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I01 National Report - France

Prepared by Amaris France

June 2021

Reference IO:	I01- Comprehensive framework of digital skill gaps of under-represented population groups (women, immigrants, youth, and seniors) in digital entrepreneurship developed
IO Leader:	P3: CSI
Project Title:	Promoting capacity building of Missing Entrepreneurs for inclusive digital entrepreneurship and digital transformation of businesses
Project Acronym:	The Missing Entrepreneurs
Project Number:	2020-1-FR01-KA204-080632



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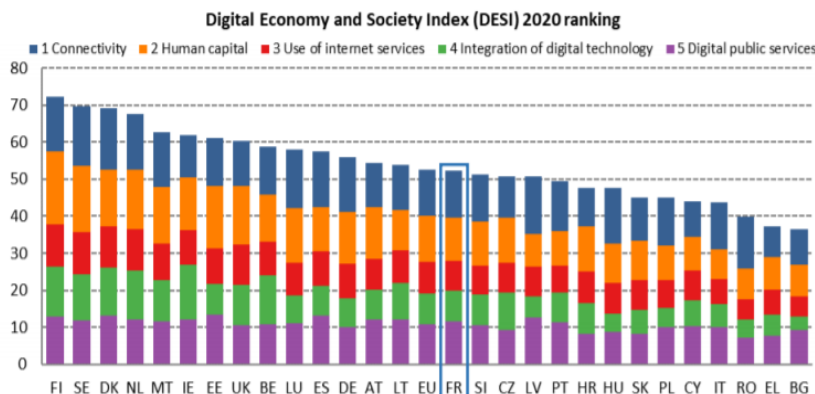
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1. Introduction

France – General overview

	France		EU
	rank	score	score
DESI 2020	15	52.2	52.6
DESI 2019	16	49.8	49.4
DESI 2018	17	45.7	46.5

France ranks 15th out of 28 EU Member States in the 2020 edition of the Digital Economy and Society Index (DESI). Based on data prior to the pandemic and compared to last year, the country overall scored better but remains far from EU's top performers. France improved significantly in the



integration of digital technology dimension, registering good progress in the number of companies using social media and big data and sharing information online. France also performs well in the Digital public services dimension, gaining one position, thanks to the high number of e-government users and showing progress in the provision of digital public services for business. **France's position has worsened in the human capital dimension, mainly to the low share of people with "above basic digital skills"** and in the connectivity dimension, where despite a good increase in its score, it remained below the EU average.

France ranks 17th in the EU on human capital indicators, below the EU average. This is

2 Human capital

2 Human capital	France		EU
	rank	score	score
DESI 2020	17	47.4	49.3
DESI 2019	13	47.0	47.9
DESI 2018	12	47.1	47.6



	France			EU
	DESI 2018 value	DESI 2019 value	DESI 2020 value	DESI 2020 value
2a1 At least basic digital skills	57%	57%	57%	58%
% individuals	2017	2017	2019	2019
2a2 Above basic digital skills	29%	29%	31%	33%
% individuals	2017	2017	2019	2019
2a3 At least basic software skills	60%	60%	60%	61%
% individuals	2017	2017	2019	2019
2b1 ICT specialists	3.8%	3.7%	3.9%	3.9%
% total employment	2016	2017	2018	2018
2b2 Female ICT specialists	1.4%	1.5%	1.4%	1.4%
% female employment	2016	2017	2018	2018
2b3 ICT graduates	3.1%	3.0%	3.0%	3.6%
% graduates	2015	2016	2017	2017

mainly due to a low score in the 'above basic digital skills' indicator compared with other EU countries. Here, France ranks 19th with 31% of individuals having digital skills levels 'above basic', against an EU average of 33%. France is closer to the EU average regarding basic digital skills, with 57% against an EU average of 58%. In addition, the number of ICT specialists increased



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slightly to reach 3.9% of total employment, in line with the EU average. By contrast, female employment in ICT professions slightly fell to 1.4% of total female employment.

Self-employment in France

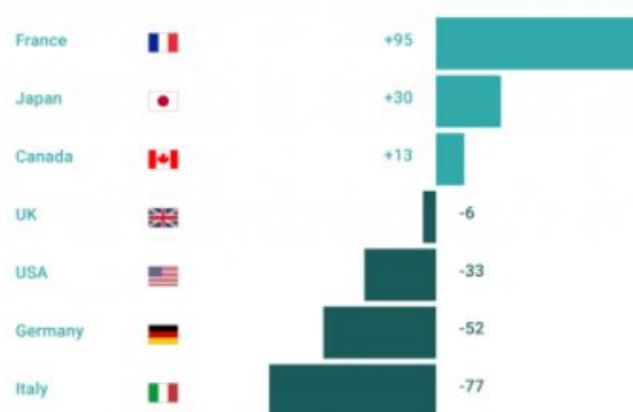
The self-employment rate was slightly below the European Union (EU) average in 2018 (11.0% vs. 13.5%). While the self-employment rate has declined slightly at the EU level over the past decade, it has increased slightly in France. This increase is greatest among youth (3.9% in 2009 to 5.5% in 2018). Early-stage entrepreneurs were slightly more likely to expect to create at least 19 jobs over the next five years between 2014 and 2018 (12.2% vs. 9.8%). Among the key target groups, senior entrepreneurs were the most likely to report an expectation of this level of job creation (11.0%), which was above the EU average (8.9%).

