



Women in Europe – New Yields of Employment in Rural Areas

Institute FBI

State of the Art Report Austria: Women in Rural Areas need special support

Tiroler Tageszeitung, 19th of March 2016, Nr. 79, „Chancen und Karriere“, page 1

Following an article in the Tyrolean Daily Newspaper from the 19th of March 2016 since 2011 women are the greater group of founders of new enterprises than men. In Tyrol there are about 11.800 female entrepreneurs in the moment. 42 per cent of them work in handycraft and trade, more than 1 third in tourism and leisure and their amount in informatics and consulting is around 24%. The lowest amount of female founders we can find in transportation and traffic (14%), Industry (5%) and zero in the field of banking and insurances.

2015 2316 enterprises were founded, 1203 of them by women. The average age of the founders was about 39 years, 37 for men and 41 for women. In comparison with other age groups the group of women between 30 and 40 years old was the best represented group in new foundations, shortly followed by the 40 – 50 years old. Nearly each fifth female founder was younger than 30 years. Compared with the young entrepreneurs the amount of women working as managing directors and members of governing bodies with 16% is still very low.

The author of the article, Carina Engel, identifies special problems for women concerning the compatibility of professional and family life, greater caution of banks in case of loans for women and greater fears and less self-confidence of women compared with men.

AMS-Spezial Topic concerning the Labour Market 2015, Labour Market Service Austria, Dep. Labour market research and business information, Vienna:

http://www.ams.at/docs/001_spezialthema_aktuell.pdf

The preface of this report for 2015, conducted by the labour market service is not very affirmative for all economic branches, in which the unemployment rate for women with 8,3% is clearly lower than the one of men with 9,8 %. The growth of unemployed persons compared with 2014 is with 9,9% women lower than men (11,7%):

„An economic growth lower than 1 per cent (latest forecast of the WIFO (Economy Research Institute) for 2015: + 0,8%) combined with an increase of the labour force about at more than 55.000 persons is a very bad combination for the labour market. 2015 Austria faced a very mournful record of unemployment. Concerning additionally the persons getting through a training provided by the labour market service, decreasing in the yearly average at 10.000, the amount of persons announced at the Labour Market Service (unemployed and trainees) increased in 2015 at totally 25.000 to all together 419.458, 182.205 of them women. A reversal of the trend seems to be far away.“ (Dr.

Johannes Kopf) Tyrol is affected with 23.845 unemployed persons. In training measures there are a little more women than men, namely 32.943 in entire Austria (32.183 men).

Special problematic areas are to be found in the rural countryside, where professional opportunities besides the agriculture are rare. Tyrol is a mountainous region with little and less productive cultivable land and since centuries stamped by work on sideline basis and seasonal or permanent emigration.

AMS-Report on Qualification Structures 2014 Region Tyrol, Vienna, September 2015

Download: AMS-Research Network <http://www.ams-forschungsnetzwerk.at>

„The tertiary sector (services sector) has special importance for Tyrol. This is mainly caused by Tourism, which is widest developed compared with other regions. The gross value of the services sector with 72% is little over the Austrian average, in which accommodation and restaurant sector and trading show high employment figures. The amount of industry is with 27% little lower than the Austrian average of 29%. Concerning the primary sector (agriculture, forestry, fishing) Tyrol at the common Austrian level.

The female employment rate following the prognosis of the Economy Research Institute (WIFO) will increase at plus 12.000 or plus 1,4 % every year. 65 % of the Tyrolean increase in employment will be due to more women in employment. Their employment rate will increase at 1,1 per cent to 47,5 %.

The female employment rate in Tyrol would be higher than the Austrian average (Austria plus 0,9 per cent to 47,1 %). Women benefit in all Austria as in Tyrol from the high dynamics of the services sector, where women traditionally are highly represented. However it is to be mentioned that the jobs are often in part time. From a sectoral point of view the highest increase in employment of women can be expected absolutely in the health and social sector (both sexes: + 5.900, women: + 4.400). More important areas of employment increase of women are retail trade (totally: + 2.800, women: + 2.200), education (totally: + 2.400, women: + 1.700) accommodation and restaurants (totally: + 2.200, women: + 600).

