

8 years with promoting women's entrepreneurship in Sweden

Promoting women's entrepreneurship
in Sweden 2007–2014
Results and lessons learned in brief



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Promoting women's entrepreneurship – the programme

Conditions for entrepreneurship are not equal for women and men who want to start, run, lead and develop a business. As a result, the Swedish Agency for Economic and Regional Growth was tasked by the Swedish Government to promote women's entrepreneurship in the period 2007–2014.

In brief, the programme had the following themes:

- Make *better* now by making business development more accessible to women who want to grow or start a business, or develop an idea.
- Make women's entrepreneurship and leadership more *possible* now and in the future, for example, by developing entrepreneurship at universities and higher education institutions and promoting the Golden Rules of Leadership.
- Make women's entrepreneurship and its importance to the economy more *visible*, for example, through ambassadors for women's entrepreneurship and by developing facts, statistics and knowledge about women's entrepreneurship.

The purpose of the programme was twofold: to stimulate growth and promote competitiveness and innovation in Swedish industry through more businesses being run and developed by women; and, in consultation with business promotion stakeholders and government agencies, to develop a national strategy for how women and men can avail themselves of business promotion efforts on equal terms.

Background

In May 2007, the Swedish Agency for Economic and Regional Growth was tasked by the Swedish Government with promoting women's entrepreneurship. In March 2011, the Government adopted a new programme to promote women's entrepreneurship, building further on efforts implemented during the period 2007–2010.

The Swedish Agency for Economic and Regional Growth was then allocated SEK 65 million annually in 2011–2014 to promote women's entrepreneurship. The Government's 2011 decision also entailed developing a strategy for business promotion on equal terms. The Swedish Agency for Growth Policy Analysis (Growth Analysis) was tasked by the Government with evaluating the impacts of the programme some years after its end.

Differences between the programming periods

The Swedish Agency for Economic and Regional Growth's work with the programme in 2011–2014 focused on developing a strategy for business promotion on equal terms. This included preparatory studies of women's entrepreneurship in Sweden's regions and pilot projects to provide a factual basis for the strategy.

Another change was that the bodies responsible for regional growth were given regional responsibility to decide on business development programmes for women entrepreneurs. This was important in order to clarify that women's entrepreneurship is strategically vital for growth and for the future, but also that efforts to promote women's entrepreneurship are part of the regions' regular activities to promote growth.

A lesson learned from the two programming periods is that perseverance and targeted resources, which give legitimacy and focus, are key success factors for business promotion efforts if they are to increase knowledge and lead to change. The volume, breadth and accessibility of these efforts are also important.

Open up! shows the way to business promotion on equal terms

For individuals, entrepreneurship can be a way of utilising all of their skills, experience, capacities and creativity while taking a leading role in a business, the economy and society. Studies show, however, that women encounter more obstacles in the form of stereotypical notions about women and the growth potential and future of some industries. These attitudes and unconscious beliefs influence the valuations and assessments made in connection with financing, advisory services and other business promotion efforts provided to businesses run by women and men. Regulations are not always in tune with today's economic structures and rapid pace of change.

Currently, State resources are largely allocated to male-dominated sectors of industry and manufacturing. For example, men's enterprises were granted SEK 1.4 billion in regional business aid whereas women's enterprises were granted SEK 116 million in 2009–2011.

An accessible and inclusive business promotion system that utilises the enterprise and innovation of all people is a competitive advantage for Sweden. Therefore, the Swedish Agency for Economic and Regional Growth developed a national strategy for business promotion on equal terms. The strategy is based on the fact that diversity among businesses and entrepreneurs in a broad range of industries assists economic renewal and sustainable growth. The strategy was submitted to the Government in March 2015.



Eight goals for change

The overarching goal of the national strategy is that women and men – regardless of ethnic background or age – should be able to avail themselves of business promotion efforts and resources such as advice, business development assistance, cluster and business incubator activities, and financing on equal terms. The industry, size and type of company also have an influence. Eight goals for change by 2020:

1. Base the work on knowledge concerning equality and diversity
2. Communicate on equal terms
3. Emphasise role models and combat stereotypes
4. Coordinate and stimulate development
5. Monitor and change the allocation of resources
6. Set goals and work towards them with explicit requirements and activities
7. Design the regulatory framework so that more businesses can obtain financing
8. Have knowledge of new sectors, types of companies and business models



Why promote women's entrepreneurship?

Both women and men more frequently run businesses in service sectors. Sectors where women's businesses predominate tend to be assessed as non-growth industries. Consequently, the industry perspective was important in the programme's implementation.

Statistics show that women and men run businesses in all industries, but in different proportions. For example, fewer women run businesses in construction and fewer men run businesses in personal services. This is largely due to the still quite traditional education and career choices that young people make. People commonly start businesses based on their occupational expertise, which leads to entrepreneurship having a similar gender divide to the labour market. Women also more frequently work in schools and health and social services, where the conditions for entrepreneurship are in many ways different from other industries. When comparing businesses in the same industry, development phase and geographical area however, there are more similarities than differences between women's and men's entrepreneurship.

Continued growth in the number and proportion of businesses run by women means greater opportunities for economic renewal, where the skills, experience, business ideas and business models of all our population can be a driver for the development and competitiveness of our economy. In their entrepreneurship women also encounter similar obstacles to those encountered by young entrepreneurs and those of foreign background. All entrepreneurs, regardless of gender, age and ethnicity, should have the same opportunities to start, run and develop a business.

A lesson learned is that the lack of knowledge of the impact of gender and of gender equality is a challenge when designing actions that target businesses. Stereotypical notions about what women and men require and need to start, run and develop businesses can result in efforts with content that does not meet the entrepreneurs' actual needs. Gender awareness is thus a key success factor in all parts of the business promotion chain. At the policy level too, analysis and discussion of the perspectives framed in promoting women's entrepreneurship are essential. Otherwise, there is a risk of reinforcing the man as the norm and the woman as "different", when it is instead the case that business promotion efforts are not reaching and including women's and men's entrepreneurship on equal terms.

Statistics on women's entrepreneurship and leadership



Increase in women-led businesses.

Making women's entrepreneurship visible demands facts, statistics and knowledge in order to see, understand, and change beliefs about entrepreneurs, businesses and entrepreneurship in Sweden. Gathering and disseminating facts and statistics to various target groups has thus been important in the programme.

