

# Rural Women hold untapped entrepreneurial potential

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# WEGREEN

## Rural Women's Empowerment through Green Social Entrepreneurship



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- ▶ KA2 Erasmus + project (2022- 2024).
- ▶ The objective is to promote social green entrepreneurship among rural women through local training programs.
- ▶ The project aims to reduce the "gap" in the educational system between the need for new green skills and entrepreneurial skills and the lack of adequate educational content to develop such skills.

- ▶ Main outputs

WE-GREEN  
Inspirational package

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Capacity building  
programme

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Capacity building  
platform

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Stakeholder Guidelines

- ▶ The Partnership



# Rural women's challenges

- ▶ Limited job opportunities and market demand
- ▶ Difficulties entering and staying in the labour market (due also to limited digital skills)
- ▶ Societal issues and gender stereotypes
- ▶ Mobility and access to public transportation

## Challenges In Developing Green Social Enterprise

Establishing a green social enterprise can pose a challenge due to several obstacles, including a **lack of awareness, a bureaucratic system** that can be difficult to navigate, and limited resources.

Essential skills, knowledge, and opportunities are also necessary to **build self-confidence** in this field.

On top of these challenges, some **women face difficulty returning to their hometown after migrating to other places for education and career opportunities.**

# Some recommendations

- ▶ Rural women hold **untapped entrepreneurial potential**. Tailored programs, sharing experiences and best practices can inspire and empower them, creating networks and success.
- ▶ **Establishing a successful business in rural areas requires a clear vision that takes into account the location's demographic, geographic, economic, and social factors.**  
Women entrepreneurs can benefit from being flexible and creative, improving communication skills, and showcasing the impact of their enterprise. These strategic assets can help them succeed in their endeavours.
- ▶ **Innovation is key to nurturing community relationships.** Empowering rural women with innovative skills can lead to fresh ideas for their products and services.

# THANK YOU

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