



EMPOWERING

RURAL

COMMUNITIES

Gender Equality and Innovation in Action

Trends shaping the future of rural sustainability and how women are leading the transition

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Context and relevance

Many kinds of **persistent sustainability problems** are blooming in rural areas: selective depopulation, environmental degradation, unfair distribution of costs and benefits in the food chain, segregation, regional and gender inequality, loss of biodiversity etc.

Has some of these problems become resolved through European or national policies over the years? No, since they are **wicked problems**.

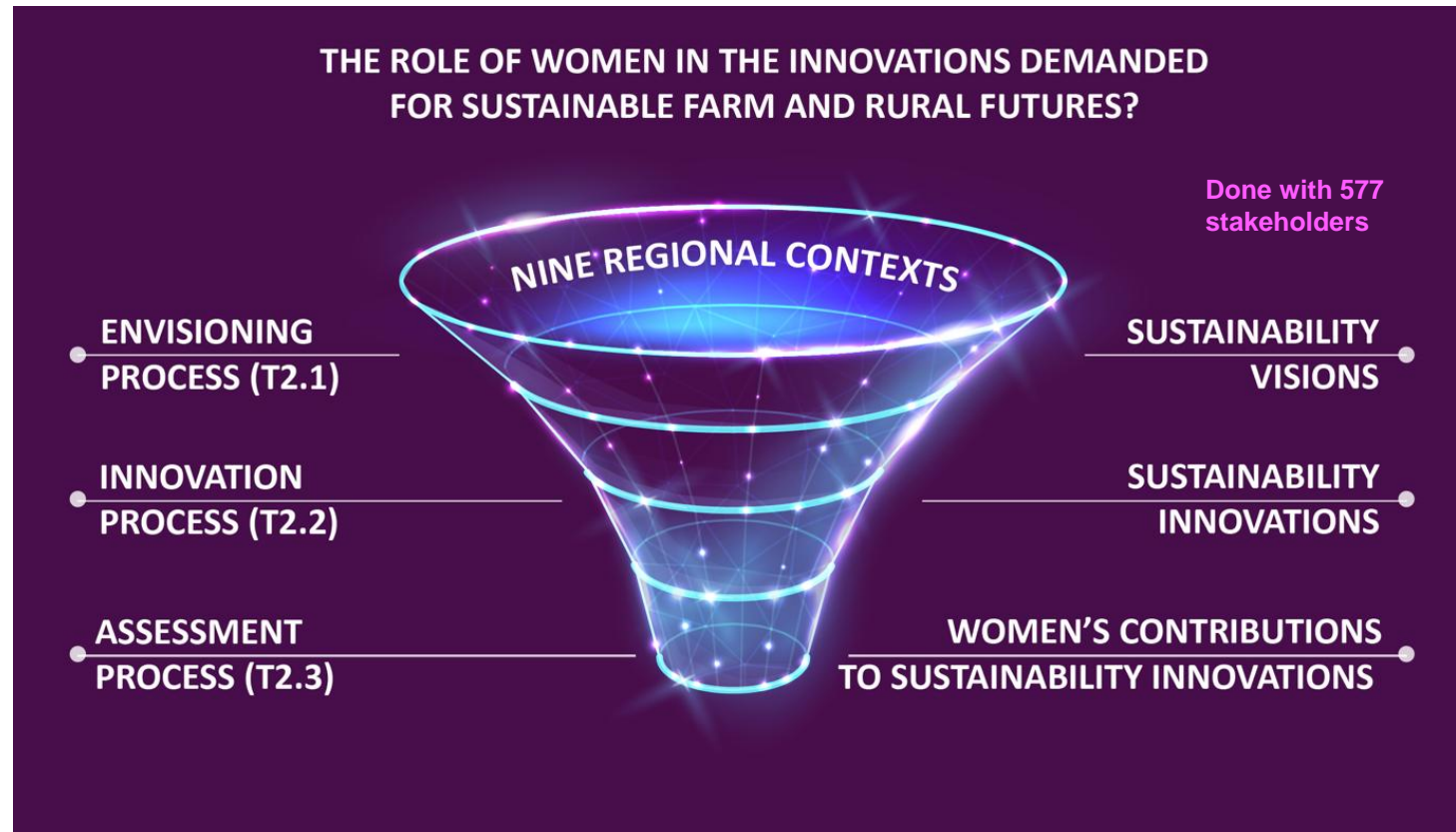
Could **women** bring in some novel approaches and resolutions for the farm and rural sustainability problems?

