

**Key Take-Away:** Amsterdam ranked relatively low in the areas of capital and talent, representing an opportunity for the city to implement policies that can support women entrepreneurs.

# Amsterdam

**Overall Score:** 41.2 out of 100. To compare, top-placed New York City had a score of 62.9

**Overall Rank:** 19 out of 50 - Ranked in the top half of the cities we scored

## Areas of Strength

On the dimensions measured, Amsterdam does particularly well on policies that can help impact a supportive culture for women entrepreneurs including top scores in:

- ✓ Collection of city level data on income or employment by gender
- ✓ Paid maternity leave
- ✓ Paid paternity leave policy
- ✓ Policy for "equal remuneration for work of equal value" (fair pay)
- ✓ Policy for "nondiscrimination based on gender in hiring"
- ✓ Presence of city and/or national level policy advocacy organization specifically for women's equality issues

### Recent Positive Developments:

- ✓ Forums such as TEDxAmsterdamWomen, European Women in Technology and TheNextWomen Summit have increased WE visibility.
- ✓ The city boasts three Fintech startups with Women founders, Radically Open Security, Faktor, and Limitless.

## Areas to Improve

- While many of the capital indicators are low for Amsterdam, this may be partly driven by cultural factors related to a lack of role models
- Amsterdam boasts a highly educated population, yet the Index highlights that some important skills and education that help women entrepreneurs scale are not as strong as they could be such as women's executive experience, IT talent and females enrolled in top universities

## Key Recommendations

- Given the relative dearth of news media about successful women entrepreneurs, work with media outlets to find and highlight stories of successful women in business
- Begin collecting data on technology access, use and skills by gender. This may help gain insight into potential hidden barriers to IT related occupations, which are becoming ever more critical for businesses that want to scale
- Work with local investors and business schools to mobilize VC funds targeted at gender diverse businesses
- Work with local business associations to develop executive mentor programs for women in order to help more women get promoted to executive levels