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GRASS CEILING

D6.2

Webinar for leaders of LLs for women innovators

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Executive Summary

This deliverable outlines the pilot webinar held for the leaders of the nine GRASS CEILING Living Labs on 17 December 2025, as a key component of the project's dissemination and capacity-building strategy. Designed in a "train-the-trainers" format, the webinar aimed to equip participants with comprehensive knowledge of the GRASS CEILING MOOC, its structure, pedagogical framework, and practical applications. Through a live demonstration of the MOOC platform and its five modules, participants gained hands-on experience, enhancing their ability to navigate the course and present it to various stakeholders within their professional and local networks.

The session also included a collaborative brainstorming exercise, where Living Lab leaders worked together to identify effective dissemination channels, stakeholder groups, and localized outreach strategies. This co-creation approach ensured that the strategies were tailored to the unique needs and contexts of each Living Lab, promoting cross-territorial collaboration and sharing of best practices. Insights from the brainstorming session, along with resources created during the webinar, were captured on a shared online collaborative board, making them accessible for future reference and contribution by all partners.

By reinforcing the role of Living Lab leaders as ambassadors of the MOOC, the webinar successfully fostered greater ownership and recognition among participants, many of whom had already contributed content to the course. This process not only enhanced their engagement but also solidified their role in the long-term dissemination of the GRASS CEILING project's results, particularly regarding gender-inclusive innovation in rural and agricultural contexts.

Overall, the webinar contributed to the alignment of dissemination efforts across the GRASS CEILING consortium and supported the sustainability of the MOOC beyond the project's duration. By empowering Living Lab leaders with the necessary tools, knowledge, and confidence, the webinar has laid the groundwork for continued promotion and use of the MOOC, ensuring its lasting impact in rural territories across Europe.

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01 Introduction to the MOOC

The GRASS CEILING project has developed an online Training Academy, including a free, self-paced Massive Open Online Course (MOOC), to complement the locally delivered training and knowledge transfer activities of the Living Labs. The MOOC draws entirely from materials produced during the project, such as texts, graphics, case studies, and interviews, ensuring that the course reflects the project's results without generating new content.

Structured into five modules, the MOOC combines theoretical insights, practical examples, and real-world case studies to support, promote, and inspire women-led socio-ecological innovations in rural and agricultural contexts. Each module includes clear learning objectives, expert lectures, case studies, self-assessment quizzes, and curated "Learn More" resources.

Designed for a broad audience—including rural women and men, policymakers, researchers, educators, and cooperative members—the MOOC is fully accessible, open to all, and delivered entirely online. It provides a high-quality, evidence-informed learning pathway that strengthens gender-inclusive innovation ecosystems, enhances the visibility and agency of rural women, and disseminates the key findings of the GRASS CEILING project across Europe.

Relevant links:

- Online Academy landing page on the GRASS CEILING website: link.
- Direct access to the MOOC: landing page, Moodle.

02 Pilot training: Webinar

As part of the wider dissemination and capacity-building strategy of Work Package 6, the development of the GRASS CEILING MOOC has been complemented by a webinar specifically designed for the leaders of the nine GRASS CEILING Living Labs (17 December 2025, Deliverable 6.2). This participatory session, lasting approximately ninety minutes, was conceived as a "train-the-trainers" format to strengthen the role of Living Lab leaders as multipliers of the MOOC within and beyond their local ecosystems.

Building on a similar in-person workshop conducted during the latest consortium meeting (3 December 2025), the webinar provided an in-depth introduction to the MOOC's objectives, structure, and pedagogical approach. Participants received a comprehensive walkthrough of the platform, including the five modules, their thematic focus, and the various learning tools embedded in each of them. Particular emphasis was placed on showcasing the practical, and accessible nature of the course, enabling the leaders to confidently present the MOOC to diverse audiences.

