



# UNLOCKING THE POWER OF DIGITAL TOOLS

## PRACTICE ABSTRACT 15

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Digitalisation has transformative potential for farming and rural development, particularly when it supports women-led innovation. Key lessons include the critical importance of broadband access, tailored digital training, and technology design that considers women's needs. Despite barriers like poor connectivity, traditional gender roles, and lack of targeted training, many rural women successfully adopted digital tools for farming and business through self-learning and peer networks, proving the power of accessible, practical tech solutions.

**Practical Steps for Women Innovators:** Women innovators in rural areas should seek support through funding programmes like LEADER or CAP for digital tools, infrastructure, or AI training. Participating in business or farm women's networks, accessing online learning, and using social media and apps for sales and outreach are also key. Affordable access to smartphones, laptops, and AI tools can unlock new opportunities, while peer mentoring and case study sharing can encourage broader adoption.

**Building Inclusive Digital Futures in Rural Communities:** Policy should ensure rural broadband equity, fund women-specific digital literacy and AI training, and incentivise gender-inclusive tech design. Local communities can spotlight female innovators to challenge stereotypes. Policymakers must embed digital inclusion into rural agendas, support tailored training, and promote AI access to empower women and ensure sustainable rural development.



Miriam and Rachel Hastings, Hasting Influencers. Ireland.

## Useful links:

- D3.2 Inventory of Female-led Innovations Report: <https://zenodo.org/records/14045348>
- D.3.3 Women-led Innovations in Agriculture and Rural Areas, Lessons Learned Report and Fact Sheets on Female Innovations: <https://zenodo.org/records/14045390>



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