



EUROPEAN WOMEN ENTREPRENEURS: PIONEERS OF SUSTAINABLE AND INCLUSIVE INNOVATION

European women entrepreneurs are at the forefront of many innovative and growth-generating sectors. They are making particularly significant contributions to the green economy, technology, holistic health, the care economy and the creative industries. In this article, we'll take a look at the five sectors in which women are designing their future.

1- Emerging green economy: a breeding ground for women entrepreneurs

Women entrepreneurs are providing innovative solutions to today's environmental challenges in the green economy and sustainable development. For instance, Lubomila Jordanova, the Bulgarian founder of PlanA, has developed a platform using artificial intelligence to help companies manage their carbon footprint. Her compatriot Kristina Tsvetanova co-founded Blitab, creating the first touch-sensitive tablet for the blind using environmentally friendly technology. In Lithuania, Greta Monstavičė launched Katalista Ventures, an accelerator focused on sustainable startups.

2- Technology and AI: women take centre stage

The technology and artificial intelligence sector are seeing the emergence of more and more talented women entrepreneurs. Estonian Merit Valdsalu created Single.Earth, an innovative tokenisation (*which refers to replacing confidential information, such as a bank card number, with a secure code to prevent it from being stolen or misused*) platform for nature conservation. Over in the UK, Anne Boden founded Starling Bank, a digital bank at the cutting edge of innovation, while Denmark's Ida Tin is behind Clue, a women's health monitoring application using AI.

3- Well-being and holistic health: a female approach

When it comes to wellness and holistic health, women entrepreneurs are at the forefront. Germany's Özlem Türeci, co-founder of BioNTech, has played a crucial role in the development of mRNA vaccines. In Portugal, Cristina Fonseca, co-founder of Talkdesk, now invests in digital health startups. Slovenia's Urška Sršen co-founded Bellabeat, creating connected jewelry to monitor women's health.

4- The care economy, a booming sector

Encompassing personal care services and the silver economy, the care economy is seeing the emergence of numerous projects led by women. Italy's Michela Puddu co-founded Hacking Health, developing technological solutions for healthcare. In Ireland, Anne Connelly created Carefolk, a digital platform for healthcare professionals. In the Netherlands, Marjolein Bongers founded FocusCura, which specialises in connected homecare.

5- Creative industries and digital media: a women's revolution

In the digital media and creative industries, women entrepreneurs are showing remarkable initiative and creativity. Sweden's Sophia Bendz, former marketing director at Spotify, now invests in creative startups. Estonian Karoli Hindriks founded Jobbatical, connecting creative





talent with international opportunities. In the UK, Debbie Woskow co-founded AllBright, a professional network for women in the creative industries.

In this article, we shine the spotlight on European women entrepreneurs who are proving that innovation can be both profitable and beneficial to society. As they reinvent business models, they are paving the way for a more sustainable, inclusive and creative European economy, and inspiring the next generation of female entrepreneurs to follow in their footsteps.

Sources:

1. European Investment Bank. (2022). EIB survey: Evidence for why it makes sense to support female entrepreneurs in Europe.
<https://www.eib.org/en/press/all/2022-454-eib-survey-evidence-for-why-it-makes-sense-to-support-female-entrepreneurs-in-europe>
2. European Parliament. (2022). REPORT on reaching women's economic independence through entrepreneurship and self-employment.
https://www.europarl.europa.eu/doceo/document/A-9-2022-0096_EN.html
3. European Commission. (n.d.). Women entrepreneurs.
https://single-market-economy.ec.europa.eu/smes/learn-and-plan-entrepreneurship/women-entrepreneurs_en
4. CARE France. (2021). Comment CARE encourage les femmes à devenir cheffes d'entreprises.
<https://www.carefrance.org/actualites/care-encourage-femmes-devenir-cheffes-entreprises/>
5. CARE International. (n.d.). Les économies du care : une solution pour atteindre la justice économique des femmes et leurs droits.
https://careinternationaluk.ams3.cdn.digitaloceanspaces.com/media/documents/Building_Caring_Economies_FR_Final.pdf
6. European Women in Technology. (n.d.). European Women in Technology | Europe's Largest Tech Event For Women. <https://www.europeanwomenintech.com/>