2. Key Findings from Desk Research

General context

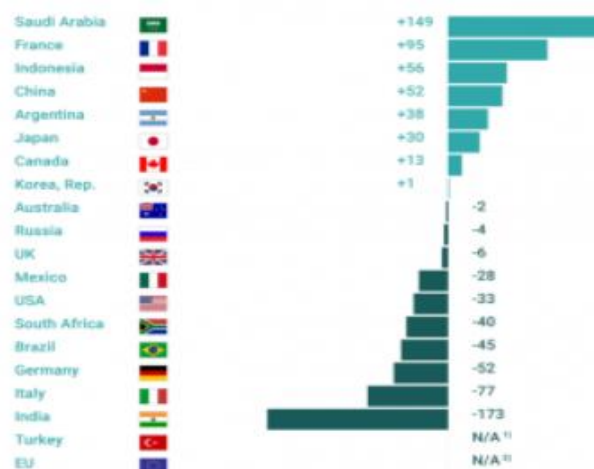
The key data on digital competitiveness in France are:

1. Within the Group of Seven (G7), **France becomes the New Digital Champion Country**. France is the country that has made the most progress, in terms of relative digital competitiveness (the ecosystem and mindset dimensions), between 2017 and 2019, making the country the first 'Digital Riser' in this group (that is most likely being accelerated by the Covid-19 pandemic). France's outperformance can be mainly explained by the launch of a start-up fund of 5 billion euros as well as the launch of its lighthouse initiative “La French Tech”. Additionally, the advent of a new president in 2017, who ran on a platform to lower taxes, called France a “start-up nation,” and announced the goal of 25 French unicorns by 2025, has helped to make France a top Digital Riser.



France's outperformance can be mainly explained by the launch of a start-up fund of 5 billion euros as well as the launch of its lighthouse initiative “La French Tech”. Additionally, the advent of a new president in 2017, who ran on a platform to lower taxes, called France a “start-up nation,” and announced the goal of 25 French unicorns by 2025, has helped to make France a top Digital Riser.

2. Within the Group of Twenty (G20), **France has made the most progress** in terms of relative digital competitiveness between 2017 and 2019, making the country the top digital riser in this group (2nd place).



The leading countries, including France, had one thing in common: they ensured the quick implementation of comprehensive programmes based on a long-term vision centred around **digitalization and entrepreneurship**. The example of France shows that governments that invest **heavily in start-ups** and **implement flagship projects** such as La **French Tech** can considerably increase their digital competitiveness in a short time.

The key insights on the digital competitiveness in France can be summarised within 3 areas:

1. LIGHTHOUSE INITIATIVE: La French Tech (2013)

- Government-initiated global community and platform to promote entrepreneurship.
- Initiated by Ministry of Digital Economy and equipped with over €600m for investments.
- Run by civil servants and former entrepreneurs that shape France's digital policy.

2. REGULATIONS:

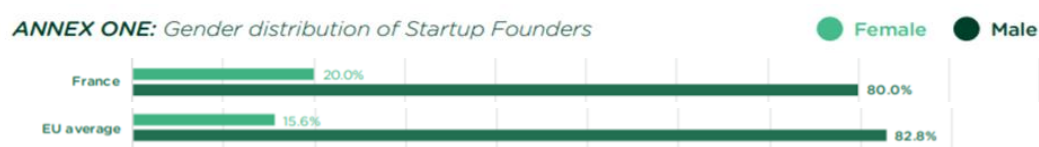
- Immigration law ("2018-778") that facilitates access to employment for certain foreign worker profiles.
- Also, new residence permits introduced, such as the multi-annual "talent passport" residence permit and the temporary "student-mobility programme" residence permit.
- Since 2008, the status of an autoentrepreneur has made it possible to create a sole proprietorship quickly and easily, within a relaxed legal framework, and reduced the perceived risk of entrepreneurship.

3. INVESTMENTS:

- Startup fund over €5bn: €2bn of which invested in French venture capital funds focusing on late-stage investments and €3bn invested via French asset managers specialising in listed tech companies.
- La French Tech investments: €400m matching fund for investments up to €250k when private capital obtained and €200m fund towards accelerators with budgets over €10m.
- In 2019, President Macron announced the goal of 25 French unicorns by 2025.

Detailed analysis of the situation amongst the project target groups in France.

