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WOMEN'S ENTREPRENEURSHIP POLICY IN FRANCE

Recent innovations and future directions for OECD governments



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Agenda :

1. CONTEXT / KEY FIGURES / CHALLENGES

2. MAIN PUBLIC POLICY TOOLS :

Partnership with Bpifrance

Girls/Boys Equality Partnership Agreement

Support to the non-profit sector

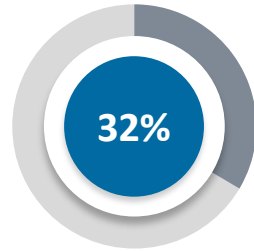
3. RECENT INNOVATIONS

All Equal Plan

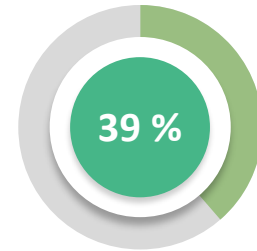
Video content with Banque de France

Yearly Barometer with Bpifrance

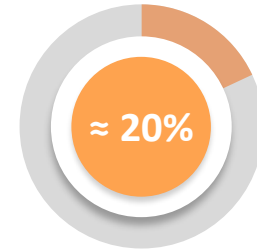




Only 32% of French companies are run by women



39% of new companies were created by women in 2022



In 2019, the gender gap in earned income is around 20% (-16% for microenterprise, -22% for individual entrepreneurs, and majority shareholders -27%)

1. CONTEXT, KEY FIGURES & CHALLENGES

Context and key figures

- Women are mostly represented in low value-added sectors (i.e. care, health, textile...), which generate less income and less durability.

The French approach to public policies regarding entrepreneurship is to foster and support initiatives aiming to :

- **Spread the « esprit d’entreprendre »** towards pupils, women, students, jobseekers...
- **Train, coach, mentor** entrepreneurs and help them **network**
- **Fund projects** (whether through grants or loans, including zero-interest loans)

France is developing specific programs for specific target groups, that can be seen as left behind in terms of entrepreneurship: the students, the unemployed, and for women or people living in rural or in priority neighborhoods.

The main goals addressed by the French Government regarding women entrepreneurship :

1. CONTEXT, KEY FIGURES & CHALLENGES

Challenges

- 01** Increase the proportion of women amongst entrepreneurs (up to 40%)
- 02** Facilitate the access to funding for women-lead projects
- 03** Fight against gender bias and stereotypes
- 04** Promote professional diversity and the proportion of women-lead companies in high-value sectors

A master agreement for women entrepreneurship was concluded between the national Public Investment Bank (Bpifrance) and the Ministry for Gender Equality for 2021/2024

2. MAIN PUBLIC POLICY TOOLS

Partnership with Bpifrance

The main goals of this master agreement are to :

- **Facilitate the accompaniment of the women** who want to initiate or takeback a business (with a focus on the precarious territories) ;
- **Increase the funding** of the projects lead by women ;
- **Fight against bias and stereotypes.**

This master agreement is also co signed by two banking groups : BNP Paribas and the Caisses d'Épargne.

This convention is declined regionally as Local Actions Plans for women entrepreneurship. 10 of those action plans have already been signed, in Normandy or Auvergne-Rhône-Alpes for example.

An inter-ministerial agreement for equality between girls and boys in the education system

The development of women's entrepreneurship is still hampered by social representations and gender stereotypes.

This agreement has two top priorities :

- Build and implement a culture of gender equality and reinforce education in mutual respect and equality between girls and boys ;
- Commit to greater gender diversity in training courses and at all levels of study.

An inter-ministerial agreement for equality between girls and boys in the education system was put in place, supported by the Gender Equality Ministry, the Ministry of Education, the Ministry of Higher Education and Research, the Ministry of Labor, and the Ministry of Agriculture.

2. MAIN PUBLIC POLICY TOOLS

Girls/Boys
Equality
Partnership
Agreement

The French Government supports and has partnerships with the associations that are working on the field of woman entrepreneurship.

France is giving them subsidies to develop their projects and programs, which are all specifically dedicated to women, as for example :

- 100.000 entrepreneurs, for the organization of the Week of sensitization of the youth towards woman entrepreneurship (project organized towards the youth with the Education Ministry, taking place in schools and high schools) ;
- Les Premières for their regional incubators project ;
- France Active for the Woman Equality Guarantee (to facilitate bank credit access for woman).

2. MAIN PUBLIC POLICY TOOLS

Support to the
non-profit sector

Multiple ministries are collaborating for the follow-up of the Plan “Toutes et Tous Egaux” (2023), the government’s plan for to improve women’s rights, including a lot of measures directed towards professional equality.

Among these, the DGE (within the Ministry of Economics and Finance) steers measures dedicated to women’s entrepreneurship such as:

- Yearly barometer of women’s entrepreneurship
- Communication on tax deductions for business network’s membership fees
- Online mentoring for female entrepreneurs
- Support for female business acquirers
- Banking and financial coaching
- Actions to promote parity in the start-up ecosystem

3. RECENT INNOVATIONS

All Equal Plan

France is expanding Banque de France's banking and financial coaching services for women entrepreneurs.

Banque de France is including a "women" section in its EducFi program (national strategy for economic, budgetary and financial education) and on their website “Mes Questions d’Entrepreneur”.

The Banque de France is in the process of producing a script for a new series of gender-sensitive videos, to be broadcast on Youtube and via networks of women entrepreneurs.

The two main goals of those videos are :

- **Develop women's banking and financial skills to better inform their management decisions**
- **Prepare women entrepreneurs to present their projects to bankers and investors**

3. RECENT INNOVATIONS

Video content
with Banque de
France

France is fighting the lack of data and monitoring of the situation of women in entrepreneurship.

3. RECENT INNOVATIONS

Yearly Barometer with Bpifrance

The DGE, in partnership with Bpifrance, is creating a Yearly Barometer of Women Entrepreneurship.

This tool will allow the annual production of a panorama of women entrepreneurship, focusing on the share of French women in the entrepreneurial chain or on new businesses started by women.

This barometer is aiming at :

- **Produce and spread data on women's entrepreneurship**
- **Measure gaps in representation between women and men among business start-ups and takeovers**
- **Examine the causes of these gaps.**