LSE

Breaking Barriers: A Study on Afro-Brazilian Women Entrepreneurs and Inclusive Development Policies

Valentina Giraldo Lozano - Department of International Relations
v.giraldo-lozano@lse.ac.uk

Introduction:

Racism and sexism intersect as systems of oppression in Brazil, particularly affecting Black women entrepreneurs. The study aims to understand and address the unique challenges faced by Afro-Brazilian women entrepreneurs within the context of entrepreneurship policies.

Social Constraints:

Afro-Brazilian women entrepreneurs actively challenge gendered racism by employing cultural strategies such as dignity work and a women-first imperative. The historical context of Brazil, shaped by the ideology of Whitening, restricts Black people's economic mobility, affecting their self-esteem and economic opportunities.

Policy Constraints:

Existing policies in Brazil focus on supporting women-owned and black-owned businesses separately, without addressing the intersectional challenges faced by Black women entrepreneurs. Efforts to address these challenges require targeted interventions to ensure inclusivity and equity.

Methodology

1. Literature Review

- *Social limitation and resistance*
- *Intersectional Policies*
- *Cross-sectoral Action*

2. Policy Analysis

**Violence:** *Maria da Penha Law (MLP).*

Business: *Women's Microcredit Program.*

3. Comparative Analysis:

- *Guatemala's plan targets indigenous women.*
- *Mexico's program integrates gender equality policies across government levels.*

Findings

- **Entrepreneurship in Brazil:** 19.6% men, 14.3% women.
- **Female entrepreneurs:** 2/3 in retail vs <10% in innovation-driven startups.
- **Funding support:** Only 1.2% of women self-fund; 38.6% start ventures with zero growth.
- **Participation:** Women's participation rose up from 19% (2004) to 25% (2014).
- **Brazil and (FEI):** Brazil ranks 60th out of 77 countries for female entrepreneurship.
- **Education level of women entrepreneurs:** Only 6% have post-secondary or higher education.
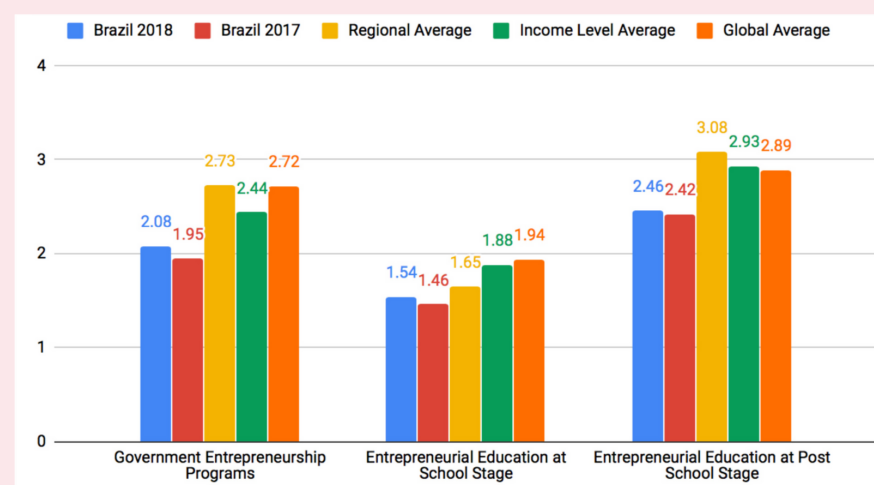
Policy Gaps

Women-Owned Business Policies

National Entrepreneurship Policy for Women: training, financing, and business development services tailored to their needs.
Women's Microcredit Program: microcredit and technical assistance to women entrepreneurs, helping them start or expand their businesses.
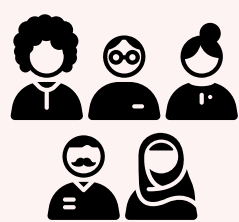
Black-Owned Business Policies

Black Entrepreneurship Program : Promotes development and growth of black-owned businesses by providing access to financing, training, and networking opportunities.
Racial Quotas in Public Procurement: Racial quotas in public procurement, reserving a percentage of government contracts for black-owned businesses.

Supporting the movement

Empowerment Through Economic Activism: O Movimento Black Money encourages supporting black producers, fostering economic empowerment within the black community.

Ethnoracial Conscious Consumerism: Encourages conscious support of black-owned businesses, challenging discriminatory practices.

Increased Investments and Support: Growing attention and investment from various sectors demonstrate recognition of the importance of supporting black businesses.
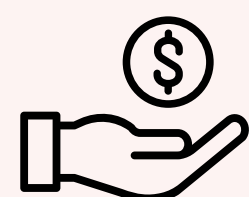
Policy Influence: Increasing support for black movements can lead to policy changes, ensuring more inclusive and equitable support for black women-owned businesses.
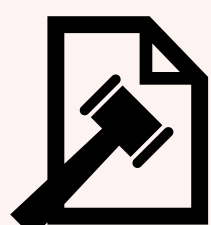
Policy recommendation

Intersectional Entrepreneurship Support Program:

- Intersectional Training and Resources
- Access to Funding and Financial Support
- Networking and Community Building
- Advocacy and Policy Influence
- Evaluation and Continuous Improvement

Conclusion & next steps

Implementing an Intersectional Entrepreneurship Support Program in Brazil can empower Black women entrepreneurs, fostering inclusivity and equity. Aligned with intersectional counterframes and movements like *O Movimento Black Money,* it tackles cultural and gender racism while promoting economic empowerment and social justice.

1. **Literature Review** ✔

2. Qualitative Interviews & Quantitative Surveys

3. Case Studies

4. **Policy Analysis** ✔

5. Stakeholder Consultations

6. **Comparative Analysis** ✔

7. Participatory Action Research (PAR)