Foundations of new enterprises increases, also the amount of femal founders: 2014 37.120 new enterprises were founded – + 0,5 % more than in 2013. In the branches of handicraft and trade (54,8 %), followed by retail trade (19,8 %) and information/consulting (14,1 %) most of the foundations are situated. The amount of single enterprises is more than 80%. The amount of women increased in the past years, 2014 58,4 % of the new single enterprises are found by women. After the first year 95 % of the newcomers survive, 80 % survive the first 3 years, 68 % the first 5 years and 60 % exist after 7 years.“

June 2012 Project: Mapping Gender *Theresia Oedl-Wieser, Philipp Gmeiner, Ingrid Machold*

http://www.forschungsnetzwerk.at/downloadpub/2012_02_Frauen_in_der_LW_final.pdf

“Compared to other European Union countries the Austrian agriculture is structured by small farms and affected by natural disadvantages of mountainous areas. The part of part-time farming of 54% is very high (STATISTIK AUSTRIA 2012a) and in many disadvantaged areas and mountain regions the maintenance of agriculture is – despite of financial compensations – only possible through sideline jobs and diversification at the farm (amongst other things processing and marketing of agricultural products, farm holidays). Although less than 5% of the working population work in agriculture, it has because of its multifunctionality great significance in rural areas. Moreover the external effects of the preservation of the cultivated landscape are very important for the tourism.”

“Women play worldwide an important role in agriculture and for food security. Depending on the region the portion of women in the agricultural production and processing varies between 20% and 50% and in many non-industrial countries the labour of women in agriculture increases during the last years (FAO 2011, 111ff.; Gana et al 2008, 227ff.). Aside from that women in many countries face discrimination with regard to access to resources like soil property, production facility or credits. Furthermore their participation in professional local and regional decision taking is very limited and their access to counselling and vocational training is insufficient.”

„Like the results of qualitative and quantitative studies show, cross female farm managers traditional gender limits on their farms. Their partners meanwhile remain in traditional working fields and don't take this step. An essential result points out that social and pension law reasons contribute to a great extent to the fact that women at farms in Austria take over the conduct. The qualitative interviews show in this context that only few of the managing farmers women developed an identity as chair persons of the farm. Education proves to be the most determining factor for the professional and personal development. Summed up it can be stated that the predominant part of the Austrian female farm managers take over the management task and take entrepreneurial decisions together with their partners or other family members.” Oedl-Wieser, Theresia, Wiesinger, Georg (2010): Landwirtschaftliche Betriebsleiterinnen in Österreich. Eine explorative Studie zur Identitätsbildung. Forschungsbericht Nr. 63 der Bundesanstalt für Bergbauernfragen. Wien.
<http://www.berggebiete.eu/cms/dmdocuments/publikationen/FB62.pdf>

„Compared internationally Austria still, especially with regard to the child care of younger than three years old and three years old ranks below the EU-27 average (Statistik Austria 2013a, 14). In the module of the investigation on work force 2010 'Vereinbarkeit von Beruf und Familie 2010' (Statistik Austria 2011b) it has been stated that more than one fifth (23,1%) of the non-employed women with care duties for children below 15 years indicated that they want to work if adequate child care would be available. Almost 14% of the female part-time workers want to work more. The main problem concerning child care offers, following the results of the module of the investigation on work force 2010, is the lack of offers, besides also the high prize and the poor quality had been named. All in all a number of 44.000 missing child care places has been estimated.” (Statistik Austria 2011b, 48)

Women in Rural Areas, Report on Women 2010 Part I: Statistical Analysis about the development of the situation of women in Austria.

https://www.bka.gv.at/studien/frauenbericht2010/Frauenbericht_Teil1_6Land.pdf

„Keeping rural areas intact – particularly the peripheral regions – is an important political task. Even though women crucially contribute to achieving this, little attention has so far been paid to the role women play for rural areas. A uniform definition of “rural areas” is currently not available. The present report distinguishes five levels of urbanization, ranging from metropolitan Vienna to mainly agrarian communities with less than 20 000 inhabitants and a share of agricultural employment of 7 % or above. At the beginning of 2009, about 14 % of the Austrian population lived in mainly agrarian communities, while 20 % resided in Vienna. The share of women was 52.2 % for Vienna and 49.8 % for mainly agrarian communities. Women between 18 and 26 are most likely to migrate from rural regions to cities. Educational participation of women of 18 years and more is less frequent in rural than in urban areas. The main reason is the concentration of facilities of higher education in cities. In the long run, this leads to a higher average educational level of women in cities, which is further boosted by the immigration of highly qualified women from agrarian regions due to a lack of job opportunities at their places of origin. Female employment rate is high in mainly agrarian communities (69 % vs. 62 % in Vienna, 2008; this, however, mainly reflects the high number of self-

