



# EU CAP Network Workshop 'Women-led innovations in agriculture and rural areas'

Krakow, Poland  
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# Rural and Agricultural Women: Transforming Traditional Roles into Contemporary Inspirations

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# A journey: traditional to contemporary

## Overview:

- › **Traditional roles:** Women in agriculture and rural areas
- › Changing society
- › Innovation and agricultural women
- › Innovation and rural women
- › Keep it moving..



Elena Chamurlidi: Winner: EU-Supported Project





## Traditionally.....

### Rural women 'were' farm women

- > Farmer's wives or farmer's daughters...
- > Men in the field– women in the kitchen...
- > Stand in the gap...
- > Lend a hand...



### But also...

- > Sell the eggs....
- > Harvest the potatoes...
- > Stitch and sewing
- > Baker/Chef...
- > Accountant
- > Food producer
- > Child minder...nurse maid/teacher.....



- > **'Innovators'**





## Changing society.....

› **Rural Europe:** characterised by a diversification beyond agriculture, with a wide range of economic activities and industries:

- › Tourism
- › Retail
- › Recreation
- › Environmental sustainability
- › Heritage
- › Culture
- › Community engagement etc.

What did this mean for women in rural areas and in farming?



# EU rural and farm women: current picture

51% of EU  
population  
are  
women

67.3%  
Working age  
women  
employed in  
rural areas

Higher % of  
women  
employed in  
the informal  
economy,  
lower paid  
jobs and less  
senior roles

Gender pay  
gap stands  
at 12.7%

29% of  
farms  
managed by  
women  
(42% above  
the age of  
65)

Gender Equality  
Strategy 2020-2025  
Commissioner for  
Equality  
CAP: Number 8 –  
Promoting women in  
agriculture





## Changing society: creating opportunity

- › Changing rural society requires **innovation** to overcome pivotal challenges, advance progress and foster development.
- › **Women** are increasingly part of this innovation process...



**Innovation**



Creating, developing, and implementing new ideas, products, services, or processes to bring positive change.



Involves generation of novel concepts or methods into practical applications, adding value and impact.



Various domains including technology, science, business, culture, and social systems.



# Innovation and women in agriculture

## > Agriculture

### > Diversity of roles:

- > Farm management
- > Agricultural extension and advisory
- > Research and development
- > Education and training
- > Environmental sustainability
- > Agricultural policy and advocacy
- > Agribusiness etc.



## > Farming

### > Innovation

- > FarmDriving diversification
  - > Agritourism
  - > Organics
  - > Social farming
  - > Farm shops and markets
  - > Artisan foods
  - > Farm accommodation
  - > Sustainable and environmental farming
  - > Wool industry







# Women and innovation in rural areas

## > Women-led innovation in rural areas

### > Reasons:

- > Economic empowerment (generate income)
- > Utilising resources (education/knowledge/skills)
- > Addressing challenges (social enterprise)
- > Fulfilling unmet needs (identify a gap..)
- > Entrepreneurial drive
- > Family and lifestyle decisions
- > Health and well -being
- > Community development



- > Women are leading innovations in rural areas and as a result are their entrepreneurial endeavours contribute to the resilience, sustainability, and prosperity of rural areas while empowering women to realise their full potential.





## Keep it moving...

We must encourage and support women in agricultural and rural innovation.

We must push forward with:





# Learn by example: enhance visibility

**Recognition and awards:**  
Establishing awards and recognition programmes.

**Media coverage:**  
Working with media outlets to feature stories and profiles of women farmers, entrepreneurs, and innovators.

**Networking events:**  
Organising networking events to showcase rural women's innovations

**Online platforms:**  
Creating online platforms to promote women-led innovations.

**Collaboration with stakeholders:**  
Collaborating to promote gender-responsive policies, programmes, and initiatives.

**Capacity building:**  
Dedicated training, mentorship, and technical assistance.

**Community engagement:**  
Supporting and championing women-led innovations



# Inspirational



*Thank you!*

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All information on the workshop is available on the event webpage:

<https://eu-cap-network.ec.europa.eu/events/eu-cap-network-workshop-women-led-innovations-agriculture-and-rural-areas>