Women's self-employment and entrepreneurship activities



The European Startup Monitor survey suggests that **women are greatly under-represented** among digital entrepreneurs in France. In 2018, women accounted for only 20% of start-up founders in France.



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According to the Digital Agency's January 2019 report, **the number of female start-up leaders in France is 12.4%.**

Those women who do go on to successfully start a business typically operate smaller businesses. **Self-employed women are less likely to have employees than self-employed men.**

Women are less likely than men to be active in starting a business. Over the period 2014-18, 2.9% of women in the EU were trying to start a business. This was almost half of the share seen for men (5.3%). Similar gaps occur across OECD economies, where 5.3% of women were actively working to start a business over the period, compared to 7.9% of men.

Self-employed women also tend to operate different types of businesses than men. Self-employed women were more likely than self-employed men to be working in personal and household services in 2018. Moreover, they were more likely to be working as Professionals or as Service and sales workers.

Women face several barriers to entrepreneurship, notably in the area of entrepreneurship skills. Over the 2014-18 period, only 34.5% of (all) women in EU Member States and 37.7% of women in the OECD countries felt that they had the knowledge and skills to start a business, compared to about half of men in the EU and OECD countries. Furthermore, women were more likely to report a fear of failure than men (49.3% vs. 40.6%).

Even though the gender gap is has closed slightly over the past decade, policy makers can do much more to unleash the potential of women entrepreneurs. More can be done to boost entrepreneurship skills among women and to improve access to start-up financing. Policy is also increasingly supporting growth-oriented entrepreneurship by women and addressing gaps in family policies.

Youth and entrepreneurship activities

Carried by the boom in home deliveries, the number of business creations reached a record level in 2020, at 848,200 creations (+4% compared to 2019) despite the health crisis. Behind these new projects, more and more young people are taking on a new challenge or seeking to access employment. Indeed, if the average age of business creators was 36 years in 2020, as **in 2019, the share of those under 30 years of age continues to increase since it was 41% last year, against 38% a year earlier.**

Since 2016, the increase in business start-ups has been driven by micro-entrepreneurs, who are generally younger than traditional entrepreneurs. These micro-entrepreneurs are a means of accessing employment, particularly in difficult times and especially for young people.

It can also be seen that registrations of individual enterprises under the micro-entrepreneur scheme increased in 2020 (+9%), while those of traditional individual enterprises showed



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a clear decline (-13%). The share of under-30s reached 42% among micro-entrepreneurs last year, compared to 33% for traditional individual enterprises.

With an increase of 22%, the number of business start-ups increased the most last year in transport and storage activities. In this sector, 62% of the founders were under 30 years old. This was followed by real estate (+10%) and trade (+9%) where the proportion of young entrepreneurs is also high. On the other hand, the number of start-ups declined in household services (-1%), specialized, scientific and technical activities (-3%) and education (-8%).

The biggest challenges/needs for digital young entrepreneurs are:

- Lack of funds at the beginning of entrepreneurship process.
- A complicated legal framework.
- Incomplete knowledge of business creation and management.
- Opening up entrepreneurship to less privileged students.
- Accelerate the projects of the most motivated students to create highly innovative companies with global ambitions.
- Enhance the value of conducting entrepreneurial projects during studies rather than making it an obstacle to the course of study.
- Increase the number of entrepreneurial training courses, from initial awareness to in-depth study.
- Improve recognition of the skills developed by student entrepreneurs, especially by companies.

Senior and entrepreneurship activities

Among senior citizens, the creation/takeover of a business is mainly motivated by the desire to be independent and the taste for entrepreneurship, yet it is often simply unemployment that pushes them to create a job.

Before starting up or taking over their business, 46% of these new managers were employees, while 38% were business managers or self-employed. While 22% of the over-50s have experienced a period of professional inactivity as an opportunity that enabled them to create a business, only 11% declare that they felt compelled to create a business because of this situation.

There are three different profiles among senior entrepreneurs:

- First of all, there are those who were in a precarious situation (35% of new senior managers). Creating a business is then a way of securing their own job. A certain number set up for a fixed period while waiting for retirement.



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- Then there are those who have been running businesses for a long time (three out of ten new managers). They are mainly developers. For some of them, the creation of a company is part of a larger project.
- Finally, there are women who take over a business by inheritance or donation (20% of those taking over). Either they take over the business of their spouse, who has retired, because they were already involved in the business and continue the activity until their own retirement. Or they inherit the business from their spouse or a family member and take over the business while waiting to sell it.

People aged 50 and over lead around 16% of business start-ups and takeovers. A large majority of them start up before their 60th birthday. Few businesses created by senior citizens have benefited from start-up aid. When this is the case, it is most frequently the Accre “aide à la création et à la reprise d'entreprise” (Aid for jobseekers creating or taking over a business).

