

**Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises)**

**WORKSHOP: BRINGING BUSINESSWOMEN AND  
HOUSWIVES TOGETHER TO PROMOTE  
ENTREPRENEURSHIP**

<b>Date: May 5<sup>th</sup>, 2016</b>
<b>Place: Talarrubias</b>
<b>Time: 17.00-20.00h</b>
<b>N. of Attendants: 17</b>
<b>Organized by: Carmen Hernán Trenado, Head of the Popular University in Talarrubias, Mercedes Sánchez Mora and Azucena Metidieri Muñoz, Officers for Equality in The Equality and Gender-based Violence Department (Oficina de Igualdad y de Violencia de Género) at the Siberia Municipal Association.</b>

The total number of attendants was 17 women: six businesswomen and eleven housewives.

The Meeting was held in Talarrubias, where the interviews with both the businesswomen and housewives involved in the Project were carried out.

### **FINDINGS**

In the meeting, there were discussion groups for the attendants in order to talk about housewives' initial skills and qualification, as well as their target qualification so as to figure out which areas should be promoted in the design of a training plan.

At the start, businesswomen made a brief introduction regarding the following matters:

- The reason why they decided to start their own business.

- The main difficulties that they had to endure when they started their business and the problems they have to face on a daily basis.
- Their household experience and how it helped them in business management.
- The most rewarding aspects as businesswomen.

The main point exposed by the businesswomen was basically that they are proud of having formed their own business, making a living out of what they love and being their own bosses.

Their families support them, even though they felt unease about the outcome at the beginning; however, they were confident about their skills and their business plan, so they stood up for it.

They learn something new everyday, since they have to face difficulties on a daily basis.

They all consider continuous training to be a core factor, since it provides a way of learning how to adapt to changes in the market or innovate and providing unique products and services.

They believe that the activities they carried out within the household before starting their business activity was very helpful in order to implement their planning, basic financial management, decision-making and time management skills, among other.

All of them agree that the bureaucratic paperwork required for the constitution of a company are slow and expensive, and something should be done in order to make the process towards entrepreneurship easier for all those considering becoming entrepreneurs.

Even so, they feel satisfied with their business and they enjoy managing and improving it themselves. They are always thinking about the aspects that could be improved or innovation or new products and activities to make their enterprises more attracted to their target customers.

Moreover, they make their own profit, which is very rewarding in a personal level, since they can be economically independent.

This introduction encouraged housewives to consider those things they are good at, to think about what they would like to do and the idea of starting their own business.

After that, the discussion groups talked about what sort of training would be required for housewives in order to pursue their business ideas.

## SUGGESTIONS

1. There is a need for training on gender equality, not only targeting women, but the population as a whole: men, youth... It is vital to highlight the importance of achieving actual gender equality in order to empower housewives.
2. Developing empowerment and self-esteem workshops designed for women.
3. Developing workshops designed for both men and women in order to highlight the fact that housework is not just women's duty. Although men are starting to collaborate in many households, it is necessary to create an actual balance in the distribution of housework among the family members.
4. Training regarding entrepreneurship, implementing the knowledge they already have as housewives: economic and resources management, planning, marketing, relationship with the customers...
5. Training regarding new technologies and social media and their implementation in telematics and the visibility of the business.