



**Female-Led Innovation in  
Agriculture and Rural Areas**



# **FLIARA Final Conference**

## **WOMEN LEADING RURAL INNOVATION: FROM VISION TO ACTION**



**Jacques Delors Building, Brussels**

**9:00 · October 17th, 2025**



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Times below are expressed in CEST.

## FLIARA Final Conference

# Women Leading Rural Innovation: From Vision to Action

Rue Belliard 99, 1040. Brussels. Room: JDE 51.

Time	Session	Details
08:00 – 09:00	<b>Registration</b>	The accreditation procedure by the European Committee of the Regions starts at 08:00.
09:00 – 09:30	<b>Opening Session:</b> The Rural Future is Female	<p>- <b>Welcome: Setting the Conference Objectives</b> – Overview of FLIARA's goals and expected outcomes. Associate Professor Maura Farrell, Project Coordinator, <i>University of Galway</i>.</p> <p>- <b>Keynote Speech.</b> María Gafo Gómez-Zamalloa, Head of Unit, Social Sustainability - DG Agriculture and Rural Development, <i>European Commission</i>.</p> <p><b>Moderates:</b> Sally-Ann Barrett</p>
09:30 – 10:20	<b>Session 1 —</b> Understanding Women-Led Innovation in Rural Areas	<p>- <b>Uncovering the Gaps: Legal, Knowledge, and Policy Challenges Facing Women Innovators in Rural Areas.</b> Louise Weir, <i>University of Galway</i>.</p> <p>- <b>Visions for Sustainable Rural Futures: Understanding Women's Role in Innovation Pathways.</b> Tuomas Kuhmonen, <i>University of Turku</i>.</p>
10:20 – 10:50	<b>Coffee Break</b>	Networking opportunity
10:50 – 11:15	<b>Session 2 —</b> Stories of Impact: Women-Led Innovations in Action	- <b>Mapping Women-Led Innovations Across Europe: Insights from 200 Rural and Farming Case Studies.</b> Silvia Sivini, <i>University of Calabria</i>
11:15 – 11:45	<b>Reflections — The Ambassador Journey:</b> Pathways, Challenges, and Leadership	<p><i>FLIARA ambassadors will provide perspectives on female-led innovation in agriculture and rural areas.</i></p> <p><b>Moderates:</b> Sally-Ann Barrett</p>
11:45 – 12:25	<b>Session 3 —</b> From Research to Policy: Presenting FLIARA's Recommendations	<p>- <b>Gender Benchmarking: Bridging Research into Policy Impact.</b> Aisling Murtagh, <i>University of Galway</i>.</p> <p>- <b>Policy Pathways for Women-Led Innovation: From Scenarios to Recommendations.</b> Willem Korthals Altes. <i>Delft University of Technology</i></p>
12:25 – 13:25	<b>Networking Lunch</b>	Lunch and networking





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13:25 – 14:25	<b>Policy Workshop:</b> FLIARA Policy Engagement and Uptake	<p><i>The Policy Practice Workshop will delve into the specific challenges and problems encountered by female entrepreneurs, drawing on the insights from over 200 case studies. Working in multi-actor groups, participants will analyse these issues, and the workarounds developed. This collaborative analysis will directly inform the development of tailored policy briefs aimed at influencing European, national, and regional policy advice.</i></p> <p><b>Facilitated by the FLIARA Project consortium members:</b> Gerdy Verschuure-Stuip and Willem Korthals Altes. <i>Delft University of Technology</i></p>
14:25 – 15:05	<b>Panel — Rethinking Rural Innovation:</b> Gender, Sustainability, and Ecosystems	<p><i>How can we forge a more vibrant and sustainable future for rural Europe? This panel convenes leading thinkers to explore the pivotal role of gender-inclusive and sustainability-driven innovation in shaping effective rural policies and development strategies.</i></p> <p><b>Speakers:</b> David Lamb, Graeme Dean, Magdalena Mach, MEP Maria Walsh, Maura Farrell, Lorena van de Kolk and Sally Shortall</p> <p><b>Moderates:</b> Michelle Perello</p>
15:05 – 15:35	<b>Session 4 — From Knowledge to Action:</b> Tools and Community Engagement	<p><b>- Connecting Innovators: Building FLIARA's Community of Practice</b> Anastasia Oprea, <i>ECOLISE</i></p> <p><b>- The FLIARA Toolkit: Practical Resources</b> Víctor R. Martínez, <i>Consulta Europa</i></p>
15:35 – 16:00	<b>Coffee Break</b>	A brief networking opportunity
16:00 – 16:40	<b>Panel — From Vision to Implementation:</b> Embedding Gender Equality in EU Rural Innovation	<p><i>How do we ensure that gender equality and women-led innovation become lasting pillars of Europe's rural future?</i></p> <p><i>This panel brings together representatives from EU institutions and networks shaping the Long-Term Vision for Rural Areas, the CAP, the Rural Pact, and multi-level innovation platforms. Together, they will explore how FLIARA's outcomes — and the women behind them — can be integrated into policies, programmes, and networks that shape rural development well beyond the project's timeline.</i></p> <p><b>Speakers:</b> Alexia Rouby, Hannu I. Heikkinen, Marion Eckardt, Maura Farrell, Pascale Van Doren, Serafin Pazos-Vidal and Tara Farrell</p> <p><b>Moderates:</b> Sally-Ann Barrett</p>
16:40 – 17:00	<b>Closing Plenary — Key Takeaways and the Future of Women-Led Innovation</b>	<p><b>- Policy Workshop Results</b> Willem Korthals Altes. <i>Delft University of Technology</i></p> <p><b>- Wrap-up and Future Outlook</b> Associate Professor Maura Farrell, Project Coordinator, <i>University of Galway</i>.</p> <p><b>- Group Photo</b></p>



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