employed women – most of them employed as family workers in the agricultural sector. On the other hand the service sector, which generally shows a big share of female employees, is underrepresented in rural areas when compared to the cities. The divide in education and employment between rural and urban areas manifests itself also in level and distribution of income. Average annual gross income of female employees decreases with a rising rate of agricultural employment in their place of residence while concurrently the gender gap in income increases to the disadvantage of women. Rural areas are severely disadvantaged regarding institutional child care. While in Vienna nine out of ten institutions are opened at least for eight hours a day, in rural areas three quarters of the kindergartens are only available for less than eight hours daily. Even among farm women the phenomenon of a “leaky pipeline” exists – this is the fading of social participation of women going along with a rising level of social hierarchy. In Austria, in 2007 women were in the leading position in 39 % of all agricultural enterprises. However, with regard to the size of the enterprise, only 17 % of enterprises comprising 200 hectare or more were managed by women. In the central professional association for farmers, the Chamber for agriculture, women are massively underrepresented. The presidents of the national agricultural chamber are exclusively male, within the local agricultural chambers the share of women amounts to 15 %.”

Bock, Bettina B. (2010): Personal and social development of women in rural areas of Europe. Study commissioned by the European Parliament, Committee on Agriculture and Rural Development. Brussels. Verfügbar unter:

<http://www.europarl.europa.eu/activities/committees/studies/download.do?language=en&file=33734>

„The present report provides an overview of the social situation of women in the rural areas of Europe. It looks into rural women’s work and income, political participation and their experience of the quality of life in rural areas. It aims to describe the average situation of rural women and to identify the differences between rural areas and between social groups of women. In addition, it reports on good practices and the effectiveness of gender mainstreaming policies and gives recommendations for policy and research.

The situation of rural women differs considerably between and within Member States. There is no evidence of a general rural disadvantage. Women experience specific problems only in the peripheral rural regions of Europe and in particular the Central-Eastern Member States. These areas are maladapted to women’s needs in terms of employment and services, as well as cultural norms and values. It is also in those areas that young rural women (and men) decide to leave and to search for a better life elsewhere. In the accessible rural areas the quality of life, services and employment opportunities have greatly improved as a results of modernisation and counter-urbanisation. In those regions there is little difference in the situation of rural and urban women. There are still differences in women’s relative position to men but the problem is not one of rural disadvantage. Analysis of rural development policies reveals that women seldom participate in the formation of rural development plans or the decision making on the distribution of funds. There are some projects designed for women often focusing on self-employment. There are also some projects aimed at improving the supply of social services. Most projects are fragmented attempts to solve some problems for some women. A coherent plan on how to address gender equality is lacking.“

Recommendations for the CAP post 2013:

„Targeting of peripheral rural regions Rural development policy should focus on the situation in the peripheral rural areas where the low quality of life and lack of work, income and services constraints

women's development and perpetuates unequal gender relations. Gender inequality in the accessible rural areas should be targeted by way of general gender policy.

To improve the situation of rural women it is recommended to invest in the vitality and quality of life of peripheral rural areas. Improving the accessibility of the areas is of the utmost importance as is strengthening rural-urban linkages. Upgrading the local quality of life may convince rural women (and men) to stay. It may also help to mobilize individual and collective action for local development. It is, moreover, important to support the creation of women's networks. They give access to shelter against violence and oppression, support for self-development and the negotiation of gender relations, and contribute to increase political participation.

Supporting women and gender equality should be an integral part of the territorial approach to local development. It should start with the identification of locally specific gender problems and opportunities, taking the differences between social groups into account. Local governments should be held accountable for the responsiveness of local development programmes to gender equality.