The session also integrated a collaborative component. Following the presentation, a structured brainstorming exercise invited Living Lab leaders to discuss potential dissemination pathways and to co-design strategies that could help reach the project's ambitious target of 10,000 learners. The interactive dynamic enabled partners to reflect on the needs and communication channels of their respective territories, identify opportunities for cross-country collaboration, and propose concrete actions for amplifying outreach efforts.

In addition to enhancing dissemination capacities, the webinar played a crucial role in fostering ownership and recognition among Living Lab leaders. As several of them contributed to the development of the MOOC –through case studies, interviews, or thematic inputs– the session acknowledged their role and reinforced their engagement as ambassadors of the training resource. By equipping them with the necessary tools, knowledge, and confidence to promote the course, the webinar contributes directly to strengthening the sustainability and long-term uptake of the GRASS CEILING MOOC across different European rural contexts.

2.1. Expected impact of the webinar

The open access webinar is expected to generate significant impact by strengthening the dissemination capacity of the nine Living Lab leaders and enabling them to act as strategic multipliers of the GRASS CEILING MOOC. By receiving direct training on the platform and its content, leaders are better positioned to introduce the MOOC within their professional networks, local communities, and sectoral events. This contributes to increasing the visibility, credibility, and uptake of the course across diverse rural territories.

Moreover, the webinar enhances the consistency of communication across the consortium, ensuring that all Living Labs present the MOOC in an aligned and well-informed manner. In the medium term, this coordinated approach is anticipated to contribute to the project's ambition of

reaching 10,000 learners, while also helping to embed the MOOC within institutions and organisations active in agricultural innovation and gender equality.

2.2. Methodology of the session

The webinar was designed using a participatory methodology that combined information provision, guided exploration, and collaborative reflection. The session followed three main components:

- **Introductory presentation** providing an overview of the GRASS CEILING MOOC, its objectives, structure, and pedagogical foundations, and situating the course within the broader dissemination and legacy strategy of the project.
- **Live platform walkthrough**, during which participants were guided through the Moodle environment, the five modules, and the various learning tools and multimedia resources. This hands-on exploration aimed to familiarise participants with the user interface and to build confidence in navigating and presenting the course to external audiences.
- **Interactive brainstorming exercise**, aimed at collectively identifying dissemination channels, relevant stakeholder groups and tailored outreach strategies to enhance the visibility and uptake of the MOOC. The brainstorming carried out during the in-person session (3 December 2025) served as a starting point for the webinar's interactive component. To ensure continuity and inclusiveness, the ideas generated in the face-to-face meeting were documented on a shared online collaborative board, which was presented and further developed during the webinar. This approach allowed participants who had not attended the in-person session to engage with, expand upon and complement the ideas already discussed.

This mixed-method approach ensured that participants not only understood the technical aspects of the MOOC but also actively contributed to shaping the dissemination strategy.

2.3. Integration with the dissemination strategy

The webinar forms an integral component of the broader dissemination strategy outlined in Deliverable 6.7 (Update to Communication, Dissemination and Exploitation Plan (CDEP)) and *Section 4* of this document (*see* **Section** Dissemination strategy).

By equipping Living Lab leaders with the knowledge and tools required to act as ambassadors of the MOOC, the session reinforces a bottom-up and locally grounded approach to outreach. Leaders are positioned to integrate MOOC promotion into ongoing Living Lab activities, community events, national platforms, and professional networks.

Furthermore, insights gathered during the brainstorming exercise directly inform the refinement of the dissemination plan, ensuring that strategies remain responsive to local realities and stakeholder needs. This bidirectional flow –training leaders while learning from their contextual expertise– strengthens the coherence, relevance, and long-term effectiveness of the project's dissemination efforts.

Through this alignment, the webinar contributes to maximising the MOOC's visibility, ensuring broader European uptake, and supporting the sustainability of GRASS CEILING's knowledge outputs beyond the lifetime of the project.

