



GRASS CEILING

Boosting women-led innovation in the
rural economy and communities

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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**

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).





What are the challenges?

- Few women farmers, when women own farms, very small
- Little access to lifelong learning
- Limited knowledge about the type of support women need for their farm and rural innovations





What are we going to do?

- **GRASS CEILING** is a multi-actor project that will increase women-led socio-ecological innovations in farming, the rural economy and in rural communities
- **How?** Our living labs are at the heart of the project, we will work with and learn from women, and they will educate stakeholders, men and women, about their needs



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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



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!





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www.grassceiling.eu

Thanks for your attention!

Contact details



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