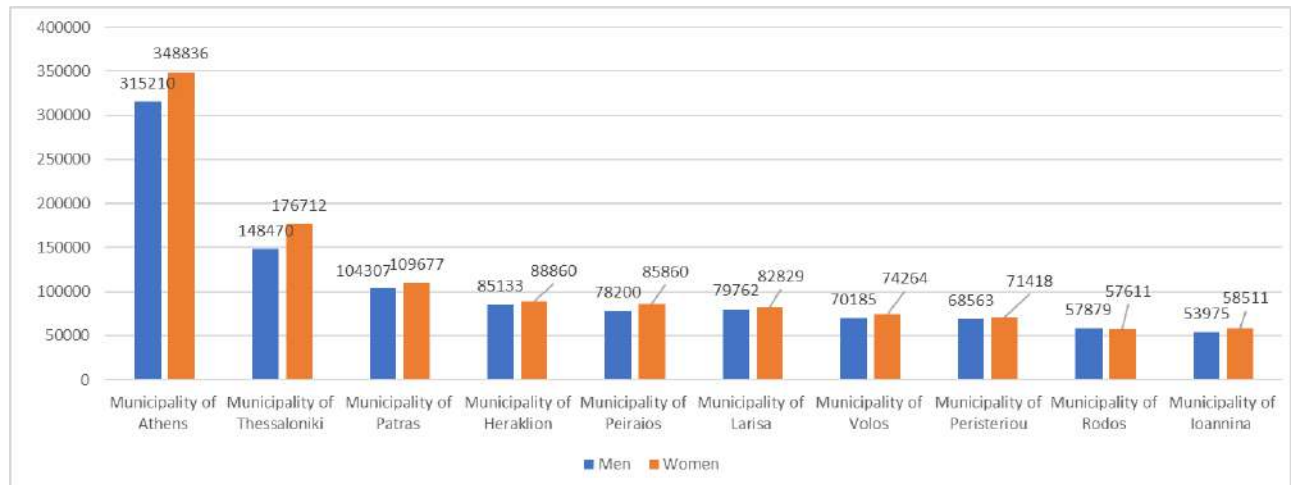
and research, but their work remains limited to the main production sectors (agriculture/forestry, food and drink).

3.2 Recording of the Socio-Economic Profile of the Women's Potential of the Region of Epirus

According to data from the Hellenic Statistical Authority (ELSTAT) for the year 2011, the permanent population of Greece amounts to 10,816,286 people, of whom 5,303,223 (49%) men and 5,513,063 (51%) They're women. In the Region of Epirus the corresponding percentages are 49.20% and 50.8% and it seems that the population structure is comparable to that of the country.

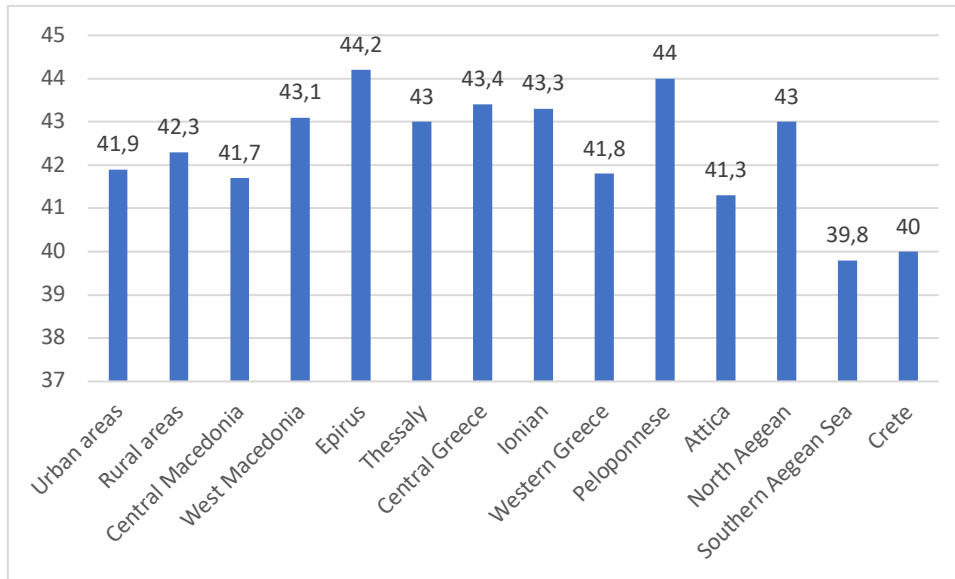
The seat of the region, the city of Ioannina, belongs to the 10 largest municipalities of Greece (this one has the tenth place) with a total population of 112,486 people, of which 48% are men and 52% women.

Diagram 16: Permanent Population of the 10 Largest Municipalities by Gender



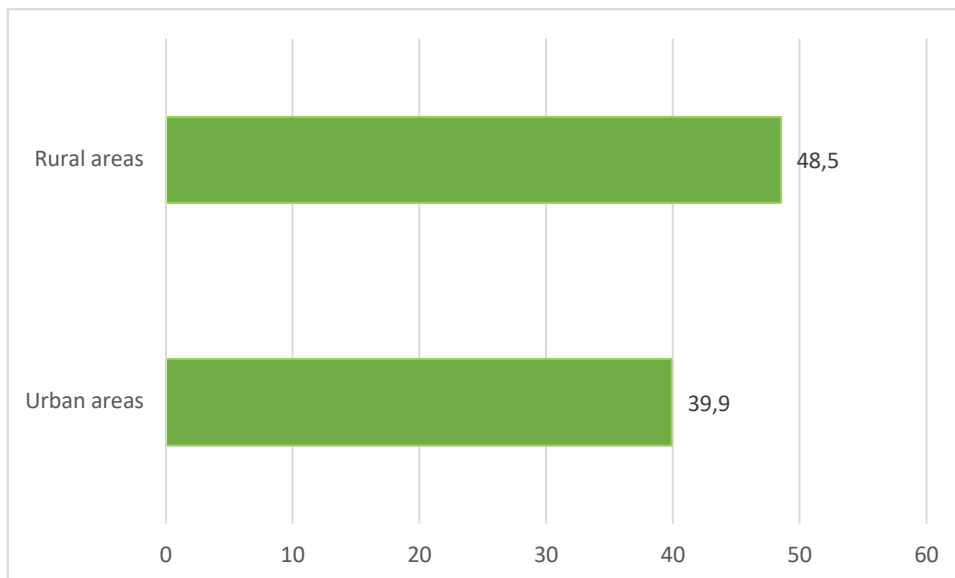
The Region of Epirus, as shown in the diagram below, shows the highest average age (44.2 years) of the country's permanent population. The demographic ageing of the population of the Region of Epirus causes problems in areas of society, the economy, health, the insurance system.

Diagram 17: Average Age of Permanent Population by region



The following for the Region of Epirus is presented in the form of a diagram of the average age by urbanity, where it appears that older people live in rural areas in relation to urban areas of Epirus.

Diagram 18: Average age by urbanity



The following table shows the 10 municipalities with the highest average age.



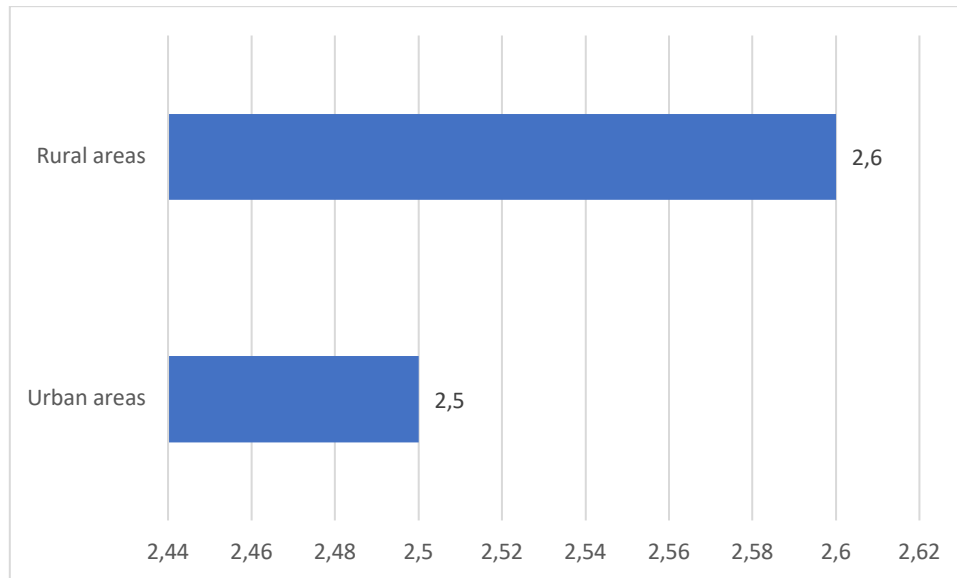
Table 1: Municipalities with the highest average age.

Regional Unit	Municipal	Average age
Arta	Central Tzoumerka	57,9
Milo	Kimolo	55,7
Arkadia	Gortinia	54,8
Karditsa	Argitheas	54,3
Lasithi	Lasithi Plateau	54,1
Ioannina	Dodoni	53,6
Karditsa	Lake Plastira	53,6
Arta	Georgiou Karaiskakis	53,3
Evrytania	Agrafon	53,3
Lefkada	Meganisiou	52,9

It seems that two Municipalities of the Regional Unit of Arta and one Municipality of the Regional Unit of Ioannina belong to the Municipalities with the highest average age. The larger average age of 57.9 years is presented in the Municipality of Central Tzoumerka of the Regional Unit of Arta.

As shown in Figure 19, the average household size in the Region of Epirus is greater in rural (2.6 people) than in urban areas (2.5 people). The same prices as those of the regions of Epirus appear throughout the country, where with the exception of Central Greece and the South Aegean in the rest of the Regions the number of household members is always higher in rural areas.

Diagram 19: Household Size by Urbanity in the Region of Epirus



From the total population of the Region of Epirus economically active is 34.61% (116,615.6 people). As can be found from the table below showing employment by professional sector, the largest proportion of the economically active population of Epirus (30.34%) is employed in wholesale and retail trade, repair of motor vehicles and motorcycles, transport and storage, accommodation and catering services activities. This is followed by public administration and defence, compulsory social security, education, activities related to human health and social care with 24.55% and Agriculture, forestry and fisheries with 18.19%. Also important are the percentages of employees in the sectors Mines, quarries, industry, electricity supply, gas, steam, air conditioning and water, wastewater treatment, waste management and sanitation activities (8%) and Construction (6.71%). The lowest percentages are shown in the Information and Communication (0.57%) sectors. and Real Estate Management (0.13%).

Table 2: Employment of residents of the Region of Epirus by sector

Agriculture, Forestry and Fishery	21.222,1
-----------------------------------	----------



Miners, quarries, industry, provision of electricity, natural gas, vapor, air con and water, waste water treatment, waste management and remediation activities	9.342,0
Construction	7.834,0
Wholesale and retail trade, repair of motor vehicles and motorcycles, transport and storage, accommodation and catering services	35.385,6
Information and communication	665,9
Financial and insurance activities	1.252,4
Real estate management	162,6
Professional, scientific, and technical activities, administrative and support activities	7.322,0
Public administration and defense, compulsory social security, education, activities related to human health and social care	28.636,5



Arts, entertainment, entertainment, other service activities, household activities as employers, non-differentiated household activities related to the production of goods and services for own use, activities of limited organizations	4.792,6
Total Employment	116.615,6

The following table shows the state of occupation of the population of the Region of Epirus by gender and age group for the year 2011. Of the region's total population, 38.5% are economically active. Of these, 61.2% are men and 38.8% are women. Women make up 50.78% of the population of the Region of Epirus, i.e. 171,081 women, of whom only 29.43% are economically active.



Table 3: Employment status of the population of the Epirus Region by gender and age group

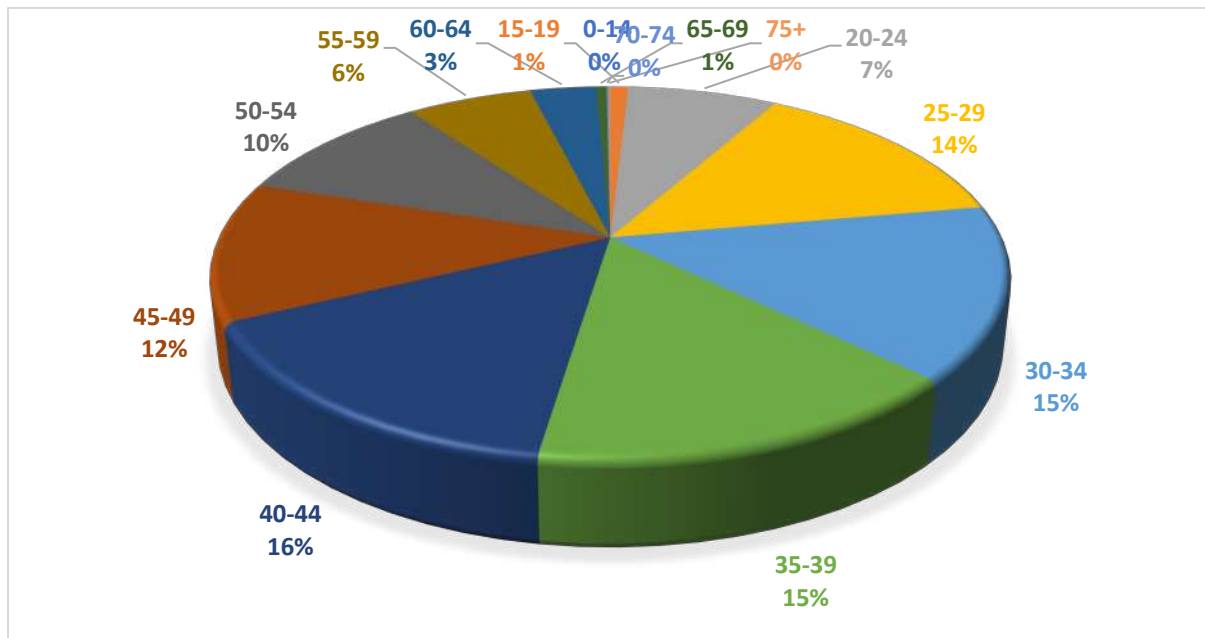
Description of place of permanent residence / gender and age groups	Total	Financial Active					Financial inactive					
		Total	Employed	Unemployed			Total	Students	Retired	Earner	Housekeeper	Others
				Total	Ex Employed	"New"						
ΠΕΡΙΦΕΡΕΙΑ ΗΠΕΙΡΟΥ	336.856	129.712	106.053	23.659	14.621	9.038	207.144	54.209	93.852	597	34.555	23.931
0-14	44.885	0	0	0	0	0	44.885	27.561	0	0	23	17.301
15-19	17.689	1.359	470	889	116	773	16.330	15.644	0	0	219	467
20-24	19.775	8.569	4.476	4.093	1.005	3.088	11.206	9.124	0	4	842	1.236
25-29	20.060	15.977	11.080	4.897	2.005	2.892	4.083	1.364	0	21	1.901	797
30-34	22.179	18.451	14.806	3.645	2.507	1.138	3.728	335	0	25	2.810	558
35-39	22.456	18.590	15.835	2.755	2.287	468	3.866	100	0	50	3.148	568
40-44	23.214	18.922	16.592	2.330	2.007	323	4.292	52	460	57	3.314	409
45-49	20.792	15.760	13.988	1.772	1.559	213	5.032	29	1.041	67	3.528	367
50-54	22.792	14.829	13.183	1.646	1.518	128	7.963	0	2.935	107	4.581	340
55-59	21.871	10.589	9.443	1.146	1.131	15	11.282	0	6.098	106	4.735	343
60-64	22.161	5.334	4.867	467	467	0	16.827	0	11.523	78	4.814	412
65-69	17.854	934	915	19	19	0	16.920	0	14.760	28	1.901	231
70-74	19.660	264	264	0	0	0	19.396	0	17.978	28	1.183	207
75+	41.468	134	134	0	0	0	41.334	0	39.057	26	1.556	695
Άνδρες	165.775	79.367	65.266	14.101	9.164	4.937	86.408	26.018	46.923	438	212	12.817
0-14	23.161	0	0	0	0	0	23.161	14.138	0	0	0	9.023
15-19	8.662	920	345	575	90	485	7.742	7.360	0	0	0	382
20-24	9.462	4.885	2.669	2.216	578	1.638	4.577	3.566	0	3	9	999
25-29	10.202	8.927	6.377	2.550	1.048	1.502	1.275	694	0	10	17	554
30-34	11.425	10.895	8.886	2.009	1.357	652	530	174	0	19	14	323
35-39	11.397	10.929	9.410	1.519	1.269	250	468	48	0	45	21	354
40-44	11.773	11.167	9.725	1.442	1.257	185	606	24	275	41	17	249
45-49	10.612	9.655	8.453	1.202	1.075	127	957	14	652	54	17	220



