

Women entrepreneurs go to school

POLICY DEVELOPMENT	PRACTICAL MEASURE/INITIATIVE	 AUSTRIA
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Timeline

2017 Implementation	2018 Implementation	2019 Implementation
2020 Implementation	2021 Implementation	2022 Completed

ID number 27994

Background

Women in Austria continue to be seriously under-represented as entrepreneurs and in management positions outside gender-typical professional fields. The start-up scene is also still strongly dominated by men. At the same time, those women who are successful in founding and managing companies are not very visible in public.

The lack of visibility of role models is seen as one reason why only a few girls and young women dare to take the step into self-employment.

Objectives

To encourage young people and especially girls and young women to become self-employed, successful female entrepreneurs should increasingly be brought before the curtain and pass on their experiences to young people in schools.

Description

Since September 2017, within the policy 'Women entrepreneurs go to school' (*Unternehmerin macht Schule*), women entrepreneurs have inspired learners to pursue an entrepreneurial career. Using their own example, they report on the opportunities that entrepreneurship opens up and what can be achieved with entrepreneurial spirit. As role models, women entrepreneurs motivate schoolgirls in particular towards a self-employed professional future. On the accompanying website, schools can register for a visit of an entrepreneur and find work materials for teachers and learners to prepare and follow up the school visit (case studies, good practice, worksheets and presentation documents, explanatory videos, etc.). With the online test 'Do you have entrepreneurial spirit', learners can explore their own entrepreneurial spirit. Women entrepreneurs can also register on the website to feature as role models.

2017 Implementation
2018 Implementation

2019 Implementation

In 2019, the promotion of entrepreneurship in schools is running on a regular basis without any major changes.

2020 Implementation

In 2020, in response to the Covid 19 pandemic and the associated reduction in personal contacts and extensive switch to distance learning, concepts for online school meetings were developed and implemented in project 'Women entrepreneurs go to school'. Simple checklists for the preparation, implementation and follow-up of such meetings were created for both women entrepreneurs and schools, including concrete tips on which platforms can be used for this, which are widely used in schools.

With the presentation of the 'National action plan for entrepreneurship education' in November 2020, the initiative 'Women entrepreneurs go to school' gain additional weight. The measure was also included in the 'Map of Actions for Children and Young Adults' as part of the national action plan for entrepreneurship education.

2021 Implementation

In 2021, virtual programme participation offerings were further expanded due to continued need for distance learning through the COVID-19 pandemic.

2022 Completed

In 2022, the programme is fully implemented and runs on a regular basis. After the measures for distance learning were lifted due to the COVID-19 pandemic, more face-to-face meetings were implemented again. However, the online formats developed continue to be offered and used in parallel.

Bodies responsible

- Federal Ministry of Digital and Economic Affairs (BMDW) (until 2022)
- Austrian Federal Economic Chamber (WKO)
- Federal Ministry of Education, Science and Research (BMBWF) (until 2025)
- Federal Ministry of Labour and Economy (BMAW) (until 2025)

Target group

Learners

Learners in upper secondary, including apprentices

Education professionals

Teachers

Entities providing VET

VET providers (all kinds)

Other

Young
Women

Thematic categories

Modernising VET offer and delivery

Developing and updating learning resources and materials

Acquiring key competences

Supporting lifelong learning culture and increasing participation

Ensuring equal opportunities and inclusiveness in education and training

Subsystem

IVET

Further reading

[Project website with detailed information, practice examples and a link to the self-check \(in German only\)](#)

Related policy developments

2025 Implementation

Action plan to promote entrepreneurship in education

In November 2020, the National action plan for entrepreneurship education was presented, the core element of which is the Map of actions for children and young adults in the field of entrepreneurship education.

 AUSTRIA

Type of development

Strategy/Action
plan

Subsystem

IVET

“ ... ” Cite as

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