New managers aged 50 and over often receive support in setting up their project. This help comes mainly from the spouse or another family member. In addition, the majority of them received professional support (customers, suppliers or former employers). Nearly one third of the entrepreneurs co-managed their business, most often with their spouse or a partner. For those who were already self-employed, the new activity can be carried out either within the framework of a sole proprietorship, provided that this new activity is declared to the 'Centre de formalités des entreprises' (CFE), or within the framework of a new company.

Relevant initiatives to increasing the level of digital skills

France's measures to improve the digital skills of its population, both through formal education and inclusion measures are underway and should produce tangible results over the coming years. More targeted initiatives will be important to upskill the workforce for the digital economy and to promote advanced digital skills development, in AI as well as in other areas, focusing on different target groups:

- Set up of a national framework for digital competences (“Cadre de Référence des Compétences Numériques Français, CRCN”)¹, which covers education levels from primary school to university since 2019. This adds to the existing PIX platform for digital skills.
- Establishment of two new compulsory courses on digital and computer sciences in secondary schools as of 2019, to boost the digital skills of students.
- Creation of a new inter-university diploma (Diplôme Inter-universitaire, DIU) called Teaching ICT in upper secondary schools in 2019, to boost the level of digital skills of teaching staff (2,000 teachers have been trained in 19 universities and over

¹ EDUSCOL (2019b), « Cadre de référence des compétences numériques » (<https://eduscol.education.fr/pid38816/certification-des-competences-numeriques.html>)



13,000 teachers have registered for the course since it was rolled out on February 2019)

- Implementation of the "Plan National pour un Numérique Inclusif", focusing on measures to promote the digital inclusion of all citizens and it includes outreach to the most vulnerable (rolling out the digital pass, the online voucher system and 11 territorial hubs).
- Roll-out of national initiatives to increase the number of digital specialists. For instance, to attract more digital talent, France has set up a tech visa system that eases the procedures for tech specialists to relocate to France.
- Establishment of the partnership with the Ministry of Labour to support businesses and employees on AI development, and work is ongoing to improve its platform to share information with other European National Coalitions.
- Over the past year (2020), France has adopted a number of important initiatives to address digital challenges. These include several measures announced as part of the **National Plan for Digital Inclusion**. It commitments for **digital training** as part of its Skills Investment Plan, a new Digital Economy Index, and a new Digital Literacy Strategy.

Key measures for digital entrepreneurship within policy context

The "**Entrepreneurial Spirit**" Plan in favour of student entrepreneurship was announced on 2 May 2019 by Frederique Vidal. This plan reflects the minister's desire to make student entrepreneurship a priority in the coming years by increasing the number of entrepreneurship training courses, encouraging the conduct of entrepreneurial projects during studies and improving the recognition of the skills developed by student entrepreneurs.

Important actions have been taken by the government in recent years to encourage student entrepreneurship in higher education:

- Creation of 30 student centres for innovation, transfer and entrepreneurship (PEPITE - *Pôle Etudiant Pour l'Innovation, le Transfert et l'Entrepreneuriat* - Student Pole for Innovation, Transfer, and Entrepreneurship).
- PEPITE prize for student entrepreneurship. Despite these achievements, the PEPITE system remains unevenly deployed in the territories and still does not currently allow for a massive awareness of entrepreneurship among students.
- National student-entrepreneur status (SNEE - *statut national d'étudiant entrepreneur*) for students or young graduates with business creation projects.
- Dissemination of a culture of entrepreneurship and innovation thanks to modules available for integration into the teaching curriculum.
- Increase the number of entrepreneurship training courses, by encouraging the management of entrepreneurial projects during studies.



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Furthermore, **the French Government plans to establish strategies for adapting the workforce to the needs of the digital economy.** There are currently 80,000 unfilled jobs in the digital economy, and this figure is expected to rise in the coming years. Recruitment difficulties are one of the main bottlenecks to growth for companies in this sector. At the same time, the digital revolution is transforming organizations and jobs in all sectors. It is estimated that 50% of current jobs are likely to be transformed by digital technology in the coming years. However, digital technology also offers new job opportunities, particularly in new professions. In this context, it is worth of mentioning the collaboration between three organizations, Konexio, Laser and the PCIE, with the common objective of increasing the skills of vulnerable groups - often with little or no digital awareness - in order to facilitate their access to the job market.

The emergence of young innovative companies is essential to create the jobs of tomorrow. In the United States, these companies generate between a third and a half of the new jobs. To achieve a comparable result, it is necessary to offer start-ups an environment, in particular administrative and regulatory, favourable to their development to enable them to become world-class technological leaders. At the same time, it is important to ensure that all French people take ownership of new digital products and services, as employees, users of public services and consumers.

