



EMPOWERING

RURAL

COMMUNITIES

Gender Equality and Innovation in Action

**The FLIARA Framework: Rethinking Policy for Rural and
Agricultural Innovation**

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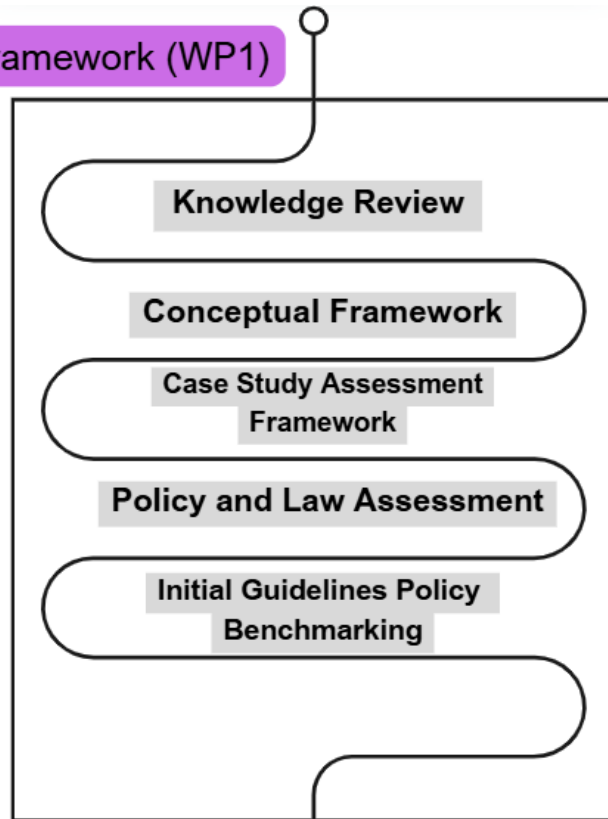
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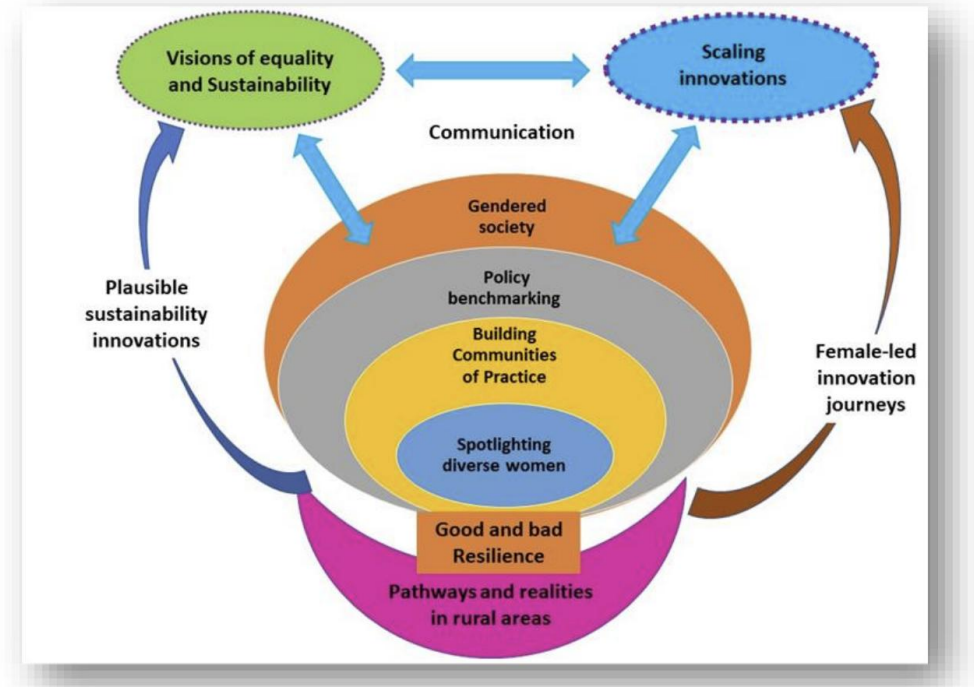
Context – The FLIARA Framework



The FLIARA Framework (WP1)



The FLIARA Research (WP2, WP3) and Policy Activities (WP4, WP5)