There is a great need for more comparative research to study the differences in the situation of rural women in a systematic way to understand the interaction of gender issues with rural development and rural decline. In this, the patterns of female in- and outmigration requires particular attention.“

„CONCLUSIONS AND RECOMMENDATIONS FOR POLICY AND RESEARCH

- There is no evidence that the situation in rural areas is generally disadvantageous for women.
- As a result of modernization and commercial counter-urbanisation many rural areas especially in the North-West of the EU offer similar opportunities to women than urban areas.
- The situation is different and disadvantaged in the peripheral rural regions particularly in the South and Central East of the EU.
- These regions are not only geographically remote but also badly connected to nonperipheral areas because of their lack of material infrastructure.
- The rural women living in these areas experience the quality of life as unsatisfactory because of a lack of employment, income and social services.
- In addition especially young women complain about the constraints resulting from a conservative gender ideology coupled with high levels of social control.
- As a result of the perceived lack of opportunities young women (and men) leave those areas and search for a better life elsewhere.
- The loss of young and entrepreneurial women (and men) contributes to the ongoing cycle of decline in these peripheral rural areas.

Regarding the effectiveness of policies and projects:

- Women are still underrepresented in bodies that participate in the programming of rural development plans and distribution of funds.
- Projects designed for women tend to focus on self-employment and entrepreneurship often putting emphasis on self development and training.
- Besides there are some projects trying to find new solutions for improving the supply of services, such as child care and transport.

- There are hardly any projects that address gender equality as such and try to raise awareness towards gender issues.
- Most projects are fragmented attempts to support some women in rural areas.
- The projects are not part of a plan that addresses gender inequality in a territorial manner.“

„A large part of rural women’s problems are not only ‘women’s problems’. Although they may impact more severely on women, they frustrate local development more generally. Improving the accessibility of the areas is of utmost importance as well as the strengthening of rural-urban linkages. Both are important for supporting the mobility of rural women (and men) and as a result their opportunity to reach and use the labour markets, education centres and social services of less peripheral areas. It concerns material accessibility in terms of transport but also internet connections, which offer business opportunities and opportunities for education and training. Rural vitality has also a social face. Various resources are needed for local development but social relations and interactions are crucial to mobilize and connect people.

Many peripheral areas are also socially disconnected; there are problems of social isolation and exclusion, lack of human, social and political capital – reinforced by the outmigration of young and enterprising people. It is particularly important but also particularly difficult in these regions to mobilize and organise collective engagement as the inhabitants lost confidence that things may be changed for the better and that a good life could also be realised without moving away.

The territorial approach is part and parcel of the European Rural Development policy. In short, it entails the development of specific local development plans in cooperation with local stakeholders and communities; the plans should identify the specific local problems, opportunities as well as community objectives and the development of coherent strategies making use of various policy instruments and funds. So far the situation of rural women and issues of gender inequality are not addressed in this way.”

FAO (2011): The State of Food and Agriculture 2010-11. Women in Agriculture: Closing the Gender Gap. Rome. <http://www.fao.org/docrep/013/i2050e/i2050e.pdf>

„Women make essential contributions to agriculture in developing countries, but their roles differ significantly by region and are changing rapidly in some areas. Women comprise, on average, 43 percent of the agricultural labour force in developing countries, ranging from 20 percent in Latin America to 50 percent in Eastern Asia and sub-Saharan Africa. Their contribution to agricultural work varies even more widely depending on the specific crop and activity.

Women in agriculture and rural areas have one thing in common across regions: they have less access than men to productive resources and opportunities. The gender gap is found for many assets, inputs and services – land, livestock, labour, education, extension and financial services, and technology – and it imposes costs on the agriculture sector, the broader economy and society as well as on women themselves.

Closing the gender gap in agriculture would generate significant gains for the agriculture sector and for society. If women had the same access to productive resources as men, they could increase yields on their farms by 20–30 percent. This could raise total agricultural output in developing countries by 2.5–4 percent, which could in turn reduce the number of hungry people in the world by 12–17 percent. The potential gains would vary by region depending on how many women are currently

engaged in agriculture, how much production or land they control, and how wide a gender gap they face.

Policy interventions can help close the gender gap in agriculture and rural labour markets. Priority areas for reform include: - eliminating discrimination against women in access to agricultural resources, education, extension and financial services, and labour markets; - investing in labour-saving and productivity-enhancing technologies and infrastructure to free women's time for more productive activities; and - facilitating the participation of women in flexible, efficient and fair rural labour markets.