In Sweden in 2012, 29 per cent of businesses were run by women and more than 30 per cent of new businesses were started by women. Between 2006 and 2012, the number of businesses headed by women rose by 34 per cent according to Statistics Sweden. It is expected that the number of businesses led by women will continue to rise.

Women's businesses in Sweden 2006–2012

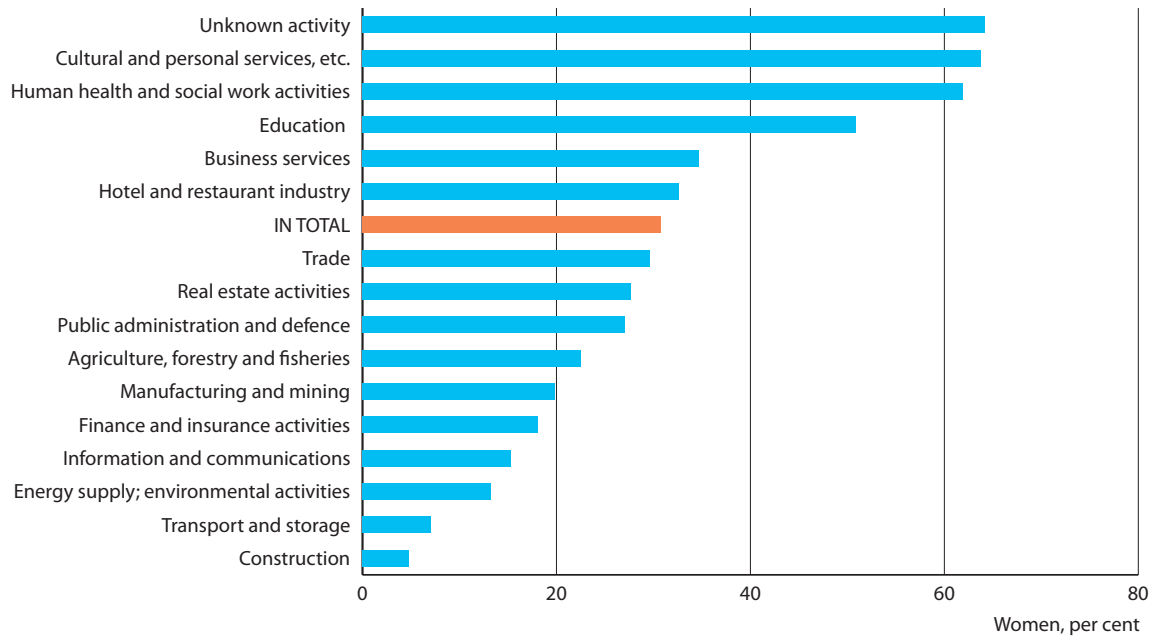
	Number of businesses	Net sales (thousands of SEK)	Number employed	Salaries (thousands of SEK)
2006	143,733	263,986,518	330,735	57,465,726
2008	155,381	325,160,378	371,050	71,978,030
2010	162,779	364,371,343	404,625	82,786,108
2012	192,665	428,935,157	428,395	89,693,012
<i>Increase 2006–2012</i>	<i>+34%</i>	<i>+62%</i>	<i>+30%</i>	<i>+56%</i>
<i>Men's businesses 2006–2012</i>	<i>+19%</i>	<i>+17%</i>	<i>+8%</i>	<i>+28%</i>

Source: Statistics Sweden (RAMS), revised by the Swedish Agency for Economic and Regional Growth, downloaded from tillvaxterket.se

In 2012, women's businesses had total net sales of SEK 429 billion and close to 428,400 employees. Just over 192,600 companies were headed by women. Women's entrepreneurship rose faster relative to men's entrepreneurship. The number of businesses headed by men during the same period rose by 19 per cent, but from a much higher level.

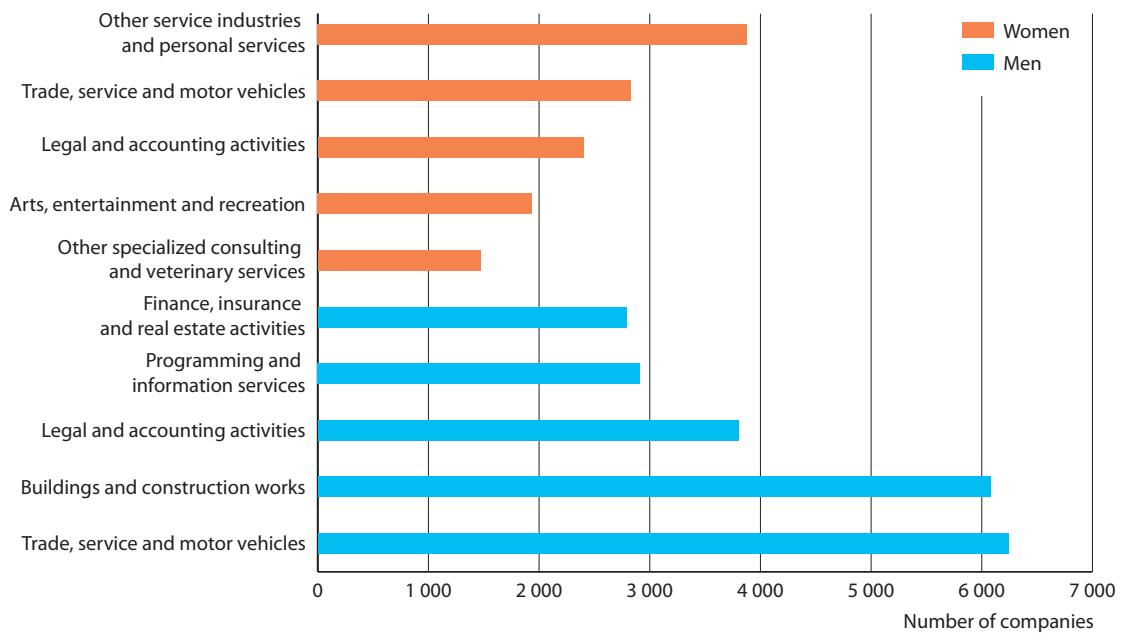
Below are more statistics on women's entrepreneurship and leadership.

