



GRASS CEILING

European Policy Forum

for women-led innovation in
agriculture and rural areas

4th November 2025

Blanca Casares Guillén – AEIDL Policy Expert



Policy work carried out by AEIDL

1. ● Policy Recommendations & Roadmap for Inclusive Transition (Deliverable 5.1)
 - Outcome-focused; synthesis of project learnings for policymakers.
2. ● Policy Toolkit, Demonstrator Prototype, Tools & Compass
 - Practical instruments supporting policy implementation and testing.
3. ● Transversal Work Across the Project (WP1–WP4)
 - Integration of policy perspectives and gender/equality mainstreaming throughout the WPs.
4. ● Feedback to EU Consultations
 - Contribution to ongoing European policy processes.
5. ● Dissemination of Results in External Policy & Research Activities
 - Sharing findings in conferences, workshops, and networks.
6. ● Interviews with Key Informants
 - Evidence gathering and validation from stakeholders and policymakers.
7. ● Collaboration with Sister Projects and Initiatives
 - Cross-learning, alignment with EU missions and frameworks.

2025

2030

2035

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D5.1

Report with policy recommendations on inclusive transition policies for farming and rural areas



Focus Area 3: Inclusive data practices, monitoring and gender-sensitive evaluation frameworks

<https://www.grassceiling.eu/results-resources/deliverables/>



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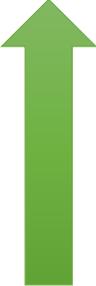
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GRASS CEILING Policy Toolkit

1. Gender policy benchmarking and proofing

2. Data Strategy and Integration for building a Rural Women Innovation Compass

- 2.1. Gender-sensitive mapping of current European monitoring systems.
- 2.2. Opportunities to strengthen gender-sensitive data practices and systems — proposal for the EU Rural Observatory.
- 2.3. Step-by-step checklist for policymakers: Building the Rural Women Innovation Compass.



Insights from the *European Policy Forum (EPF) on Women-Led Innovation in Agriculture and Rural Areas*

Online session on 4th November – around 30 experts

Previous sessions with 100 participants from 27 MSs, focused on national case studies – target audience Managing Authorities of EU Funds



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GRASS CEILING Policy Toolkit



1. Gender policy benchmarking and proofing
2. Data Strategy and Integration for building a Rural Women Innovation Compass
3. Step-by-step checklist for policymakers
4. Roadmap to advance gender equality in rural areas
5. Key Information for Participating in EU Consultations

DEMO



GRASS CEILING OUR VISION PURPOSE CONTACT

Our Vision
Creating an environment where women lead socio-ecological transitions and drive innovation for sustainable, resilient rural futures.

1. Gender Policy Benchmarking & Proofing [Download](#)
2. Data Strategy & Integration: Rural Women Innovation Compass
3. Step-by-Step Checklist for Policymakers [Use the checklist >](#)
4. Key Information for Participating in EU Consultations

European Policy Fo

A Digital Decade for a successful digital transformation

VALUES
PEOPLE AT THE CENTRE
SUSTAINABILITY
DIGITAL RIGHTS AND PRINCIPLES
SAFETY AND SECURITY
SOLIDARITY AND INCLUSION
FREEDOM OF CHOICE
INTEGRATION

TARGETS
Skills
ICT Specialists: 20 millions + more women in ICT
Basic Digital Skills: over 50% of population

A 2030 Destination
that empowers people, societies, fosters sovereignty and the greening transition

GOVERNANCE MECHANISM
Annual report, recommendation, peer review, Digital Decade Bord

MULTI COUNTRIES PROJECTS
agility to invest together in digital infrastructures (EDIC)

