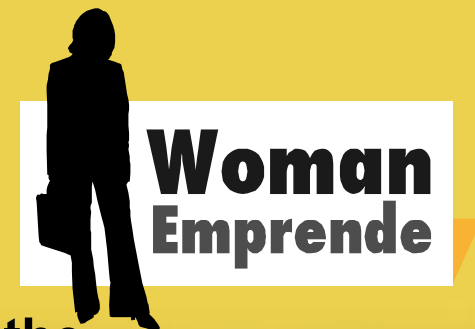


Programa de la **Universidad de Santiago de Compostela** dirigido a la **Mujer emprendedora**

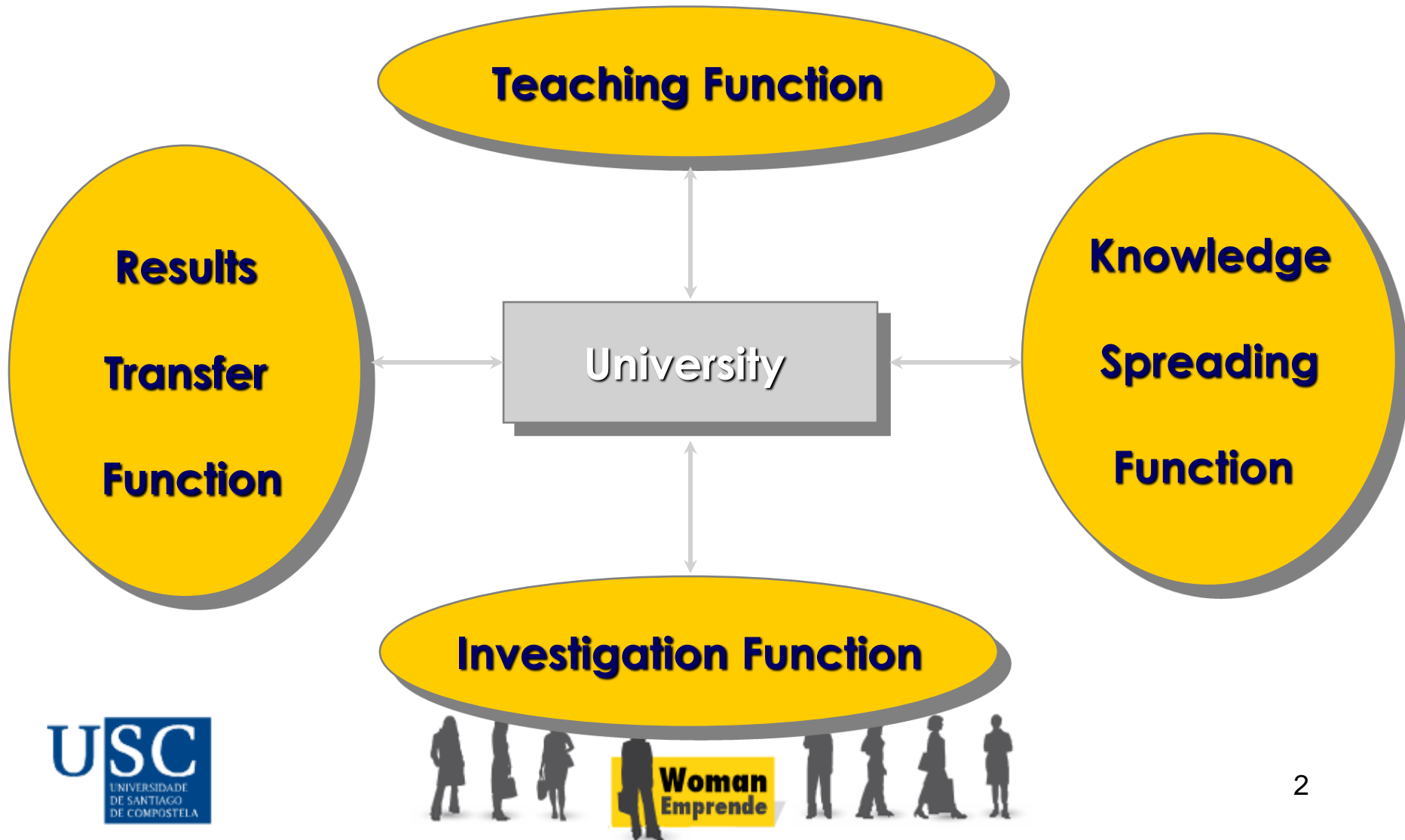


2nd ifempower Multiplier Event ‘How to nurture the entrepreneurial potential of women?’

