

Short-Paper

The Inclusive Way Initiative

Our purpose is to develop market relevant tools designed to increase the percentage of women entrepreneurs in Bern.

In May 2022, the Department of Economics of Bern University of Applied Sciences undertook a cutting-edge study titled *'For More Women Founders in Switzerland: Starting Points for Improving the Framework Conditions Relevant to Founding a Business'* to determine the unique barriers that women entrepreneurs face compared to their male counterparts in Switzerland. The study took place against a background, where according to the *Global Entrepreneurship Monitor 2022*, the **rate of start-ups for women is at 7.2% that of men** (Baldegger, Gaudart, & Wild 2022) and that **only 4% of the total capital investment in 2020** flowed into women-led companies in Switzerland (Kyora & Rockinger, 2020). The barriers identified within these studies have the potential to look insurmountable to prospective women entrepreneurs looking to start a business in the region, however, **FE+MALE Think Tank** has designed a multi-stakeholder **Inclusive Way Initiative** to raise awareness on these challenges and facilitate discourse via a series of workshops to gain inputs needed to tailor solutions, increase market knowledge, and develop market-relevant tools to increase the percentage of women entrepreneurs in Bern.

The Inclusive Way Initiative Approach

Convening to Raise Awareness



FE+MALE Think Tank will disseminate the above study and facilitate dialogue amongst stakeholders via events in form of **Workshops**, **Roundtables**, and a **Public Forum** in **2023** to validate key findings and recommendations and gain inputs on developing market relevant tools.

Increasing Market Knowledge



FE+MALE Think Tank will utilize inputs gained through the initiative to advance the development of a regional **Market Analysis** to identify high-growth opportunities and/or entry points for prospective women entrepreneurs accessing the market.

Developing Market Relevant Tools



FE+MALE Think Tank will utilize inputs from the meetings and corresponding market analysis to both identify, develop and bring to market **Market-Driven Relevant Tools to help** increase the participation of women in the market.

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Knowing the problem...



The May 2022 study advanced our understanding of the existing frameworks that play an important role in shaping and promoting an inclusive economy in the region, and to the extent that these systems and frameworks are either more supportive or prohibitive for start-ups by women in Switzerland. FE+MALE will lead dialogue and public discourse through convening said workshops on the following start-up conditions for women that have been identified as not being optimal in Switzerland, in order to tailor solutions, increase market knowledge, and develop market relevant tools.

to tailor solutions!



- **Improving Entrepreneurial Education & Skills** which are not sufficiently taught at various levels of education in Switzerland
- **Addressing Cultural Norms & Stereotypes** which are more likely to motivate men than women to start a business
- **Increasing Family Support** which a lack thereof often prevents women from engaging in entrepreneurial activities
- **Improving Funding Instruments** which often neglect forms of start-ups that women often prefer
- **Broadening Networks** which will increase women participation in regional markets

About us

FE+MALE Think Tank is a not for profit international association, based on scientific research, with its main purpose to investigate and create initiatives and projects around female entrepreneurship.

At FE+MALE Think Tank we are working to address barriers by tackling topics such as funding, education, mentoring, and leadership that have a long-lasting impact on society and are needed to close the gender gap. We are committed to providing the right level of engaging stakeholders and creating dialogue on relevant topics of the female entrepreneurial ecosystem with the purpose of identifying actionable points that can be measured to create the type of social change we want to see when it comes to increasing the number of women owned businesses in Switzerland.

Through **FE+MALE Think Tank**, females and males work together to ensure that women entrepreneurs play an important role in the transformation of the economy and society towards greater sustainability, diversity, and economic growth in Switzerland.

"Our purpose is to reinforce women assets, wealth and female entrepreneurship. We're committed to giving women the community they need to take the next step in their careers and life." - Patricia M. Montesinos, Co-Founder

"Getting more opportunities for women ultimately benefits everyone and leads to a more equal and competitive world. We believe that through female entrepreneurship we can build a better and more sustainable world for us and for new generations." - Edona Gutaj, Co-Founder

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