We took **futures perspective** on this question, since all choices in the present will materialise in the future





Research focus and methodology





Context and relevance



Kyjov area, Czech Republic
Rural villages



Kainuu LEADER Region, Finland
Remote rural areas



Rhinluch/Havelluch, Germany
Rural villages



Connemara, Ireland
Remote rural areas



Riviera dei Cedri, Italy
Rural villages



Alblasserwaard, The Netherlands
Rural areas close to city



LAG Srce Slovenije, Slovenia
Rural areas close to city



Canary Islands, Spain
Remote rural areas



Växjö, Sweden
Rural areas close to city





Key findings

Women have both **possibilities and obstacles** in contributing to sustainability innovations – observe, exploit, remove

Highest potential in **social and environmental** sustainability innovations, most obstacles in **political and economic–technological** innovations – observe, exploit, remove

Social measures were considered more effective means to promote women's contributions than **traditional hard, administrative and economic measures**; these ask for local design and delivery rather than uniform approach – take a bottom-up approach to get women involved in resolving sustainability problems

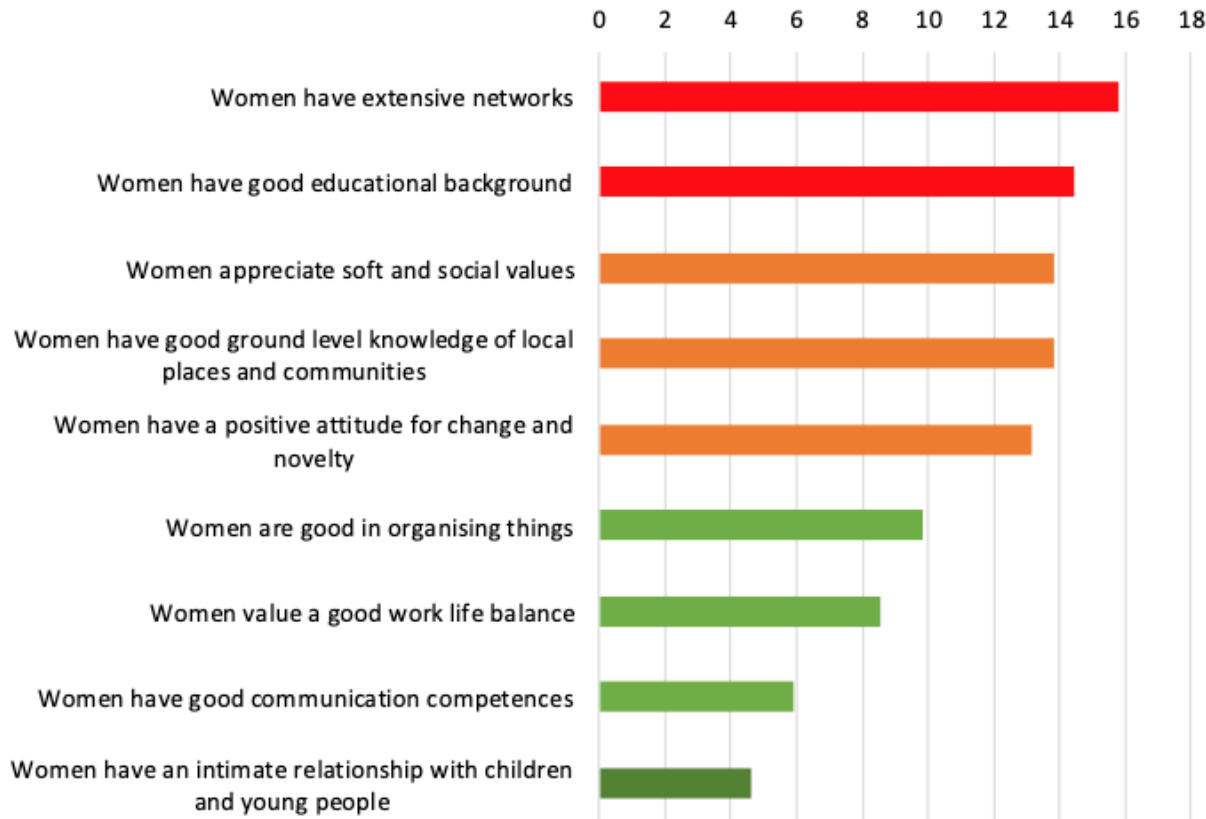
Sustainability problems differ between **types of rural areas** but measures to address them not that much – observe and look at the measures