Women run businesses in all industries (2012)



Source: Statistics Sweden (RAMS), downloaded from ekonomifakta.se

The five most common industries in which women and men start businesses (2012)



Source: Growth Analysis, downloaded from regionutmaningen.se

Large regional differences in proportions of new businesses started by women and men (2012)

County	Men	Women	Both sexes	County	Men	Women	Both sexes
Blekinge	67	27	6	Stockholm	59	32	9
Dalarna	58	33	9	Södermanland	58	34	8
Gotland	54	31	15	Uppsala	59	33	8
Gävleborg	55	37	8	Värmland	60	31	9
Halland	56	34	10	Västerbotten	66	26	8
Jämtland	57	35	8	Västernorrland	67	24	9
Jönköping	40	35	25	Västmanland	60	33	7
Kalmar	57	38	5	West Götaland	62	28	10
Kronoberg	60	33	7	Örebro	63	32	5
Norrbottn	61	33	6	Östergötland	62	32	6
Scania	60	29	11	Total	60	31	9

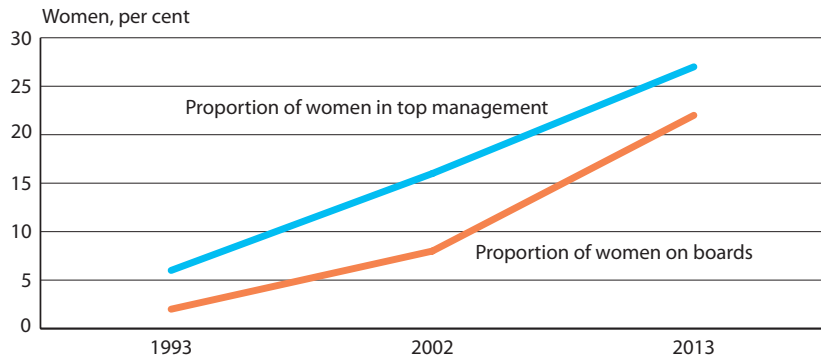
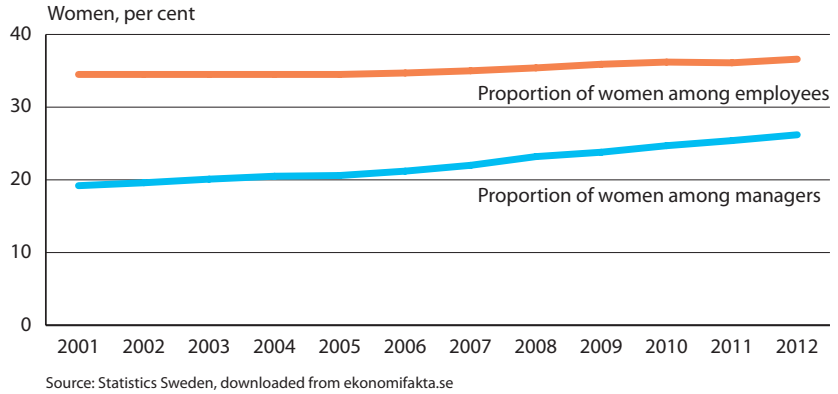
Source: Growth Analysis, revised by the Swedish Agency for Economic and Regional Growth. Downloaded from regionutmaningen.se

The proportions of new businesses started by women and men vary greatly across the regions. This may be due in part to differences in economic structure. The highest proportions of businesses started by women were in Kalmar (38 per cent) and Gävleborg (37 per cent), with the lowest in Västernorrland (24 per cent). The proportion of businesses started by women and men together was highest in Jönköping (25 per cent).



The private sector is now the primary employer for both women and men at 53 per cent and 83 per cent, respectively (Statistics Sweden). The proportion of women executives is slowly rising relative to the proportion of women among employees (see below).

The proportion of women executives is rising



The proportion of women in top management and on boards is also rising. Between 2002 and 2013, these proportions rose from 16 per cent to 27 per cent (women in top management), and from 8 per cent to 22 per cent (women on boards).

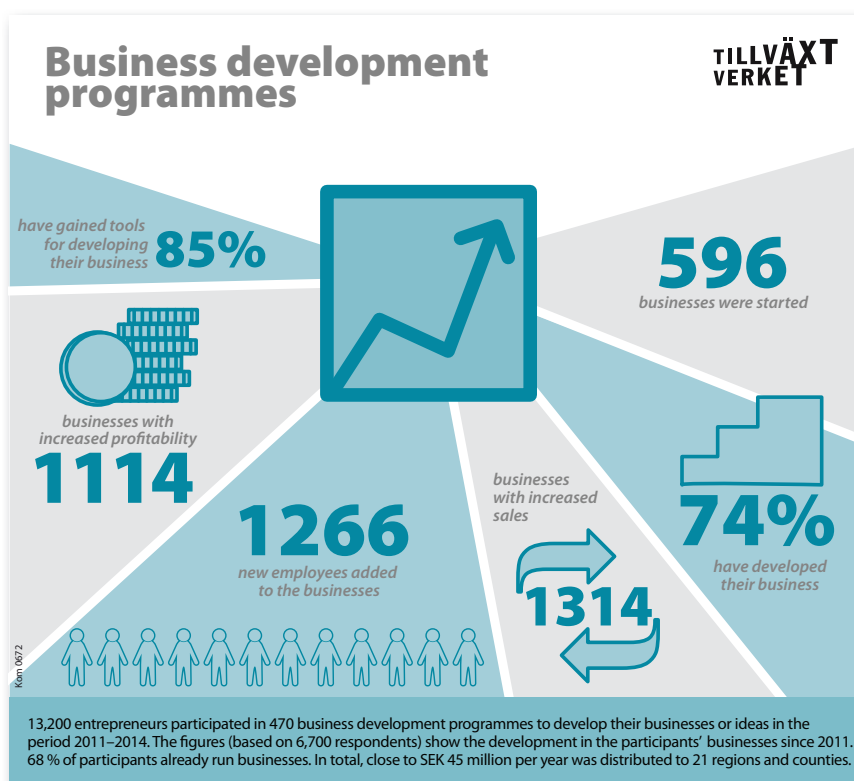
Some of the results from the programme 2011–2014

The impacts of the programme cannot be solely captured in figures that show numbers, percentages and SEK. There are also broader and more elusive impacts in the form of increased knowledge, the visibility of women's entrepreneurship and changed attitudes. In this summary, however, figures are the focus.

