



Federal Ministry
for Economic Affairs
and Climate Action

Action Plan “More female entrepreneurs for our SMEs”

Presentation by Dr. Armgard Wippler on occasion of the OECD
Workshop on Women’s Entrepreneurship Policy, 22nd January 2024

Action Plan „More female entrepreneurs for our SMEs“

4 Key Elements:

1. More allies
2. More finance
3. More startups
4. More visibility



1. More allies

- 5 Federal Ministries
- 27 business associations, civil society organizations, finance and research institutes
- numerous requests from other organizations to join Action Plan Network
- challenge: extend the network towards more male allies



2. More finance

Objective: More startup funding and venture capital (VC) for women

- o Improving access to venture capital and startup financing by bringing more women in decision-making bodies on VC investments
- o Encourage more women to aspire careers in the VC sector
 - award of stipends for a training programme

3. More startups

Objective: More startups by and with women

- o New BMWK project “EXIST-Women”:

- > Introduction of conditions reflecting women’s needs
(childcare, project prolongation in case of pregnancy)
 - ➡ best practice example for other support schemes?
- > targeted mentoring and coaching services

- o Project “STAGE – for international FEMpreneurs“ with coaching offers for self-employed women with a migrant background

4. More visibility

Objective: Making self-employed women and their achievements more visible, Networking

- o “WOMEN entrepreneurs” initiative taking role models into schools/colleges, stronger focus on STEM
- o Cooperation between networks and initiatives on communication and the promotion of role models
- o New career prospects for girls and female entrepreneurs, esp. in STEM and skilled crafts

Challenge

Improve framework conditions for better compatibility of self-employment and family life



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Thank you for your attention