50-54	11.750	9.780	8.560	1.220	1.135	85	1.970	0	1.680	72	24	194
55-59	11.186	7.517	6.568	949	936	13	3.669	0	3.361	89	29	190
60-64	11.072	3.700	3.297	403	403	0	7.372	0	7.083	58	35	196
65-69	8.753	687	671	16	16	0	8.066	0	7.968	21	10	67
70-74	9.048	203	203	0	0	0	8.845	0	8.794	17	6	28
75+	17.272	102	102	0	0	0	17.170	0	17.110	9	13	38
Γυναίκες	171.081	50.345	40.787	9.558	5.457	4.101	120.736	28.191	46.929	159	34.343	11.114
0-14	21.724	0	0	0	0	0	21.724	13.423	0	0	23	8.278
15-19	9.027	439	125	314	26	288	8.588	8.284	0	0	219	85
20-24	10.313	3.684	1.807	1.877	427	1.450	6.629	5.558	0	1	833	237
25-29	9.858	7.050	4.703	2.347	957	1.390	2.808	670	0	11	1.884	243
30-34	10.754	7.556	5.920	1.636	1.150	486	3.198	161	0	6	2.796	235
35-39	11.059	7.661	6.425	1.236	1.018	218	3.398	52	0	5	3.127	214
40-44	11.441	7.755	6.867	888	750	138	3.686	28	185	16	3.297	160
45-49	10.180	6.105	5.535	570	484	86	4.075	15	389	13	3.511	147
50-54	11.042	5.049	4.623	426	383	43	5.993	0	1.255	35	4.557	146
55-59	10.685	3.072	2.875	197	195	2	7.613	0	2.737	17	4.706	153
60-64	11.089	1.634	1.570	64	64	0	9.455	0	4.440	20	4.779	216
65-69	9.101	247	244	3	3	0	8.854	0	6.792	7	1.891	164
70-74	10.612	61	61	0	0	0	10.551	0	9.184	11	1.177	179
75+	24.196	32	32	0	0	0	24.164	0	21.947	17	1.543	657

The diagram below shows that the highest percentages of economically active women in the Region appear in the age groups 40-44 (16%), 30-34 (15%), 35-39 (15%), 25-29 (14%) , 45-49 (12%).

Diagram 20: Economically active female population of Epirus Region by age group



According to Table 4 below, the largest percentage (38.86%) of the economically inactive female population of the Region of Epirus are retired. The next larger percentage (28.44%) deals with household chores. Of these, the highest concentrations occur in the age groups 50-54, 55-59, 60-64.

Table 4: Economically inactive Female Population of the Region of Epirus

	Total	Students	Retired	Earners	Housekeeper	Others
Women	120.736	28.191	46.929	159	34.343	11.114
0-14	21.724	13.423	0	0	23	8.278
15-19	8.588	8.284	0	0	219	85
20-24	6.629	5.558	0	1	833	237
25-29	2.808	670	0	11	1.884	243
30-34	3.198	161	0	6	2.796	235
35-39	3.398	52	0	5	3.127	214
40-44	3.686	28	185	16	3.297	160



45-49	4.075	15	389	13	3.511	147
50-54	5.993	0	1.255	35	4.557	146
55-59	7.613	0	2.737	17	4.706	153
60-64	9.455	0	4.440	20	4.779	216
65-69	8.854	0	6.792	7	1.891	164
70-74	10.551	0	9.184	11	1.177	179
75+	24.164	0	21.947	17	1.543	657

Out of the total of 171,081 women in the region of Epirus, a percentage of 5.58% is unemployed. In terms of economically active female population this percentage is 18.98%. The highest unemployment rate (24.55%) occurs between the ages of 25-29.

Table 5: Unemployment in the female population of the Epirus Region

	Total	Ex Workers	"New"
Women	9.558	5.457	4.101
0-14	0	0	0
15-19	314	26	288
20-24	1.877	427	1.450
25-29	2.347	957	1.390
30-34	1.636	1.150	486
35-39	1.236	1.018	218
40-44	888	750	138
45-49	570	484	86
50-54	426	383	43
55-59	197	195	2

60-64	64	64	0
65-69	3	3	0
70-74	0	0	0
75+	0	0	0

3.3 Women's Entrepreneurship Environment in Epirus Region - SWOT Analysis

This section presents the environment in which existing or potential businesses or active women in the Region of Epirus. The analysis of the environment is done using SWOT Analysis.

Table 6: Swot Analysis – Women's Entrepreneurship in Epirus Region

Internal	
Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ High export activity in key business sectors ▪ Area of tourist interest ▪ Development of alternative tourism ▪ High spending on Research and Technology ▪ Epirus Science and Technology Park ▪ High number of researchers ▪ Higher Education Foundation ▪ Technological Educational Institute ▪ Research Centres 	<ul style="list-style-type: none"> ▪ High average age at regional and municipal level ▪ Low proportion of economically active female population ▪ High unemployment rates among women between 25-29 ▪ Low participation of expenditure on Research and Development in the Region's GDP
External	
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Investment programmes 	<ul style="list-style-type: none"> ▪ Low levels of initial stage entrepreneurship between men and women



- | | |
|--|---|
| <ul style="list-style-type: none">▪ Awareness-raising actions by government bodies and non-profit organisations▪ Institutions to support women's entrepreneurship▪ Skills development programmes | <ul style="list-style-type: none">▪ Economic crisis▪ Social crisis▪ Perceptions and prejudices▪ Reduced business opportunities▪ Health crisis |
|--|---|

3.4 Analysis of RIS3 strategy areas of the Region of Epirus

RIS3 are the national/regional research and innovation strategies for smart specialisation that are integrated -locally oriented - economic transformation agendas and relate to the following:

1. Focus support policy and investment on key national/regional partnerships, challenges and needs for knowledge-based development, including ICT-related measures
2. They shall be based on the strengths of each country/region, their competitive advantages and the potential for excellence
3. Support technological as well as practical applied innovation and aim to stimulate investment by the private sector
4. Fully involve stakeholders and encourage innovation and experimentation
5. They are documented and they include monitoring and evaluation systems

The RIS3 approach is also related to the three priorities of the Europe 2020 strategy, namely smart, sustainable and inclusive growth. Smart specialisation is about the future of Europe, because developing a knowledge-based and innovation-based economy is a fundamental challenge for the EU as a whole. Secondly, smart specialisation is related to achieving sustainable growth, since a significant effort is needed for innovation as well as significant investment in the transition to a resource-efficient and low-carbon economy that offers opportunities in domestic and international markets. Finally, smart specialisation contributes to inclusive development between and within regions, as it strengthens territorial cohesion and achieves structural change, creating economic opportunities and investing in skills development, in the best jobs and in social innovation.

The strategy of the Region of Epirus is described in the National Research and Innovation Strategy for Smart Specialisation (RIS3) prepared by the General Secretariat for Research and Technology (GSRT) in cooperation with the Ministry of Economy, Infrastructure, Shipping and Tourism. This strategy aims at the dissemination of knowledge and the development of



entrepreneurship through the upgrading of those involved in the dissemination of information technology infrastructures and the assistance of new and youthful entrepreneurship. Also, promoting business discovery in new business sectors such as Health and Wellness.

In addition to the reorganization that will lead to better and more loyal services to the investor and the citizen, the Region of Epirus wishes to attract two helper in this effort. Academia (for the supply of knowledge and the promotion of opportunities) and the business sector (for investment in the new areas to be created).

The strategy is set out in the following four areas:

1. Agricultural sector and manufacturing. The primary sector can be an area of development of the region both because it leads to self-sufficiency of the region both because it meets the needs of the rest of Greece but abroad (exports). It also affects the tourism sector through gastronomic tourism through the development and production of local products.
2. Industry of Experience, which (including tourism, culture and creative industry) is a key driver of the economy of Epirus. It is an activity with significant opportunities to implement integrated combined technology systems and allows the development of specialized knowledge-based activities. Tourism requires a particular kind of innovation policy, which supports the capacity to generate knowledge and added value in an industry that does not create technology but uses it. In addition, it integrates not only the tourist object, but also, for example, primary production, such as microbrewery, microbrewery, microallandry, the production of tsipouro and can make great use of the variety of flavors and traditional recipes.
3. The academic community, which is an important factor in the production of knowledge. The various academic departments are active in the fields of specialization of Epirus such as the primary sector. Even more so, however, the IT sector has significant academic support and has created at least 80% of the new companies installed in the technology park. The IT sector can be an important factor in stimulating youth entrepreneurship but also a major inhibitor in the strong brain drain that characterizes the region. The development of a European platform for cooperation and innovation in this area is very important and can have valuable positive effects on the region.



4. Health and Wellness is the area for which "raw materials" exist so that a significant specialization can be developed. In order for a region to be able to compete on the international market, it needs, in addition to the necessary organization, to meet two conditions. Firstly, the places that can welcome this kind of alternative tourism and scientific awareness in the field of health (such as Austria and Switzerland). The Region of Epirus fulfils both of these conditions. It has the right spaces and academic awareness in the field of health.

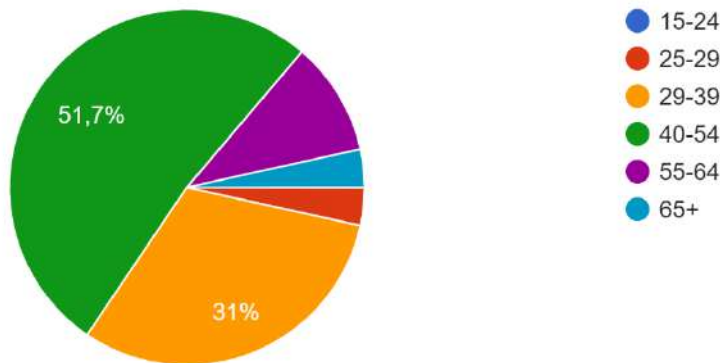
4. Mapping Women's Entrepreneurship in the Region of Epirus^{4.1}

4.1 Mapping of the Existing Women's Enterprises of the Region of Epirus

This is followed by the mapping of the existing women's enterprises of the Region of Epirus as a result of the primary data survey.

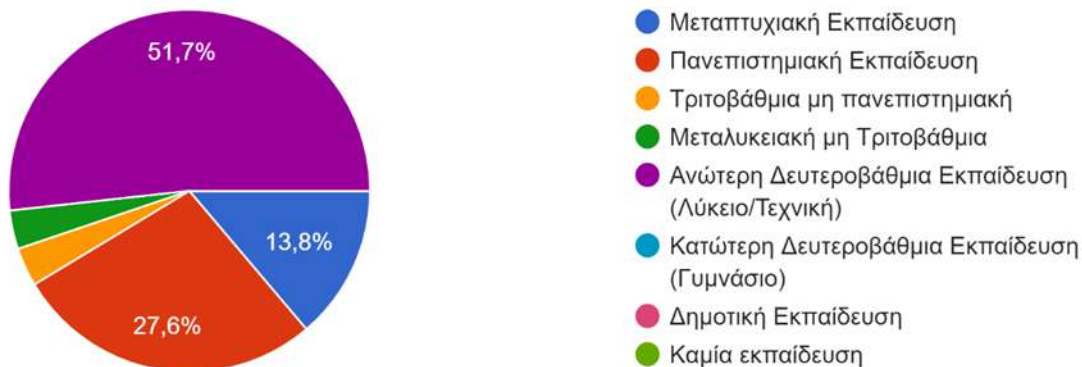
Age

The majority of women (51.7%) who participated in the completion of the questionnaire had an age of '40-54'. 31% of ages rang from '29-30', while the remaining entries have a different age distribution.



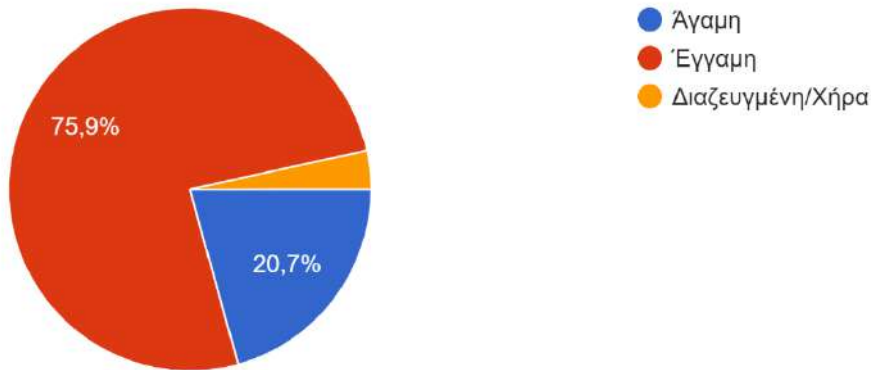
Education level

The majority of women surveyed (51.7%) stated that they are trained with "Higher Secondary Education". Then, 27.6% of them have "University education", while 13.8% hold "Lower Secondary Education".



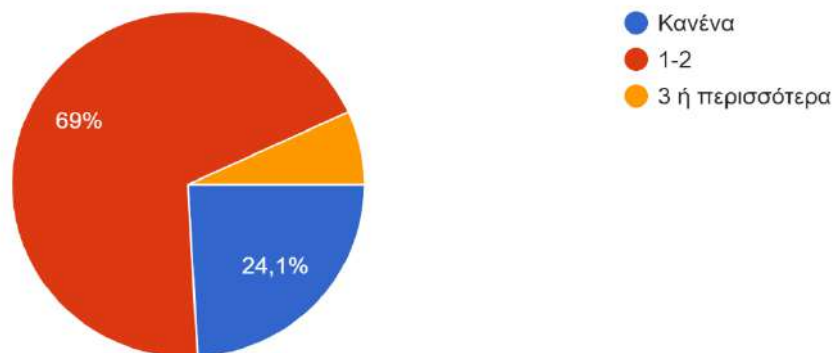
Marital Status

The majority of women surveyed (75.9%) stated "Married". A percentage equal to 20.7% stated "Unmarried", while a small part of them declared "Divorced/Widow".