Make BETTER

Business development for entrepreneurs 2011–2014

13 200 women running businesses participated in 477 business development programmes across the country. Their purpose was to give women who wanted to develop or start a business, or develop an innovative idea, access to business development programmes. These programmes included advisory services, coaching, mentoring, networking, training, and other tools for developing a business or idea further. Efforts were usually implemented in groups so that entrepreneurs could also expand their business networks. 87 percent of participants stated they would recommend to others to participate in sim-



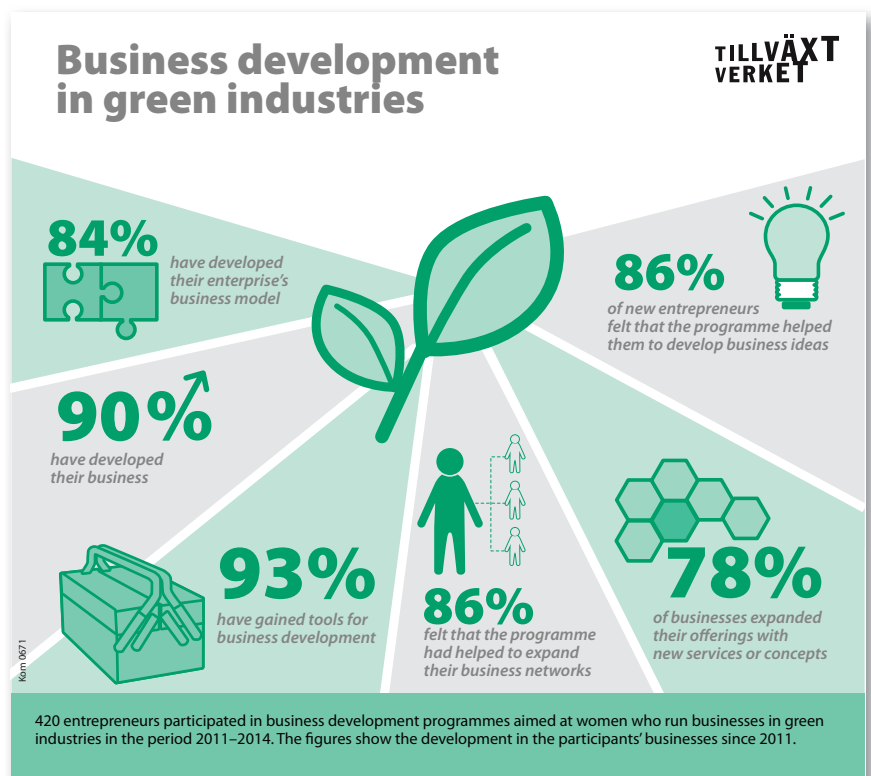
ilar activities. In total, SEK 180 million was allocated to the regions to make business development programmes more accessible to women entrepreneurs. More results can be seen in the figure above.

A lesson learned is the importance of gender awareness. There is a risk that actions to promote women’s entrepreneurship will reinforce stereotypes of women entrepreneurs and confirm norms rather than question them. For the same reason, it may be problematic to identify particular industries that ought to be the target of efforts to promote women’s entrepreneurship.

Business development for entrepreneurs in green industries 2011–2014

420 entrepreneurs participated in business development programmes targeting women who run businesses in green industries such as agriculture, forestry, horticulture or in rural environments. 48 per cent of entrepreneurs estimated that their profitability would rise within three years, and 41 per cent assumed that they would be running their businesses full-time within three years. 94 per cent felt that the quality of the business development programme was good or very good, and 93 per cent would recommend to others to participate in these activities. More results can be seen in the figure below.

A lesson learned is that business development programmes should be designed in close dialogue with entrepreneurs in order to meet their actual needs. Seminars/workshops in combination with personal advice and business advice and coaching (also in groups) has proved successful.

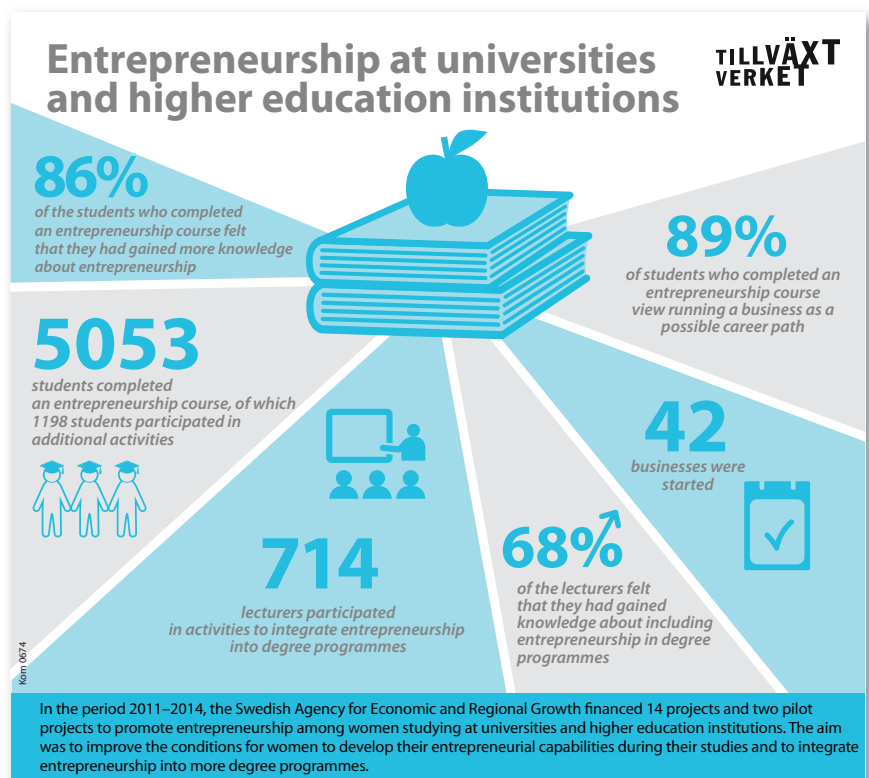


Make POSSIBLE

Entrepreneurship at universities and higher education institutions 2011–2014

More than 5,050 women participated in 16 projects at 14 seats of learning to develop entrepreneurship at universities and higher education institutions. The aim was to create the foundations for more women students to develop their entrepreneurial skills during their studies, and to integrate entrepreneurship into more courses at universities and higher education institutions. Interest in and awareness of the importance of entrepreneurship has risen among lecturers at universities and higher education institutions throughout the programming period. More results can be seen in the figure below.

A *lesson learned* is the importance of management's involvement and that lecturers are given the opportunity and time to work on integrating entrepreneurship into courses. Compulsory courses in entrepreneurship, for which students get credits, are essential if this integration is to succeed.