Evidence from an extensive body of social and economic research surveyed in this report confirms the contributions women make to the agriculture sector and rural enterprises, the gender-specific constraints they face in accessing resources and opportunities, the potential benefits for the sector and society that could be achieved by reducing those constraints, and lessons learned from policies, programmes and interventions aimed at closing the gender gap in agriculture. The conclusions are clear: (i) gender equality is good for agriculture, food security and society; and (ii) governments, civil society, the private sector and individuals, working together, can support gender equality in agriculture and rural areas. Enabling women to achieve their productive potential requires many of the same reforms that are necessary to address constraints facing small-scale farmers and rural people in general, but additional care must be taken to ensure that women's voices are heard in the design and implementation of policies and interventions. No simple "blueprint" exists for achieving gender equality in agriculture, but some principles are universal and many lessons can be learned about best practices. Basic principles for achieving gender equality and empowering women in agriculture include the following:

- Eliminate discrimination against women under the law. Governments have a fundamental responsibility to ensure that their laws and policies guarantee equal rights for men and women to control assets such as land and to receive services such as education, extension and credit. Governments and civil society must work together to ensure that women are aware of their rights and have the support of their governments, communities and families in claiming their rights.
- Strengthen rural institutions and make them gender-aware. Strong, effective and inclusive rural institutions are essential for poverty reduction, economic development and the empowerment of small producers and the rural poor, particularly women. Efforts are required to ensure that women and men are equally served by rural institutions. Other public and private service providers that operate in rural areas, such as extension services, animal health services and microfinance organizations, should consider the specific needs of men and women to ensure that their activities are gender-aware. Women's groups have an important role to play, but other rural institutions must also be accessible to women and responsive to their needs.
- Free women for more rewarding and productive activities. Women are compelled to spend too much of their time in drudgery: fetching water, carrying wood, and processing food by hand. Such work has to be done because water pumps, modern fuel sources and grain mills are missing. Investments in basic infrastructure for essential public services can liberate women from this drudgery and free them for more rewarding and productive work.
- Build the human capital of women and girls. General education and the ongoing transfer of information and practical skills will broaden the range of choices women can make and give them more influence within their households and communities.
- Bundle interventions. Some assets are complementary and the constraints women face are often mutually reinforcing. Interventions therefore should be appropriately bundled and sequenced and

should consider women within their broader social contexts. It is impossible to separate women's economic activities from their household and community roles and responsibilities. Bringing men into the process will help ensure that progress towards gender equality is broadly beneficial and sustainable.

- Improve the collection and analysis of sex-disaggregated data. Understanding of many gender issues in agriculture is hindered by the lack of sex-disaggregated data, and inadequate analysis of the data that exist. FAO has developed the Agri-Gender Statistics Toolkit (FAO, 2010i), providing technical guidance to support the enhanced production and use of sex-disaggregated agricultural data. More detailed time-use surveys would lead to greater understanding of women's contributions to household production and welfare as well as to their time constraints.
- Make gender-aware agricultural policy decisions. Virtually any agricultural policy related to natural resources, technology, infrastructure or markets will affect men and women differently. Good agricultural policy requires an understanding of the gender dimensions at stake. Because some agricultural and gender issues are location-specific, these may best be addressed through location-specific assessments and tailored policies and programmes. Because interventions may have gender impacts that are difficult to predict, policies and programmes should include the collection of baseline data and rigorous monitoring and evaluation. Making women's voices heard at all levels in decision-making is crucial in this regard."

Women and politics in rural areas – an empirical survey

Oedl-Wieser, Theresia (2006): Frauen und Politik am Land. Forschungsbericht Nr. 56 der BABF. Wien. <http://www.berggebiete.eu/cm3/de/publikationen/forschungsberichte/402-fb56-frauen-und-politik-am-land.html>

„The statement of women actively engaged in agrarian policy and in rural development politics could be summarised following the slogan: ‘Politics will all in all become more true-to-life’. This quotation addresses many aspects like politics should become more humanistic, social questions should be more emphasised and distributive justice should be situated closer to the top of the political agenda.

Regarding the political working style of women many of the interviewees stated that compared to one man it would be more efficient, logic, flexible, consent oriented and tolerant. Women would approach political questions through a more holistic and future oriented perspective and available financial means aim to another target course. Increasing political participation of women would in the opinion of some of the interviewees improve the life quality of people in the regions.