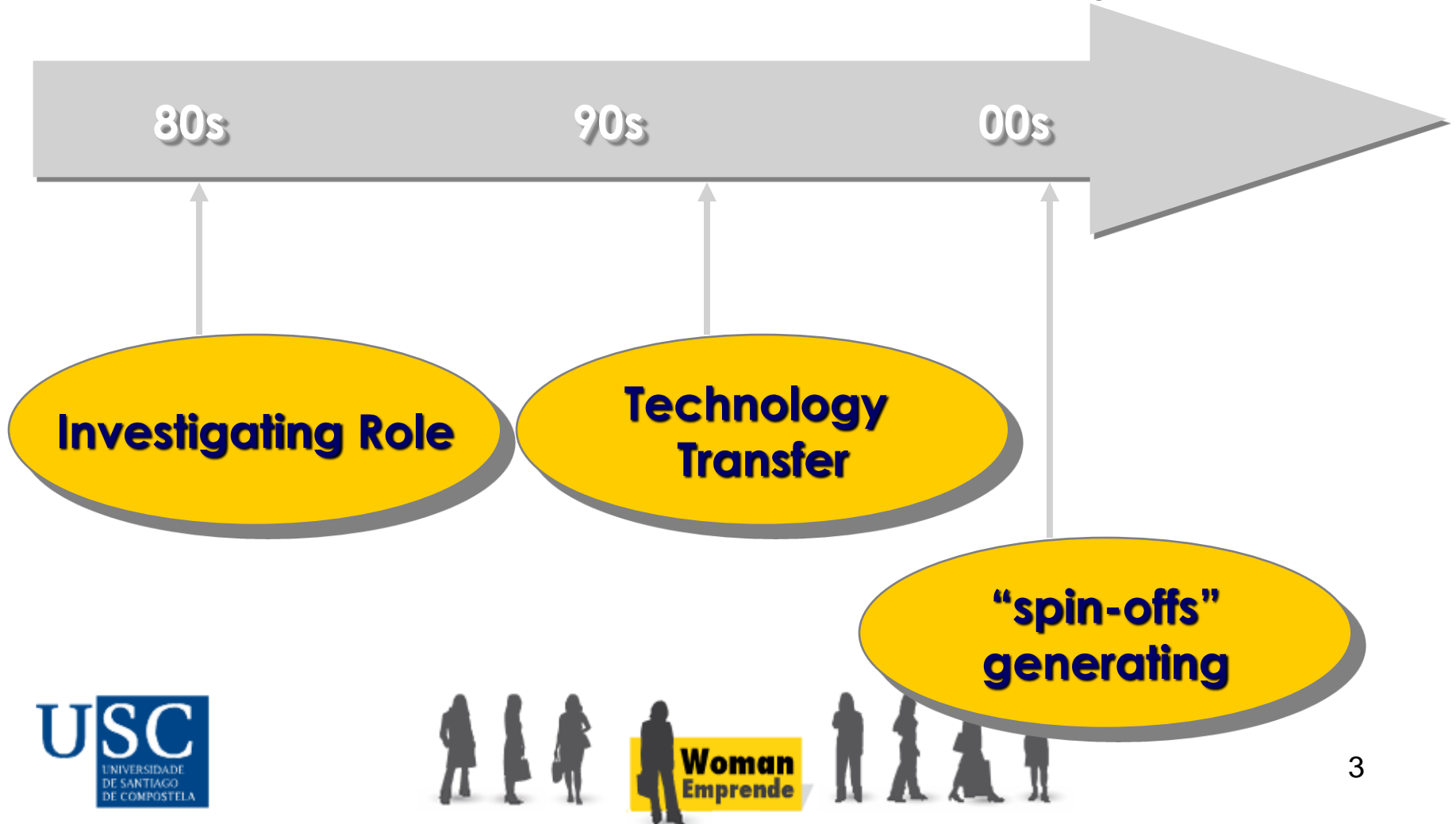
5th February 2020 Porto, Portugal



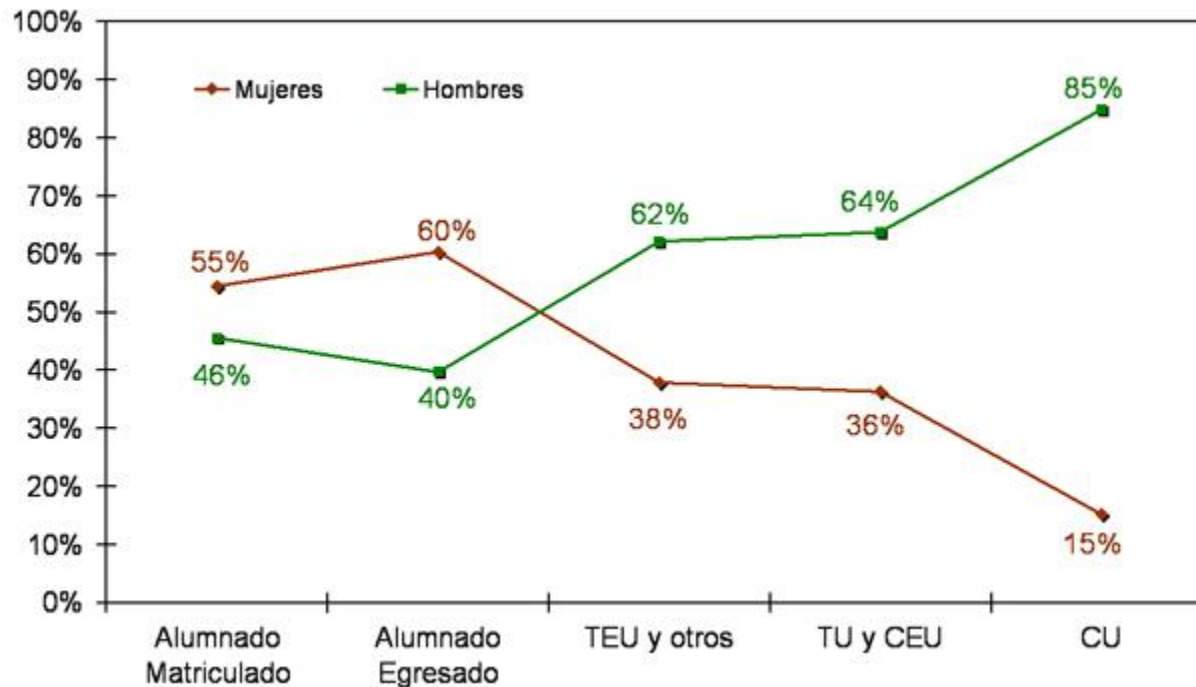
ifempower



Development of University interests

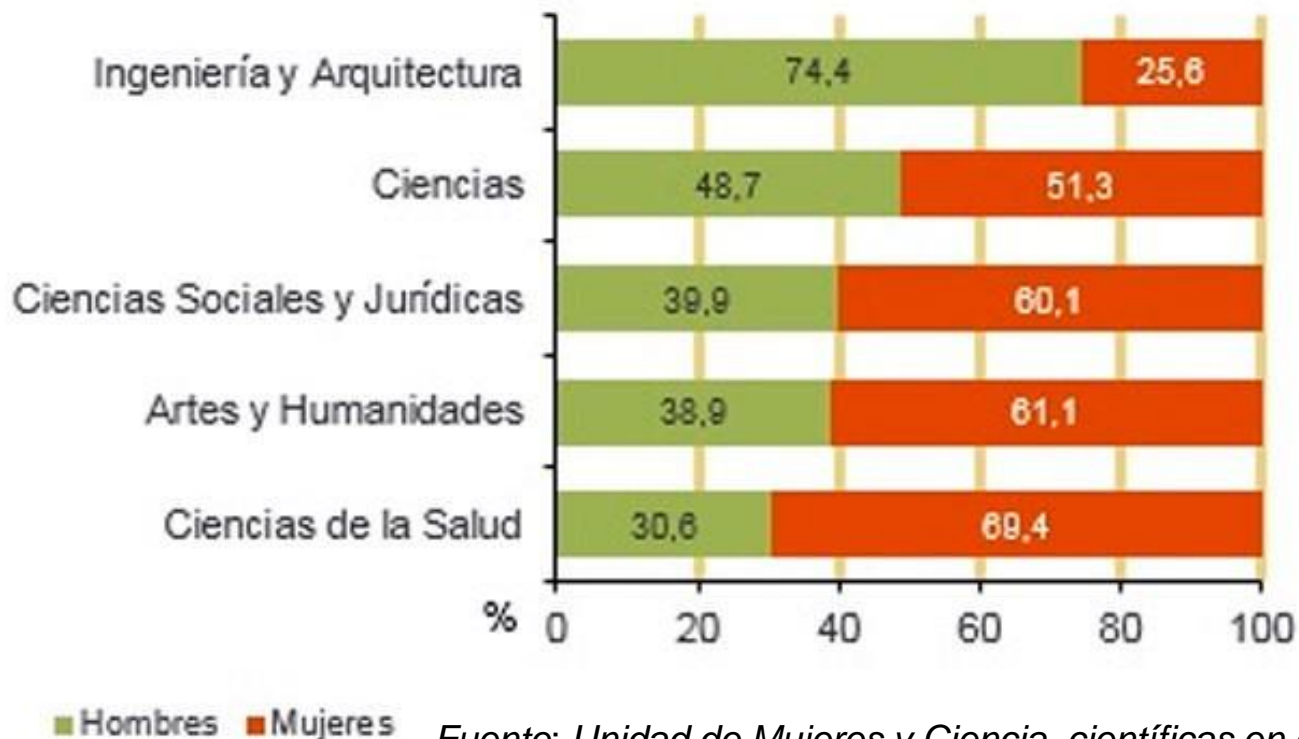


**Sex- disaggregated data :
but not only of students“ let’s count how many we are and where we
are”**



Source: Women and Science Unit, female scientist, 2017 data

Gender: knowledge areas



Fuente: Unidad de Mujeres y Ciencia, científicas en cifras 2017
Source: Unity of Women Science, female scientist in figures 2017

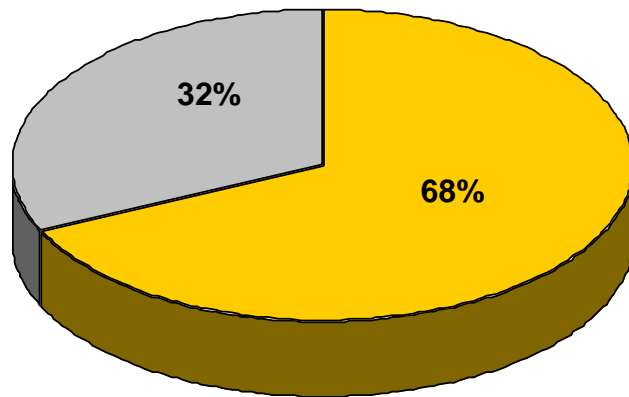
Technologically based entrepreneurship

- **Entrepreneurships are mainly masculine.**
- 45% of projects are run exclusively by men and another 24% are run mainly by men.