Golden Rules of Leadership 2013–2014



Golden Rules of Leadership is about women and men in leading roles, at all levels and in different sectors and industries, being consistently and persistently generous with their contacts so that more women can rise to leading roles in companies and organisations. This means including, engaging and promoting entrepreneurs and those with leadership potential in an active and conscious way in everyday life.

The Golden Rules of Leadership originated in the International Council on Women's Business Leadership (ICWBL), initiated by Hillary Clinton, where leadership, mentoring, networking and role models are emphasised as the pillars for achieving change.

In 2014, the Swedish Agency for Economic and Regional Growth held 15 forums and participated in a further 15 national and international seminars. All in all 3,400 people took part in activities to spread the Golden Rules of Leadership. The leadership programme "Women Up Sweden" was conducted with 36 participants, of which four were nominated from the ambassador network. Eight projects were financed to spread the Golden Rules of Leadership in their networks.

A *lesson learned* is that networking is a key success factor for developing entrepreneurship and leadership. Inviting a range of target groups to participate – entrepreneurs, students, people in leading roles (managers, CEOs, experts, etc.) – created more diversity in networking. When diverse target groups meet, for example, people with a range of experiences and skills, of different ages and backgrounds, from different sectors and from different parts of the country, encounters become stimulating and networks more dynamic.

Make VISIBLE

Ambassadors for women's entrepreneurship 2008–2014

880 ambassadors for women's entrepreneurship were appointed in March 2008. Since then, the Swedish Agency for Economic and Regional Growth has appointed additional ambassadors on three more occasions. In total, 2000 entrepreneurs were engaged in the ambassador network from its inception, of which 113 were with the network from 2008. All in all, the ambassadors met close to 170,000 people and carried out more than 11,000 missions during the period. This made it one of Europe's biggest role model projects.

The task for the ambassadors for women's entrepreneurship was to stimulate interest in entrepreneurship by talking about their own experiences as entrepreneurs. The aim was to make women's entrepreneurship visible in various ways, increase knowledge about what it is like to run a business, and assist more people to view being an entrepreneur as a possible career choice. The aim was also to highlight additional role models that people could identify with.

The ambassadors visited schools, universities and higher education institutions, networks and non-profit organisations, and participated in business trade fairs, panel discussions, etc. Many also had personal meetings with women who were considering starting a business and were looking for an entrepreneur as a sounding board. The ambassadors contributed to a changing picture of businesses and entrepreneurs. In 2011–2014, close to 5,000 news articles were published on women's entrepreneurship in the media – many about the ambassadors for women's entrepreneurship. More results can be seen in the figure below.



A *lesson learned* is that it is stories that we remember. Storytelling was a method used in the ambassador project to make women's entrepreneurship visible and highlight the ambassadors' own stories. This also became an opportunity for the ambassadors to develop their skills in the use of storytelling as a tool.

[See the films of the ambassadors in Sweden here.](#)

More role models through contests and awards

Contests and awards were used in the programme to make women's entrepreneurship visible and highlight role models. Some examples include:

Service Developer of the Year 2008–2013

The Swedish Agency for Economic and Regional Growth's prize category Service Developer of the Year in the national business contest Beautiful Business Awards highlighted innovative, successful women entrepreneurs in the services sector as role models, and also the significance of the services sector and service development for Sweden's economy and competitiveness. The contest awarded innovation, sustainability and the ambition to grow.

Winners of Service Developer of the Year:

- ➔ Anna-Carin Blixt Modin, *Stagepool* (2013)
- ➔ Jeanette Holm, *NannyNu!* (2012)
- ➔ Catharina Tavakolinia, *Kavat Vård* (2011)
- ➔ Lisa Lindström, *Doberman* (2010)
- ➔ Kicki Theander, *Middagsfrid* (2009)

For more information on all the finalists and winners, visit www.beautifulbusinessaward.se

Woman Inventor of the Year 2013–2014

The purpose of the Woman Inventor of the Year award was to highlight role models and make women inventors visible in order to stimulate interest in others to develop and commercialise their ideas.

Winner of Woman Inventor of the Year:

- ➔ Marit Sundin, *AddMovement* (2014)
- ➔ Linda Krondahl, *HiNation* (2013)

More information can be found at www.uppfinnare.se

Other ways to make women's entrepreneurship visible

November 2011 saw the première of *The Entrepreneurs*, six 15-minute films on pioneering women who successfully established new industries and helped develop Sweden's economy. Some examples are Hanna Lindmark and Sofia Gumealius. The latter started Sweden's first advertising agency in the 1870's.

The book (in Swedish only) on which the films were based is *Stråhattar och batterier – kvinnors företagande då och nu*.

Sofia Gumealius with her staff at S. Gumealius Annonsbyrå.

Source: Föreningen Stockholms Företagsminnen, Centre for Business History



Gathering and disseminating facts and statistics to various target groups has been fundamental in the Swedish Agency for Economic and Regional Growth's work to promote women's entrepreneurship. This also entailed new ways of making statistics accessible.

The site regionutmaningen.se conveys facts and statistics to different target groups, who can download and use the statistics for their needs. Regionutmaningen.se shows statistics per region on business start-ups by women and men, the five most common industries in which women and men start businesses, and willingness to grow in women's and men's business. Each graph can be downloaded for distribution via social media or to own documents.



Some of the results from the programme 2007–2010

Below are some of the results from the programming period 2007–2010.

Make BETTER

Business development

Just over 27,000 women who wanted to start or develop a business were involved in 700 business development and innovation projects. 91 per cent of those already running a business thought that their participation was worthwhile for their business, and 88 per cent felt they had expanded their business networks. Of those who were not entrepreneurs at the start of the programme, 50 per cent had started businesses and an additional 46 per cent planned to do so within five years. 91 per cent would recommend someone else to participate in similar programmes. In total, SEK 195 million was allocated to the regions during the programming period to make business development efforts more accessible to women entrepreneurs.

Business development in green industries

In 2010, around 650 women took part in business development programmes targeting businesses in the green industries. 13 projects were part-financed for the development of Sami entrepreneurship, tourism industries, green care, forestry enterprises, IT for better business cases, etc. 74 per cent of the participants felt that the programme had contributed to developing their business and their opportunities for growth.