Finally, despite the presence of a dynamic pool of young start-ups, the fruit of the many efforts made in recent years in terms of funding and support, France is struggling to create digital champions and has only 5 to 10 unicorns. The financing offer is still one of the main obstacles to their growth: Europe only represents 10% of the amounts raised by start-ups around the world, whereas it accounts for 25% of global GDP. France still suffers from a low number of business angels, four times less than in the UK. As regards the more mature stages of development, the size of French venture capital funds does not allow start-ups to finance major fund-raising, which is essential to ensure the industrialization and internationalization of their activity.

3. Research Results: Best Practices

Title of the best practice: Aidants Connect	
<i>Underline the type that best describes the best practice:</i> Program Project <u>Initiative</u> Report Case Study Other: _____	
Website: https://incubateur.anct.gouv.fr/actualites/zoom-sur-les-vagues-de-deploiement-d-aidants-connect/	Social media link(s): https://www.linkedin.com/showcase/anct-incubateur-des-territoires https://twitter.com/IncubateurT https://www.youtube.com/channel/UC5p_RyLWL_YXjvsOZxtnQAdQ

Leading organization/Author:



Year/Timeframe: yearly

Target group(s)/Beneficiaries: Organizations that employ professional helpers who regularly assist users with their online procedures. These may be social workers, public reception staff, digital mediators, etc.

Description:

Aidants Connect is a service that helps people who are not able to take steps on their own. It is currently being tested with 20 organizations.

Relevance to The Missing Entrepreneurs (*explain which elements of the best practice could be useful in the framework of the project*):

If the service demonstrates a positive impact on the security of the relationship between career and user, it could be opened up to a larger number of organizations in France and thus promoted within the Project.

Title of the best practice: The Digital Transition of the Voluntary Sector

Underline the type that best describes the best practice:

Program **Project** **Initiative** **Report** **Case study** **Other:** _____

Website:

- 1- <https://www.reussiravecleweb.fr/site/>
- 2- <https://reussir-en.fr/>

Social media link(s):

- <https://www.facebook.com/reussiren.fr>
- <https://twitter.com/ReussirEnFr>
- <https://www.linkedin.com/company/845862/>
- <https://mastodon.social/@afnic>

Leading organization/Author: AFNIC (French Association for Cooperative Internet Naming) AFE (France Entrepreneur Agency)

Year/Timeframe: yearly

Target group(s)/Beneficiaries: SMEs and micro-businesses

Description:

The Association offers a simple and free self-diagnosis service that allows SMEs/micro-businesses to evaluate their level of digital maturity in the Web and obtain a personalized action plan in less than 10 minutes. It has also a free platform of support and services dedicated to the launch of an online business, offering practical advice, online training, webinars, and all the necessary information to launch and develop the business on the Internet.

Relevance to The Missing Entrepreneurs (*explain which elements of the best practice could be useful in the framework of the project*):



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It can be fully promoted amongst the French stakeholders and target groups.

Title of the best practice: The Digital Transition of the Voluntary Sector

Underline the type that best describes the best practice:

Program **Project** **Initiative** **Report** **Case study** **Other:** _____

Website:

<https://assosphere.org/le-numerique-associatif/>

Social media link(s): N/A

Leading organization/Author:



Year/Timeframe: yearly

Target group(s)/Beneficiaries: Future entrepreneurs:

Description:

L'assoSphère, labeled PANA (Point d'Appui au Numérique Associatif) is able to train and guide associations in their internet-related issues, particularly in the development of digital tools and approaches. It helps people to own the businesses and provides support in the areas of legal status, administrative procedures, accounting, taxation, etc.

Relevance to The Missing Entrepreneurs (*explain which elements of the best practice could be useful in the framework of the project*): Digital competence assessment.

Title of the best practice: Women in the digital professions

Underline the type that best describes the best practice:

Program **Project** **Initiative** **Report** **Case study** **Other:** _____

Website:

<https://institutnr.org/femmes-metiers-numerique>

Social media link(s): N/A

Leading organization/Author:



Year/Timeframe: yearly

Target group(s)/Beneficiaries: Women who wish to start their own business, access training or first jobs, or seek a change of direction.



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Description:

INR is based on 3P: People, Planet, and Profit. It is a think tank created in 2018, as a result of the Green IT Club created in 2014. With the aim of opening up their approach to as many and on broader themes than the environmental impact of environmental impact of digital technology, the Green IT Club became 2018 the Institut du Numérique Responsable (INR). It provides long-term support to women who wish to start their own business, access training or first jobs, or seek a change of direction; a commitment that sometimes extends far beyond France.

Relevance to The Missing Entrepreneurs (*explain which elements of the best practice could be useful in the framework of the project*): Guidance to women to start the business.