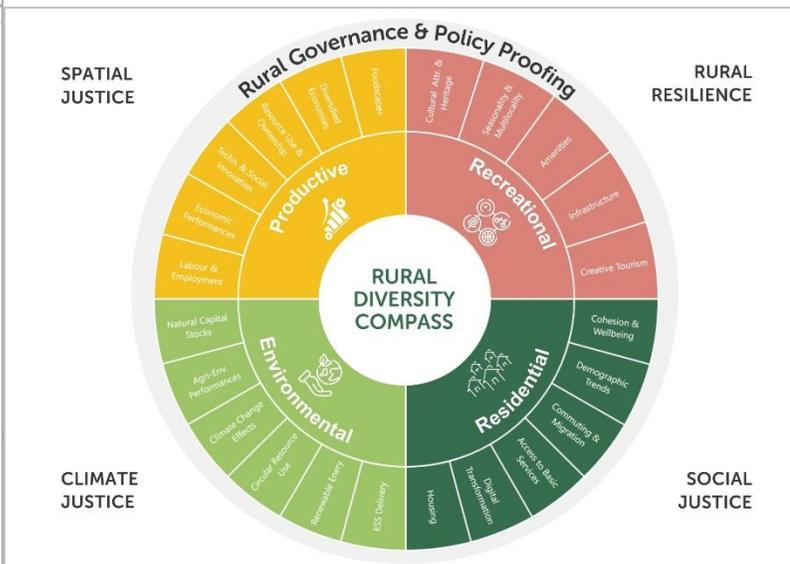
Action
Vision

Visual graphic: "A Digital Decade for a successful digital transformation" by [European Commission](#)



OECD FUTURE OF EDUCATION AND SKILLS 2030
OECD Learning Compass 2030
A SERIES OF CONCEPT NOTES

OECD
BETTER POLICIES FOR BETTER LIVES



→ design and development framework for a Rural Women Innovation Compass



Gender-sensitive mapping of current European monitoring systems

1. CAP Performance Monitoring and Evaluation Framework (PMEF) 2023–2027
2. Farm Accountability Data Network (FADN) → Farm Sustainability Data Network (FSDN) (from 2025)
3. Cohesion Policy Performance Framework 2021–2027
4. Performance Framework 2028–2034
5. EU Agri-Food Chain Observatory (AFCO)
6. Market Observatories
7. Agri Sustainability Compass
8. Women in Digital Scoreboard
9. DATAM – Data Modelling Platform for Resource Economics
10. Gender Equality Index (2023 & 2024)
11. Regional Gender Equality Monitor (FemAI & FemDI)
12. Social Scoreboard (European Pillar of Social Rights)
13. My Region Tool
14. EU Observatory on Farmland (*forthcoming*)
15. ECF Financing Toolbox (*forthcoming*)

15 monitoring systems

- ≈100 gender-relevant indicators
- ≈18 domains

All indicators, domains, and specifications from these monitoring systems have been **identified and extracted through a gender lens** — either due to their **sex-disaggregated data** or their **relevance for measuring progress toward gender equality**.

Priority has been given to the **NUTS 3 level**, while **NUTS 2 and NUTS 1** levels have also been mapped.



Gender-sensitive mapping of current European monitoring systems: 15 monitoring systems

Key insights

- Fragmented but **evolving landscape**: gender-disaggregated indicators exist, yet coverage is uneven across sectors and territories (NUTS 1–3).
- **CAP PMEF** includes few gender indicators (mainly generational renewal).
- **FADN** currently provides the richest set of gender-disaggregated farm indicators, including:
 - farm structure and labour by age, sex, training, tenure and NUTS 2 region
 - data on economic size, productivity, vocational training, new farm managers by sex, and beneficiaries of rural development support.
- **FSDN (2025)** marks a major advance, expanding to social data (gender, working conditions, care, protection) → strongest potential for farm-level gender evidence.
- **Cohesion and complementary tools** (EIGE, FemAI/FemDI, Social Scoreboard) provide robust metrics but mostly at national/regional level—rural/local data remain scarce.
- **Upcoming Performance Frameworks 2028–2034** foresees stronger gender lens across multiple domains.
- **Upcoming initiatives** (EU Farmland Observatory, ECF Financing Toolbox) may add relevant indicators for rural gender analysis.

EU monitoring systems are expanding their gender focus, but to achieve inclusive, evidence-based rural policy, data must be:

- → **systematically sex-disaggregated,**
- → **harmonised across systems, and**
- → **available at local (rural) levels.**

Work developed for the design and development framework for a Rural Women Innovation Compass

Proposals of integrations by EU Rural Observatory domain



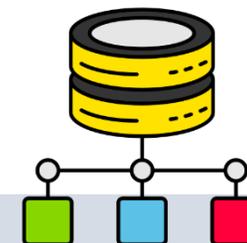
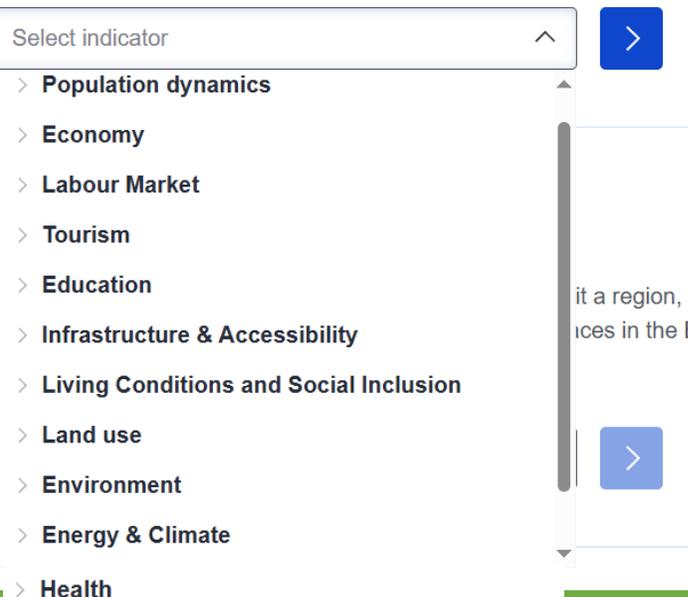
Rural focus