Number of kids

The largest proportion of women surveyed (69%) stated that he has "1-2" children. A figure equal to 24.1% said 'None', while a small number of women said '3 or more'.



Citizenship

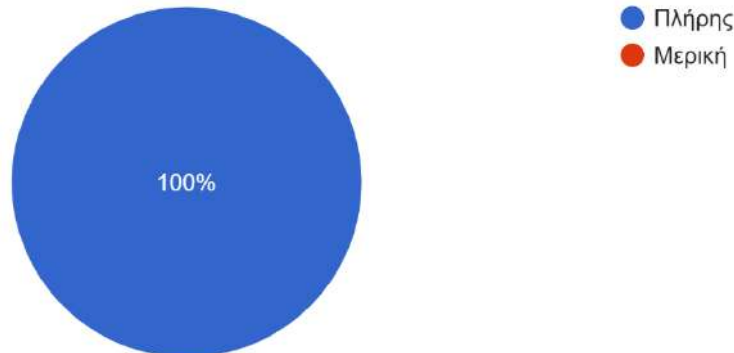
All women surveyed declared the answer "Greek".





Full/Part-time work at the Company.

All women surveyed stated that their employment is "Full".



Start Day

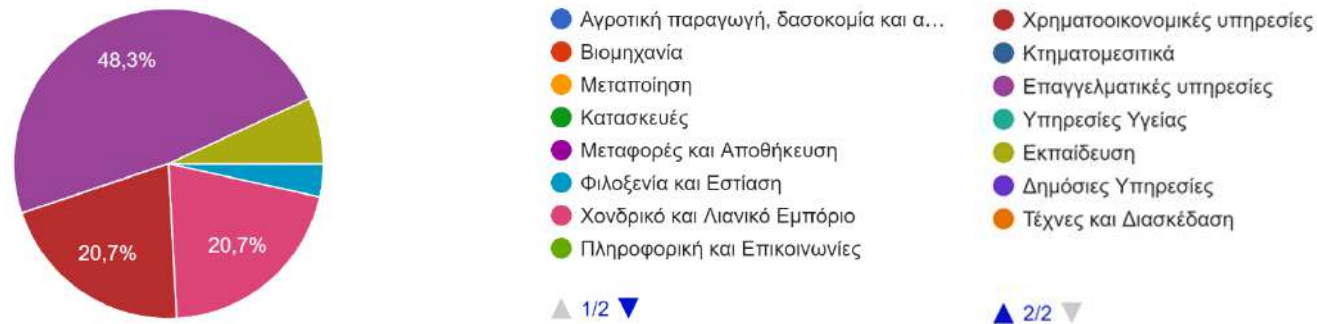
The responses of women surveyed are diverse.

More specifically:

- 4 Businesses started on 01/01/2010.
- 3 Businesses started on 01/01/2005.
- 3 Businesses started on 01/01/2018.
- 2 Businesses started on 01/01/1990
- 1 Business started on 01/01/2020. While, the rest had a start shared from 1993 to 2016.

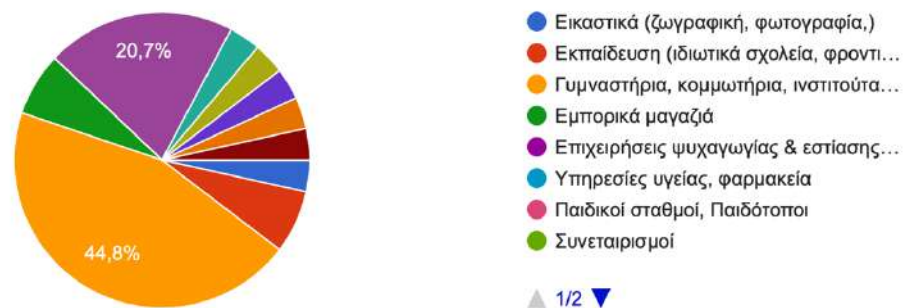
Economic activity sector

The majority of women surveyed (48.3%) stated that the economic activity sector concerns "Professional services". A percentage equal to 20.7% said that the economic activity sector concerns "Financial Services" and "Wholesale and Retail" respectively, while there is a small part of the answers concerning the following: "Information and Communications", "Hospitality and Focus".



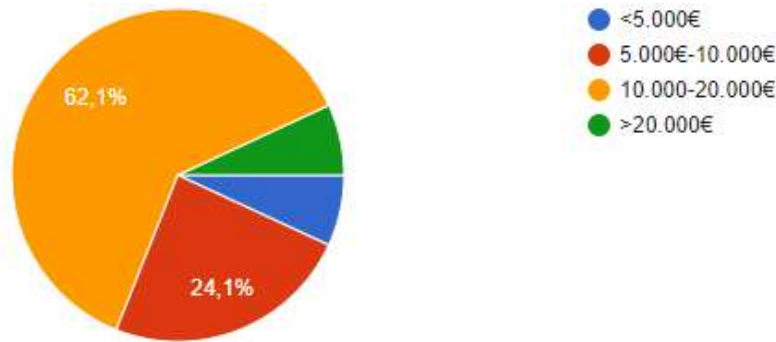
Specific area of business activity

44.8% of women surveyed said that the specific area of activity of the company is "Gyms, "Aesthetic institutes", in addition, a percentage equal to 20.7% replied "Accounting- Tax offices", while the other answers observed are: "Education: private schools, nurseries", "Commercial shops", "Catering services", "Fashion accessories", "Retail trade", "Shop of women's/men's clothing", "Pictures".



Initial Capital for the Start of the Business

The majority of women surveyed (62.1%) replied that the initial capital for the start-up of their business corresponds to «10.000€-20000€». In addition, a percentage equal to 24.1% stated that it corresponds to "5000€-10000€".



Source of initial capital

The majority of women surveyed (79.3%) replied that their initial source of capital was from "Personal Savings", while there are replies (6.9%) corresponding to 'Inclusion in a funded graduate programme'. Also, a small percentage of responses correspond to: "Bank Lending", "Inclusion in a Funded Programme", "Subsidy"

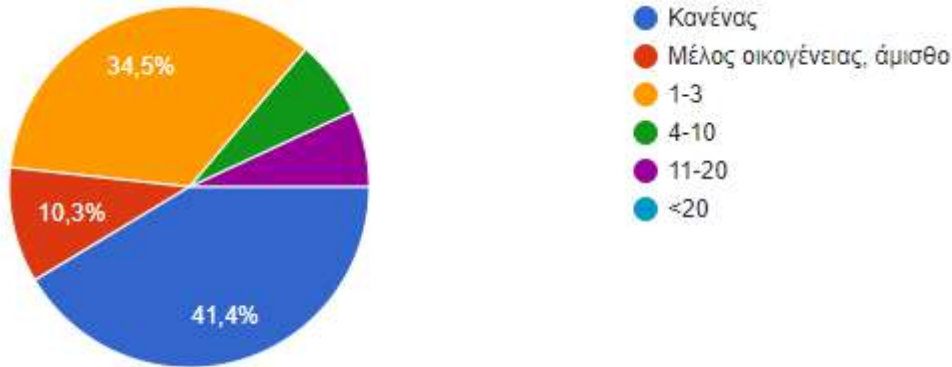


Number of salaried staff in the company

41.4% of women said they did not have paid staff in the business. In addition, 34.5% said they had a "1-3" number of paid staff, while 10.3% of the total replied that they had a "Family

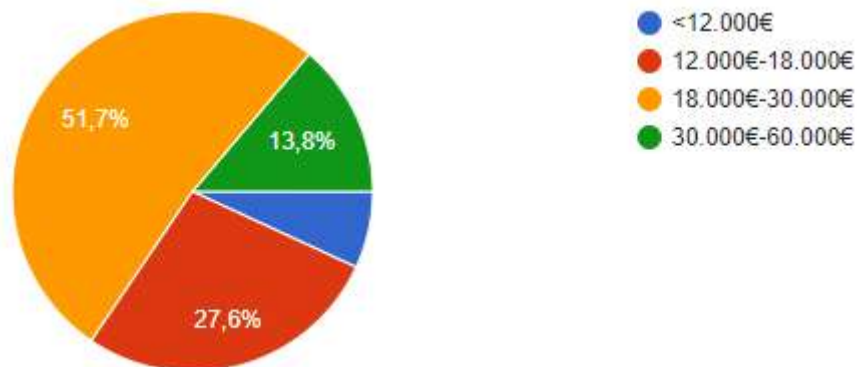
member,

unpaid".



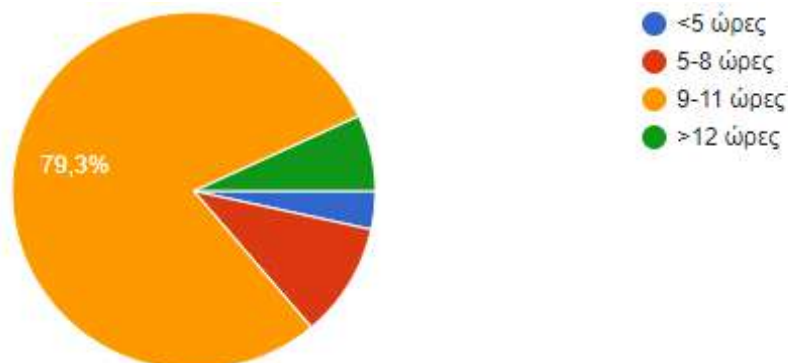
Annual turnover of the company

51.7% of women surveyed said their annual turnover is «18000€-30000€». 27,6% stated that the annual turnover is «12.000€-18.000€», while 3,8% of the total is «30.000€-60000€».



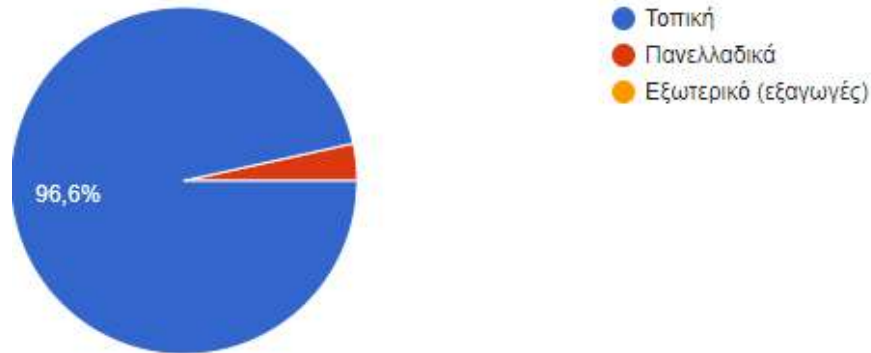
Average daily work

The majority (79.3%) women surveyed stated that the average daily work is '9-11'. While the remaining percentage of responses is shared in replies '5-8', '>12', '<5'.



Business reference market

The majority of women (96.6%) stated that their company's reference market is "Local".



What percentage is export activity?

The market for the companies declared by the women surveyed concerns only the interior of the country.

What is the point of doing business?

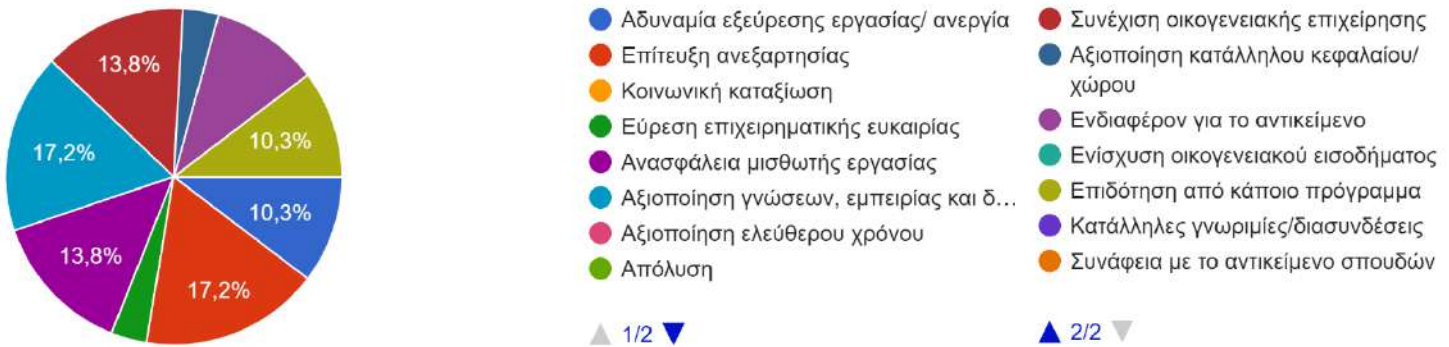
The majority of women surveyed (75.9%) stated that the reason for the exercise of entrepreneurial activity is "Entrepreneurship of opportunity (Exercise of entrepreneurship due to the acknowledgement and exploitation of an appropriate investment offer)". While 24.1% said the reason for doing business is "Business necessity".





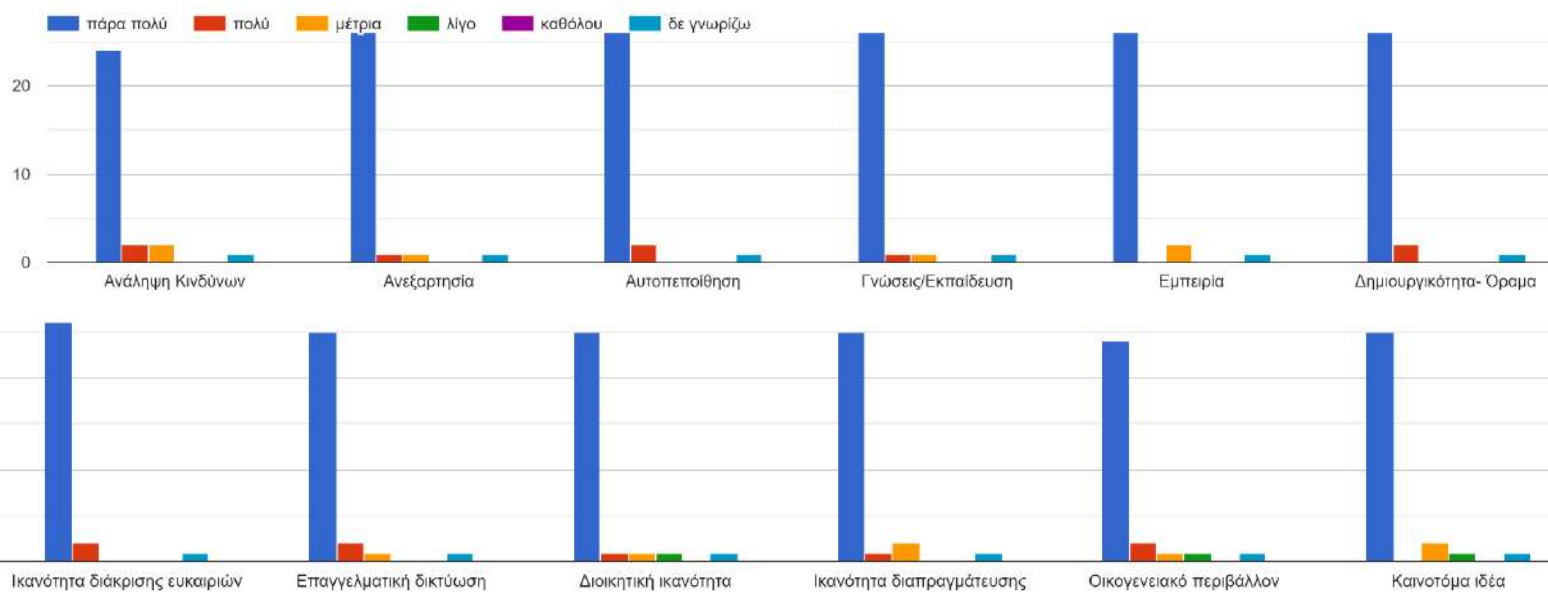
What factors specifically determined your initial decision to do business?