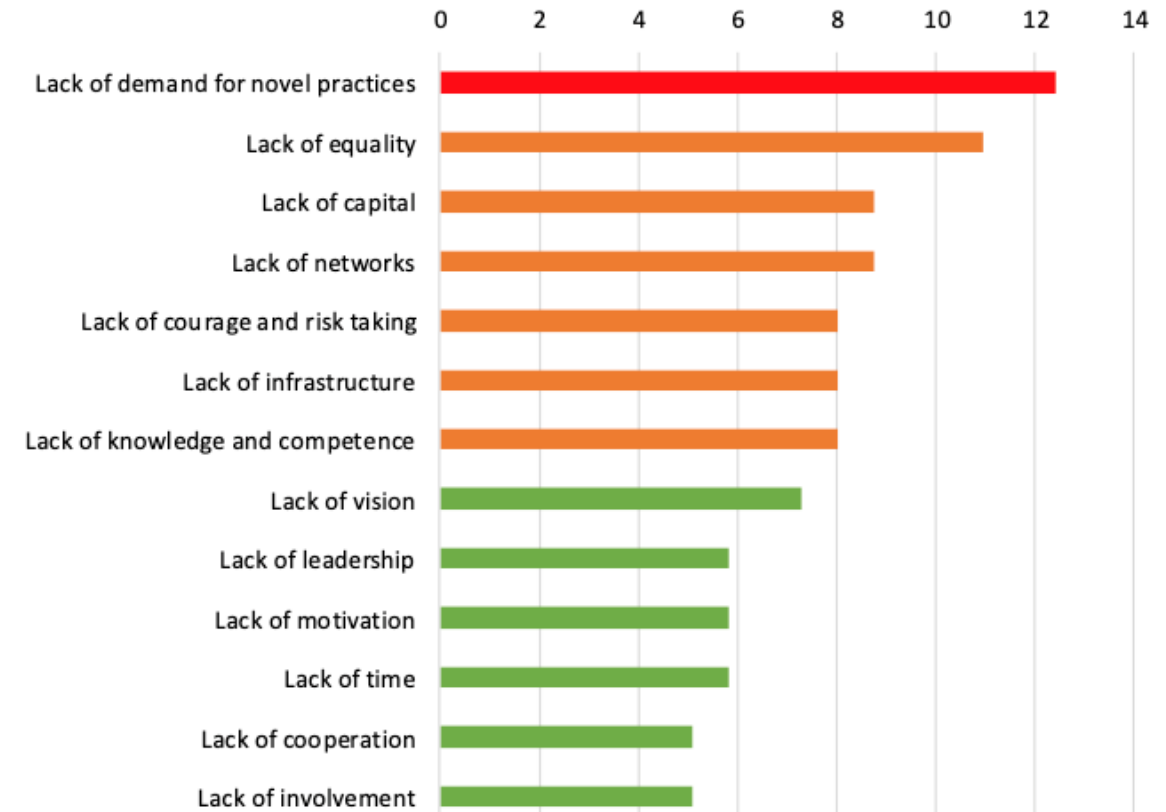
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Why are there possibilities for women's contributions to sustainability innovations (exploit)?



