



Gender Equality and Development

Female Entrepreneurs Who Cross Over to Male-Dominated Sectors

**Breaking Barriers**

Thursday  
February 10  
9:00 AM EST

#AccelerateEquality

IMAGES: Downloaded from [here](#)

#### TWEETS

Crossing into male-dominated sectors can help women entrepreneurs become as profitable as their male counterparts.  report from @WorldBank outlines how policymakers, others can help.

Want to learn more?  Tune in Feb 10 |  9 AM EST

<http://wrlld.bg/vKnv50HKuWG>

#AccelerateEquality

What are some factors holding women back from entering more profitable male-dominated sectors?

Join us:

 Feb 10 at 9AM, DC time to learn what it takes for female entrepreneurs to cross into male-dominated sectors. #AccelerateEquality

<http://wrlld.bg/WWNE50HM4xm>

Recommendations that can support  cross into more profitable sectors:

 encourage role models, apprenticeships, spousal support

 enhance women's skills, training

 provide access to capital, loans

Learn more:  Feb 10 at 9AM EST

#AccelerateEquality

<http://wrlld.bg/V3mU50HM520>

Female entrepreneurship is , but  operate smaller businesses, concentrate in less profitable sectors than men.

 report explores how to support women to break into more profitable male-dominated sectors.

Tune in Feb 10, 9 AM EST

<http://wrlld.bg/vKnv50HKuWG>

#AccelerateEquality

As part of our yearlong #AccelerateEquality initiative, we are launching a new report that focuses on women entrepreneurs entering male-dominated sectors.

What are some 🔑 recommendations from this report?

Tune in 📅 Feb 10, 🕒 9 AM EST to learn more: <http://wrlld.bg/vKnv50HKuWG>

Occupational segregation has huge economic costs – the broader economy loses when women can only consider a limited set of occupations.

Tune in:

📅 Feb 10,

🕒 9 AM EST to learn more, and follow the discussion using #AccelerateEquality

<http://wrlld.bg/vKnv50HKuWG>

What are some of the factors holding female entrepreneurs back from entering male-dominated sectors?

unconscious biases

societal norms

capital constraints...& more.

Want to learn more?

Join the discussion Feb 10, 9AM EST using #AccelerateEquality.

<http://wrlld.bg/vKnv50HKuWG>

#COVID19 has disproportionately affected 💡 entrepreneurs. A new report @WorldBank offers recommendations that can help shape policies to diversify, strengthen income potential, ensuring stability in crisis. #AccelerateEquality

Watch on: Feb 10, 9 AM EST <http://wrlld.bg/vKnv50HKuWG>

#### FACEBOOK MESSAGES

Some of the factors holding women back from entering male-dominated sectors include:

unconscious biases

societal norms

capital constraints...& more.

Want to learn more about our new report, *Breaking Barriers: Female Entrepreneurs Who Cross Over to Male-Dominated Sectors*? Join the discussion 📅 Feb 10, 🕒 9AM EST using #AccelerateEquality.

<http://wrlld.bg/vKnv50HKuWG>

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Learn more: Feb 10, 9 AM EST <http://wrlld.bg/vKnv50HKuWG>

## REGIONAL MESSAGES

### AFRICA

#Africa: In BWBotswana, GNGuinea, UGUganda, crossing over to male-dominated sectors ensures that ♀ entrepreneurs are on average as profitable as male entrepreneurs operating in male-dominated sectors. But in other countries, this is not the case. What can be done to break barriers and help support female entrepreneurs who cross over to male-dominated sectors?

Tune in: Feb 10 at 9AM EST to learn more and follow the discussion: #AccelerateEquality

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### EAST ASIA

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