17.2% of women replied "Use knowledge, experience and skills" and "Achieve independence" respectively. In addition, 13.8% answered "Insecurity of salaried work" and "Continuation of a family business" respectively, while 10.3% gave a response related to "Subsidy from a programme" and "Inability to explore work" respectively.



How important are the following characteristics in terms of the qualities/skills that a female entrepreneur must possess in order to succeed?

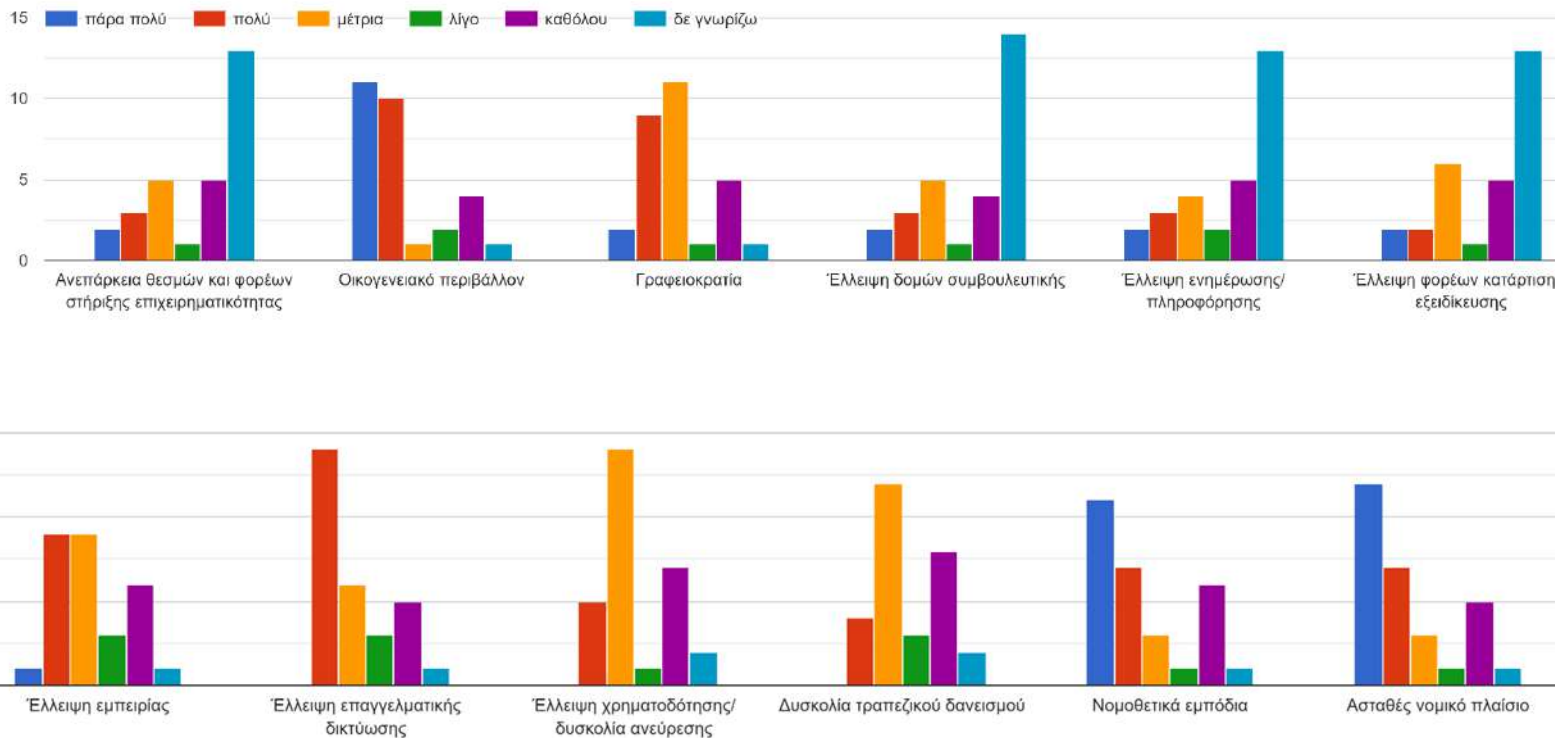
The majority of women surveyed assessed the characteristics in terms of qualities/skills, such as risk-taking, independence, self-confidence, knowledge, experience, etc. which a female entrepreneur must possess in order to succeed, with a degree of importance "Too much". However, a negligible number of them assessed the characteristics with a lesser degree of importance.



To what extent did you address the following risks/obstacles at the start of your business?

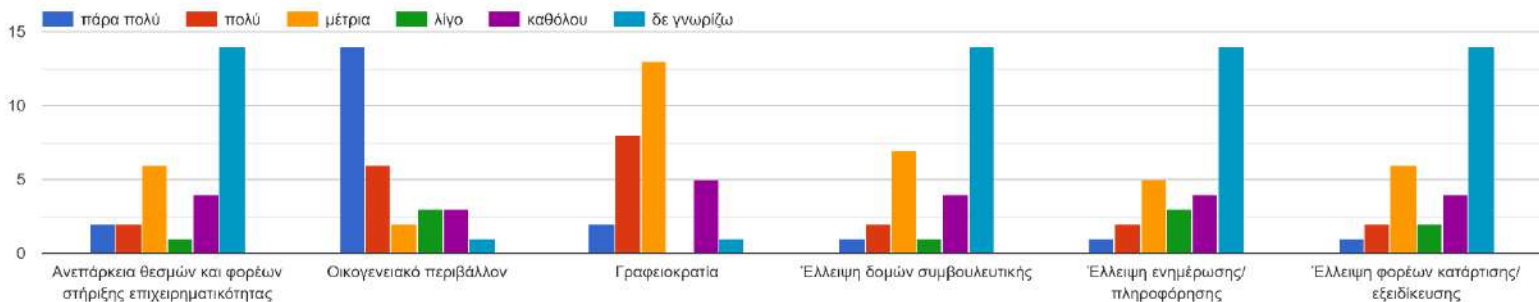
The responses given by the women surveyed show the diversity described in the charts below, in terms of the degree of risk management during the start-up period of their business. However, increased importance is observed in the risks/obstacles at the start of the business concerning the following: "Legislative obstacles" and "Unstable legal framework" as the majority of women rated them with a high degree of "Too much". In addition, important obstacles are the "Family environment", the "Bureaucracy", the "Lack of vocational training"

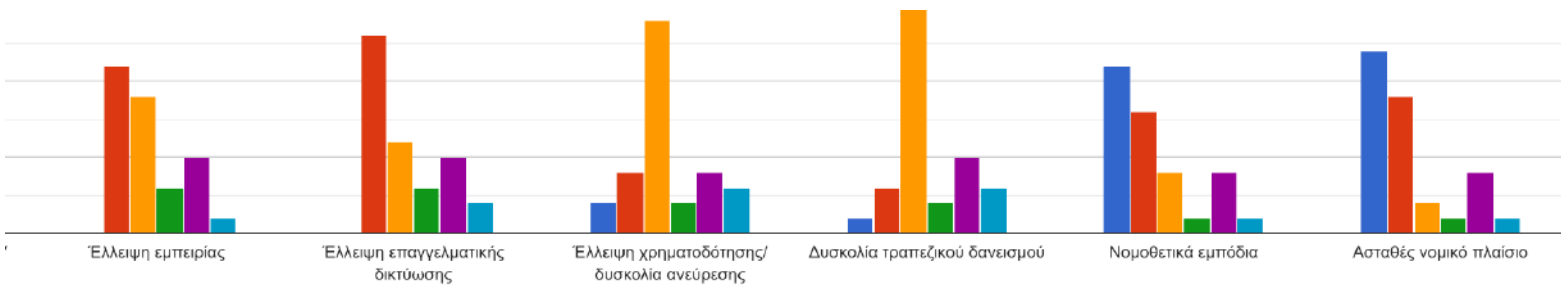
and the "lack of experience" as a large percentage of the women surveyed rated the above on the scale corresponding to "Very".



To what extent did you address the following risks/obstacles in the conduct of your business?

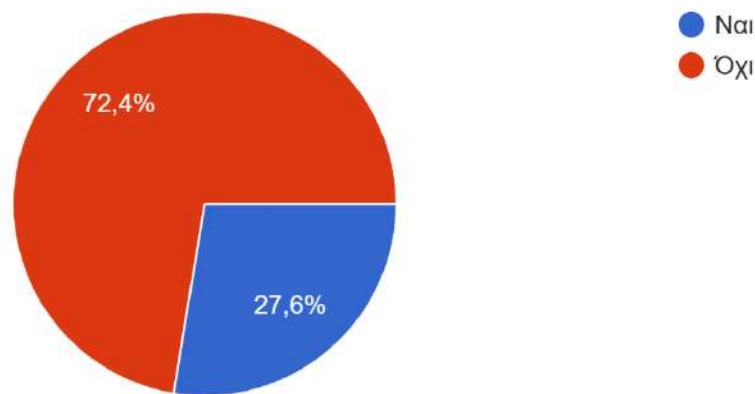
The responses given by the women surveyed show diversity described in the charts below. However, the importance of risks/obstacles in the conduct of the business does not appear to differ significantly from those of the risks/obstacles faced by women at the start of the business (Question 21).





Have you resorted to bank lending when setting up the business?

The majority of women surveyed (72.4%) stated that it did not resort to bank lending at the time of the establishment of the business, while a small 27.6% said that it had resorted to.



If the answer is yes to the previous question what was the result of your request

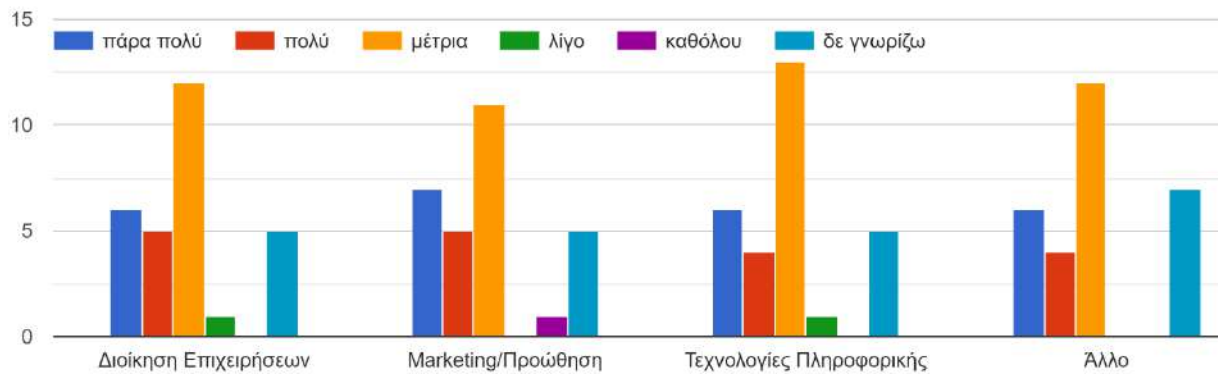
100% of the women surveyed who resorted to borrowing from a banking institution replied that they received the full amount requested.



- Εγκρίθηκε το δάνειο και έλαβα όλο το αιτούμενο ποσό
- Εγκρίθηκε μέρος του αιτούμενου ποσού
- Δεν δέχτηκα τους όρους της τράπεζας
- Η αίτηση μου απορρίφθηκε

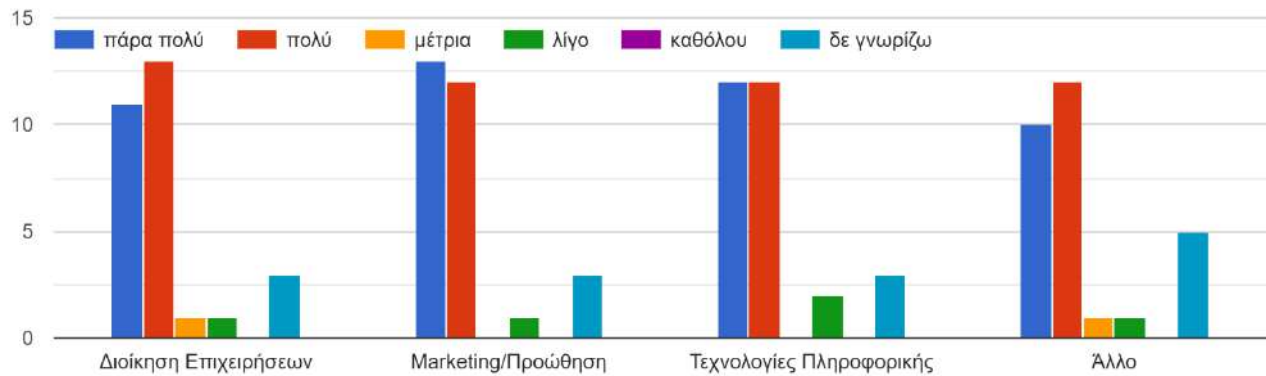
Do you consider that you have adequate training in the following?

A large number of women surveyed rated their education in the individual categories with a grade corresponding to "Moderate". While, there are answers that rate the individual educational sectors with a grade of "Too much" and "too much", as in the category "Marketing/Promotion".