Asked for estimating the significance of volunteering of women in rural areas many answered that it would be absolutely necessary and many matters would not be worked out without it. It enables a vivid village life and mediates vitality, which improves life quality and maintains the social network.

The interviewed women specify ‘familial engagement of women’, ‘lack of time’ and ‘male dominance in politics’ as reasons for the low participation of women in institutionalised politics. Regarding the enhancement of political participation of women they concede primer importance to the ‘conscious promotion of women in political parties and respective organisations’ as well as the political education of the youth. Quotas for number of women and female career changers were seen only to a small extent as important. Further on a fairer distribution of care work and connected improvements in children and elderly care were estimated to be of major importance. For themselves they regard it as enriching to dispose of various scopes for design, access to knowledge and information through their political engagement. To co-decide, the chance to initiate changes they experience as personal enrichment. But also the work and meeting people as well as the fulfilment, appreciation and acknowledgement through the political work and the development of the own personality are essential aspects.

From the 7th to the 9th of february at the Universität für Bodenkultur (university of acriculture) in Vienna the conference „Women in rural areas – potentials and pespectives“ took part. (Conclusions of the conference: <http://www.wiso.boku.ac.at/frauentagung2013.html>)

“More than 180 participants from Austria, Switzerland, Germany, Italy and Japan discussed the various living and working conditions, roles, achievements of women in rural areas. In *scientific presentations, penal discussions, praxis panels* and at *the market place of education* as well possibilities as structural and societal barriers for a self-determined life of women in rural regions have been explicated in many facets. Gender questions in the context of regional development, communal politics, agriculture and the rural labour market have been treated as well as the situation of women in rural areas with regard to education, mobility, migration and volunteer jobs. The presented issues mirrors what is researched on, promoted and negotiated currently.”

“Women in rural areas nowadays are very well educated. They exhibit a broad range of professions and life concepts and act in a much larger radius than their mothers and grandmothers did, as well socially, culturally as spatially. They know that they mobility is asked from them to participate in the achievements that women accomplished during the last decades. Young and increasingly multiple qualified women in peripheral and less prospering regions often only detect for themselves the possibility to leave the countryside – not necessarily into a city but into another region with a more variegated offer regarding labour and social infrastructure.”

“The raised educational level and continuous growing participation of women in the labour market in rural areas prove that labour orientation besides family orientation has central significance.”

“Many women in rural areas are searching a fitting life model to realise an independent and fulfilled life. To succeed they have to demand the support of their life partners, their families and their environment.”

“During the future implementation of the Common Agricultural Policy and integrated rural development (2014-2020) it should work out:

- to set strategic and cultural points for equality of opportunities and gender equity;
- to create an incentive scheme through earmarked budgets for those who manage to foster equity of men and women in rural areas;
- to establish funds for small projects, which can be handed on to project solicitors in an unbureaucratic way and without portions of own resources;
- to implement measures, to support women in agriculture and new comers with regard to support education and professionalization;
- to enhance the percentage of women within the important bodies and if necessary to implement obligatory quota;
- to carry out gender specific analysis and evaluation with regard to each program and within each supported project (e.g. by checklists);
- to conduct Gender-Budgeting at all levels;
- to finance organisations which relieve women from family and care duties and support the participation of men;
- to foresee aid money also for the engagement in the realm of civil society;
- to provide research funds for women’s, gender and men’s issue connected to rural areas.“

Tyrol - Policy Seminar for Women. Cracking Nuts – Gathering Fruits

<http://www.tirol.gv.at/fileadmin/www.tirol.gv.at/themen/gesellschaft-und-soziales/frauen/downloads/Doku-Nuesse-knacken-06.pdf>

„Since Years Seminars for women to bring them into political participation were organised since 2009 by the women’s department of the Tyrolean Government. Women out of all parts of the country participated including South Tyrol (Italy) and Bavaria (Germany). The most important goal was to bring more women in decision making boards and to support women, who were active in policy. Women should be encouraged to take on responsibility in public functions and additionally to have fun there. To reach this Know how, tools, networking and exchange are necessary.