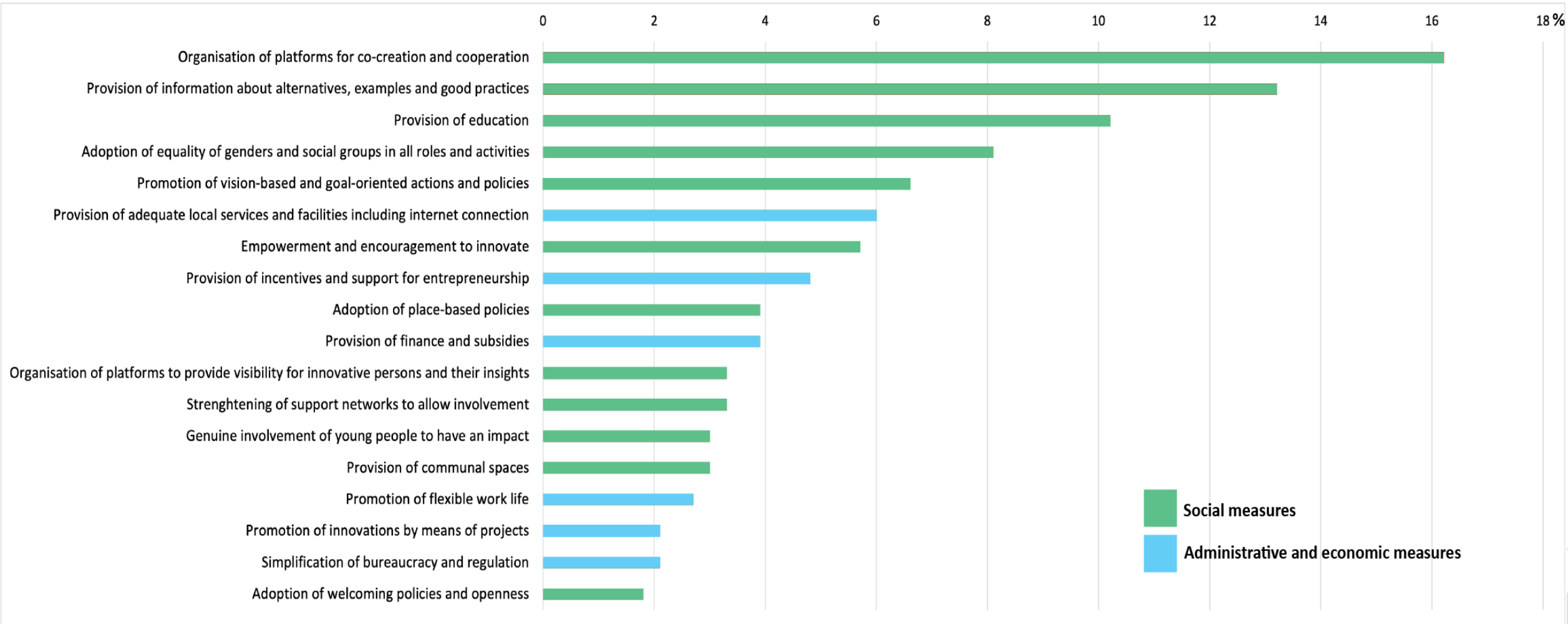
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Why are there obstacles for women's contributions to sustainability innovations (change/remove)?





