



GRASS CEILING

Webinar for leaders of LLs for women innovators– MOOC Overview

Dec 17th, 2025 – 11h00-12h30
(Central European Time, Online)



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Objectives of the session



- Introduce the MOOC platform, highlighting how content is organised and delivered
- Present the MOOC dissemination strategy and collect ideas



What is the GRASS CEILING MOOC?

- Free online course
- Train participants to support women-led innovation in rural Europe

Objective

Equip participants with the knowledge and tools to advance gender equality and women's leadership in agricultural and rural development.

Release

- Module 1 – 13/11
- Module 2 – 27/11
- Module 3 – 03/12
- Module 4 – 16/12
- Module 5 – 17/12

GRASS CEILING MOOC – Now Open for Enrolment

A free, flexible, certificate-bearing course to support women-led innovation in rural Europe. Learn practical strategies, gain EU-level expertise, and explore inspiring real-world case studies.

01 >>
Women's Role in
Agriculture, Rural
Economies & Communities

02 >>
Understanding Gender
Norms & Drivers of
Innovation

03 >>
Supporting Women-Led
Innovation in Rural Areas

05 >>
Tools for Inclusive
Innovation Systems

04 >>
Innovating for
Women in
Food Systems



**Free, self-paced,
and open to all –
start learning today!**



What makes this MOOC valuable?

- Valuable content

5 Modules focused on different topics

- Broad audience

Educators & Researchers Rural actors

Decision-makers Support organizations

Anyone interested!

- Accessible

Online 100% free Easy to follow

Practical Open for all Time-flexible

Combination of written content and videos

Why join the GRASS CEILING MOOC ?

01

100% free & certificate upon completion

02

Designed for real-world impact – from policy to practice

03

Fully flexible – learn anytime, anywhere

Plus>>

EU-level expert knowledge, practical case studies, and actionable tools to support women-led innovation in rural Europe.



Enrol now and be part of building a more inclusive future for rural communities.



GRASS CEILING MOOC learning objectives



By the end of this course, learners will be able to:

1. **Understand the roles and contributions of rural women** in agriculture, rural economies, and community development.
2. **Recognize gender norms, barriers, and enabling factors** that shape women's leadership in socio-ecological innovation.
3. **Identify and evaluate support mechanisms, strategies, and organizational models** that foster women-led innovation in rural areas.
4. **Apply practical tools and policy recommendations** to strengthen inclusive and gender-responsive innovation systems.
5. **Analyse and appreciate real examples of women-led innovations** in food systems and rural development to inspire action and replication.



Overview of the MOOC module contents

Coordinated by CIHEAM Zaragoza, CIHEAM Bari and
Professor Emma Siliprandi
Gender Consultant



Module 1: Women's Role in Agriculture, Rural Economies, and Communities

Gain insights into women's current and future roles in rural areas and the frameworks supporting their engagement in agricultural and rural development

>> Led by LCSS, University of Zagreb and University of Pisa

Module 2: Understanding Gender Norms and Drivers of Women-Led Innovation

Explore what motivates or inhibits women from leading innovative initiatives that strengthen rural communities socially, economically, and ecologically.

>> Led by Wageningen University

Module 3: Supporting Women-Led Innovation to Sustain Rural Areas

Learn about how to boost women's entrepreneurship and leadership in rural contexts and the role of organizations like cooperatives.

>> Led by Women Entrepreneurship Platform, University of Valladolid – Palencia and *Cooperativas Agro-Alimentarias de España*

Module 4: Innovating for Women in Food Systems

Understand, recognize, and support women's innovations in agriculture, social initiatives, and rural economies to foster resilient and thriving communities.

>> Led by Newcastle University and South East Technological University

Module 5: Recommendations and Tools for Inclusive Innovation Systems

Discover practical recommendations and tools to enhance innovation systems that integrate and elevate women's contributions to sustainable rural development.

>> Led by European Association for Innovation in Local Development (AEIDL)



MOOC format



This MOOC is fully-practice oriented, featuring:

- **Video presentations** from experts in different areas.
- Real **case studies** from woman innovators and academic leaders from the GRASS CEILING project from different countries across Europe, and policy experts.
- Self-assessment **quizzes**.
- **Learn more** sections with complementary resources.

Since it was co-created with experts and woman innovators, the content is realistic, applied and directly useful.





GRASS CEILING

**Let's take a look at
the platform!**

<https://www.grassceiling.eu/mooc/>



MOOC Dissemination Campaign

- Social media
- Paid campaign (on Meta – Keystone)
- Leaflets
- Final Brochure section
- Upload information in different platform
- Mailing campaign

58 STUDENTS

10.000 STUDENTS



MOOC Dissemination Campaign - Discussion



Objective of the session

Identify creative, high-impact strategies to disseminate the GRASS CEILING MOOC and ensure it reaches *at least 10,000 participants*.

- Social media (organic campaigns)
- Leaflets
- Final Brochure section
- Upload information in different platforms
- Mailing campaign

Expected Output

A list of **concrete dissemination actions**, responsible partners, and priority channels to amplify the MOOC's reach.

[Collaborative dashboard](#)

Questions for Brainstorming (in groups)

- 1. Who are the audiences we can reach directly?**
Rural women, farmers, cooperatives, AKIS actors, universities, policymakers, NGOs, networks...
- 2. Which communication channels or platforms can we leverage?**
Social media, newsletters, professional networks, events, conferences, partner websites...
- 3. What partnerships or multipliers could amplify our reach?**
Local authorities, women's associations, agricultural hubs, rural development agencies...
- 4. What formats or materials could make the MOOC more attractive?**
Short videos, testimonials, local languages, printed leaflets...
- 5. How can each partner contribute according to their strengths and networks?**





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www.grassceiling.eu

Thank you for your attention!



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