- Only 14% of projects are run exclusively by women, with an additional 9% run mainly by women
- From the total amount of USC backed Companies, 26,6 promoters are women and 77,4% are men

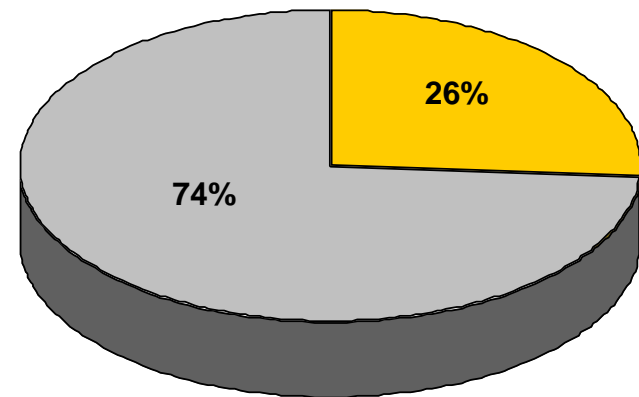
Is masculine

- Only 26% of Company Promoters are women.
- To reach the whole University Community, we must pay attention to that nearly 60% of the University Community.
- In consequence, the society is losing a great number of entrepreneurs

“ USC has a female name, Senén Barro, Rector”
2006 Data from Universidad de Santiago de Compostela and Woman
Emprende



University Population





University Entrepreneurs

■ Mujeres
■ Hombres

¿What is “Woman Emprende”?

- Programme created by the University of Santiago de Compostela addressed to entrepreneur female University Students.
- It materializes University integral and responsible compromise.
- It arises at the end of 2006 as a pioneering initiative to give an answer to the new sociological reality of the USC.

- **Dehistoria.** Historic investigation under demand.



¿QUEN SOMOS? **BLOG dehistoria**

Investigación histórica *dehistoria* é unha empresa dedicada á investigación histórica baixo demanda. Na xeración de novo coñecemento histórico susceptible das máis variadas aplicacións descansa o seu elemento diferencial xa que é un tipo de servizo que hoxe non existe no mercado.