Title of the best practice: Digital and Innovation

Underline the type that best describes the best practice:

Program **Project** **Initiative** **Report** **Case study** **Other:** _____

Website:

<https://www.afd.fr/en/page-thematique-axe/digital-innovation>

Social media link(s): N/A

Leading organization/Author:

Year/Timeframe: yearly

Target group(s)/Beneficiaries: Students, especially female students

Description:

Because technological innovation is a factor of wealth creation and enables new solutions to be designed in favor of sustainable development, AFD is supporting its partners in their digital and technological transition. Between now and 2023, AFD Group will be allocating €1 billion to support more than 500 businesses and affect the lives of over 50 million people.

AFD supports equitable access to high-quality education and training, from primary school through to higher education and vocational training. The reduction of gender inequality and education, and the empowerment of women and girls are central to AFD strategy.

Relevance to The Missing Entrepreneurs (*explain which elements of the best practice could be useful in the framework of the project*): Promote the access to funding for business.

Title of the best practice: Women Foundation - Promote the place of women in the digital sector in France.



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<i>Underline the type that best describes the best practice:</i>	
Program Project <u>Initiative</u> Report Case study Other: _____	
Website: https://femmes-numerique.fr/	Social media link(s): https://twitter.com/FemmesNumerique https://www.linkedin.com/showcase/femmes-numerique/
Leading organization/ Author: A collective of 6 associations leads the women of digital. <ul style="list-style-type: none"> • AFMD (Association Française des Managers de la Diversité) • La Conférence des grandes écoles • Le Cigref / réussir dans le numérique • Social Builder • Synthec numérique • Talents du numérique 	
Year/Timeframe: yearly	
Target group(s)/Beneficiaries: Women entrepreneurs and primary and secondary students.	
Description: The foundation aims to attract female talent and support them in their careers with innovative actions that give them confidence and mobilize them. To this end, they work on: <ul style="list-style-type: none"> • Developing curricula adapted to the needs of companies in the digital field and to offer the possibility, for women to give a new direction to their careers. • Sharing successful practices already implemented in companies and associations. 	
Relevance to The Missing Entrepreneurs (<i>explain which elements of the best practice could be useful in the framework of the project</i>): Free educational resources on digital businesses and tools.	

Title of the best practice: France Foundation: support and finance actions promoting gender equality in the digital professions.	
<i>Underline the type that best describes the best practice:</i>	
Program Project <u>Initiative</u> Report Case study Other: _____	
Website: https://www.fondationdefrance.org/fr/femmes-et-numerique-la-fondation-de-france-sengage	Social media link(s): https://twitter.com/Fondationfrance https://fr.linkedin.com/company/fondation-de-france https://www.facebook.com/fondationdefrance
Leading organization/Author: French Foundation in partnership with the French Ministry of Education.	
Year/Timeframe: yearly	
Target group(s)/Beneficiaries: French citizens.	



Description:

The French foundation, through its Employment program, wants to develop digital skills need, organize workshops and train citizens in digital competences.

Relevance to The Missing Entrepreneurs (*explain which elements of the bestpractice could be useful in the framework of the project*): Free educational resources and Digital competence assessment.

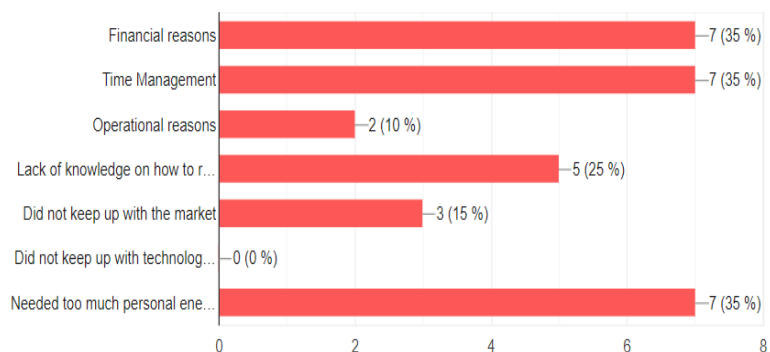
4. Research Results: Questionnaires

The participants surveyed present the following characteristics:

- **AGE:** Almost 78% of the participants were between 18-34 years old, 6% were between 35-44 years old and 16% the rest age ranges 45-54 and 55-64 years old.
- **GENDER:** Regarding the gender, 56% of the participants were female and 44% male.
- **NATIONALITY:** 67% of respondents were French. 5.6 % came from EU countries (Romania and Portugal) while the remaining 28 % - from non-EU countries: Algeria, Morocco, Senegal, Venezuela, Lebanon and Mongolia.
- **STUDIES:** Regarding the level of studies 97% had superior level of studies (university and above), only 3% for college degree.

In regard to the digital entrepreneurship, the key results of the questionnaire distributed in France is as following:

- 19% respondents had owned a company in the past, while 81% declare have not had an own business ever.