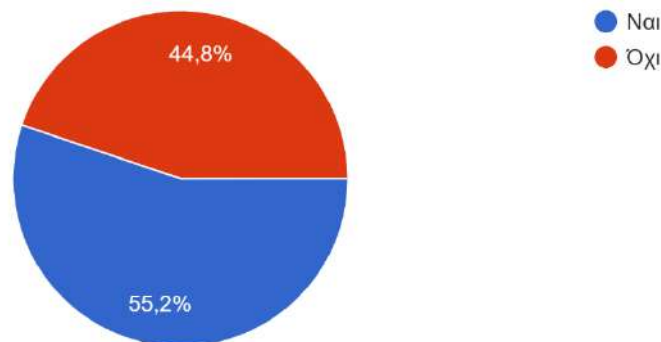
How important it is for your subject to know the following:

The majority of responses consider "Too much" and "Very" important knowledge of all the following educational areas



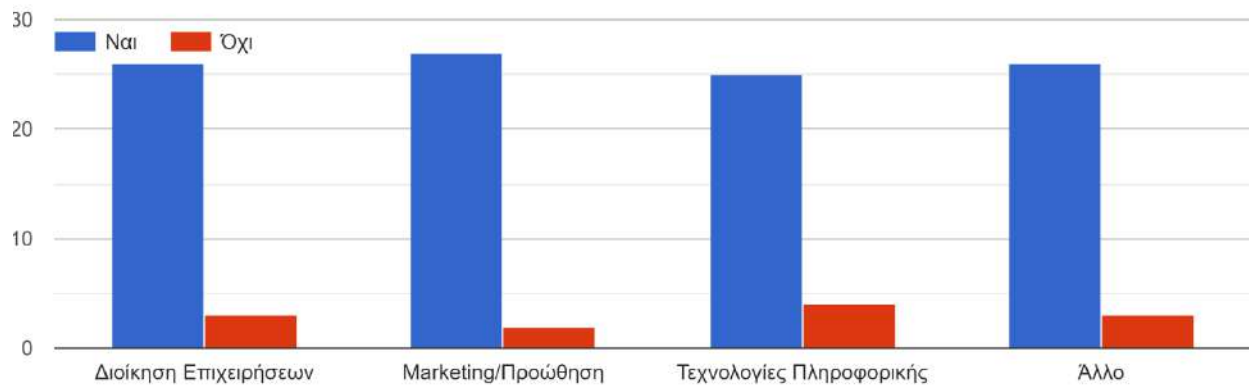
Entrepreneurship training programs have you attended?

55.2% of women surveyed said they had attended entrepreneurship education programmes, while 44.8% said they had not attended entrepreneurship training programmes.



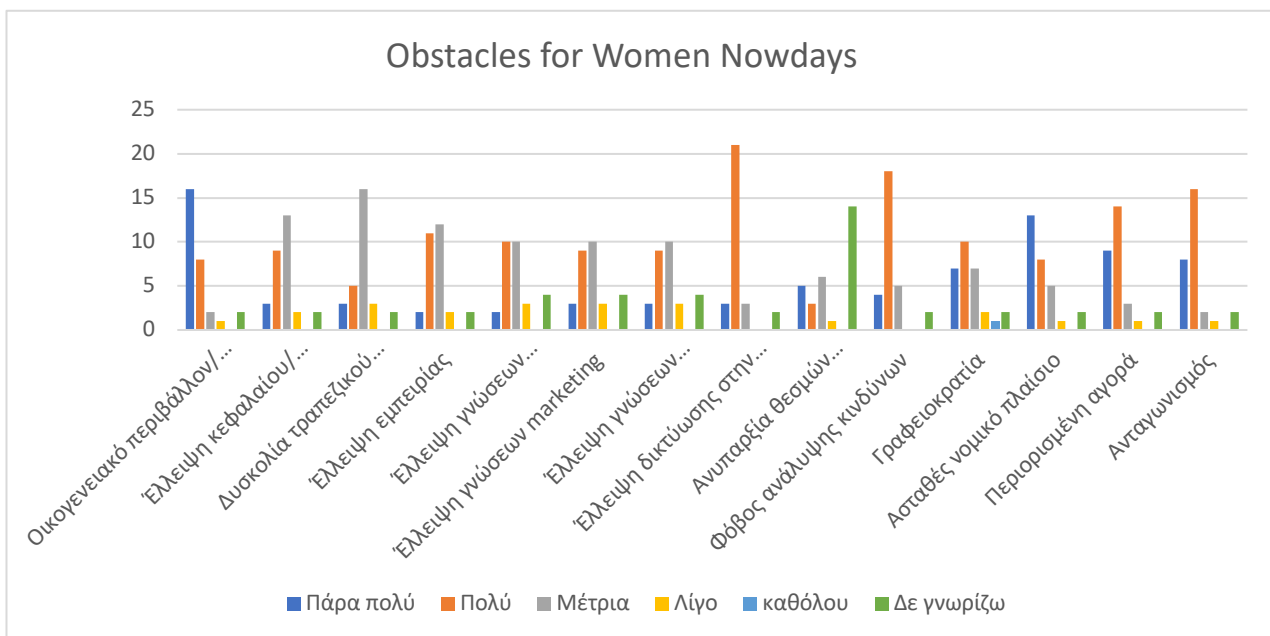
You are interested in attending training programs in the following areas:

The majority of women surveyed said that yes, they were interested in attending training programs in the following fields - Business Administration, Marketing, Information Technology - while a very small number of them said they would not want to.



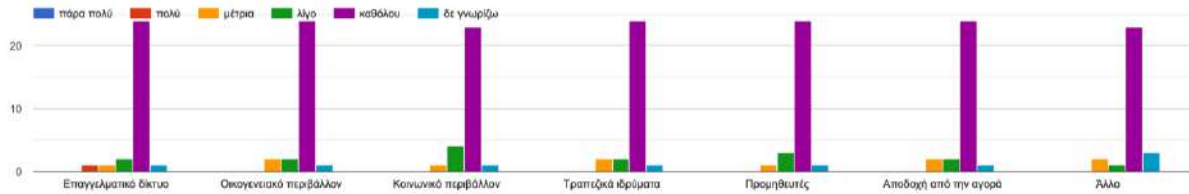
What do you consider biggest obstacles for the modern female entrepreneur?

The responses of women surveyed are diverse. However, a large proportion of women consider "too much" a major obstacle for the modern female entrepreneur: the "Family environment", the "Unstable legal framework", the "Limited Market", and the "Bureaucracy". Moreover, "very" important obstacles for modern women are: "Lack of networking", "fear of risk-taking" and "Competition".



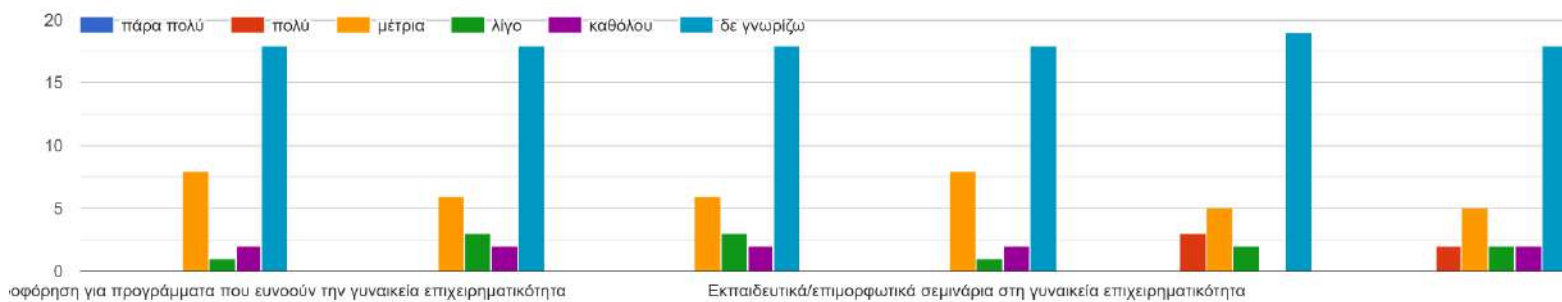
Do you think you've encountered gender bias in the following?

The majority of women surveyed rated, addressing gender bias areas: 'Professional network', 'Family environment', 'Social environment', 'Banking institutions', 'Suppliers', 'Acceptance by market', with the grade 'not at all'. While, very small percentage of women have rated the individual sectors with "little" and "moderate".



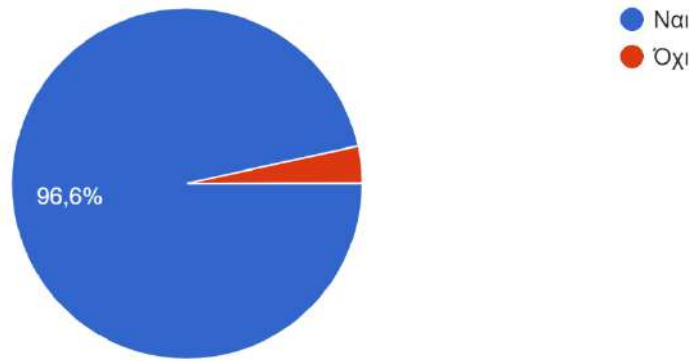
Note if you are satisfied with the existing status of the following

The majority of women surveyed said 'I don't know' in the individual areas. However, a small percentage of women assess that they are "Moderate" satisfied in the field of "information and information on programmes that promote women's entrepreneurship" and "educational/training seminars on women's entrepreneurship". In addition, a fairly small number of women 'very' assess their satisfaction in the area of 'Subsidies or favourable lending'



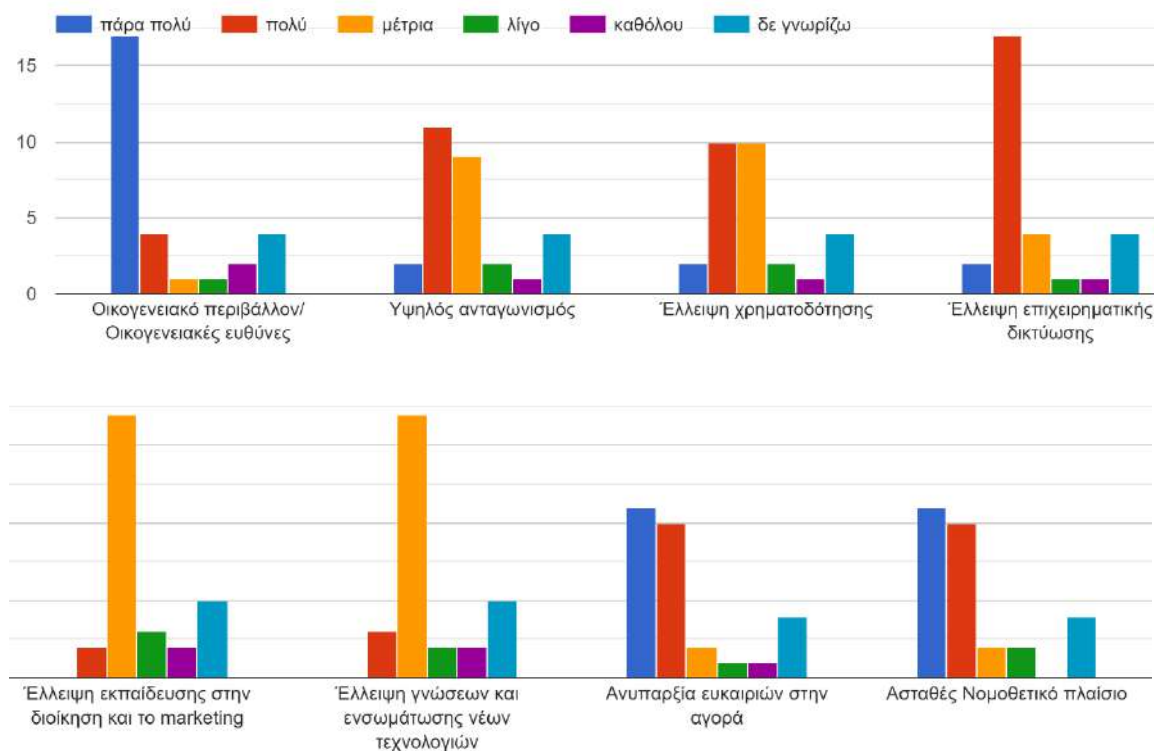
Are you satisfied with the progress of your business so far?

The majority of women surveyed (96.6%) stated that they are satisfied with the progress of their operations so far.



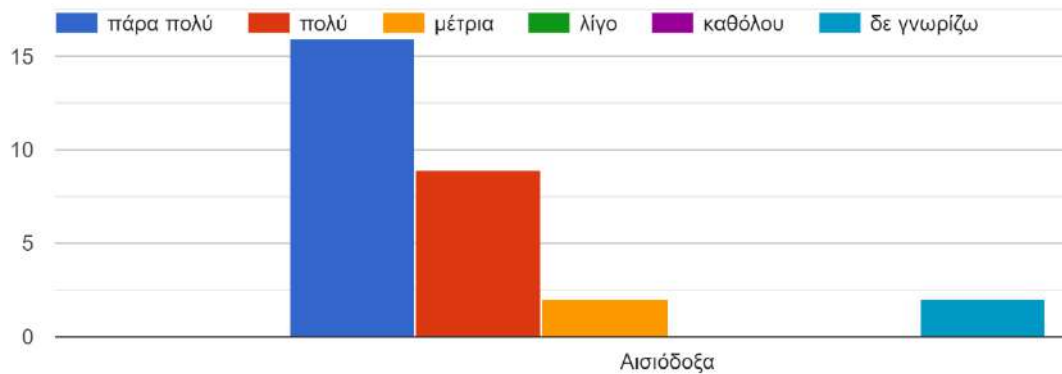
What factors do you think can lead to a breakdown in your business?

The responses of women surveyed are diverse. However, a large proportion of women consider 'too much' important factors that may lead to disruption of business activities, the 'Family environment', the 'Unstable legal framework' and the 'Lack of market opportunities'. "Very" important factor, for women, is considered the "lack of business networking", the "High competition", and the "lack of funding". In addition, a large number of women rated with "Moderate" the factors "Lack of education in management and marketing" and "Lack of knowledge and integration of new technologies".



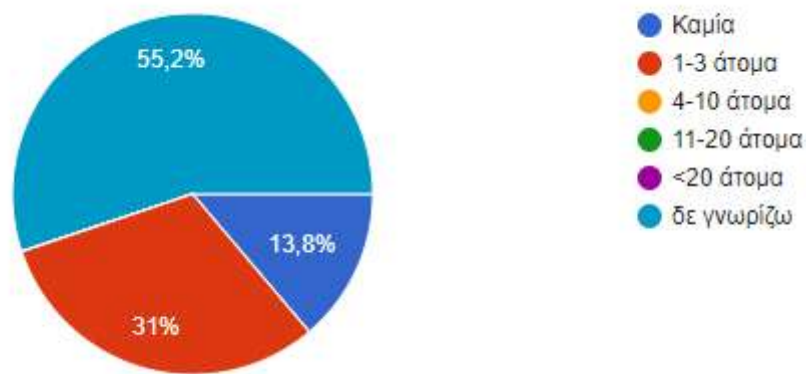
How do you see the long-term course of your business?

The majority of women surveyed (16) said they viewed the long-term course of their business "very much" optimistically. A smaller number of women (9) declared the response "very". While, a very small number replied "moderate" and "do not know" respectively.



What is the likelihood of hiring paid staff in the next five years?

The majority of women surveyed (55.2%) replied 'I do not know' to the possibility of hiring salaried staff in the next five years, while 31% of responses correspond to '1-3 people'. The remaining percentage of responses (13.8%) corresponds to 'none'.

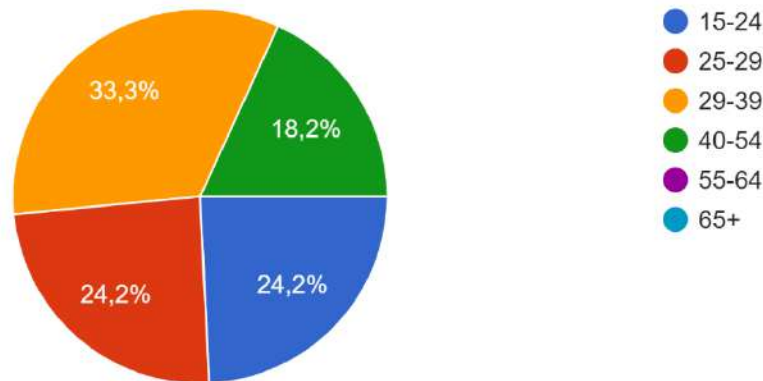


4.2 Mapping of Potential Female Entrepreneurs of the Region of Epirus

This is followed by the mapping of potential female entrepreneurs of the Region of Epirus as a result of the primary data survey.

