



## MOTHERS IN THE LABOUR MARKET

Women face the need to harmonize work and family responsibilities. Despite progressive greater involvement of mothers into the labour market, European countries employment systems present distinct challenges.

National analyses conducted during the creation of MOMentum Project Result 1 show that women with children have higher unemployment rates when compared with both childless men and women. Also, the gender pay gap is still present in many EU countries as the vast majority of women earn less than men. In Cyprus, for instance, this gap amounted to 10.4%.

Childcare poses difficulties for working mothers too. In Czechia, most return after a 3-year leave, while in Cyprus, 57.6% of women are inactive in the labor market due to caregiving responsibilities.



In all examined countries, there are educational programmes and trainings helping people to enhance their enterprise skills and become involved in entrepreneurship. However, only a few of them are tailored for mothers as learners and do meet their learning needs.

## E+ MOMentum

MOMentum Project aims to improve the uneven situation on the labour market and motivate mothers, especially disadvantage mothers, to engage in the world of entrepreneurship.

The partnership is lead by Institut pro regionální rozvoj (IRR) from the Czech Republic and conformed by Challedu from Greece, Inpla from Estonia, CIP-Citizens in Power from Cyprus and ASSO-Agenzia per lo Sviluppo Sostenibile from Italy.

## MOMS AS ENTREPRENEURS: ROLE MODELS FOR WOMEN

There is a great variety of women who have managed to break through in the business world while having children. They are role models in terms of balancing their work and personal lives.

The E+ MOMentum Project team has conducted several interviews with such momentpreneurs from all participating countries, consisting of the Czech Republic, Italy, Cyprus, Greece and Estonia. While the fields in which these women work may differ, what unites them is their good time-management skills and determination to succeed. They shared the journey they had to undertake to motivate other mothers and show them that motherhood is not any obstacle to a successful career.

Learning about successful mother entrepreneurs can provide inspiration and valuable insights for women who are looking to start their own businesses while also balancing their family life. By learning about the challenges that these women have overcome and the strategies they have used to succeed, mothers can gain inspiration and encouragement to pursue their own entrepreneurial goals. Additionally, seeing the success of other mothers in business can help to break down stereotypes and promote gender equality in the society.



## E+ MOMENTUM NEXT STEPS

The main output of E+MOMentum Project will be a gamified mobile/tablet application, which will serve as an education tool for mothers.

The app will cover the educational needs of mothers and in a playful and interactive way, it will present them the key concepts and tools used in the world of entrepreneurship. They will also explore useful recommendations on how to enrich their skills which are essential for a successful entrepreneur. In addition, it will offer a unique opportunity to test those skill with quizzes and entertaining activities.

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