

# Empower Innovate Lead

Women Entrepreneurs in a Digital Future

WOMEN 5.0



Co-funded by  
the European Union

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### Free Digital Skills Training Addresses €390 Billion Gender Employment Gap

### EU Initiative Launches Pilot Programme for 180+ Women Entrepreneurs Across Five Countries

**BRUSSELS, BELGIUM** – An EU-funded initiative is launching a pilot programme to equip over 180 women entrepreneurs with digital skills, directly addressing Europe's gender employment gap which [Eurofound](#) estimates cost the EU economy €390 billion in 2023 alone.

Women 5.0 begins its six-month piloting phase this month following an intensive Training of Trainers programme in Vienna. Eighteen entrepreneurship professionals from Ireland, Portugal, Austria, Spain and Greece will deliver targeted digital training to women entrepreneurs, focusing on AI, data analytics, digital marketing and online business tools.

The programme addresses critical barriers women face when adopting new technologies. According to the 2025 [Eurochambres](#) Women Entrepreneurs Survey of 897 women entrepreneurs across 34 countries, 17% cite lack of time for digital transition as a barrier, whilst 15% report their teams lack the specific skills needed to use new technologies. High technology costs were identified as the primary obstacle by 39% of respondents.

"The digital economy presents enormous opportunities for women entrepreneurs, but too many are held back by a lack of confidence and access to the right training. Women 5.0 provides practical, hands-on skills that immediately impact how women run and grow their businesses." *Women 5.0 team*

The initiative delivers three core resources: a Digital Toolkit for Trainers with five ready-to-use workshop modules covering analytics, AI, ethical tech use, digital marketing and digital wellbeing; a free multilingual e-learning platform accessible on any device; and an Expert Interview Series featuring real-world insights from women entrepreneurship trainers.

Women 5.0 is funded through Erasmus+ and delivered by partner organisations across five European countries. For more information, visit <https://women5.eu/>