



Supporting Women Entrepreneurs



EUROPEAN NETWORK OF FEMALE ENTREPRENEURSHIP AMBASSADORS MANIFESTO

1. We want to promote entrepreneurship as a new lifestyle among European women.
2. We want to foster initiative, courage and entrepreneurial vision among women.
3. We believe that a sense of mission, respect for the environment and a desire for social justice are fundamental motivations in women's business culture.
4. We believe that entrepreneurship enables women to better combine private life and work. Therefore, we deem necessary to develop better services for women entrepreneurs in order to help them balance work and family life.
5. We believe that female entrepreneurship is a lifestyle that has to be promoted and supported by institutions, governments and banks.
6. We think that women who choose to create a business and embrace the challenges of the market should be rewarded and facilitated in accessing credit and public funding.
7. We believe that entrepreneurship gives women a guarantee of a real meritocracy, frequently denied in many sectors of business and politics.
8. We believe that the development of female entrepreneurship will significantly contribute to establishing a more just and equal society founded on a better economy for everyone.
9. We believe it is necessary and also strategic to foster female entrepreneurship in the sectors that are traditionally male oriented **such as**: research, ICT, audiovisual, new media, cinema, environment and agriculture.
10. We believe that cinema, craft, culture, energy, environment, fashion, innovation, technology, tourism, wine and gourmet food, are strategic fields where it is necessary to invest to guarantee the growth of European economy.
11. We believe that a greater visibility of women entrepreneurs' success stories and best practices could be a driving force behind future generations of entrepreneurs and could contribute to gender mainstreaming and equal opportunities in our society.
12. We will work to create a more intense collaboration with the media and the institutions in order to promote a new female narrative and representation, different from the stereotypical role models proposed until now by the media and advertising in Europe.

Florence - Italy, January 20th, 2011

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