

## FEMALE ENTREPRENEURSHIP

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# STARTUP DIVISION, LITHUANIA

### Mommypreneurs

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Mommypreneurs is a pan-European initiative, led by Startup Division and implemented by 7 project partners, that aims to help women re-enter work place after maternity leave. Over 7% of women lose their jobs due to pregnancy each year, 45% suffer some sort of financial loss and 50% are less likely to be promoted. “Motherhood wage penalty” ranges from 5% to 25% across EU countries. This initiative aims to address that issue by helping women start their businesses and acquire up-to-date digital skills. While in its first months, the initiative has already received paramount public support.

Mommypreneurs initiative consists of two types of trainings – digital skills and entrepreneurship – offered for two months free of charge. Child care services will be provided during the trainings. 2 batches of entrepreneurship trainings and 4 batches of digital skills trainings will take place in 7 European countries in the next 1,5 years (project ends in December 2020). The process consist of the following activities:

- 1) Best practice marketresearch;
- 2) Local stakeholder workshops to assemble insights and best practices;
- 3) Development of training methodology;
- 4) Marketing and open call promotion;
- 5) Selection;
- 6) Trainings;
- 7) Final networking event (with stakeholders: employers, mentors);
- 8) Online community building.

1050 women will complete the trainings in 7 European countries. Methodology for trainings for women in maternity leave will be developed. Women will be more self-confident and ready to re-enter the job market.

For more information on Mommypreneurs, StartupDivision

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