03 Outcomes of the Webinar

The pilot webinar constituted a central element of the GRASS CEILING project's dissemination and capacity-building strategy. The session, delivered in a "train-the-trainers" format, brought together the nine Living Lab leaders to provide a comprehensive introduction to the GRASS CEILING MOOC and its pedagogical framework. Participants explored the course structure, content, and learning tools, while actively engaging in collaborative exercises to identify effective dissemination channels and strategies tailored to their local contexts.

This participatory approach ensured that all attendees acquired the necessary knowledge and confidence to act as multipliers of the MOOC within their professional networks, local communities, and relevant stakeholder groups. The session also fostered cross-consortium alignment, promoting a coherent and consistent presentation of the MOOC across different Living Labs.

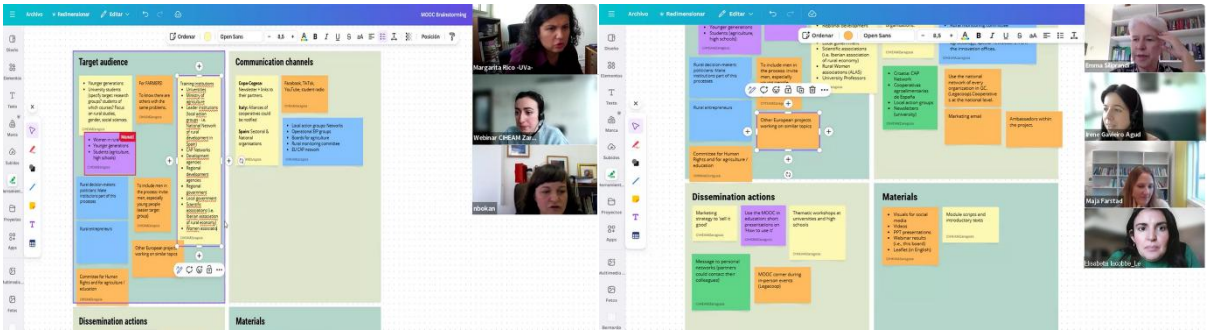

Figure 1. Photos of the webinar session, illustrating participants engaging in the MOOC walkthrough and collaborative brainstorming activities.

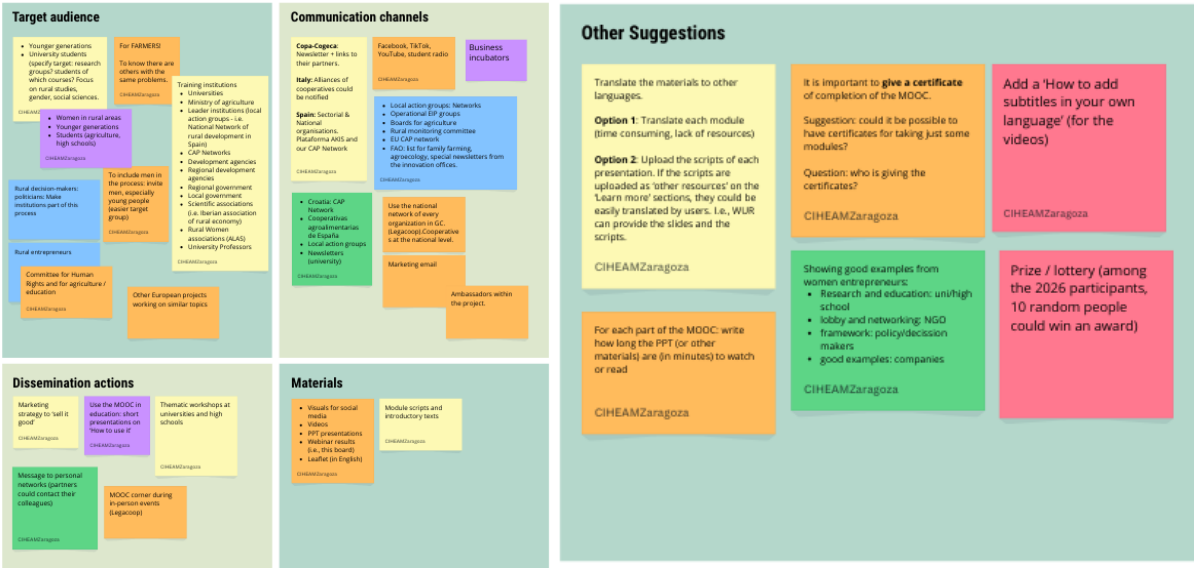

Figure 2. Online collaborative board capturing and consolidating the ideas generated during the brainstorming exercises in both the in-person session and the webinar (link).