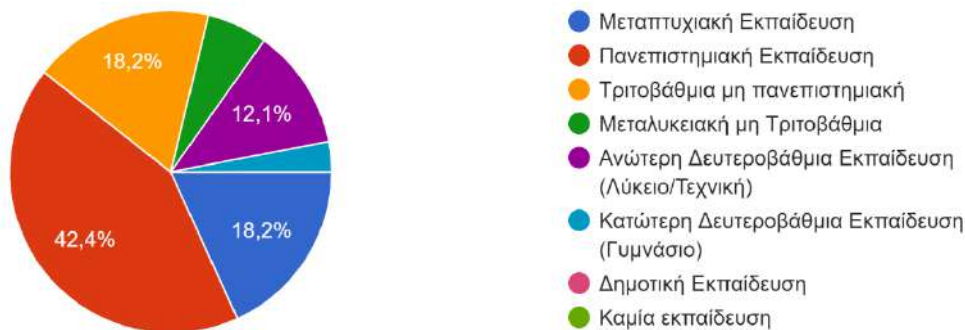
Age

33.3% of women surveyed, who participated in the completion of the questionnaires, are aged between '29-39', 24.2% have between '25-29' and '15-24' respectively. While the remaining percentage (18.2%) has an age between "40-54"



Educational level

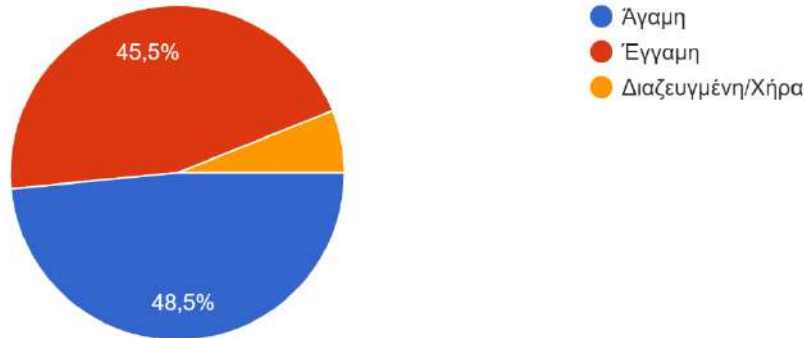
42.% of women surveyed have "University Education", 18.2% have "Higher Non-University" and "Postgraduate Education" respectively. While 12.1% have "Higher Secondary Education".



Family status

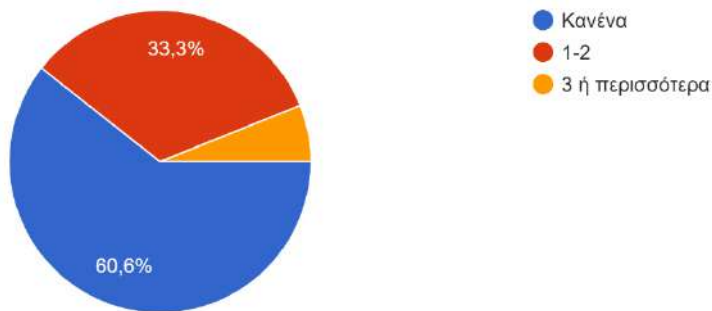
48.5% of women surveyed said 'Unmarried', 45.5% said 'Married', while the rest said

'Divorced/Widow'.



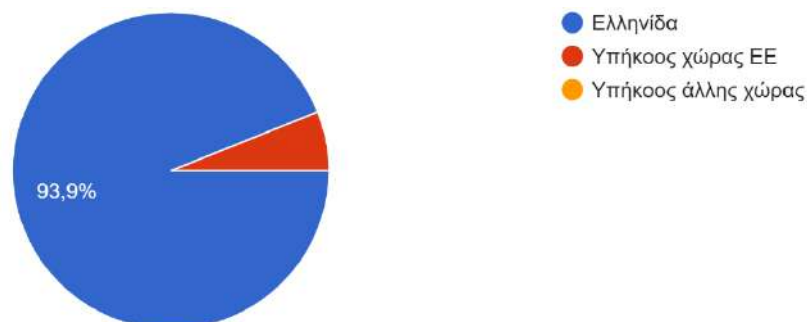
Number of children

The majority of women surveyed (60.6%) declared having no 'No' child, 33.3% said '1-2', while the remaining rate '3 or more'.



Citizenship

The majority of women surveyed (93.9%) declared that their nationality is "Greek", while the remaining percentage declared "EU national"



Current task domain (if any)

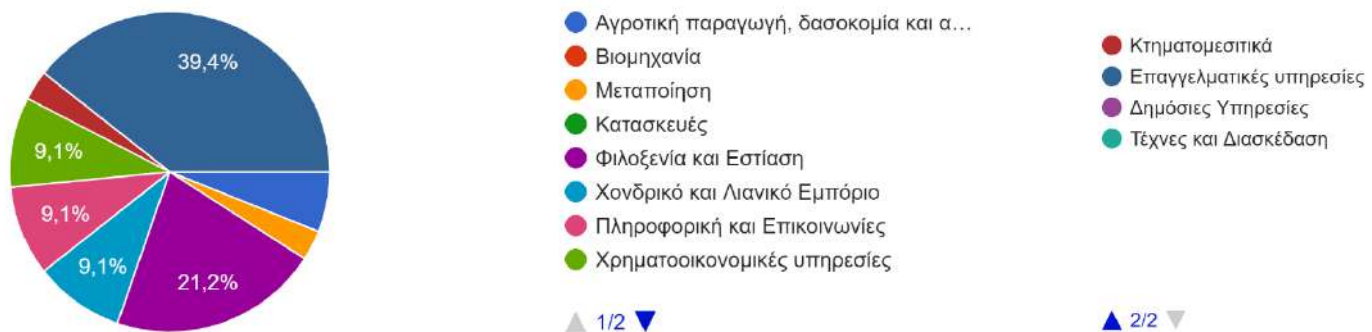
Of the 33 women surveyed, 6 are currently employed in the following areas:

- Private sector

- Graphic designer
- Employee in a Notary Office
- Foreign Languages Workshop
- Chemistry Researcher
- Domestic

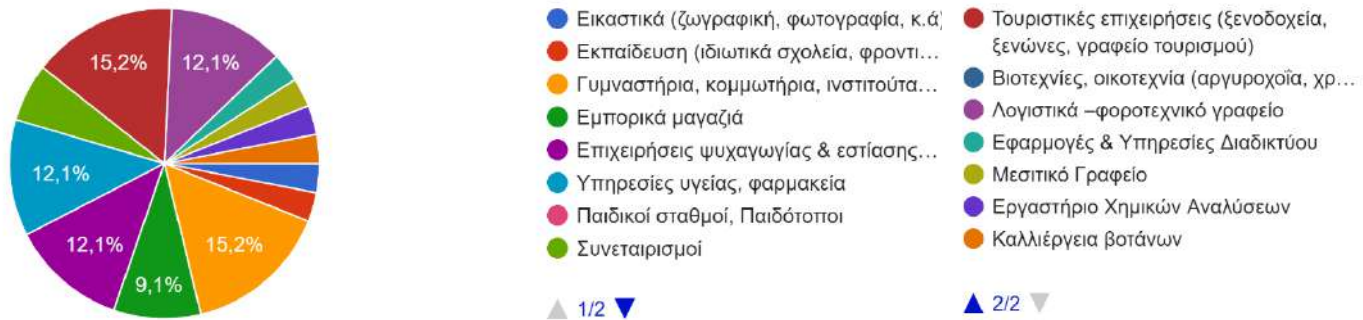
Sector of economic activity of the potential undertaking

39.4% of women surveyed said that the economic sector of their potential business is 'Professional services', 21.2% said 'Hospitality and Focus', while 9.1% said 'Financial Services', 'Informatics and Communications' and 'Wholesale and Retail' respectively.



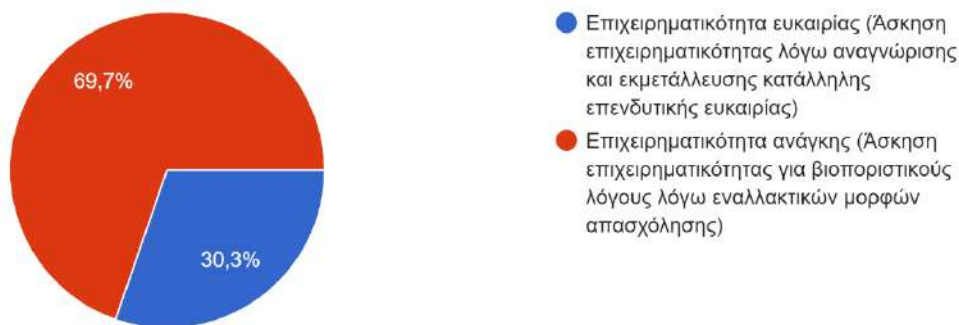
Specific area of activity of the potential undertaking

15.2% of women surveyed said that the specific area of activity of the potential company is "Tourist enterprises (hotels, hostels, tourism office)" and "gyms, hairdressers, beauty salons" respectively, 12.1% said "health services, pharmacies", "Entertainment and catering businesses", "accounting-tax office" respectively. While a small percentage of 9.1% said "Commercial shops".



What's the point of starting a business?

The majority of women (69.7%) stated that the reason why they are thinking of starting a business is "Entrepreneurship of need", while 30.3% said "Entrepreneurship of opportunity".



What factors in particular motivate you to do business?

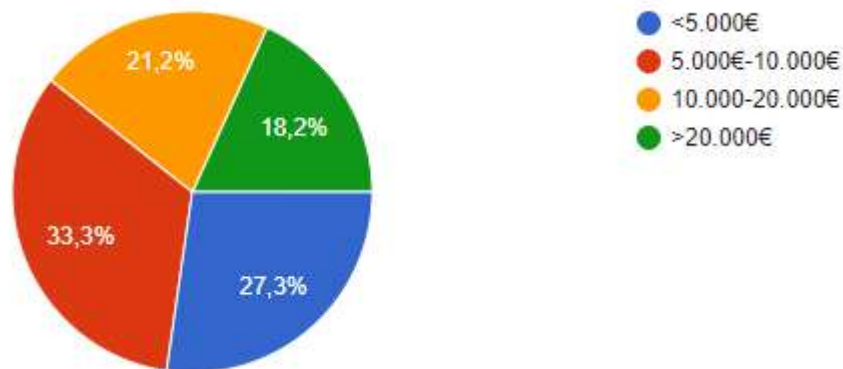
The responses of women surveyed are as follows:

- 21.2% of responses correspond to the "Achieve independence" factor
- 12.1% of responses correspond to the factor "Continuity of a family business" and "Relevance to the subject of study" respectively
- 9.1% of responses correspond to the factor "Use of appropriate capital/space" and "Family income support"
- The remaining answers are shared among the factors "Appropriate connections" , "Inability to find a job/unemployment", "Use of knowledge", "Finding a business opportunity", "Insecurity of salaried work".



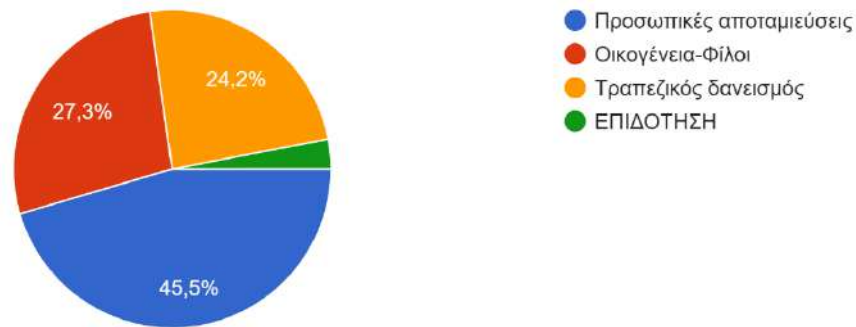
What is the required initial capital for the company?

33.3% of women surveyed said that the required initial capital for the company «5.000€-10.000€», is 27.3% said "<5,000€", 21.2% said «10.000€-20.000€», while the remaining 18.2% said ">20,000€".



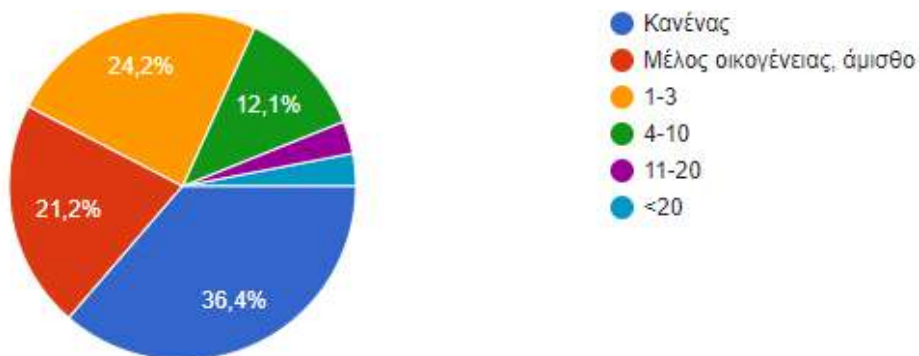
What is the possible source of the initial capital?

45.5% of women said that the likely source of the initial capital is from "Personal savings", 27.3% said from "Family-Friends", 24.2% said from "Bank lending", while the rest, small, percentage declared from "Subsidy".



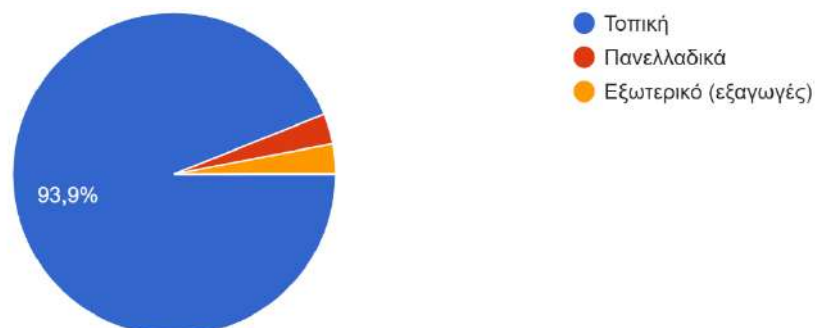
What is the number of paid staff in your business in the original plans?

24.2% of women surveyed said that the number of paid staff in their business in the initial plans is 'None', 24.2% said '1-3', 21.2% said 'Family member, unpaid', while the remaining proportion said '4-10', '11-20' and '<20'.



