



Visibility Platforms for Rural Women

Policy brief

Finland

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Visibility platforms supporting rural entrepreneurship and renewing rural image

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"Policy makers usually look for visibility of activities they promote"

"Through social events you can increase visibility and build trust"

Executive Summary

Many rural areas suffer from a decrease of residents, especially young women. This has led to a rural image of a nonvital and deserted countryside. This rural image often paints rural women as traditional and one dimensional. For many rural areas this is an issue that needs addressing.

A visibility platform would bring rural women to the national spotlight. This platform would showcase different types of rural livelihoods and lifestyles as a continuous effort instead of campaigns, which have been fruitful but fall short in the long-term.

Visibility could be added by commercial campaigns, school visits and journalism.

The Challenge

- 🏠 Initiatives in rural areas are not considered as important.
- 🏠 Rural initiatives lack visibility with policy makers.
- 🏠 Lack of funding of visibility campaigns.



Policy Solutions

- Establish a community of rural leaders who bring visibility to rural areas.
- Increase market access and recognition.
- Involve more women in policy making.
- Increase visibility of the value of agricultural production and products.
- Promote adoption of working examples.

Practical Tips

- Establish networking events, conferences and platforms.
- Driven, open and innovative characters are needed.
- Success stories encourage others.
- Focus on reaching the right audience.
- Write and publish stories about local history and history makers.

Supporting Evidence & Best Practices

In foresight workshops, stakeholders found a number of sustainability issues in rural areas across Europe. Further research produced numerous sustainability innovations to address these problems. Stakeholders found 333 measures for women to contribute to sustainability innovations that would solve rural issues such as lack of novel practices, equality, capital and networks.

Organisation of platforms to provide visibility for innovative people and their insights was a popular measure. Visibility platforms drive forward fact-based policy making, involving people, new ways to organise local development and communality, as well as concerted action. This measure was more needed in remote rural areas in than other rural contexts. (Source: FLIARA Deliverable 2.4).

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Conclusion & Call to Action

Farming and other rural livelihoods need more positive visibility to emphasise the importance of local food production and sustainability practices. A lot of work is being done, but the results should be more accessible and available for others to take up.

Further Reading

<https://zenodo.org/records/14045295/>

<https://fliara.eu/>

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.

Contact

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Female-Led Innovation in Agriculture and Rural Areas

www.fliara.eu



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