Business Start-Up Days

Business Start-Up Days were held in conjunction with the Swedish Tax Agency, the Swedish Companies Registration Office, the Swedish Public Employment Service, Swedish Customs and the Swedish Social Insurance Agency, at which they jointly informed participants about starting a business and answered questions. Business Start-Up Days were held 59 times in 2010. 60 per cent of participants were women, equivalent to more than 4,200 women. All of 98 per cent stated that their overall impression of the day was good or very good.

Industry guides on verksamt.se

The Swedish Agency for Economic and Regional Growth continues to work on developing and offering useful e-services on the website verksamt.se. Two guides were developed and launched on the website in 2007: one for domestic services, and one for health and social services.

www.verksamt.se

Innovation financing via Almi

Between 2007 and 2010, Almi's innovation financing was raised by SEK 28 million from the programme to increase the availability of innovation financing for women. 617 innovation projects run by women were granted financing – health and social services was the most common industry.

www.almi.se

Make POSSIBLE

Entrepreneurship at universities and higher education institutions

31,300 women studying at universities and higher education institutions took part in activities in the period 2007–2010 to develop their entrepreneurship. Over 7,300 students took part in various educational activities and 540 new businesses were started. The aim was to stimulate interest in entrepreneurship among students so that more young women would see entrepreneurship as a possible career choice.

Business transfers

In 2007–2010, 13 projects were financed for developing skills in the transfer of business process, involving more than 1,000 women. Nearly 1,000 women increased their knowledge of transfer of business and close to 70 women purchased or took over a business.

Business angel networks

In 2007–2010, efforts aimed at increasing the chances of women entrepreneurs gaining access to external financing for their businesses (investment readiness) were part-financed, along with efforts targeting business angels and other investors. A business angel is a private individual who invests equity and business knowledge in unlisted companies. More than 1,400 women participated in skills development programmes and about 20 regional matchmaking events were held during the programming period. More than 100 women were deemed to be active as business angels at the time these programmes were concluded. An estimated 5 per cent of Sweden's business angels are women, but in some business angel networks this figure had risen to 20 per cent by the time these efforts were concluded.

Mentoring

In 2007–2009, the national mentoring programme *Mentor Eget Företag* (Mentors for entrepreneurs), run by Almi and NyföretagarCentrum, was given additional funding from the programme. This was in part to reach more women wanting a mentor, and in part to recruit more women wanting to become mentors. 440 mentoring partnerships were formed, and 96 per cent of the mentees would recommend to others to participate in the programme.

Advisor training

The Swedish Agency for Economic and Regional Growth worked for publicly funded business advisory services to operate with a gender perspective and a professional approach, as well as a sound knowledge of dialogue techniques. In 2009, 450 advisers at Almi completed a gender awareness course, part-funded by the programme. In addition, Coompanion worked with gender equality and gender issues in its advisory services.

Make VISIBLE

Facts and statistics, role models and attitudes

Making women's entrepreneurship visible demands facts, statistics and knowledge, in order to confront notions that exist concerning the nature of entrepreneurs, businesses and entrepreneurship in Sweden. The Swedish Agency for Economic and Regional Growth therefore worked to gather and disseminate facts and statistics on women's entrepreneurship to various target groups.

Ambassadors for women's entrepreneurship

The ambassadors helped to highlight and disseminate information about entrepreneurship and inspire more individuals to view entrepreneurship as a possible career choice. In 2007–2010, in total the ambassadors met just over 82,000 people.

Service innovation contest – Service Developer of the Year

In 2008–2011, more than 5,300 women entrepreneurs were nominated for the national [Beautiful Business Awards](#). In autumn 2009, three regional finals were held in Umeå, Örebro and Malmö, identifying 10 semi-finalists.

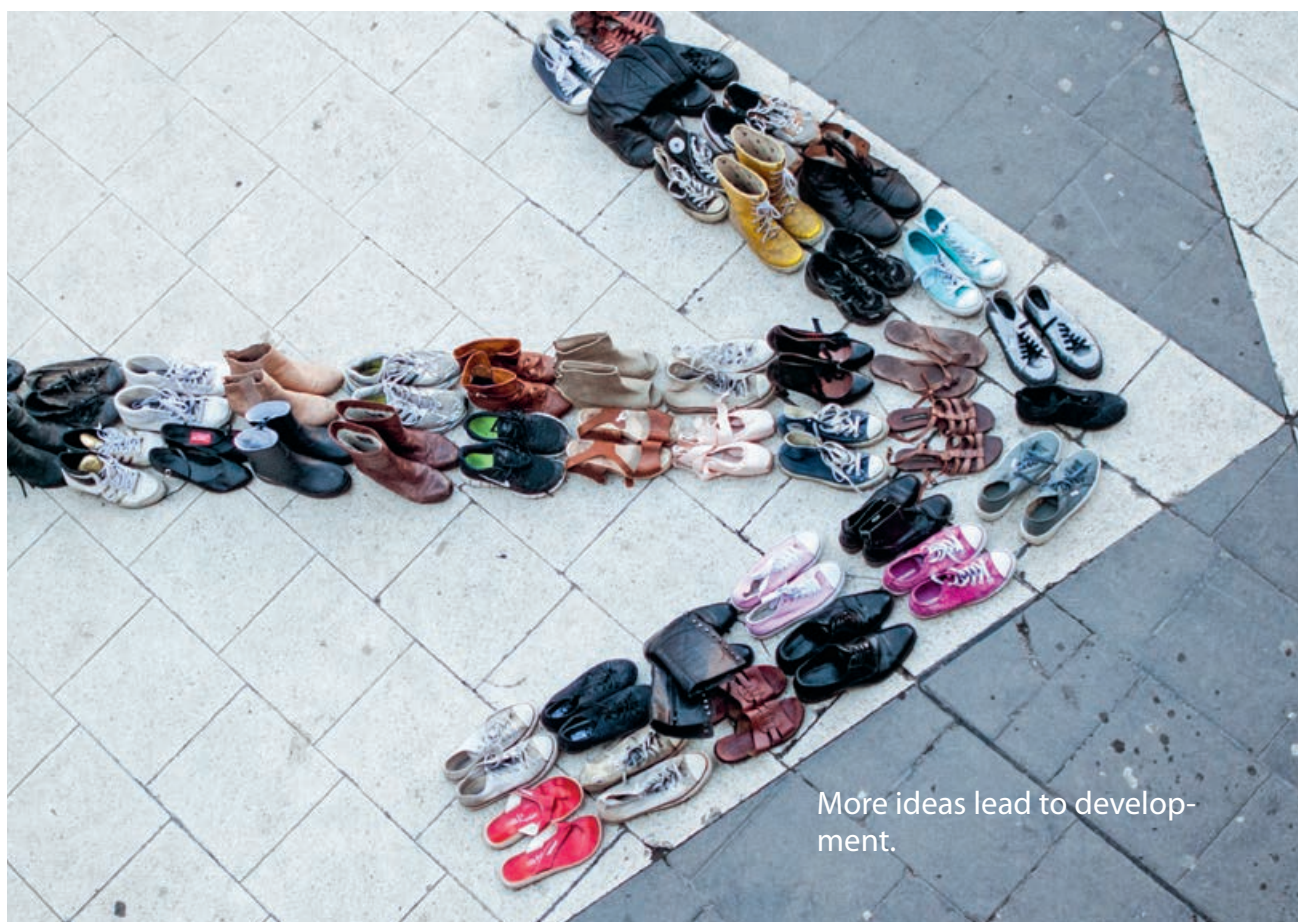
Financing from the State mainly benefits men