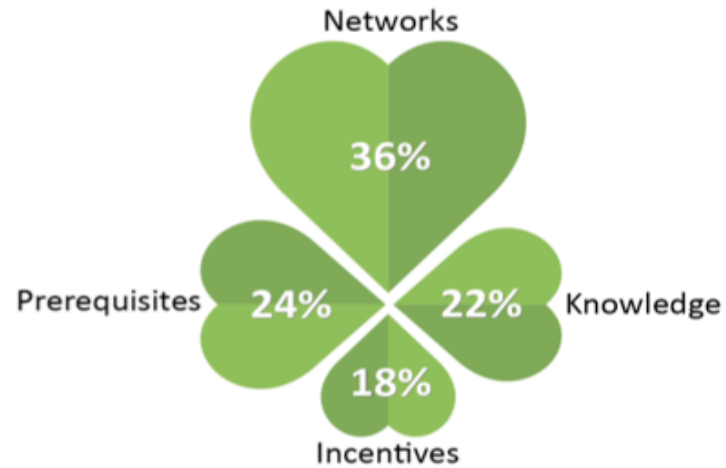
333 measures to promote women's contributions to rural sustainability innovations



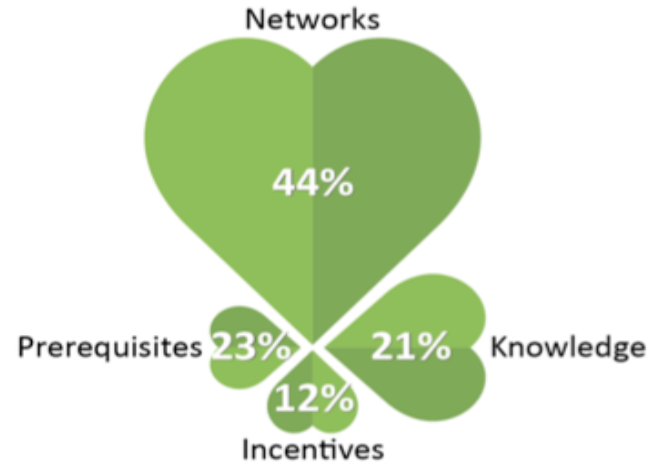


333 measures to promote women's contributions to rural sustainability innovations

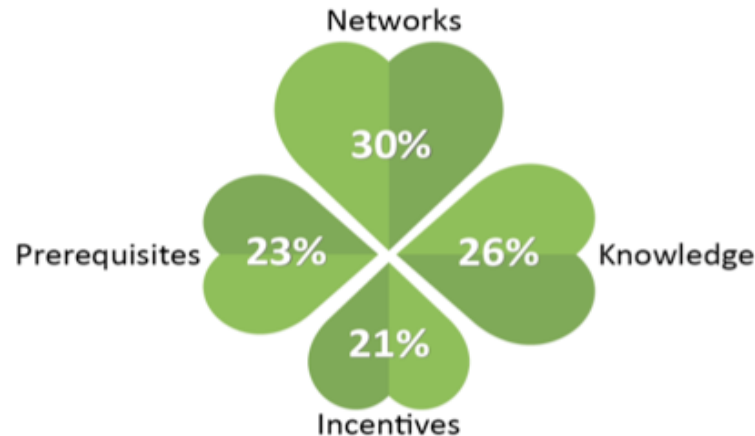
Rural area close to city



Rural village



Remote rural area



Networks:

- platforms for cooperation
- support networks
- equality
- involvement of young people
- communal spaces
- welcoming policies

Knowledge:

- information
- education

Prerequisites:

- vision-based policies
- flexible work life
- development projects
- simple bureaucracy

Incentives:

- empowerment, encouragement
- finance, subsidies
- visibility platforms for innovators



Conclusion and call for action

Soft and social measures as well as bottom-up approach are keys for exploiting women's strengths in resolving rural sustainability problems

Removal of obstacles in political and economic-technological innovations are keys to increasing women's contributions

Disregarding the rural context, the mix of measures to promote women's contributions is quite stable: networks, networks, networks!

Submit your ideas, questions and comments through Slido!





Female-Led Innovation in Agriculture and Rural Areas



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