



**BPW Spain**

Federación de Empresarias  
y Profesionales

## **Leadership, female entrepreneurship and ICT gap**

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# Gender digital divide

- We are still a long way from parity: the gender digital divide amounts to 1.8%.

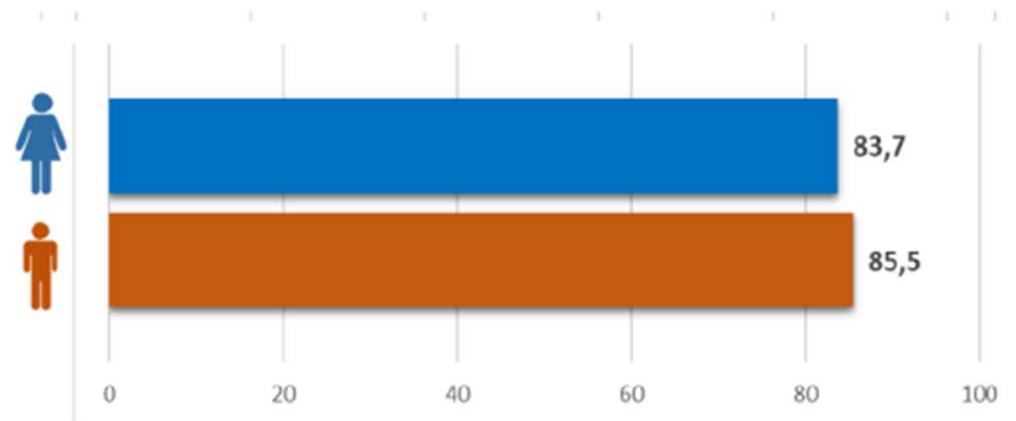


Ilustración 1. Personas que han utilizado alguna vez Internet en los últimos tres meses por género, 2017. INE

- This increasing parity does not happen among women over 45 years old, who continue to register differentials of over 7%. With regard to people aged between 45 and 54 years old, the gap is of more than 9% of men who use the Internet rather than women:

	Mujeres	Hombres	Diferencial
16 a 24 años	47,7	50,7	-3,0
25 a 34 años	58,5	55,9	+2,6
35 a 44 años	52,0	52,3	-0,3
45 a 54 años	36,1	45,2	-9,1
55 a 64 años	19,3	27,6	-8,3
65 a 74 años	7,2	14,4	-7,2

*Tabla 1. Personas que han comprado a través de Internet en los últimos 3 meses, INE*

# IT tasks distribution

	Hombre (%)	Mujer (%)	Diferencial (%)
Recibir o enviar correo electrónico	81,9	77,8	-4,1
Copiar o mover ficheros o carpetas	70,5	63,5	-7
Transferir ficheros entre el ordenador y otros dispositivos	67,1	59,1	-8
Instalar software o aplicaciones (apps)	66,5	55,5	-11
Usar funciones avanzadas en hojas de cálculo	30,5	22,2	-8,3
Crear presentaciones o documentos que integren texto, imágenes, tablas o gráficos	47,4	44,4	-3,2
Cambiar la configuración de cualquier software, incluidos el sistema operativo y los programas de seguridad	35,4	20,8	-14,6
Programar en un lenguaje de programación	9,7	4,2	-5,5
Usar un procesador de texto	62,1	57,3	-4,8
Usar software para editar fotos, video o archivos de audio	45,4	40,6	-4,8
Banca Electrónica	57,2	51,9	-5,3
Utilizar algún espacio de almacenamiento en Internet para guardar ficheros con fines privados	43,8	36,6	-7,2

Women have **lower access to and use of computer tools**, this being especially relevant in tasks of greater complexity and which require wider knowledge, such as aspects related to the configuration of applications, programming or installation of peripherals.

