



# Create a platform for sharing experiences and examples of good practices

## Policy Brief Czechia

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# Create a platform for sharing experiences and examples of good practices

1

*“Create a platform to mutual support the self-confidence of innovative women and expand know-how”*



## Executive Summary

Based on the findings of the FLIARA project, innovative women benefit greatly from mutual support and experience-sharing. To facilitate this, they establish networks that enable collaboration. Initially, these networks were local or regional, relying primarily on personal connections. However, during the COVID-19 pandemic, they transitioned into digital platforms, allowing communication beyond physical boundaries. It would be beneficial to create a common framework that enhances motivation, support, and the exchange of experiences and information - while still preserving valuable face-to-face interactions. Networking is one of the key prerequisites for women's success in business and other activities.

## The Challenge

- 🏠 In many cases, women lack sufficient self-confidence, information, and role models to start a business in rural areas. At times, they even underestimate their own abilities.
- 🏠 Sharing experiences, providing mutual support, and overcoming self-doubt are key to advancing women in all areas of life.
- 🏠 All respondents in our research indicated that they are part of networks, most of which they created themselves. It would be beneficial to consolidate these efforts into a unified platform that could serve as a source of information and motivation for other women, while also inspiring the media to highlight successful women and the challenges they have overcome.
- 🏠 The platform could feature best practices, guidance on navigating personal and professional challenges, and practical resources.
- 🏠 It should primarily function online, with opportunities for regular in-person meetings.

## Policy Solutions

-  The Czech Women's Union will develop an initiative to create a platform and invite other interested professional and regional institutions to cooperate.
-  A body of interested institutions and organizations will be established, which will determine the organizational structure, rules (including financial) and implementation team.

## Supporting Evidence & Best Practices

In almost all cases, active women establish communication networks to support one another and share experiences and information. During the COVID-19 pandemic, these networks shifted from in-person interactions to the digital sphere, allowing them to expand both geographically and in scope while maintaining relevant subgroups.

The Czech Women's Union positions itself as a non-governmental, women's, and volunteer organization connected to the international women's movement. It organizes seminars, workshops, and conferences, develops and implements projects aligned with its mission, and engages in publishing activities. The creation of the proposed platform would seamlessly align with its work. While this initiative would require relatively low financial investment, it would demand significant dedication from those involved.





An example would be the emerging platform Future is Female, which features successful women in various fields and positions or the Women4Business platform, founded by the Chamber of Commerce of the Czech Republic to support women in business and management.

2

## Conclusion & Call to Action

Women represent an underutilized resource in the Czech countryside. In many cases, all that is needed to activate their potential is greater motivation, which can be fostered through examples of best practices and mutual support.

### CALL TO ACTION:

-  The Czech Women's Union invites other women's organizations to cooperate. Existing platforms will collaborate and will also target rural women, whose ability to physically contact central and regional authorities is limited.
-  A body will be created (as part of an organization or independent) to create a concept, organizational structure, financial model and launch the activity.
-  Stakeholders will participate in the initiative according to their capabilities, especially by using existing networks
-  For this initiative, the ambassadors of the FLIARA project could be used, and/or additional ambassadors will be found.



## Further Reading

<https://zenodo.org/records/14045414>

## About FLIARA

The project is on a mission to create a more sustainable future by highlighting the role of women in agriculture and rural areas. FLIARA will boost understanding of the needs and challenges facing women leading innovative environmental and rural development practices in EU farming and rural areas.

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# Female-Led Innovation in Agriculture and Rural Areas

[www.fliara.eu](http://www.fliara.eu)



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