

Indicator name
Number of digital start-up enterprises led by women who benefit from financial support and/or training
GAP III Thematic area of engagement
Addressing the challenges and harnessing the opportunities offered by the green transition and the digital transformation - Digitalisation
Aggregable indicator
Yes
Indicator type (quantitative/qualitative)
Quantitative
Related objective in the Gender Action Plan III
Overall thematic objective: Women, men, girls and boys, in all their diversity, can equally participate in shaping the digital world of tomorrow. Specific thematic objective 4: Women, men, girls and boys in all their diversity participate fully and equally in the digital economy.
Technical Definition
This indicator intends to measure how many digital start-up enterprises that are led by women are supported by the EU, either financially or through training. The following definitions apply: - <u>Digital entrepreneurship</u> refers to the process of creating a new or novel internet¹ enabled/delivered business, product or service. The definition includes both start-ups bringing a new digital product or service to market and existing business activity inside a firm that benefited from digital transformation.² - <u>EU support</u> refers to dedicated actions (programmes/projects, grants, initiatives, investment), as part of the EU bilateral and multilateral agreements concerning the country(ies) of operation. In this context, EU support may also include peer learning, sharing knowledge on how to prepare business plans and upscale businesses as well as mentoring programmes, financial support and trainings on how to get access to finance. - <u>Financial support</u> and/or training is understood as grants or training activities as part of the EU action.
Rationale
The image of a successful technology leader is still associated with men. For this reason, it is key to transform the stereotypical image of a tech leader and give more visibility to women digital entrepreneurs and their companies. ³
Data source and calculation

¹ Internet is understood as a worldwide public digital network that provides access to a number of communication services including the world wide web and carries e-mail, news, entertainment and data files, irrespective of the device used (not assumed to be only via a computer - it may also be by mobile telephone, smartphones, tablet, personal digital assistant (PDA), games machine, digital TV etc.). Access can be via a fixed or mobile network.

² [Enabling Digital Entrepreneurs](#) (World Bank, 2016)

³ [The State of European Tech 2020 - Diversity and inclusion](#)

Reporting covers cooperation and development initiatives, humanitarian (if applicable) and investment frameworks funded by the EC (INTPA, NEAR, FPI, ECHO) and EEAS.

EUMS may provide information related to their actions through their contributions to GAP III reports or through the EUDs, e.g., in cases of joint dialogue (i.e., as part of joint programming or TEI).

Data sources:

The action's monitoring and reporting systems, e.g., inception, interim and final reports from implementing organisations (including governments, international organisations, national and international civil society organisations, private sector, etc.), ROM reviews and evaluations.

Surveys/interviews conducted and budgeted by the intervention can also be relevant data sources.

Baseline and endline studies conducted and budgeted within the EU intervention using the same data collection methodology. The baseline and endline studies can be conducted as part of the gender country profile and/ or gender sector analysis, or be based on existing official reports and published data.

Calculation:

Single digital start-up enterprises that received financial and/ or training support in the framework of the EU actions need to be counted only once in the framework of the EU intervention. In case of interest and if possible, it can also be calculated the number of start-up enterprises by support received, i.e., financial or training.

Worked example

In country A, a three-year intervention supported digital start-up enterprises led by women to benefit from financial support and/or training. Annual monitoring showed the following number of women-led enterprises benefited from financial support and/or training:

	Year 1	Year 2	Year 3	Total
Number of women-led enterprises	15	19	23	57

Each woman-led enterprise is counted once only, in the year in which the financial support and/or training was/were provided. The annual numbers are non-cumulative. From the above information, it is not possible to ascertain if some women-led enterprises benefited from both financial support and training, and which benefited from financial support only, or training only. This highlighted the importance of greater disaggregation in future interventions, and also disaggregation by age and disability status where possible.

Baseline

Data from national women's machinery, national gender observatories, line ministries/authorities in charge of digital transformation and related skills development, statistical institutes, private sector, the World Bank and other international and national organisations working on entrepreneurship and digital transformation. Data also from other independent non-state actors.

If baseline data are lacking, a mapping can be done at the start of the intervention using surveys/ interviews.

The baseline can be 0 when the indicator is achieved with the EU funded intervention.

Disaggregation

Data need to be disaggregated also age⁴ as a minimum, and by gender⁵ and disability status, whenever possible. As a person's gender identity does not necessarily equal nor can it be deduced from their sex, for international and national reporting it is recommended, whenever possible, to collect data disaggregated by gender.

Taking into due account the "do no harm" principle, it is also recommended to collect data on other intersecting grounds of potential discrimination (e.g., geographical location, population group - ethnic minority, linguistic or religious group member- socio-economic situation, migration status, etc.) based on relevance to the intervention and availability of data.

Data should be also disaggregated by kind of support: training and/or financial support.

Data disaggregation to capture the intersecting dimensions of women leaders of the supported digital enterprises (e.g., age, disability status, etc.), is necessary to increase the quality and effectiveness of programmes, projects, and dialogue, and make visible the experience of different individuals.

The collection, analysis and use of disaggregated data is a priority, regardless of previous practice. Due consideration should be paid to national data collection capacity. Furthermore, those in charge of data collection need to assess carefully if and how to collect sensitive data, for example, concerning sexual identity and the legal situation in the national context to avoid harm to individuals or groups by revealing characteristics they carry.

Availability and Timeliness

Information should become available annually, depending on the duration of the action.

Related DAC Code/CRS

240 - Banking & Financial Services / 24030 - Formal sector financial intermediaries and 24040 - Informal/semi-formal financial intermediaries.

250 - Business & Other Services / 25010 - Business policy and administration.

Associated SDGs

SDG 5. Achieve gender equality and empower all women and girls

Target 5.5: Indicator 5.5.2 (see [Metadata](#))

SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Target 9.3: Indicators 9.3.1 ([See Metadata](#)), 9.3.2 ([See Metadata](#))

Other issues

The gender country profile and/ or gender sector analysis can be relevant sources of information for establishing baselines.

If there is no gender analysis available at the EUD, it is recommended to look at the analysis undertaken by EU Member States or other trusted partners (UN, World Bank, human rights national and regional mechanisms, etc.) as well as the [national-level reviews](#) carried out in 2019 by UN Women and the partner countries to assess progress made and challenges encountered in the implementation of the Beijing Declaration and Platform for Action.

Special attention should be paid to following up on partner country institutions reached with EU support.

⁴ Age groups: 0-15; 16-24; 25-54; 55+

⁵ Gender encompasses a person's identities, expressions, and societal roles (man, woman, non-binary, other options).