Source: Farrell et al. 2023. D1.1: FLIARA Conceptual Framework



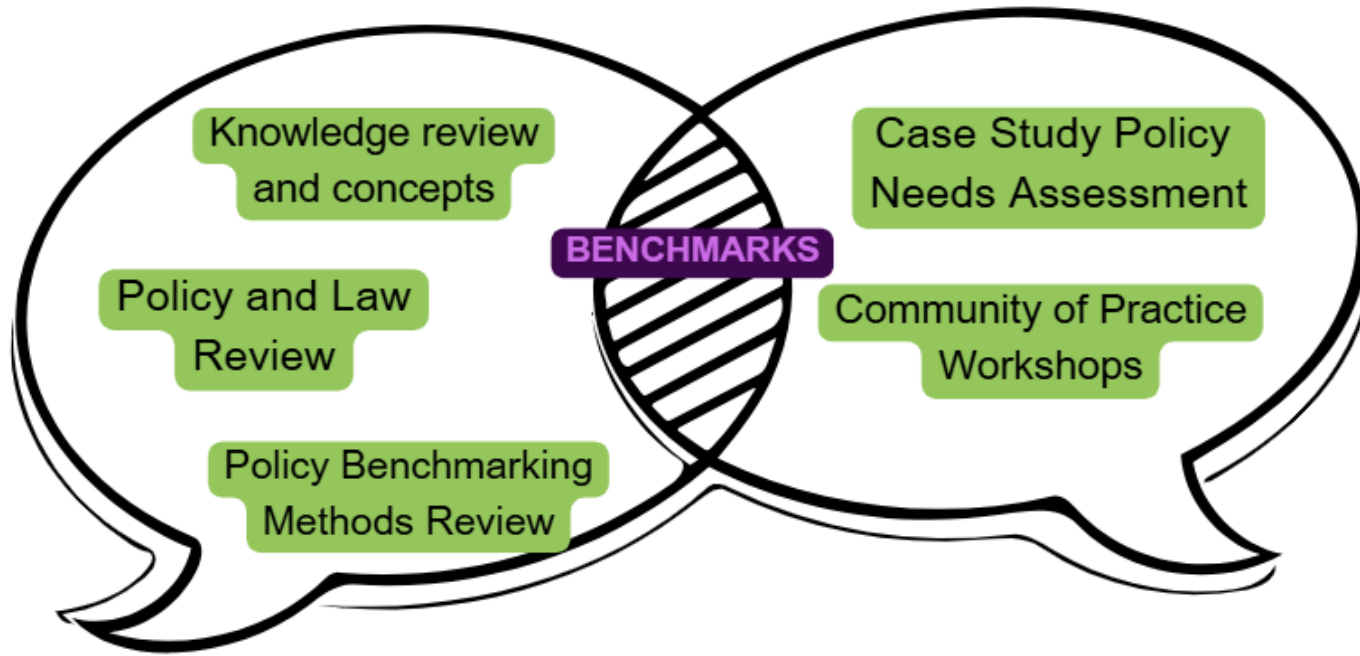
Check out FLIARA Framework reports: <https://fliara.eu/deliverables/>



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Research Focus and Methodology: Policy Benchmarking



- ❑ Initial Guidelines for Policy Benchmarking: Murtagh, A., Farrell, M. and Weir, L. 2024: <https://zenodo.org/records/14045179>
- ❑ Benchmarking Initial Report: Murtagh, A., Oprea, A., Farrell, M. and Weir, L. forthcoming
- ❑ (Final) Gender Benchmarking Report (November 2025)





Rethinking Policy: Understanding where we are at? Benchmarking as (one) tool

Definitions of methods of gender-related policy assessment

Step	Explanation
Benchmarking	The establishment of criterion, standard or reference point against which to establish targets and measure progress.
Gender audit	The analysis and evaluation of policies, programmes and institutions in terms of how they apply gender-related criteria.
Gender Impact Assessment	Examining policy proposals to see whether they will affect women and men differently, with a view to adapting these proposals to make sure that discriminatory effects are neutralised and that gender equality is promoted.
Gender planning	An active approach to planning which takes gender as a key variable or criterion and which seeks to incorporate an explicit gender dimension into policy or action.
Gender proofing	A check carried out on any policy proposal to ensure that any potential gender discriminatory effect arising from that policy have been avoided and that gender equality is promoted.