The course was developed financed by a project in the EU-programme Leader in the years 2008-2009 and changed to a regional offer. The selected regions: Landeck, Außerfern, Tiroler Unterland and Osttirol are peripheral ones. Important subjects were Rhetoric, Conflict Management, Policy, Regional Development, Communal Law and Public Relations. Target groups were mayors and vice-mayors, local council members, women active in organisations, parties, labour organisations, private associations, chambers, initiatives or women who want to get involved in public activities.

INTERNET for all. Stay with us! - 2010

http://www.regiol.at/fileadmin/user_upload/Projekte/neta_08-12-19_Konzept_Leitung_Internet-Team.pdf

The regional development management in Tyrol started the project INTERNET for all with the goal to bring persons at the risk of exclusion, especially in peripheral rural areas close to the use of internet. It addressed persons, who did not use the internet because of higher age, missing further education or short time access to these techniques. Especially women without professional engagement in rural areas are represented in a culminated situation of digital exclusion.

The project was based on three columns:

Motivation of participants:

Familiar attachment figures of the region motivate the target group to first steps in the internet.

Training to access the internet:

in small regional learning groups at regional schools the participants got advice in the handling of computers and the basic know how to use the internet.

Public internet access:

in each community, where this training took place, a public and costfree internet access was established to operate the lessons learned during and after the training. The trainings took place in 16 Communities in Tyrol and were financed by Leader.

FrauenBerufsZentrums (women’s profession centre) of the AMS Tirol (Arbeitsmarktservice = labour market service)

<http://www.ams.at/tirol/service-arbeitsuchende/arbeitsuche/geschaeftsstellen/adressen/frauenberufszentrum-eroeffnet-woergl>

The FrauenBerufsZentrums of the AMS Tirol offers individual short counselling as well as intensive career counselling with competence analysis and workshops to promote the access of women to

employment. Starting from the personal situation an education and further education plan is worked out commonly. In 2015 and 2016 new locations in rural areas have been opened up. The "Trägerverein" (non-profit making association responsible for the project) „Frauen im Brennpunkt“ disposes of 25 years of experience concerning the counselling of women and adds the specific competent view on women. This is necessary because women hunting for a job frequently face specific problems, like the compatibility of family and work respectively child care or lacking work experience because of child care phases. Also in other federal states of Austria exist women's profession centres which work very successfully. Who demands women specific counselling has to be registered at the AMS. The counselling is free of charge, confidential and can last up to three month.

Targets are:

- Advance chances of women at the labour market.
- Improve the professional situation of women.
- Foster an independent existence of women.
- Foster equity of incomes between man and women.

The FrauenBerufsZentrum counsells women with regard to womens professional work like e.g.:

- Professional (re-)orientation
- Re-entry into the labour market
- Education and further education
- Securing existence
- Compatibility of professional duties and care work
- Child care and so on

Issues are:

- Education, professional and other experience
- Financial situation
- Familial situation, e.g. child care
- Clarification of personal aims
- Making aware the own strengths, competences and skills
- Development of a new professional perspective
- Job-seeking and job application
- Information on education offers and grants
- Orientation at the labour market

Additional to the counselling workshops on the following issues are offered:

- Learn learning
- Health and coping with stress
- Labour world and time management
- Job application training

Representation of interest: Frau in der Wirtschaft (Woman in Economy) – general orientation:

<https://www.wko.at/Content.Node/FIW/Startseite---FIW.html>

„Frau in der Wirtschaft is a strong network for self employed women – starting from very small enterprises until top managers. We create contacts. We foster development. We support success.

Frau in der Wirtschaft: Unser Leistungsprofil

We enforce. We depict what concerns Austrian women in economy. And we enforce as representation of interest in the context of the chamber of commerce what is important to Austrian female entrepreneurs. For example an enhanced tax deductibility of child care costs. Measures for a better compatibility of family and entrepreneurship are a focus of our work.

We make possible. Frau in der Wirtschaft enables a lot through innovative services and modern further education for female entrepreneurs. We have answers to your questions – in each phase of the enterprise development. With tailored know how we develop competitive advantages. For example at our website www.unternehmerin.at or through our magazine „Unternehmerin“ which informs at first hand on success stories and success strategies.

We help for sure. Frau in der Wirtschaft is reliable when female entrepreneurs need help. For example during maternity protection, in the case of inability to work or of illnesses and accidents. With our enterprise assistance wko.at/betriebshilfe we care for a professional continuation of the enterprise by a qualified worker. For a secure future of your self employment.