In 2007, a report was presented on the supply of capital from the State and how women and men benefit respectively from these efforts. The Swedish Agency for Economic and Regional Growth concluded in the report that financing from the State goes to men to a greater extent than women. The results show that in practice, State aid is often channelled to industries and areas of activity dominated by men. The report on the task was presented to the Swedish Government in October 2007.



Regional and national role model projects

In 2009, a number of role model projects were financed across the country. For example, the National Museum of Science and Technology developed an exhibition of women's inventions, which toured in 2009–2010. The non-profit Centre for Business History received part-financing to write a book about women entrepreneurs from Sweden's history entitled *Stråhattar och batterier – en bok om kvinnors entreprenörskap då och nu* (in Swedish only). This book highlights that women have always been enterprising, but been made invisible.



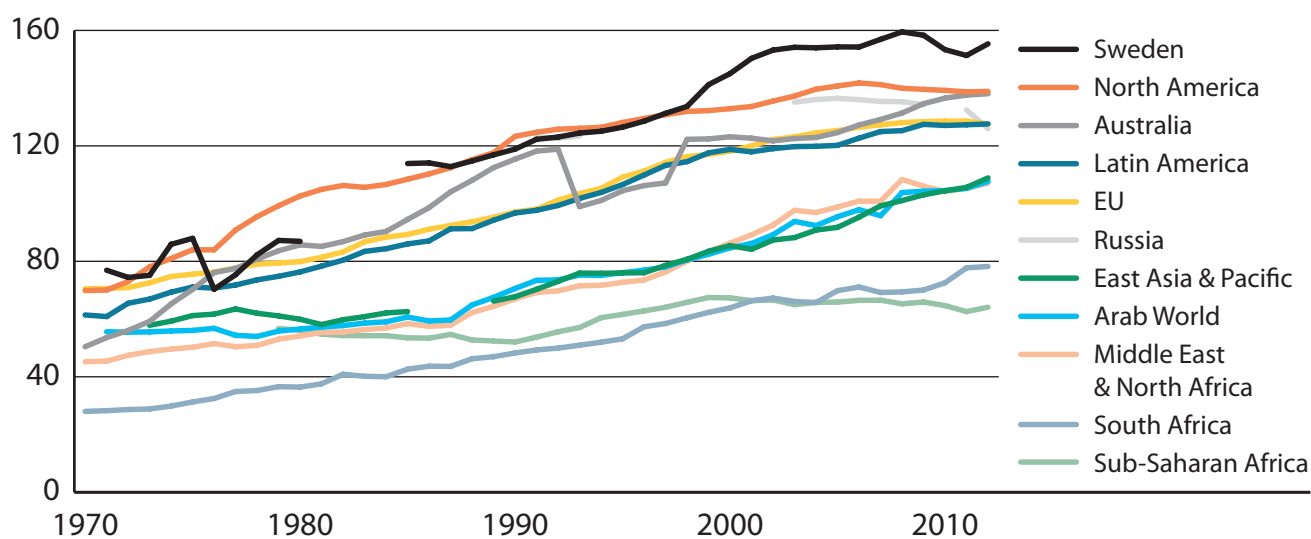
Women's and men's entrepreneurship and leadership – the future?

If women's and men's entrepreneurship continues to evolve at similar rates, we will not reach parity between women and men in entrepreneurship until around 2050. By the same logic, parity between women and men on boards will be reached only a few years before this. This has been shown in an extrapolation into the future conducted by Kairos Future¹.

A number of factors affect the conditions for women's and men's entrepreneurship and leadership moving forward. Some examples are the higher education level among women, although women more seldom choose a degree programme in computer science and technology; areas likely to have a significant impact on business in the future.

Digitisation, globalisation and automation affect business logic fundamentally, enable entirely new business models and increase the rate of transformation in the economy. The values that guide the focus and ethics of a company's leadership are gaining importance in business transactions, and can influence women's opportunities and interest in taking on leadership roles in the future.

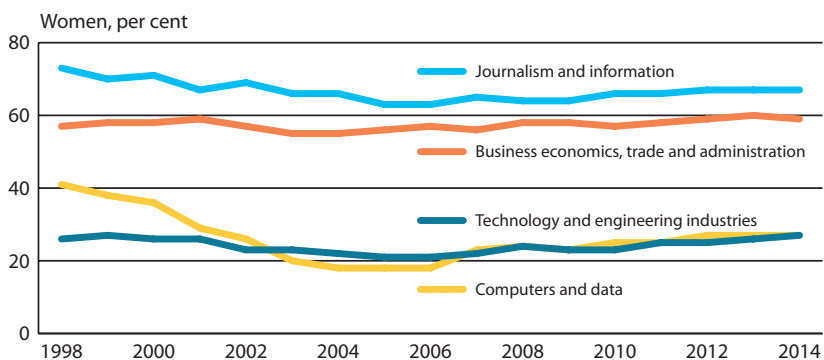
Level of education of women and men



Source: World Bank. Women in higher education relative to men. 100 means that as many women as men have higher education. Over 100 means that more women have higher education than men.

