



AMPLIFYING VOICES: CONTINUOUS VISIBILITY FOR RURAL WOMEN INNOVATORS

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The FLIARA project's Visibility Campaign highlights the need for sustained promotion of rural women innovators across online and of-line activities. While events create peaks, consistent, diverse communication drives real change. Continuous impact reinforcement is crucial for lasting recognition, moving beyond single exposures.

A clear, compelling narrative is vital for effective visibility. Defining rural women's realities, challenges, and contributions reflects their impact, elevating their community role. FLIARA's objective—to spotlight women-led innovations and build a responsive European ecosystem—shows how precise narratives boost understanding and outreach. Engagements with FLIARA target groups underscore that gender equality is key for resilient rural communities. Discussions highlighted breaking systemic barriers, promoting gender-responsive policies, and empowering women as innovation drivers.

Showcasing achievements via media and events shifts rural women entrepreneurs from “exceptions” to the norm. Integrating women into broader networks and highlighting accomplishments first (not gender) prevents marginalisation.

Diversify media for continuous promotion. The broader innovation system can foster clear narratives by incorporating women innovators into existing campaigns, leveraging networks for local engagement. Translating insights into practical support requires ongoing collaboration among policymakers, industry, and grassroots innovators. This creates inclusive ecosystems that fund, support, and recognise them as innovation architects, promoting mentorship and integration into broader sectoral networks for full participation and leadership.



FLIARA Ambassadors.



Mieke Elzenga, LiberTerra Geestmerambacht. The Netherlands.

Useful links:

- **FLIARA Webinar: Gender Equality & Rural Innovation:** <https://fliara.eu/building-inclusive-rural-futures-the-fliara-webinar-on-gender-equality-and-innovation/>
- **FLIARA Ambassadors: Connecting Innovators:** <https://fliara.eu/fliara-ambassadors-connecting-women-innovators-in-rural-europe/>
- **FLIARA: 4th Community of Practice Conclusion:** <https://fliara.eu/fliara-project-successfully-concludes-4th-community-of-practice-in-vaxjo-sweden/>



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