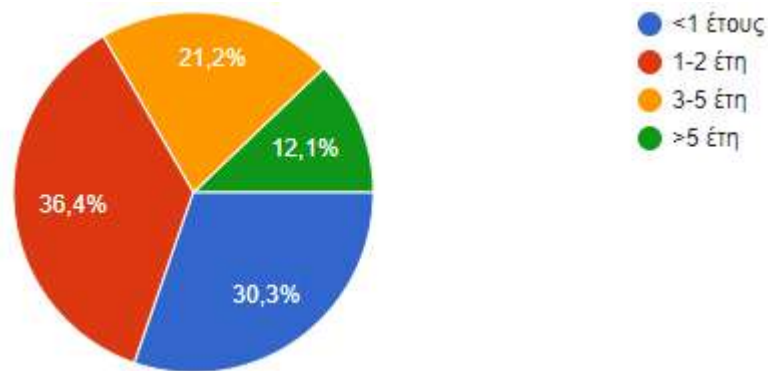
Buy business report

The majority of women surveyed (93.9%) stated that the company's reference market is "Local", while a small percentage of women stated "Pan-Hellenic", "External (exports)".



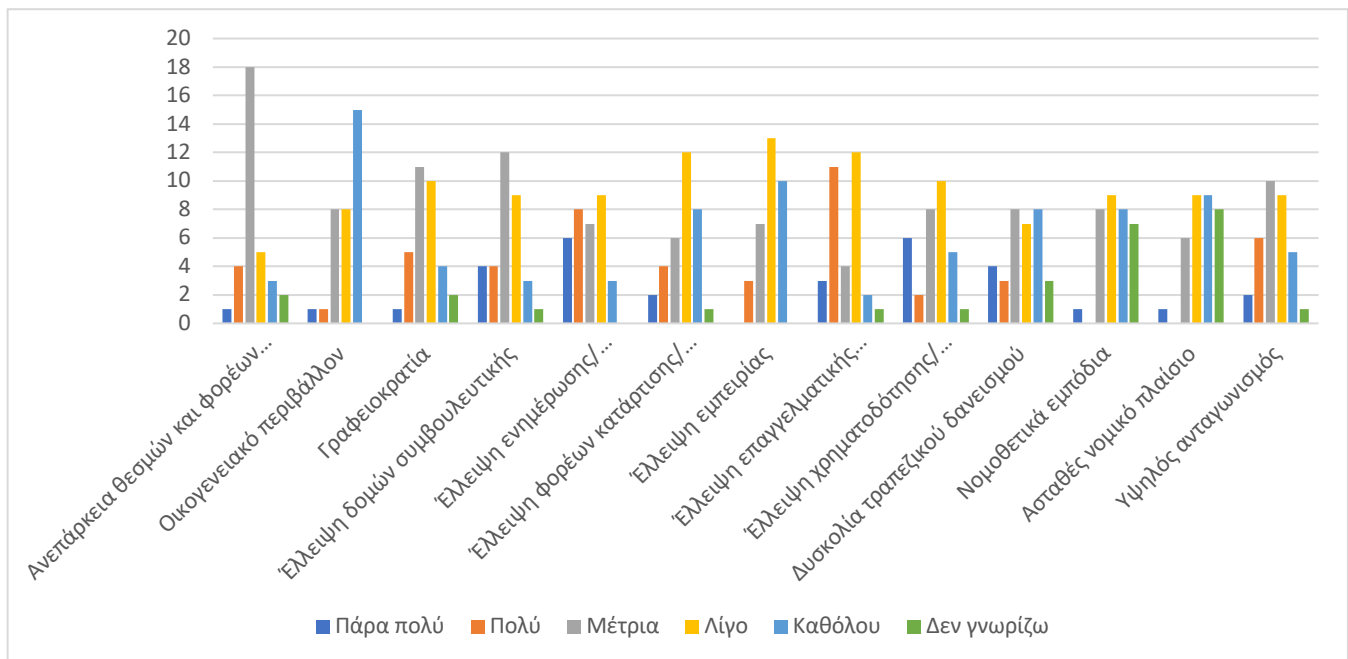
After how long do you plan to proceed?

36.4% of women surveyed said that the length of time it takes to move forward is '1-2 years', 30.3% said '<1 year', 21.1% said '3-5 years', while the remaining proportion said '>5 years'.



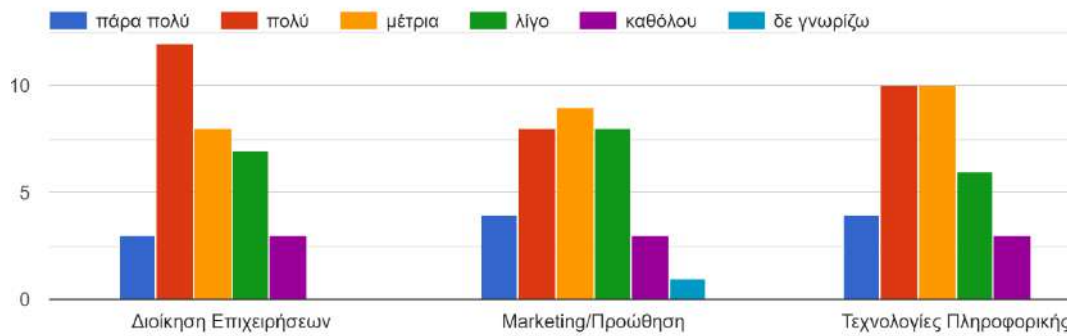
To what extent do the following prevent you from understanding a business venture?

A large percentage of women rated with "Very" the factors "Lack of information", "Lack of financing", "Difficulty of bank lending" as they hinder their perception of a business venture. A large proportion of women, too, rated with "Very" the factors "Lack of Professional Networking", "High competition" and "Bureaucracy". However, a large proportion of women rated with "Little" the factors: "Lack of training bodies", "Lack of advisory structures".



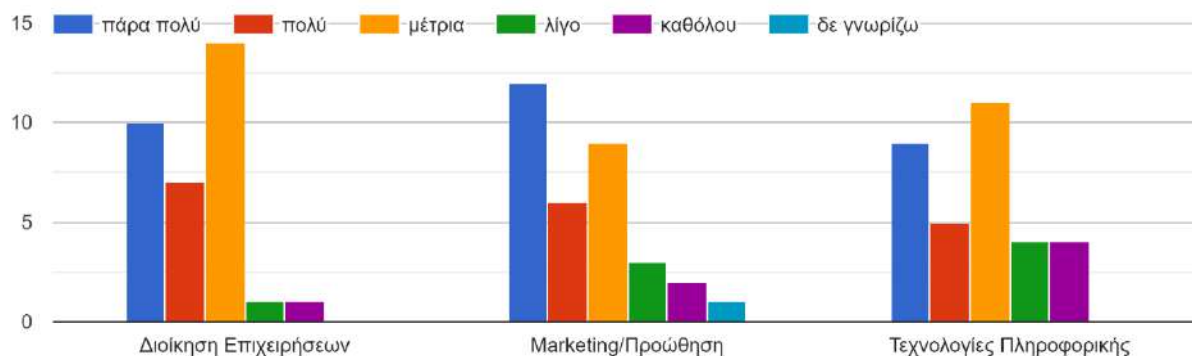
Do you consider that you have sufficient training in the following to start the business?

The majority of women said that proficiency in education in the field of "Business Administration" corresponds to "Very". Fewer responses rate the above area with "Too Much", "Moderate", "Little" and "Not At All". For the other two sectors the scores "Moderate" and "Very" have close values, but the knowledge of the latter in "Too much" satisfactory degree increases.



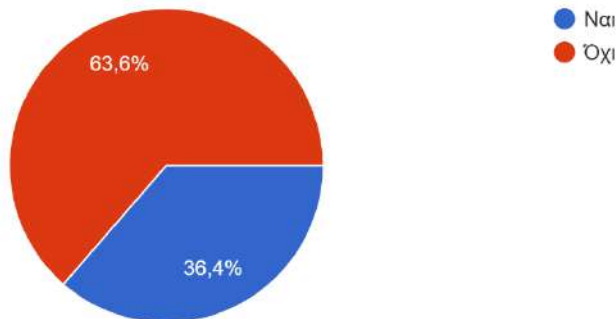
How important is knowledge of the following to your potential business?

The majority of women said that knowledge of the following areas is important. More specifically, the "Marketing/Promotion" sector is rated as "Very" and "Very important" important by the majority of women, just as important are the other two sectors. A smaller number of women have declared "Little", "Not at all". However, the IT sector seems to have the highest "Little" and "Not At All" ratings. The "Moderate" score shows a high frequency in all sub-sectors.



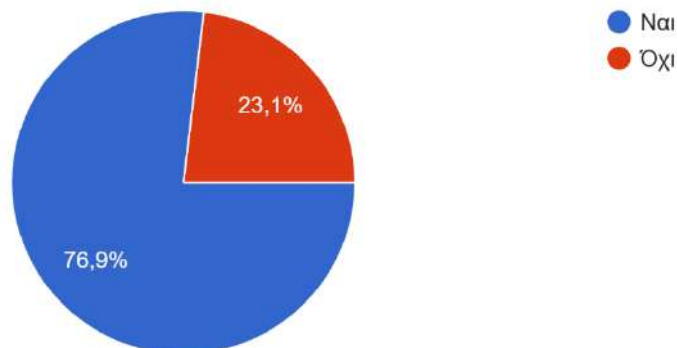
Have you attended entrepreneurship training programs?

The majority of women surveyed (63.6%) stated that "Yes" they have attended entrepreneurship education programmes, while 36.4% said "No" have not attended entrepreneurship education programmes.



If so, do you think they helped you?

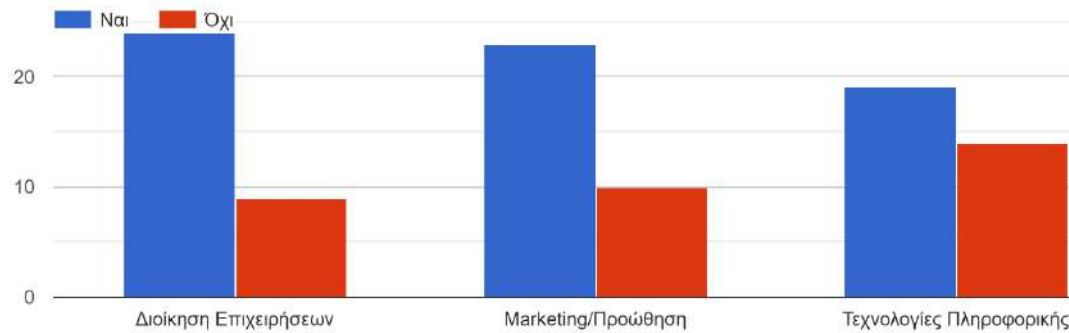
The majority of women surveyed (76.9%) - who said 'Yes' to entrepreneurship education programmes in the previous question - said 'Yes' helped them, while the remaining 23.1% said they were not helped.



Are you interested in attending training programs in the following areas?

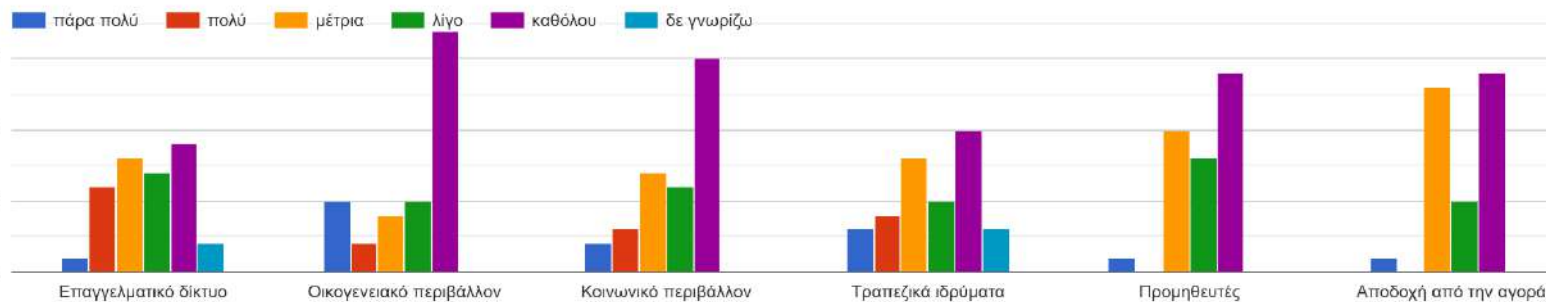
The majority of women said that "Yes" they would be interested in attending education programmes in the following areas, while a small number of women said they would not be

interested. However, the "Informatics Technologies" sector has more negative responses.



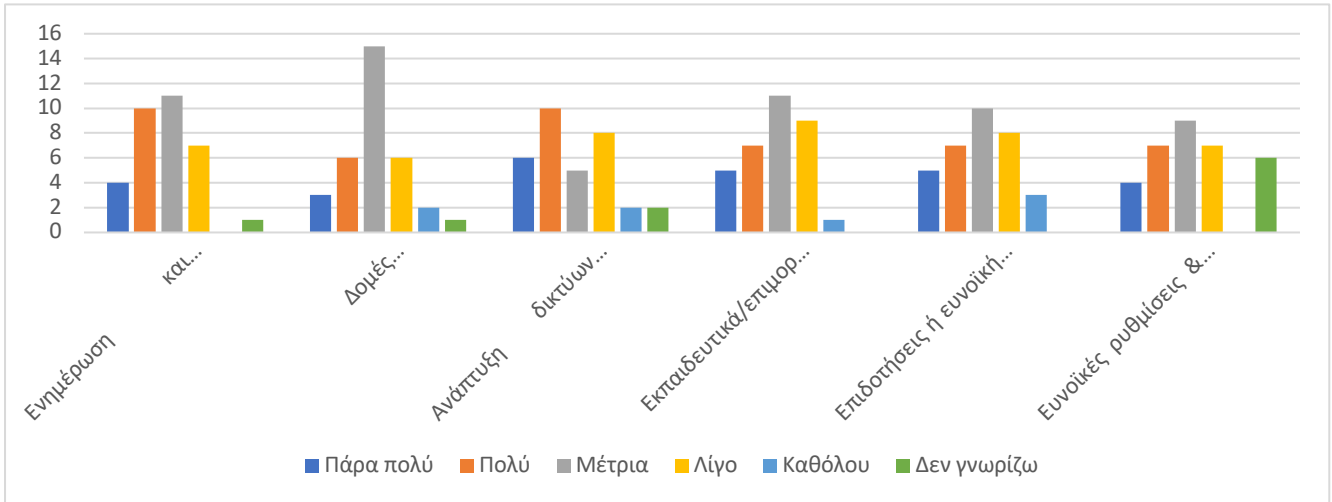
Do you think you'll experience gender bias in the following?

The majority of responses to the individual categories appear to correspond to the grade 'Not at all' and 'Moderate'. However, the category "Professional network", "Family Environment" and "Banking institution" has been rated with a higher degree of importance such as "Very" and "Very much".



How important are the following for your decision to start a business?

A large number of women interviewed rated "Very" and "Very Important" the important factors "Information and information on programs that favor women entrepreneurship", "Development of women entrepreneurship networks" as they influence their decision to start their own business. However, the score "Moderate" shows a high frequency in all sub-factors, with its highest appearance in the field of "Consulting structures and guidance of women entrepreneurship".