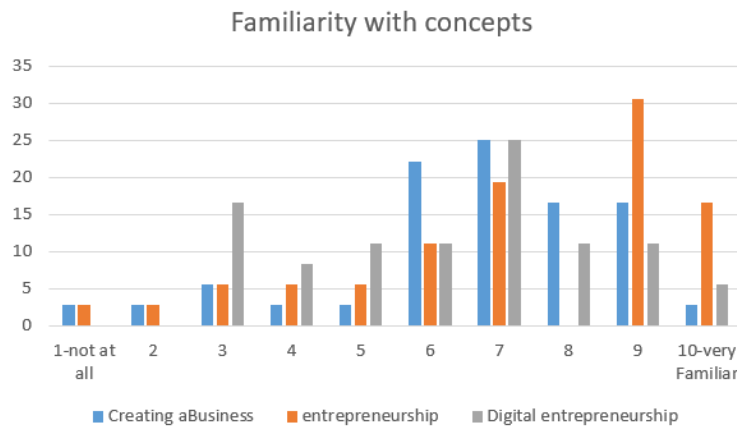


- Of those who were entrepreneurs in the past 82% close it down. The main reasons for closing down of companies have been related to the financial reasons (35%), time management (35%) and need to much personal energy (35%). 25% claims the lack of knowledge on how to create and manage a business.
- More than 63% of the participants considers itself familiar with the term of the entrepreneurship. 79% are very familiar with entrepreneurship, 69% are familiar with the term of digital entrepreneurship and more than 83% are familiar with the setting up a business. Yet when it comes to the knowledge of actually creating a business, the percentage of absolute confidence drops totally - 61% respondents still prefer to stay out of digital entrepreneurship. Only 39% are ready for the challenge.