'Rural focus' shows how areas that are classified as 'rural' in each country or 'intermediate'. Where available, data take into account also the commuting time to an urban centre exceeding 45 minutes.

Rural Observatory



Home > Rural Observatory



- We have prepared a proposal for each of the domains, identifying indicators that could be included (NUTS3).
- We also suggest additional improvements, which could be developed through:
 - Indicators available at the NUTS2 level
 - Possible case studies to better understand rural realities, using indicators available at the NUTS1 and NUTS2 levels as a basis for comparison.
 - Possible thematic analyses as you carry out in the Observatory
 - Further considerations for future opportunities, including links with the Performance Framework 28-34 proposed indicators

Work developed for the design and development framework for a Rural Women Innovation Compass

Proposals of integrations by EU Rural Observatory domain



Rural Observatory

Overview | What is rural | Ru

Rural focus

'Rural focus' shows how areas that are classified as 'rural' in or 'intermediate'. Where available, data take into account also time to an urban centre exceeding 45 minutes.

Select indicator

- > Population dynamics
- > Economy
- > Labour Market
- > Tourism
- > Education
- > Infrastructure & Accessibility
- > Living Conditions and Social Inclusion
- > Land use
- > Environment
- > Energy & Climate

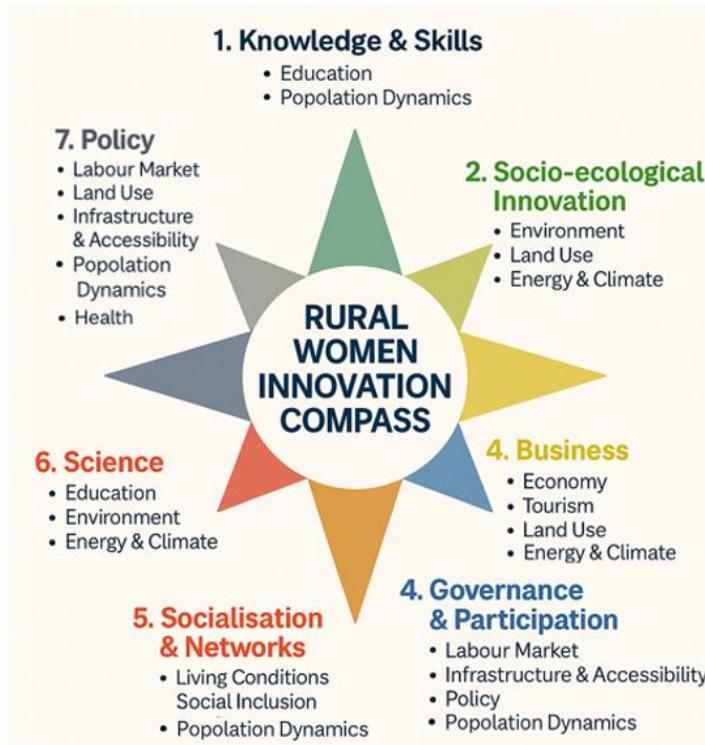
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RO's domain	Proposed integration	Additional improvements
Population Dynamics	<ul style="list-style-type: none"> • Population on 1 January by age, sex and NUTS 3 region (demo_r_pjanagr3); • Fertility indicators by NUTS 3 region (demo_r_find3); • Assumptions for net migration by age and sex (proj_19ranmig3) • Population change - Demographic balance and crude rates at regional level (NUTS 3) Online data code:demo_r_gind3 • Average annual population to calculate regional GDP data (thousand persons) by NUTS 3 region. Online data code:nama_10r_3popgdp 	<p>Add rural–urban comparison of population by sex × DEGURBA; include age-specific dependency ratios by sex and degree of urbanisation</p>
Economy	<ul style="list-style-type: none"> • Business demography and high growth enterprises by NACE Rev. 2 activity and NUTS 3 region. Online data code:bd_hgnace_r • Business demography by size class and NUTS 3 region. Online data code:bd_size_r 	<p>Consider sex-disaggregated data on entrepreneurship (Eurostat business demography).</p> <p>Get inspired by EIGE “Economic power” domain and FemAI/FemDI Work & Money scores at regional level</p> <p>Propose case studies on women’s roles in value chains, access to finance, innovation, entrepreneurship, leadership</p>