MINISTRY OF LABOUR AND SOCIAL AFFAIRS
GENERAL SECRETARIAT
FOR DEMOGRAPHY AND FAMILY
POLICY AND GENDER EQUALITY





5. Basic Parameters - Mapping Methodology

5.1 Identification of Target Groups

In a research that includes primary data, the identification of target groups is a very important process as it affects the utilization of results and in particular the drawing of conclusions and the proposal of appropriate tools and methods for solving problems.

For the purpose of the present, the selection of the existing women companies that took part in the research was based on the following parameters:

1. Selection of companies according to the definition of women entrepreneurship by the OECD, according to which in order for a company to belong to the above category it must meet the following conditions:
 - The female participation is at a rate of 51% in the capital of the company
 - Strategic feasibility decisions to be made by the owner / s
2. Selection of companies according to the legal form. Businesses will cover all legal forms:
 - a. Sole proprietorship,
 - b. Commercial company (Societe Anonyme, Limited Liability Company, Limited Liability Company or Limited Liability Company, PC),
 - c. Partnership,
 - d. Social Cooperative Enterprises of law 4430/2016 (A '205), Agricultural Cooperatives , Producer Groups, Agricultural Corporate Partnerships of law 4384/2016 (A '78),
3. Selection of companies according to their size, as defined in Commission Recommendation 2003/361 / EC. In particular, the enterprises will concern Small and Medium Enterprises (Large Enterprises will not be included), ie:
 - Micro-enterprises: enterprises with less than ten employees and whose annual turnover or annual balance sheet total does not exceed EUR 2 million.
 - Small enterprises: enterprises with less than 50 employees and whose annual turnover or annual balance sheet total does not exceed EUR 10 million.
 - Medium-sized enterprises: those enterprises which have less than 250 employees and whose annual turnover does not exceed EUR 50 million or whose annual balance sheet total does not exceed EUR 43 million;



4. Selection of companies according to the sector of activity, according to the classification STAKOD'08 and with emphasis on the RIS of each region.

The potential female entrepreneurs concern the active female workforce of the Region of Epirus, for the recording of which data were requested from the following Chambers of Epirus:

- Chamber of Commerce and Industry of Ioannina
- Arta Chamber of Commerce and Industry
- Thesprotia Chamber of Commerce and Industry
- Preveza Chamber of Commerce and Industry
- Geotechnical Chamber of Epirus
- Epirus Technical Chamber / Epirus Department [TEE]
- Economic chamber of Greece [OEE] - 6th Regional Department of Epirus & Islands

At the same time, contact was made with OAED, the Mediation Office of the University of Ioannina, as well as the Vocational Training Centers of the Epirus Region that organize training seminars to complete the list of potential female entrepreneurs.

5.2 Research Methodology

The present research study was based on the collection of primary and secondary data. Initially, for the secondary data, a bibliographic research and a research based on available statistical data were carried out.

5.2.1 Bibliographic Research

The bibliographic research does not include empirical data but presents conclusions and results from empirical studies, online sources, theoretical studies and other bibliographic researches, after elaboration and critical analysis. The main topics that the literature review focused on are issues of entrepreneurship, women entrepreneurship, sociology, local development, equality of friends, psychology.

Also important was the utilization of the data of the Hellenic Statistical Authority, which were processed to produce the tables presented in the corresponding position here and concern demographic data, data on the workforce, sectoral composition, business activity of the Region of Epirus .



This procedure mainly concerns the descriptive, statistical and econometric analysis of the available primary data sources for the size of interest if and when they have been collected by the statistical services of the country or from other sources. A key source in this case was also the Global Entrepreneurship Monitor (GEM).

5.2.2 Quantitative Survey with Questionnaire Handling

Regarding the primary data, the quantitative method was used, specifically the circulation of a questionnaire to the population defined as the target group.

The field research through the circulation of questionnaires in the reference population led to the collection of information for analysis and interpretation and specifically in addition to the mapping of existing women's businesses, information was collected to record the problems faced by the two categories of women in the Region of Epirus.

This methodology was based as already mentioned on the selection of an appropriate sample of the reference population and was based on the principles of statistics for further quantitative analysis of available data (under the limit of sample size and since it was obtained in a way that ensures representativeness of the sample).

The structure of the questionnaire is such that it is possible to provide specific information through descriptive analysis or in the second stage to include the sample in a specific research model which will assess the importance of a specific set of parameters to be examined.

The questionnaire was created on a special internet platform and was distributed via e-mail to the interested population groups (internet based research). After sending the questionnaire and in cases where it was not answered within 5 days, a reminder was sent.

In parallel with the internet research and in order to gather a sufficient number of answers for conducting in-depth conclusions, a telephone survey was conducted and the questionnaire was completed on the spot.

A total of 33 responses were collected from potential entrepreneurs and 29 from existing companies.

At this point it is important to be mentioned that in order to achieve the goal of the present study it was deemed necessary the implantation of quantitative research on a sample of female enterprises (enterprises who are controlled and managed by women), potential female enterprises, as well as quality research on structures and bodies that support women



entrepreneurship. In other words, the research that the mapping of women entrepreneurship in the Region of Epirus is based on and the identification of the most important problems and issues related to it, concerns an evaluation research that combines quantitative and qualitative components. The procedure and the results of the quantitative research were presented in detail in previous paragraphs. Regarding the qualitative research which does not capture numerical data but qualitative estimation where the questionnaire as a method of obtaining information it is not recommended, the initial thought was the personal interviews in focus groups which in this case were the bodies that support women entrepreneurship in research area. The first step in the above process is the development of a specific network of bodies, secondly their division into groups, the development of the content of the semi-structured interview and the approach of the bodies for conducting the interview. The measures and the conditions of the covid-19 pandemic such as teleworking affected many business activities in the Region of Epirus, which for most of the period related to the collection of research data was under strict lockdown, the development of a network of supportive bodies proved difficult to achieve. In addition, in the Region of Epirus the bodies that support similar actions, both public and private, are not that much and there is no available information about previous corresponding actions. The most important network of organizations that has been developed for the needs of this project and operates to support of women entrepreneurs in the area is the one that consists of:

- the Center for Information and Encouragement of Women Entrepreneurship that has daily contact with beneficiaries,
- the project team of the Contractor which consists of people with knowledge in entrepreneurship and development and promotion of corporative activities who are informed and act in order to monitor and contribute to the Center with the knowledge skills and actions based on specific needs according to the beneficiaries,
- The Employment and Career Structure (DASTA) of the University of Ioannina.

During the process of mapping and identifying the most important problems faced by women entrepreneurs and potential entrepreneurs at the Region of Epirus, in addition to the cooperation of the above bodies, the exchange of experience between the regional networks of the project, the bibliographic research, the search for bodies at national and European level that support women entrepreneurship where through their actions and the object of their activities it is easy to capture the problems and needs they are called to cover (many



of the most important problems and some of the special features defining female entrepreneurship are common among women regardless geographical area).

Supporting the view that any observation is qualitative, even when it comes to personal experiences, and given that the collaboration of the bodies took place throughout the implementation of the present, it is estimated that the results and outputs of the study include significant qualitative components offered for further evaluation.



6. Recording of Problems of Entrepreneurs and Potential Entrepreneurs in the Region of Epirus

Based on the research of primary data conducted exclusively for the purposes of the present and the information of secondary data derived from the bibliographic research, this chapter captures the most important problems related to women entrepreneurship in the Region of Epirus and have been highlighted in analogous positions of the present study

Therefore the most important problems can be summarized as follows:

- Most women entrepreneurs run their own business and there is no time available to promote and explore development alternatives. Most of them spend more than 8 hours in the business.
- Lack of educational and vocational training. It has been observed that male entrepreneurs have a higher level of experience, market knowledge and a higher tendency to integrate new technologies in their work. Lack of knowledge of the operation of the market and insufficient training negatively affect the position of the company in the competitive environment and prevent the integration of new technologies in its operation. Education and level of education play an important role in this differentiation, especially considering that according to OECD data the majority of women choose theoretical and humanities sciences rather than positive sciences and technology sciences. Assuming that work in "technology-intensive" entrepreneurship requires knowledge and training in mathematics, natural sciences and engineering, the knowledge mismatch observed in the gender dimension is inferred. This lack of adequate education and technical training results in a number of difficulties for women entrepreneurship such as:
 - Failure to develop effective promotion and advertising strategies for the products produced, leading female entrepreneurship to move within this comparative disadvantage.
 - . The high level of education of the management is an important factor in the operation of the company in terms of its extroversion and its export activity.



- Lack of knowledge leads to a decrease in the confidence and determination of the entrepreneur. Concentration of women entrepreneurship in the areas of retail, health services and education
- In order to start their business, most of them had to use personal savings, as in addition to the lack of capital, there is also:
 - Lack of funding
 - Difficulty of bank lending
- No cooperation is developed with other countries for the export of products.
- In several cases, starting a business was a result of the insecurity of paid work. The choice of entrepreneurship as an alternative to unemployment also depends on the place of the idea of entrepreneurship in society and the belief that it is a correct alternative in relation to starting a job search. Emergency entrepreneurs face greater difficulties in finding capital, appropriate technology and other resources, while on average these companies' opportunities to support the economy are limited due to their incentive to create.
- Lack of knowledge in the field of technologies and information technology
- Lack of business networking. It concerns the professional network and the collaborations of the company with others per branch. The existence of a business network does not exclude the existence of prejudice due to gender. Another factor that is considered to affect entrepreneurship in favor of men is the existence of networking and other social relationships in the business environment. The smaller women companies due to their capital constraints do not spend corresponding amounts with the opposite sex in advertising and promotion of their products and services as well as in networking processes in the business environment.
- Fear of taking risks
- The limited market of the Epirus Region
- Family environment. The family environment and obligations are, as mentioned above, an important parameter for women's entrepreneurship. An unfavorable family environment can potentially discourage entrepreneurs but also limit the engagement with the business activity of current entrepreneurs.
- Bureaucracy. Sophisticated and time-consuming bureaucratic procedures can discourage business ventures as well as business operations.



- Lack of experience. It has been observed that women entrepreneurs have less experience than men. Lack of experience in the field of engagement can be a significant problem as it increases the risk, uncertainty while reducing the entrepreneur's confidence in this project.
- Legislative obstacles. The legal framework should encourage entrepreneurship. If the above is complicated, it can discourage entrepreneurship while further necessitating the existence of entrepreneurial institutions and bodies as well as consulting structures. The existence of appropriate entrepreneurship assistance programs depends directly on the knowledge of their existence by the entrepreneur, which is related to the issue of networking the company with respective companies in the industry and the market as a whole. Institutions and bodies supporting entrepreneurship have an important role in this.
- Unstable legal framework. A changing legal framework is a factor of instability for the economy and economic activity leading to increased uncertainty about the long-term course of the business.
- Lack of knowledge and information in programs related to women's entrepreneurship. Information on women entrepreneurship issues and opportunities such as training programs, favorable arrangements and other entrepreneurship support programs.



Conclusions

Over the years women have claimed and ensured their rights both in society and at work and today they must be treated as equals with men. The Greek family has diversified and is much more objective in the relations of the two sexes, supporting the woman more than it did in the past. Also, through this project, were understudied elements that can help a person, regardless of whether he is a man or a woman, to succeed in the business arena, such as the educational and spiritual level, the personality and the specialized knowledge.

In order to mobilize more women to start their own business and to strengthen existing women's businesses, it is necessary to take new measures. More specifically, in relation to training, there is a need to develop more specialized education and lifelong learning programs, which will give the opportunity to women who are not yet professionally active, to do so, while it will also be a boost for their mobilization, expanding at the same time their knowledge and developing skills. In addition, it is necessary to strengthen the innovation sector with a larger female population and to simplify the procedures for starting a business. It is also necessary the state support businesses and providing state subsidies. In addition, there is a need to strengthen the introduction of new technologies, networking and consulting services in women's businesses and to make greater efforts to advertise and promote women's entrepreneurship.

The new development strategy should be based on the complete elimination of gender inequalities, in order to eliminate any differences and ensure better jobs and reduce the risk of poverty, especially for women who remain unemployed for longer periods of time in relationship with men.

Finally, investing in women's entrepreneurship, their financial independence and the introduction of measures to balance entrepreneurship with women's privacy, leads to enhanced economic, social and business development. Women can now be the basis for the development of the Greek economy and the country's exit from the crisis.



Bibliography- Sources

- Antonopoulou D. (2007). *Women's Attitudes Towards Entrepreneurship*. Published by PASEGES
- General Secretariat for Equality (2004). *National Policy Priorities and the Axis Actions for Gender Equality (2004-2008)*, Athens
- Eckhardt, J., Shane, S. (2003) *Opportunities and Entrepreneurship*, Journal of Management.
- INE GSEE-ADEDY (2012). *The Greek economy and employment*. Annual report 2012
- IOBE (2004). *Entrepreneurship in Greece. World Observatory Entrepreneurship*. Athens.
- IOBE (2018). *Annual Entrepreneurship Report 2017-2018: Fewer new ventures, improvement in employment prospects*. Athens
- IOBE (2019). *Annual Entrepreneurship Report 2018-2019: New entrepreneurship is strengthened*. Athens
- I Gidakou "Women's Entrepreneurship in Rural Greece" International Journal of Business and Management, 2015 - Citeseer
- International Conference for Entrepreneurship, Innovation and Regional Development (2017) – conference proceedings
- Koutsou, S., Iakovidou, O., and Gotsinas, N. (2003). Women's cooperatives in Greece: An on-going story of battles, successes and problems. *Rural Cooperation*, 31(1), pp. 47-58.
- Rosgova Georgia (2009). *Women's entrepreneurship in Greece*. Athens
- Pappas, M.A.; Drigas, A.S.; Papagerasimou, Y.; Dimitriou, H.; Katsanou, N.; Papakonstantinou, S.; Karabatzaki, Z. Female Entrepreneurship and Employability in the Digital Era: The Case of Greece. *J. Open Innov. Technol. Mark. Complex*. 2018, 4, 15
- Petrin T. (1997) «Entrepreneurship as an economic force in rural development» In: F.A.O. Regional Office for Europe (ed) *Rural Development through Entrepreneurship*, pp. 7-19.
- Skordiki S. (2005) Ownership and entrepreneurship in manufacturing, services and trade. In: M. Stratigaki (ed.) *Women Entrepreneurship - Aspects of Property and Management*. Gutenberg, p. 87-101.



- Stratigaki M (2005) Entrepreneurship and upbringing: In: M Stratigaki (ed.) Women Entrepreneurship - ' Aspects of ownership and management. KEKMOKOP Panteion University / Gutenberg, pp.17-40.
- Sakkos Ioannis (2014). *Determinants of early stage entrepreneurship*. University of Patras
- Sklika Hariklia (2016). *Women's entrepreneurship in the modern working conditions of an unstable environment*. Piraeus Technological Educational Institute

Internet sources

- <https://www.php.gov.gr>
- <http://repository.edulll.gr/edulll/retrieve/3094/900.pdf>
- <https://sci-hub.se/https://journals.sagepub.com/doi/abs/10.1177/014920630302900304>
- <https://www.statistics.gr/el/statistics/-/publication/SEL54/->
- <https://www.epixeiro.gr/article/11701>
- <https://www.womanitee.gr/τι-είναι-το-womanitee/>
- <https://diktyo.imegseev.gr>
- <https://www.een.gr/el/eyropaiko-diktyo>