

7th Global Forum on Gender Statistics 2018
Session 2

**Developing new data on female entrepreneurship with public-private partnerships: Facebook-
OECD-World Bank Future of Business Survey**

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The presentation introduces new indicators on female entrepreneurship and women-owned business developed via a successful experiment of public-private partnership, i.e. the Facebook OECD-World Bank Future of Business Survey (<http://www.oecd.org/sdd/business-stats/the-future-of-business-survey.htm>). The joint survey, which is monthly and conducted on businesses whose digital presence includes a Facebook Page, includes questions on the gender of the business owner(s) and the prevalence of women and men in the top management of a business. The survey investigates perceptions on the current and future state of a business, its job creation perspectives and main challenges faced; it also profiles responding businesses according to business age, activity sector, participation in international trade, and use of digital tools. As of September 2018, the Future of Business covers 42 developed and emerging economies.