Source: One Hundred Words for Equality, EC, 1998

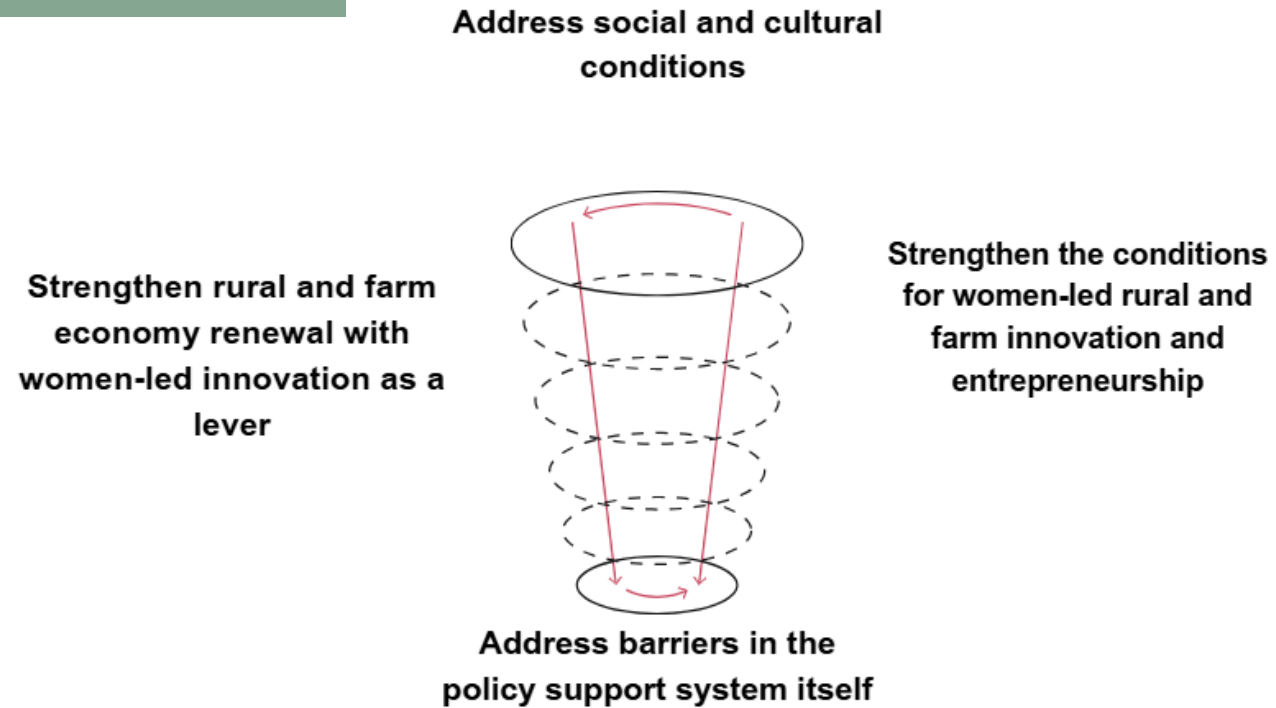




Rethinking Policy? Different avenues towards policy improvement, for example...



Building a framework is tricky...
Establishing what framework of priorities?