Documentación

Solucións arquivísticas

Museos, exposicións, publicacións.

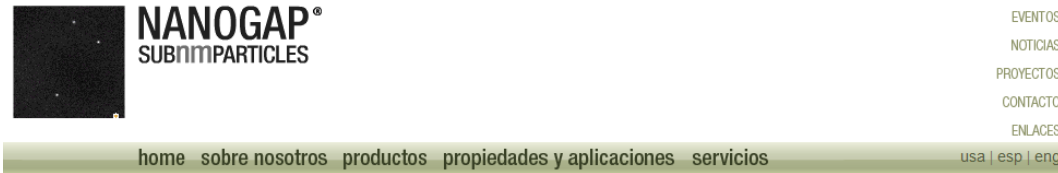
Restauración e rehabilitación.

Creemos no poder do pasado como ferramenta para o futuro, que a historia é algo con utilidade inmediata e futura, algo que pode ser aproveitado por institucións, comunidades e empresas para medrar. Pretendemos ser os intermediarios entre o pasado dos nosos clientes e a sociedade, convencidos de que só unha intervención profesional pode garantir este obxectivo.

A investigación histórica leva consigo unha parte relevante de esforzo interpretativo. *dehistoria* non pode renunciar a esta premisa, que é inherente á ciencia histórica, pero a concibe desde a rigorosidade, a seriedade, a honradez e a profesionalidade que se esixe a un investigador e que garante a solvencia do noso traballo.

dehistoria. Historia. Cultura. Patrimonio, s.l.l.
Praciña de Fonseca 3-1º Santiago de Compostela. 15705 A Coruña
Tel. 981575313 --- [info\(arroba\)dehistoria.net](mailto:info(arroba)dehistoria.net)

- Nanogap. Production and selling of nanoparticles.



Dispersiones de Nanopartículas personalizadas

Nanogap fabrica una amplia gama de dispersiones de nanomateriales metálicos y de óxidos metálicos dispersados, clusters cuánticos atómicos sub-nanométricos, partículas de hasta 100 nanómetros y nanofibras con una alta relación de aspecto. Todos los productos pueden ser personalizados para adaptarse a sus requerimientos de tamaño, morfología o funcionalización.

Háganos saber el producto o servicio que busca y alguien de nuestro equipo se pondrá en contacto con usted lo antes posible

enviar

página de solicitud

clústeres cuánticos atómicos con propiedades únicas



PRODUCTOS



Clústeres Cuánticos Atómicos
 Disponibles actualmente en Plata y Oro



Nanopartículas
 Disponibles actualmente en Plata y Óxido de Hierro, con posibilidad de producción en otros materiales

PROPIEDADES

Propiedades antimicrobianas
 Las aplicaciones incluyen recubrimientos, films y molduras plásticas, tejidos y nanocompuestos

Propiedades conductivas
 Las aplicaciones incluyen tintas para electrónica impresa, films conductores, recubrimientos y nanocompuestos.

SERVICIOS

Personalización y optimización de productos
 Personalizamos nuestros productos de acuerdo con sus necesidades

Contratos de investigación y desarrollo
 Sólido entorno técnico con vínculos con Universidades y Centros de Investigación

