



GRASS CEILING

European Policy Forum March 24th,
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The project and its consortium



GRASS CEILING multi-actor project to increase rural women-led socio-ecological innovations: 9 countries: partners from science, policy & practice

Specific PAR–approach:

- living labs with women innovators
- engaging men innovators
- engaging relevant stakeholders



The consortium

9 Partner countries: Ireland, Netherlands, Norway, Lithuania, Croatia, Spain, Sweden, Italy, UK

rural and farm women innovators, researchers, stakeholders, policy makers: MULTI-ACTOR APPROACH

Emphasis on co-production throughout the project

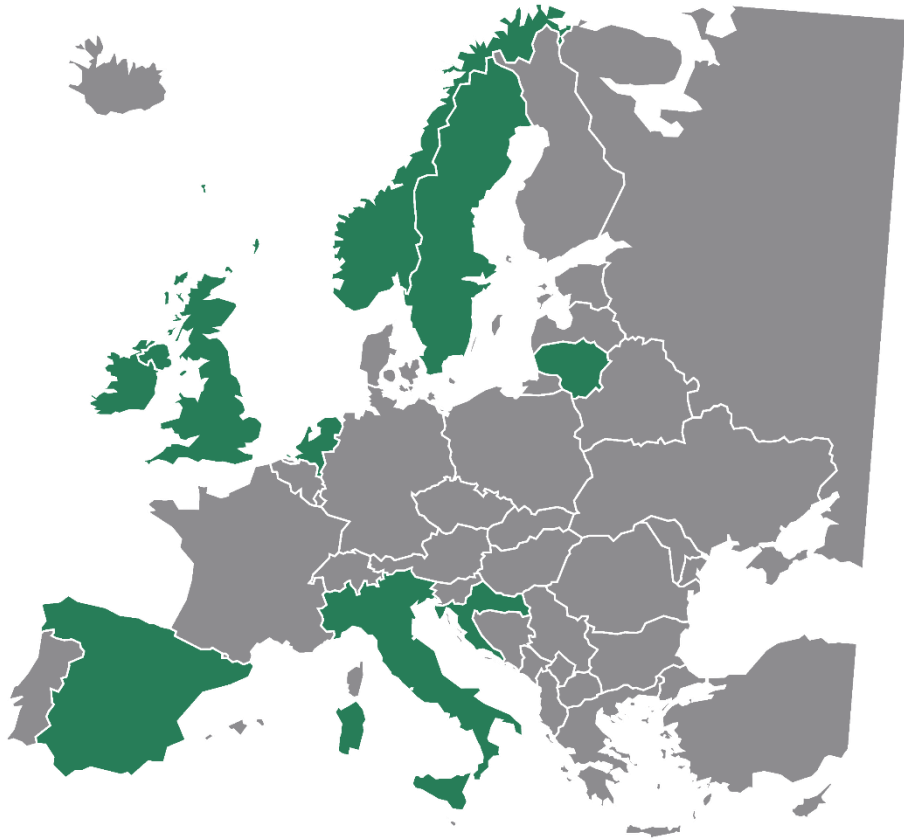
High level EU policy influencers: EU Women's Entrepreneurship Platform (WEP), Copa-Cogeca (EU representatives of farmers and agri-cooperatives), The European Association for Information on Local Development (AEIDL), and the European Environmental Bureau (EEB).



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Vibrant innovation community across 9 countries



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Expected outcomes



1. More understanding, awareness & recognition of women's role
2. transforming gender norms and stereotypes
3. Better policies & (A)KIS tools
4. Enhancing women's capacity to innovate



What are we doing?

- Identifying data and gaps
- Gathering data
- Foresight analysis
- Benchmarking policy documents
- Comparing legal frameworks
- Policy forum
- Living labs
- Dissemination



Some key findings:



Highlights

- Gaps in data/ impact of different gender regimes (diversity within the EU)
- Generating new data: understanding men and women entrepreneurs better
- Training of 72 innovators across 9 countries and learning from them and stakeholder organisations
- better understanding of women's innovation paths & potential
- Benchmarking policy documents (do they gender mainstream or sideline?)
- Benchmarking legal frameworks



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What have we learned?

- Women have a different approach to innovation
- The scale is different – very important for rural and remote rural areas
- Have an ecological focus but motivated by profit
- Not constrained by cultural norms and practices in agriculture
- Women need mentors and networks



Access to land



- General European pattern is that women rarely inherit land
- Where they do, plots are not commercial (Lithuania)
- Evidence of women being cutting-edge farmers
- Leading on regenerative, sustainable practices
- Need to rethink how land is accessed



Support for entrepreneurial activities



- Different scale of enterprises
- How success is judged needs to change
- Access to micro finance
- Recognising the scale of small enterprises for rural areas





Women and Community Infrastructure

- In remote rural areas poor infrastructure
- Childcare, libraries, cafes, activities for older people
- In GRASS CEILING, we see women undertaking these social enterprises
- Facilitates work, social integration
- Needs to be properly rewarded



Policy recommendations



Going forward

- Finance/ banks need to understand and support women's innovations
- Women need to be represented in mainstream organisations, such as Copa-Cogeca, who shape agricultural and rural policy
- Mentors and women's networks can be sidelined
- Learn from the innovators!



Going forward:

- **Policy recommendations and observations**
- **European Policy forums: key to informing future policy**
- **National CAP plans/ LTVRA/ Green Deal/ Food to Fork**
- **Legal frameworks**
- **Gender budgeting**



Going forward:



- **Achieving gender equality: Soft law versus hard law**
- **Aspirations will not achieve gender equality**
- **Real mainstreaming – for example, CAP National Plans and generational renewal**
- **Require equal representation for farming/ rural organisations**
- **Stronger parental leave directive**
- **A Vision for Agriculture: the engagement with women should be mainstreamed and not contained to a Women in Farming Platform**
- **Incorporate the findings of our projects to inform the way forward**





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www.grassceiling.eu

Thank you for your attention!



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