Rethinking Policy? Different avenues towards policy improvement



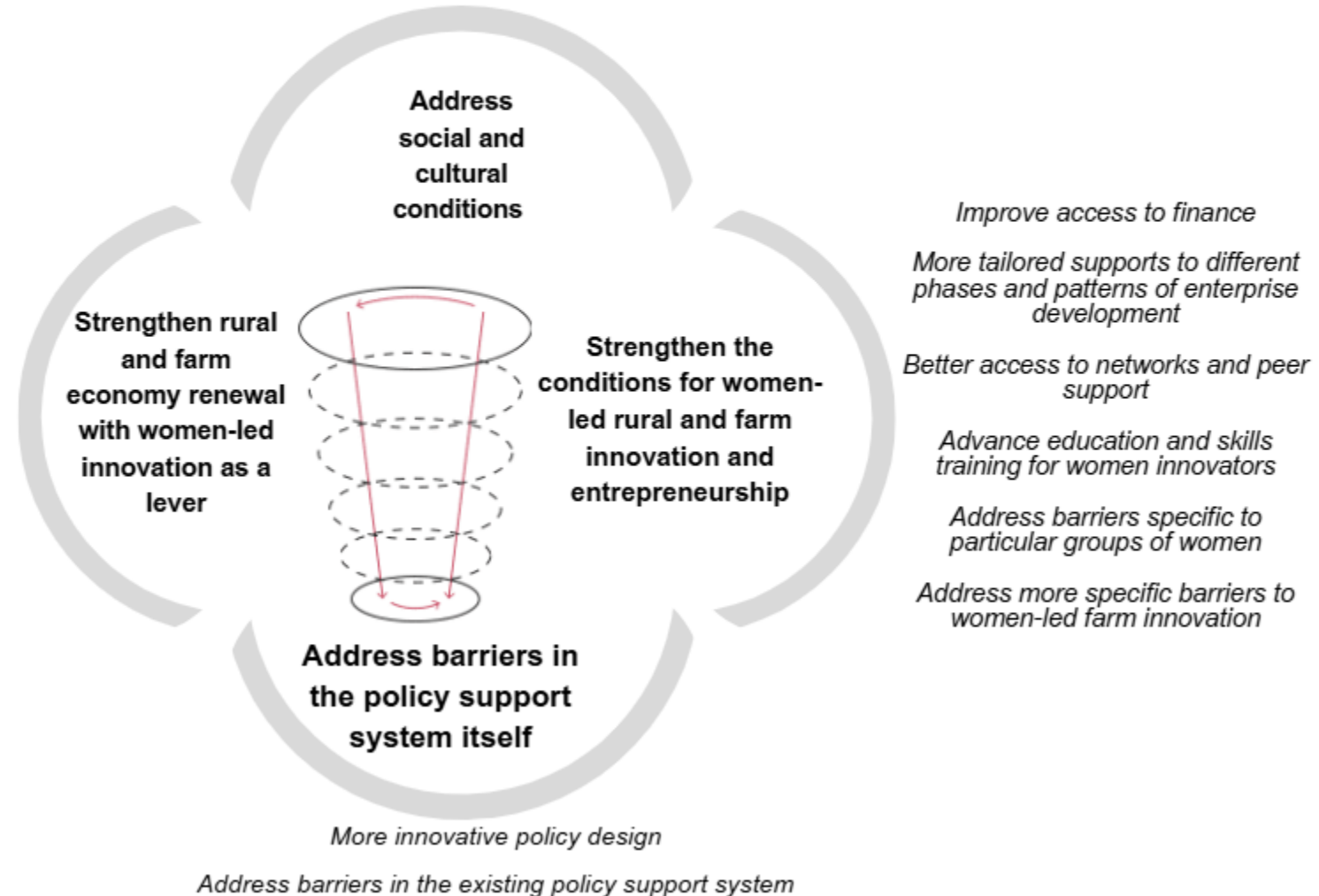
Building a framework is tricky...
What to measure and why?
Are all things equal?

Greater supports for under-harnessed opportunities e.g. social enterprise, shorter food supply chains, care farming, circular economy

Greater supports for addressing sustainability challenges e.g. ecological transition, climate change

Greater supports for women that aspire to return to farming and rural areas

Address wider rural development issues
Address domestic work distribution and work equity
Address traditional gender norms and stereotypes
Better representation of women in decision making





Rethinking Policy: Understanding where we are at? Benchmarking as a tool

Further considerations e.g.

- Simple or complex
- Scale and context
- Focus on particular policy domains

Framework theme: Strengthen the conditions for innovation and entrepreneurship?

Framework action: Access to finance

- Innovative women-led rural enterprise grants exist (part-funding, non-repayable)
- Innovative women-led rural enterprise fund low cost (or interest free) finance exists
- Innovative women-led rural enterprise tax credit exists
- Innovative women-led rural enterprise Guarantee Fund for Bank Credit exists
- Low cost (or interest free) finance exists for innovative women-led start-ups
- Higher grant rates are available to rural women (part-funding, non-repayable) as part of a wider support scheme for rural business
- Grant support for farm modernisation and application of new technologies
- Finance support programmes target specific stages of innovation development

Indicators?





Conclusion and Call to Action



- Further FLIARA work
 - Building a benchmarking framework that will count what counts
- Better harness the role of policy benchmarking in policy improvement
 - Better understand how to build benchmarking into policy development/decision making, monitoring and evaluation systems
 - Role of benchmarking as part of other policy assessment tools
- Build policymaker/institutional capacity
 - Tailoring and updating benchmarking frameworks
 - Measure progress over time



Comments, suggestions and questions?
Please add to the Slido

Source: EIGE (2024) What is gender mainstreaming.

<https://eige.europa.eu/gender-mainstreaming/what-is-gender-mainstreaming>



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Thank-you!



Female-Led Innovation in Agriculture and Rural Areas



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