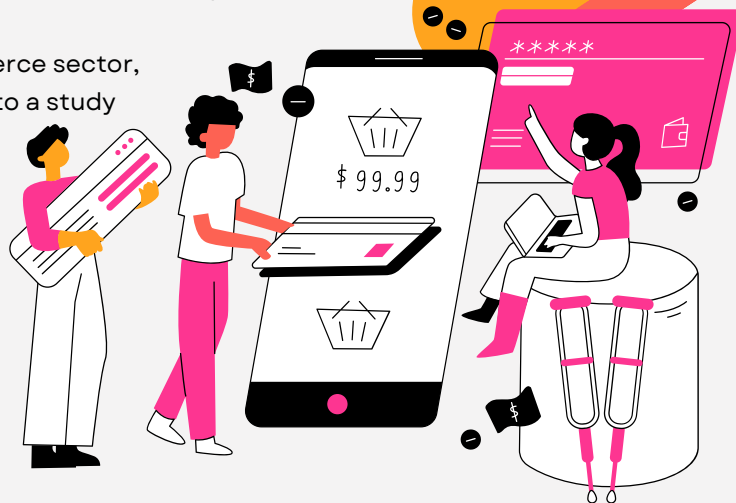


E-Commerce and female entrepreneurship

E-commerce has experienced significant growth in recent years, with global online retail sales reaching \$4.9 trillion in 2021.

Female entrepreneurs play a vital role in the e-commerce sector, contributing to its growth and innovation. According to a study by eBay, women-owned businesses make up 31% of eBay's top sellers globally.

E-commerce provides a low-cost entry point for female entrepreneurs, allowing them to start businesses with minimal upfront investment and overhead costs. Anyway, while female entrepreneurship in e-commerce is growing, there are still challenges to overcome, including access to financing, gender biases, and technical skills gaps.



E-Commerce Training for Women Entrepreneurs

Context

EU states that women constitute 52% of the total European population but only 34.4% of the EU self-employed and 30% of start-up entrepreneurs. Female creativity and entrepreneurial potential are an under-exploited source of economic growth and jobs that should be further developed. When establishing and running a business, women face challenges in accessing to finance and information, training, accessing to business networks, reconciling business. The EU Entrepreneurship 2020 Action Plan set “highlighting opportunities for women” as an objective.

The eCommerce4Women project

In the framework of the Erasmus+ program, the project “E-Commerce Training for Women Entrepreneurs” (eCommerce4Woman) has been funded to empower women’s skills to start and run e-commerce businesses. Coordinated by Kazimiero Simonavičius Universitetas (Lithuania), the project involves partners from Austria, Croatia, France, Italy, Romania and Turkey.

Objectives

- Empower women to learn the knowledge and skills useful to succeed in the digital economy
- Create an inclusive and supportive online learning community for women to learn from experts, share experiences and gain confidence
- Provide an innovative, engaging and comprehensive e-commerce curriculum using interactive tools to make learning effective, enjoyable and accessible

Methodology

- Develop an online e-learning platform with user-friendly interface and interactive elements
- Curate e-commerce knowledge and skills content delivered through various interactive tools like gamification apps, videos and presentations

Expected outcomes

- Women gain necessary digital and e-commerce skills to successfully run online businesses
- Increased participation of women in e-commerce sector through an empowering and confidence-building learning experience
- Reduced gender gap in entrepreneurship and more income opportunities created for women
- Positive social impact through an accessible platform that helps unleash the potential of women entrepreneurs

Partners



More information about the project?

www.ecommerce4women.com

EU Corner

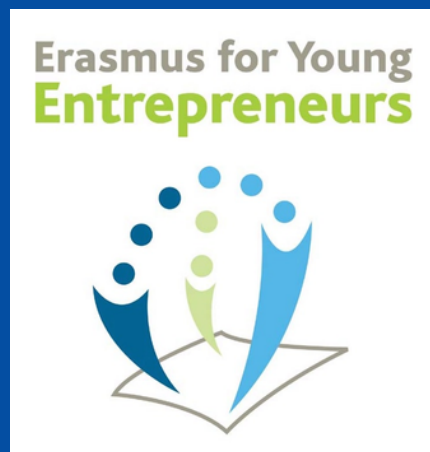
EU initiatives supporting female entrepreneurship

Erasmus for Young Entrepreneurs initiative

Erasmus for Young Entrepreneurs (EYE) is an EU-funded program fostering entrepreneurship and cross-border collaboration. It facilitates exchanges between aspiring/**new entrepreneurs** (NEs) and **experienced entrepreneurs** (HEs). NEs gain practical experience in the host business for 1-6 months, while HEs benefit from fresh perspectives and potential partnerships. NEs receive **financial support**, and intermediary organizations offer guidance. EYE boosts entrepreneurial growth, knowledge transfer, and international networking within Europe.

For more information:

www.erasmus-entrepreneurs.eu



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“E-commerce is not just a way to buy and sell products online, but a powerful tool to build and grow businesses.”

Jack Ma, Co-founder of Alibaba Group

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News from the web

Digital Resources for Entrepreneurial Insights



[What E-Commerce Sellers Should Know About Influencer Marketing. | Forbes, Oct 16, 2023](#)



[How to Cultivate an Entrepreneurial Mindset | Linda Chiou | TEDxKerrisdaleLive](#)



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