We open up perspective. Frau in der Wirtschaft brings together what female entrepreneurs need to be successful: ideas, know how and contacts. With kick-off and networking meetings in whole Austria we provide an informational advantage and new business perspectives. We also enable with our electronic women2business-market place www.unternehmerin.at/w2b new business and cooperation opportunities. Frau in der Wirtschaft opens you up the way into international female entrepreneurs' networks like the Eurochambres Women Network and Female Europeans of Medium and Small Enterprises. For success without borders.

We create together. Entrepreneurial engagement for us is impartible. We change and design not only in our enterprises but also in the chamber of commerce where we enhance successfully the percentage of women in the chamber organisations. Also in the National Council, Federal Council, in state parliaments and municipalities more and more female entrepreneurs are active. Create together means being more successful.“

Award for Business Women – 2015

<http://wirtschaftsblatt.at/home/events/Unternehmerinnen/index.do>

An Economic newspaper together with the women's organisation of the chamber of commerce an insurance and a car producer were looking for the best female entrepreneurs in 4 categories. „Modesty is one of the important female attributes. The chief editor of the news paper states: With this award we want to raise awareness that entrepreneurship is also a female issue and to encourage more women to strike this path. The head of the women's organisation of the chamber of commerce believes:“ that it is important to talk more about the entrepreneurial achievement of women.“ This was the reason to create the female entrepreneurs award to recognize the performance of women acting in economy. The award was committed first in 2015 to 4 extraordinary entrepreneurial personalities: Ulli Seebacher, designer of Corinthian traditional customs, an Jane-Beryl Simmer, head of the technical enterprise Sihga in Upper Austria, to the physician Doris Steinmüller-Nethl in Tyrol and the Viennese caterer Andrea Maria Vaz-König.

4 Categories:

The term of application for the second award in 2016 is finished and the data are collected in the moment. All proposals will be investigated by a top-class jury until the 14th of December.

This year the 4 categories are:

Start-up

Export

Innovation and Research

and for „special entrepreneurial achievement“.

A gala evening to award the best will take place at Vienna.

2015 a number of 134 proposals were investigated and judged. The winners show not only the variety of businesses where women succeed in economy, but also their high achievement. For more information about the winners in alphabetic order:

Ulli Seebacher: She was for a long time designer at famous factories for traditional dresses in Carinthia as a free lancer, 2011 she founded her own label “Erbstücke” (Pieces of Heritage), with which she acts successfully in the field of high quality “Dirndl”- fashion.

Jane-Beryl Simmer: The professional technician from Upper Austria started 12 years ago with her enterprise in a rented garage. Today Sihga GmbH is the greatest expert for fixing systems with 700 products and patents.

Doris Steinmüller-Nethl: The physician from Tyrol developed 20 years ago the technology to create very thin, nano crystalline layers of diamond used for materials in industry and medicine.

Andrea Maria Vaz-König from Vienna was a successful banker before she got self employed with a specialised bistro for vegan food “Deli Bluem” one year ago. A few days ago a second location was opened in Vienna.

CONGRESS OF FEMALE ENTREPRENEURS 2016

<https://www.jungewirtschaft.at/jw/unternehmerinnenkongress/Unternehmerinnenkongress.html>

On April 14th and 15th the fourth congress of female entrepreneurs took place. After Vienna, Salzburg and Graz this time the biggest congress of Austrian female entrepreneurs of „Frau in der Wirtschaft“ is carried out in Innsbruck.

Themed „Business 4.0 – Economy in Motion“ the congress deals with chances of digitalisation. The participants receive interesting inputs for their own business.

The counsellor and trainer Gabriele Schulze shows in the frame of the congress which chances open up for enterprises through digitalisation and how it can be used optimally for marketing. The strategy counsellor Karl-Heinz Land shows how your enterprise can be geared towards digitalisation and the well known keynote speaker and mezzo soprano soul singer Liz Howard points out in her presentation „The language of colours – it depends on the tone “ how to estimate better conversation partners using a colour system to address them target oriented.

The second congress day offers an interesting enterprise visit tour.

VIDEO: <http://www.inc.com/arianna-huffington/founders-forum-overcoming-my-own-self-judgment-.html?cid=sf01001>