Innovatia 8.3

Llevando la

PERSPECTIVA DE GÉNERO

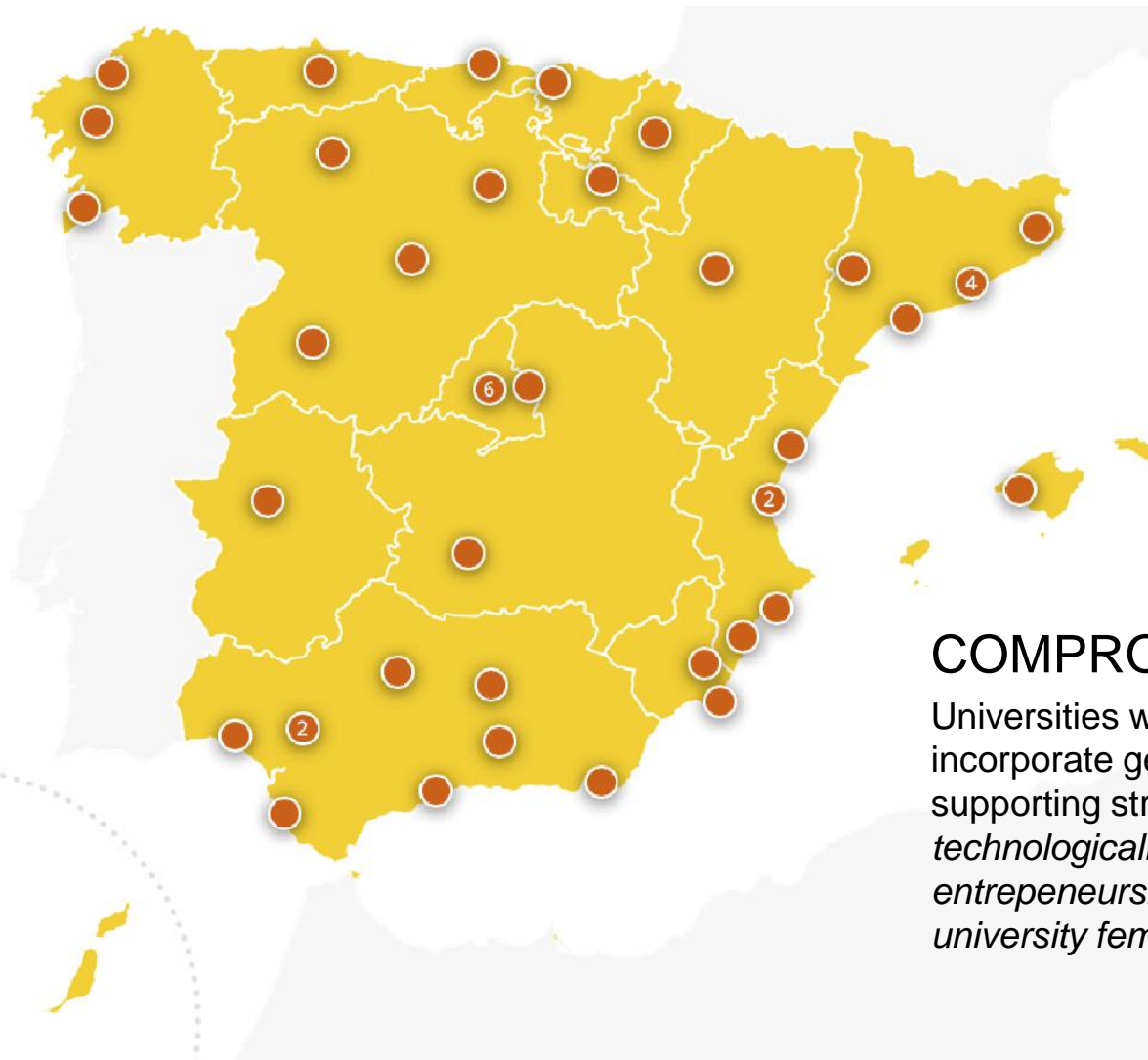
a los programas de

creación de empresas

universitarias

“Innovatia 8.3, a joint venture for all the universities to integrate gender perspective in knowledge transfer and in Spin off creation processes”.

Innovation + Technology (Knowledge) + 8th of march = Women



COMPROMISE:

Universities working together to incorporate gender perspective to supporting structures of *technologically based entrepreneurship* and to promote *university female entrepreneurship*.

- Procedures Manual
- Equal Entrepreneurship Guide
- Specialised Training
- Godmothers network
- Company creation Guide
- Catalogue



Do women create companies in a different way than men?

Self-perception

Initiative

Motivation for learning

Leadership

Risk taking

Uncertainty management

Manoeuvring space to interact with environment

Availability

CRITERIA DEFINITIONS

1. Identifying gender equality mandates (equality and sectoral laws)
 - Generating, using and spreading sex disaggregated information
 - Using non-sexist language and images.
 - Balance or parity in collegiate bodies composition.
 - Positive actions: increasing women presence in technologically and company creation fields.
 - Influence on breaking gender stereotypes and gender roles.
 - Gender perspective mainstreaming.
2. Identifying main gender imbalances in the area of intervention (technologically based companies, star ups).
 - Lower presence of women in creation.
 - Lower presence of women in company representation and decision making
 - Female companies of are smaller in both investment and turnover
 - Horizontal segregation in company activities.
3. Factors causing and expanding imbalances
 - Incidence of stereotyped views about women capacity in technological field: lack of recognition, more difficulties to obtain the same amount of credit than men.
 - Work overload for their social role as caretakers
 - Androcentric culture in counselling entities and organizations
 - Lack of female models and invisibility of female contributions.



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www.womanemprende.org