Rural Observatory's domains/areas	Proposal of inclusions
Labour Market	Gender equality in rural employment • Work–life balance and care responsibilities • Youth and generational renewal in farming • Female entrepreneurship and leadership • Female participation in training and AKIS activities • Quality of jobs and training opportunities • Number of artists and cultural professionals
Tourism	Gender-disaggregated employment in tourism • Sustainable and seasonal tourism in rural areas • Cultural and creative industries • Rural accommodation and visitor profiles • Nights spent at tourist accommodation
Education	Gender gaps in education and STEM • Skills for green and digital transitions • Lifelong learning and adult training
Infrastructure & Accessibility	Digital inclusion and broadband coverage • Gender gaps in digital access and skills • Rural mobility and accessibility • Digital participation and innovation in rural contexts
Living Conditions & Social Inclusion	Gender gaps in poverty and social inclusion • Population in private households by education • Material and social deprivation • Income quintile share ratio • Provision of informal care and social support by gender
Land Use	Gender balance in farm ownership and management/share of holdings • Access to land and tenancy conditions • Women's participation in CAP interventions
Environment	Gender and environmental behaviour • Rural exposure to environmental risks • Green jobs and circular economy opportunities • Gendered adoption of sustainable practices
Energy & Climate	Cooling and heating • Bioeconomy investments • Energy infrastructures • Energy poverty • Rural resilience to climate and energy transitions
Health	Gender gaps in rural self-perceived health and wellbeing • Life expectancy and healthy life years by sex • Mental health, care burden, and access to health services • Health system performance

Work developed for the design and development framework for a Rural Women Innovation Compass

Step-by-step checklist for policymakers: Building the Rural Women Innovation Compass



Step 1 – Define the strategic framing

Step 2 – Segment and understand users

Step 3 – Build the analytical and indicator framework

Step 4 – Develop the data infrastructure

Step 5 – Establish governance, ethics and data stewardship framework

Step 6 – Implementation, capacity building and sustainability plan

Step 7 – Communication, outreach and participatory engagement



Step	Key questions for policymakers
Step 1 Define the strategic framing	<ul style="list-style-type: none"> How does the Compass contribute to 2028–2034 EU performance targets? How will outcomes be reflected in National Regional Partnership Plans indicators and evaluation plans?
Step 2 Segment and understand users	<ul style="list-style-type: none"> Who are the primary, secondary, and indirect users of the Compass? Which NRPP stakeholders will use Compass data during planning, implementation, and reporting? How can the Compass support Local Action Groups and women-led enterprises?
Step 3 Build the analytical and indicator framework	<ul style="list-style-type: none"> Which Compass indicators align with the 2028–2034 performance framework and NRPPs? How will data feed into NRPP annual reports and evaluations? How can data from different sources be harmonised and compared? How will qualitative and quantitative insights be combined?
Step 4 Develop the data infrastructure	<ul style="list-style-type: none"> What data systems and sources can be linked or harmonised? How to guarantee comparability and FAIR compliance across Member States? What technical standards ensure sustainable interoperability? What infrastructure investments are required for 2028–2034?
Step 5 Establish governance, ethics and data stewardship framework	<ul style="list-style-type: none"> Who are the responsible actors for data management and ethics at EU and national levels? Who will provide the territorial and context-specific information? And locally grounded data? How will ethical standards and intersectional data practices be applied? How is accountability for data quality and privacy ensured?
Step 6 Implementation, capacity building and sustainability plan	<ul style="list-style-type: none"> Which regions/rural case studies should pilot the system? Which institutions need training for gender-sensitive monitoring? How can capacity gaps in data collection and analysis be addressed? What financial mechanisms ensure continuity and maintenance?
Step 7 Communication, outreach and participatory engagement	<ul style="list-style-type: none"> How can rural women and communities actively shape and validate the data? How to ensure inclusive, multilingual communication of performance data? What feedback mechanisms inform policy adaptation?

For EACH STEP we have defined

ACTIONS POINTS for policymakers



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Thank you!



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