



> **WOMEN EMPOWERMENT AND ENTERPRISE**

MANIFESTO PRESENTATION IN THE EUROPEAN PARLIAMENT

23 JANUARY 2024 | 3 P.M. - 5 P.M.

SALA SPAAK 7C50 (SPAARK HALL 7C50)

Start WE-Up - Let's Ignite Women's Entrepreneurship stems from the need to find a common voice to enhance women's entrepreneurship in a national and European dimension. A project with a double aim: to break down all those obstacles (social, bureaucratic, legislative) that hinder women from getting involved in the professional and working world and to contribute to the single European definition of women's enterprise. A Manifesto, therefore, encapsulated in that "WE" which lends itself to a dual interpretation: the word itself, WE, which is meant to be very broad and inclusive, and the anagram of Women Empowerment.

The project route found its first manifestation last 18 November at the MAXXI Museum in Rome, where a masterclass was held, attended by women entrepreneurs, institutions, associations, politicians and experts on gender equality, in which the opportunities of the PNRR, the Italian and European regulation of women's entrepreneurship and the gap in women's education for STEM subjects were the central topics.

In February 2023, two technical round tables were held between trade associations on the one hand and social associations on the other, aimed at determining the main points to be included in the Manifesto, for a document that encompasses most of the multilateral souls of women.

A synergetic perspective between the increasingly central and innovative female entrepreneur in the main socio-economic contexts, and the woman as a social figure, mainstay of the family, fearless, responsible and attentive, still lacking in terms of protection.

After several months of drafting, sharing and validation, the Manifesto was publicly presented at a press conference on 24 May in the Hall of the European Representation in Italy, also thanks to the valuable support of the European Parliament, which is a partner in the entire project.

The document has also taken on an institutional guise thanks to the support of Unioncamere and the patronage of the Ministry of Enterprises and Made in Italy, following the sharing and enhancement of the Manifesto within the Impresa Donna Committee, within which sit numerous associations representing Italian companies, which are joining the list of supporters.

The culminating point of this road-map will be held on January 23, 2024, when the Manifesto will be presented at the European Parliament, thanks to the concrete support of Vice-President Pina Picierno, in front of MEPs, Italian and European business representatives, institutions and the project's contributors and supporters.

Promoters:



le Contemporanee

With the patronage of:



Ministero delle Imprese
e del Made in Italy



UNIONCAMERE

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Hosted by Vice
President
Pina Picierno



> THE WORKING PROGRAMME

> Institutional greetings and introductory scenario

Pina Picierno, Vice-President of the European Parliament

> The promoters present the Manifesto

Vincenza Frasca, President of Confimi Industria Women's Group

Valeria Manieri, Co-founder of Le Contemporanee

> Manifesto contributors: the representation of Italian enterprise

Valentina Picca Bianchi, President of the FIPE - Federazione Pubblici Esercizi Women's Group and President of the Impresa Donna Committee of the Ministry of Enterprises and Made in Italy

Francesca Gironi, Vice-President of Coldiretti Donne Impresa and President of the Women's Commission of Copa-Cogeca

Anna Manca, President of the Women and Equality Commission Alleanza delle Cooperative Italiane

Laura Baldi, President of the women's section of Conflavoro PMI

> The European stakeholders' viewpoint

A plenary discussion to gather input on the topics: women's enterprise - need for a European community definition and enhancement of a set of activities that protect the woman entrepreneur as a social and economic figure.

Speakers include **representatives of the main political groups in the European Parliament; Business Associations in Europe; European Women's Associations; representatives from academia; partners.**

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