3.1. Enhancing the leadership and multiplier role of Living Lab leaders

The webinar, in combination with the preceding in-person session, effectively reinforced the capacity and leadership of the nine Living Lab leaders, empowering them to act as strategic multipliers of the GRASS CEILING MOOC within their local and regional ecosystems. Approximately 30 participants from a variety of partner organizations attended one or both sessions, gaining a comprehensive introduction to the MOOC platform, its five modules, and the underlying pedagogical design. The sessions provided practical guidance on how to navigate the platform, present the course to diverse audiences, and leverage its tools to foster engagement, ensuring that Living Lab leaders are well-equipped to promote and sustain the uptake of the MOOC in their territories.

3.2. Consolidation and co-creation of dissemination strategies

The interactive brainstorming exercise enabled participants to collectively identify relevant dissemination channels, stakeholder groups, and tailored outreach strategies. The outcomes of the in-person session were integrated into the webinar through a shared online collaborative board, allowing participants who could not attend the face-to-face meeting to actively engage with and expand upon the ideas previously generated. This approach fostered cross-territorial collaboration and co-creation of locally adapted dissemination plans.

Both sessions emphasized the importance of tailoring dissemination efforts to local and regional contexts, recognizing that effective outreach requires adapting communication strategies to the specific needs, interests, and dynamics of each territory. Participants gained the confidence and competence to present the course not only to professional networks and sectoral stakeholders but also to a broader audience, including students from secondary schools, higher education, and other training courses. The sessions highlighted that targeting a diverse and younger audience—beyond just women—is essential to foster long-term engagement with gender-inclusive innovation. In addition, it was highlighted the necessity to increase accessibility for non-English speakers. Thus, clear guidance on activating subtitles for embedded videos, as well as written versions of presentation scripts supplied by collaborators were uploaded to the Moodle platform, facilitating translation through online tools.

The resources produced during the session, including the collaborative board (**Figure 2**) and summary notes, are accessible on the projects website (link).

3.3. Integration with the broader dissemination strategy

Insights gathered during the webinar directly informed refinements to the GRASS CEILING dissemination plan, ensuring alignment with local realities, institutional frameworks, and stakeholder needs. This bidirectional approach—training leaders while learning from their contextual expertise—contributed to a coherent, contextually relevant, and sustainable dissemination strategy that maximizes the MOOC's visibility and uptake across Europe. A more detailed description of the dissemination strategy regarding the MOOC can be found in Deliverable 6.3.

3.4. Recognition and engagement of contributors

The webinar reinforced the ownership and engagement of Living Lab leaders, several of whom had contributed content to the MOOC through case studies, interviews, or thematic inputs. During the session, their contributions were formally acknowledged, strengthening their role as ambassadors of the training resource and enhancing their motivation to actively promote the MOOC beyond their local ecosystems. In addition, for those collaborators who were unable to attend the Final Showcase, the final project video was presented before publishing it on social media as a gesture of recognition and gratitude. This approach not only highlighted the collective achievements of the consortium but also fostered a sense of unity and shared accomplishment among all participants.

3.5. Contribution to long-term sustainability and impact

By equipping Living Lab leaders with practical knowledge, tools, and outreach strategies, the webinar supported the long-term sustainability of the MOOC. The training ensured that course promotion is embedded in ongoing Living Lab activities, community engagement initiatives, and professional networks, thereby reinforcing the visibility and impact of the GRASS CEILING project's results on gender-inclusive innovation in rural and agricultural contexts.