Tabla 2. Tareas informáticas realizadas alguna vez segregadas por género. Encuesta sobre Equipamiento y Uso de Tecnologías de la Información y Comunicación en los hogares 2017, INE

# Situation of female entrepreneurs in Spain

## INCREASINGLY IMPORTANT ROLE

Women have an increasingly important role in Spanish business growth:

- 29% of companies are managed by women
- 8 women out of 10 men start business in Spain
- Female entrepreneurs represent 22%
- During the last 5 years, 40% of new businesses have been created by women

## Obstacles

Source: Global Entrepreneurship Monitor (Report GEM Spain) 2019

- Linked to gender inequalities:
  - High digital divide, which slows down innovation.
  - poorly diversified activity,
  - small business size,
  - lower turnover levels, low internationalization rates,
  - lower identification with the role of businesswomen,
  - difficulties in time management,
  - low participation and recognition in organisations representing entrepreneurs.

# Female leadership

*The future has two words: “e-commerce and woman”.*

*Tom Peters*

- Female leadership is opening up other ways of managing companies. It is based on the empowerment of women; that is, the transformation process through which each woman stops being the object of history in the hands of others, and becomes the subject of her own life.
- From this new position, life management and business projects pose new challenges.

# Some sentences:

*“When a man speaks loudly, he is a person with character; when a woman does, she is getting hysterical or furious.*

*When a man is touched, he is sensitive; women do not know how to handle their emotions.*

*If a man takes time to make a decision, he is wise and prudent; if a woman does, she is indecisive.”*

Michelle Bachellet

*Female entrepreneurs tend to develop a more collaborative management style and establish more horizontal relationships that favor sustainability and partnership.*

International Labour Organization (ILO)

# Productive-reproductive work

Other contributions of female entrepreneurs:

- J. Tweedie says: “If it weren’t for women, including those who are employed and also participate in the network because they are women, I really believe that civilised life as we know it would simply have collapsed.”
- Housework is almost exclusively carried out by women, who spend 6 times more time on these tasks than men.
- If the tasks performed by women free of charge were to be contracted (restaurant, laundry, private nursery, cleaning company, nursing care, etc.), there would be an additional cost for families of 21,000 euros per year.

# ICT access and uses

## ICT access // Digital divide. Causes:

- Percentage of presence of female entrepreneurs:
- 44.1% in the production area,
- 51.5% in the administration area,
- 37.3% in the sales area, and
- 28.6% in the marketing area.
- Most female entrepreneurs are interested in obtaining information on ICTs, although only 15.5% of them use the Internet as a means of information.

## The use of ICTs implies:

1. A very important way to achieve a more active and competitive presence of women in the economy and development.
2. A driving force for the creation of female employment, given that women entrepreneurs do not only create jobs for themselves but also for other women.

# ICT advantages

1. Faced with barriers for growing and consolidating women's businesses, ICTs make it possible to:

- Improve at a low cost
- Expand the market and reach more people
- Manage time effectively

# ICT advantages

2. Faced with the lack of models that are egalitarian or a real alternative to the established ones, ICTs allow to:

- Exchange information and coordinate energies
- Create common spaces
- Raise awareness on examples and achievements in the field of equality

# ICT advantages

3. Faced with the lack of participation of women in the "Social Agenda", ICTs:

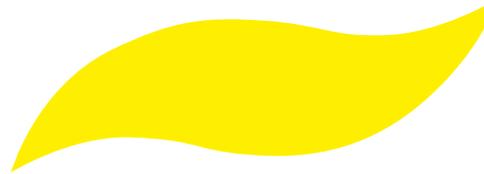
- Make it easier for women to access the spaces in which decisions are made and social change is forged.
- Help to recognize and amplify our voice, because without voice there is no inclusion.

# A new ethics for new leaderships

- *We are not castrated men, women without gender, or neutral people or human beings. We are always women, integral beings. Marcela Lagarde*
- *(...) Women are articulating new ways of managing humanity from their daily practice (...)*  
*Salima Ghezali*



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Thank you!

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