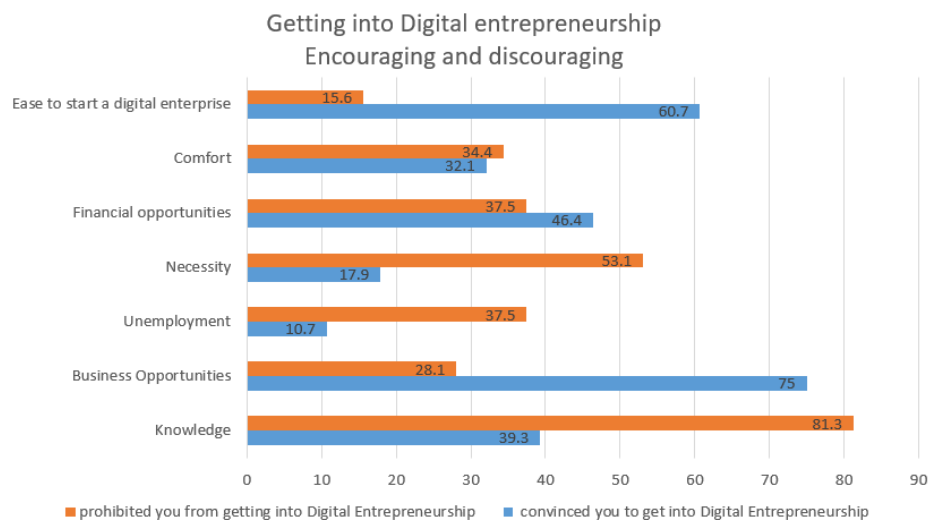


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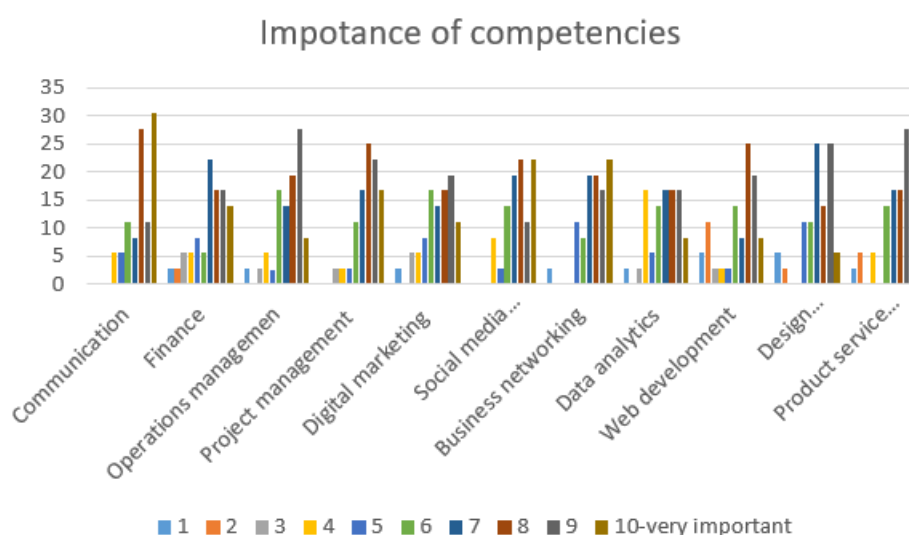
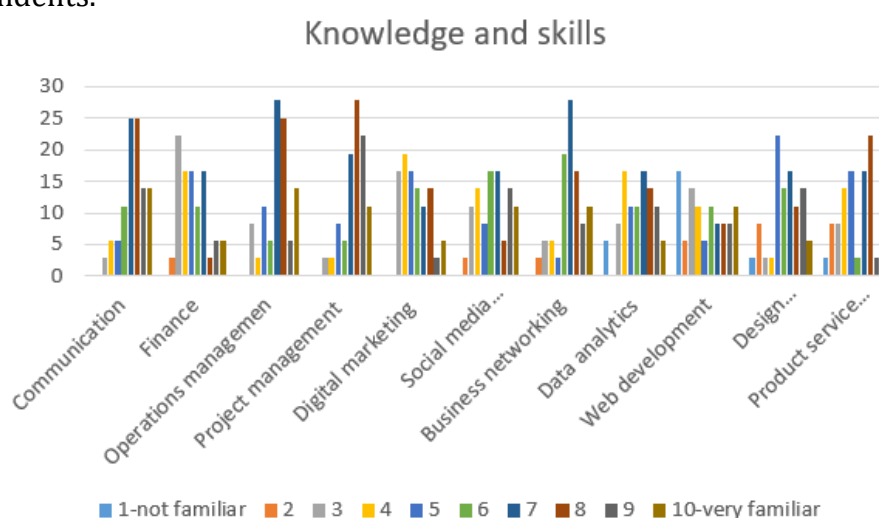
- Despite the low level of knowledge on digital entrepreneurship (81.3%), this sector is interesting for a significant number of respondents who have considered getting into digital entrepreneurship. The existing business and financial opportunities, as well as the relative ease of starting on online business, are the main pull factors. However, the majority of respondents still prefer to stay out of digital entrepreneurship, the inability to afford starting a business and the lack of knowledge being the main reasons preventing them from taking the initiative.



- The participants who considered getting into Digital Entrepreneurship (39%) explain the interest by the following factors:
 - New opportunities for businesses in the digital world.
 - Enough knowledge in digital.
 - Digital entrepreneurship is the future of the business.
 - Times benefit from a more competitive and entrepreneurial environment. This gives also more reason, more sense to our daily work to start and support a business.

- The rest 61% of respondents still prefer to stay out of digital entrepreneurship, the inability to afford starting a business and the lack of knowledge being the main reasons to avoid them to get in digital business:
 - Not comfortable with digitalization.
 - Lack of knowledge, Complexity, Need more experience.
 - Financial reasons.

Respondents were asked to auto evaluate their knowledge and their familiarity with the relevance skills for digital entrepreneurship. They retributed the greatest importance to communication, operation management, project management, business networking – which are also the competences in which they rated their own skills the highest. The other competences considered important – financing, digital marketing, social media management, data analytics, are also reported a higher score but with less skilled according to the respondents.



Regarding the training preferences, the participant declare very different availability:

- Only 17% is ready to dedicate more than 6 months;



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- 19% are willing to spend less than 1-2 months and the same percentage of participants for 5-6 months;
- 22% of the participants declare to spend shorter periods of the time less than 1 month as well as other 19% around 3-4 months.

The participants show preferences for the online combined sessions. Thus, blended learning appears the only form of training to satisfy the majority 50%. 28% of respondents agree that at least some kind of face-to-face interaction is needed. The majority of participants show little interest regarding the asynchronous and synchronous online sessions 19%. All except 1 respondent possess devices enabling them to study online, such as computers, smartphones, tablets.

5. Conclusions and Recommendations

Digital transformation is defined by the changes brought about by new technologies. Computer, tablet, mobile, cloud, digital camera, connected objects... The subjects are multiple, evolving and multiplying at every moment.

On the business side, digital is disrupting working conditions, management, professions, skills, practices, codes, etc. IT teams have assimilated for a while now that change management is key to the success of a project and there, they will have to work extra hard. For their part, the marketing teams have taken the changes head-on and it is not over yet.

The recent situation in relation to the COVID-19 pandemic and the impacts it may have on the labour market to change more rapidly than expected.

One of the main results of the analysis shows a big percentage of people with high and intermediate skills in communication, project management, operations management and ad. It is noticeable that all these competences are a part of the traditional entrepreneurship, while competences exclusive to the digital world such as digital marketing, social media management, data analysis, web-development, were both perceived both as important and less developed.

We recommend following the government initiatives, the different foundation already cited in this report, associations to help people on the digital transformation. Example with PIX, which is a free online public service and open to all (pupils, students, professionals, job seekers, retirees, women, etc.) to assess and develop digital skills through learning and fun challenges. It responds to an issue of strong society: fight against the digital divide by providing the means to each citizen to improve and enhance the lifelong mastery, through the Pix Certification, recognized by the state and the world professional.



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