



BUILDING CONFIDENCE AND SELF-ESTEEM IN RURAL WOMEN INNOVATORS

PRACTICE ABSTRACT 8

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Insights from FLIARA's case study comparative analysis show that beside the women's motivation, ideas, knowledge, education etc. they also need support in building confidence and self-esteem for realization of their ideas and development of innovations. This need is often invisible, but it emerged as a recurring theme in several interviews.

We recommend the following steps/fields to empower rural women innovators, enhancing their confidence and self-esteem:

Establish a support network. Our findings highlight the importance of peer groups where women can share challenges and successes. These networks provide emotional support and foster resilience, showing women they are not alone. Those networks also offer mutual learning and exchanges of life experiences related to their innovations.

Promote skill-building workshops. Our findings reveal that accessible, hands-on workshops focused on digital skills, sustainable practices, business development, and leadership are essential. Such structured learning experiences empower women by boosting competence and self-esteem.

Showcase success stories. Local, regional and national success stories of women innovators demonstrate the potential to overcome challenges, providing inspiration and reinforcing self-esteem. FLIARA innovation Ambassadors demonstrate the empowerment of rural women.

Encourage flexible roles and life balance: Our research underscores the need for adaptable work models that respect personal time and family responsibilities. This reduces burnout and enhances long-term commitment.

These and other similar evidence-based recommendations provide rural women with practical steps to build self-confidence and capacities to realize impactful innovations.



FLIARA Ambassadors.

Useful links:

- Strong support network: <https://fliara.eu/innovator/nina-arnus-anka-pintar/>
- FLIARA Ambassadors as a showcase: <https://fliara.eu/ambassadors/>



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