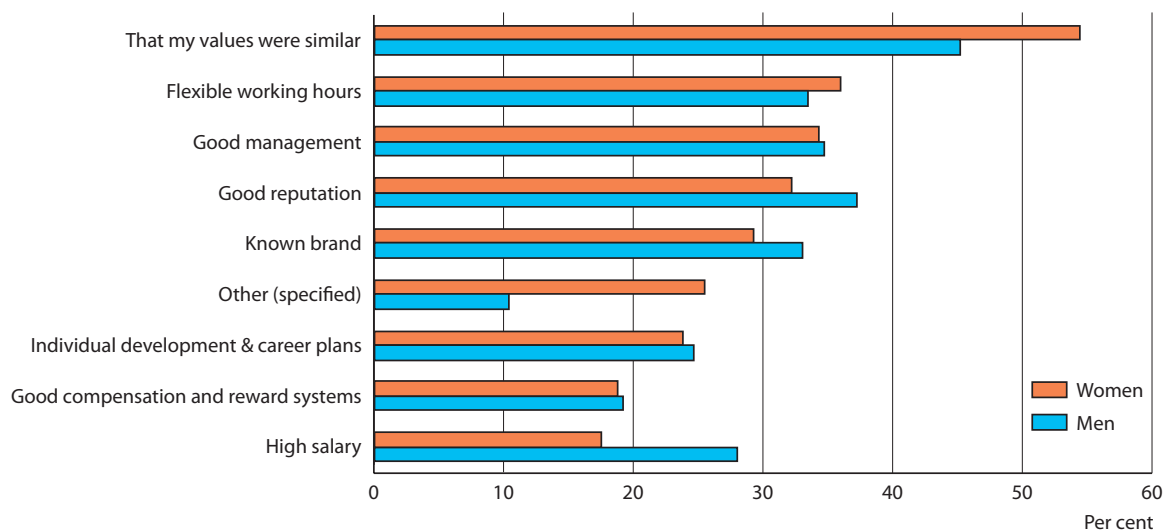
¹ *Framtid för kvinnors företagande* (The future of women's entrepreneurship), Kairos Future, Ref. no. 4521-2011-2605 (in Swedish)

Education in computers and technology



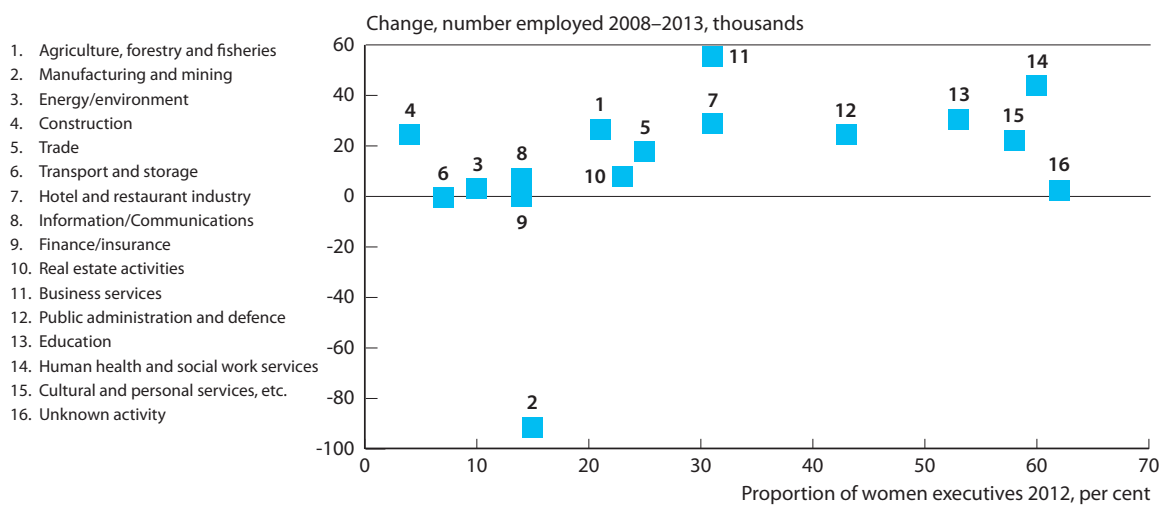
Source: Statistics Sweden, Proportions of women accepted into various degree programmes.

Importance of values



Source: Women Executive Search, WES, and Kairos Future 2014. *Stjärnkraft* (Star Power) study. The graph shows responses to the question: Which of the following aspects were the most crucial when you chose your most recent job (as an executive and manager)?

Industries in transformation



Source: Statistics Sweden, revised by Kairos Future. Industries in which a large proportion of women are executives are growing.

More about women's entrepreneurship and business support on equal terms

[Download our publications from here.](#)

A number of publications were produced during the period to increase knowledge about women's entrepreneurship and business promotion on equal terms. Most of the publications are in Swedish, but many of them have summaries in English. Here are the most recent publications in English:

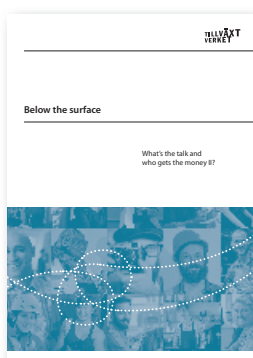
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Open up! National strategy for business promotion on equal terms 2015–2020 (short version)

The National strategy for business promotion on equal terms sets out eight goals for developing the business promotion system by 2020. Together, we can work for change so that women and men, regardless of ethnicity and age, have the same opportunities to start, run and grow businesses.

INFO 0605



Below the surface

– What's the talk and who gets the money II?

This leaflet summarises the key findings from the study "Below the surface – What's the talk and who gets the money II?". It shows how stereotypes and beliefs affect financiers' decisions about how public funding is allocated to businesses.

INFO 0575



Women's and men's enterprise in Sweden

– The Situation and Conditions of Enterprises 2012

What is the situation of small enterprises in Sweden? In which industries and regions do women and men run companies? Do they want to grow their companies? What obstacles do they experience to growth? There are many similarities between women's and men's enterprise, but there are also differences. This brochure presents facts and statistics about women's and men's companies, focusing particularly on women's companies. The statistical summary provides a broad overview of the situation of and conditions for women's and men's companies in Sweden. The statistics are also presented at county level.

The Swedish Agency for Economic and Regional Growth works to strengthen the competitiveness of Swedish businesses.

8 years of promoting women's entrepreneurship in Sweden

The programme Promoting women's entrepreneurship was conducted over two programming periods during 2007–2014. What were its results and what lessons were learned about women's entrepreneurship and business promotion on equal terms?

This brochure provides an overview of efforts to promote women's entrepreneurship since 2007, and takes a look at the future of entrepreneurship and leadership.