



Mapping and Collection of Best Practices

YOUng Women GrEen ENTrepreneurs (YOU_WEEN)

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Collection of Good Practices: EUROPE

IOI



Overview

The EU's answer to SDGs¹ agenda includes two work streams: “the first is to mainstream the SDGs in the European policy framework and current Commission priorities, and the second is to launch reflection on further developing longer term vision and the focus of sectoral policies after 2020.”² What this highlights is the EU’s long-term commitment to the SDGs to which YOU_WEEN should also commit itself, especially to SDG5³. This includes such agendas as the European Green Deal.⁴

It has been identified that age, sex and living in rural locations are all factors in people being more a risk of poverty and social exclusion. In terms of age, “31.3% of young people aged 18 to 24 were at risk of poverty or social exclusion in 2015. At 17.4%, this rate was considerably lower among the elderly aged 65 or over.”⁵ It has also been identified that “most youth policies ignore ‘rural’ and most rural policies ignore ‘youth’.”⁶ A search of several recent EU policy documents found “no mentions of rural youth Policy and no recognition of the specific challenges of addressing youth unemployment in rural contexts,” which is certainly something YOU_WEEN will need to recognise when supporting youth in rural areas.⁷

The evidence states that sex also has impacts on poverty as “in 2015, women were more likely to experience poverty or social exclusion than men by 1.4 percentage points.”⁸ Women are also impacted more in terms of entrepreneurship and livelihoods. The European Institute for Gender Equality identified further gender inequalities in entrepreneurship including: “access to credit, finance and capital,

¹ <https://sdgs.un.org/goals>

² https://ec.europa.eu/commission/presscorner/detail/en/IP_16_3883

³ <https://sdgs.un.org/goals/goal5>

⁴ <https://ec.europa.eu/eurostat/statistics-explained/pdfscache/1377.pdf>

⁵ https://ec.europa.eu/programmes/erasmus-plus/project-result-content/04b98425-96d7-4128-af43-c92215993357/PRESS_Final%20Publication_Final%20Version_PDF.pdf

⁶ [https://www.europarl.europa.eu/RegData/etudes/note/join/2010/438620/IPOL-AGRI_NT\(2010\)438620_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/note/join/2010/438620/IPOL-AGRI_NT(2010)438620_EN.pdf)

⁷ [https://www.europarl.europa.eu/RegData/etudes/note/join/2010/438620/IPOL-AGRI_NT\(2010\)438620_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/note/join/2010/438620/IPOL-AGRI_NT(2010)438620_EN.pdf)

⁸ <https://ec.europa.eu/programmes/erasmus-plus/project-result-content>

networking opportunities for women entrepreneurs, horizontal gender segregation, reconciling work and family life, and prejudices and stereotypes about women in business.”⁹ WeGate also states “women make up 52% of the total European population but only 34% of the European Union are self-employed and 30% of start-up entrepreneurs (2014).”¹⁰

Living in rural areas also impacted with The European Commission identifying “four main categories of problems that characterize rural areas in the EU and determine the risk of poverty or social exclusion: demography (for example, the exodus of residents and the ageing population in rural areas), remoteness (such as lack of infrastructure and basic services), education (for example, lack of preschools and difficulty in accessing primary and secondary schools) and labour markets (for example, lower employment rates).”¹¹

In line with the challenges raised in this overview, YOU_WEEN aims to target this intersectional demographic and to support and give effective tools to *young women and people living in rural areas at risk of social exclusion or discrimination*. Entrepreneurship for women in rural areas can use the untapped potential of women to not only empower women, but create socio-economic development in rural areas and promote sustainability.¹² Grassroots women are also “strongly related to sustainable development since their practices to ensure the well-being and development of the local level are shown in agreement with the global Sustainable Development Goals”, especially SDG 5 ‘to achieve gender equality’.¹³ It is also important to acknowledge the achievements of other organisations and projects in this area in order to help identify *good practices*. Below are 4 good practices identified within a European context and/or funded by European stakeholders.

Here is an *additional* document listing good practices from all over Europe from the European Commission: file:///C:/Users/User/Downloads/wes-activities-report-2011_en.pdf.

Good Practices

Good Practice Example 1:

Title	
PRomoting European Social economy Strategies and Social Entrepreneurship for inclusion of disadvantaged women in labour market (PRESS)	
Date	Authors
March 2021	Galileo Progetti Nonprofit Korlátolt Felelősségű Társaság

⁹ <https://eige.europa.eu/gender-mainstreaming/policy-areas/entrepreneurship>

¹⁰ <https://wegate.eu/about/women-entrepreneurship-facts-and-figures>

¹¹ <https://ec.europa.eu/programmes/erasmus-plus/project-result-content>

¹² https://www.salto-youth.net/downloads/toolbox_tool_download-file-1763/erdemson.pdf

¹³ https://link.springer.com/referenceworkentry/10.1007%2F978-3-319-70060-1_37-1

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> • Hungary, Belgium, Spain, Portugal, Croatia and Italy.
 Actors and Stakeholders	<ul style="list-style-type: none"> • Financed by Erasmus+ EU grant • European Network of Social Integration Enterprises (BE) , FAEDEI (ES) , Réseau d'Entreprises Sociales (BE) , ULISSE COOPERATIVA SOCIALE DI TIPO B - S.C. a R.L. ONLUS (IT) , Associação A3S (PT), ACT Grupa (HR).
 Target beneficiaries	<ul style="list-style-type: none"> • Disadvantaged women, with specific attention to young Roma women
 Context	<ul style="list-style-type: none"> • Partnership countries focusing on contexts of poverty and social exclusion, especially of disadvantaged women, with attention to young Roma women
 Objective	<ul style="list-style-type: none"> • To promote, compare and disseminate contacts, best practices, methodologies used in the EU for the inclusion of disadvantaged people among public and private social organizations of 6 different European countries, and stimulate the development of Social Economy and Social Entrepreneurship and the WISE model in Hungary.
 Methodological approach	<ul style="list-style-type: none"> • The project in order to achieve its objectives realized: <ul style="list-style-type: none"> - learning activities and opportunities to exchange experiences and discussion about the existing models and best practices, - methodologies of social economy and social enterprises - public/private partnership strategies at European at national level for the inclusion of disadvantaged women - encouraging the dialogue and collaboration - one international training/learning activity was realized - In each partner country one transnational meeting, in total 6. - study visits were organized at social enterprise/ WISEs) - a visit/direct meeting with the target group of the project (disadvantaged persons/Roma and immigrants women) were realized.
 Results	<ul style="list-style-type: none"> • The learning materials prepared and used during the implementation have been gathered in a final publication

(available freely on <http://www.ensie.org/pressproject>), which includes information about the analysis of the project context, the PRESS project and partners, disadvantaged groups in the EU, legislative framework and strategies in the EU, social economy and WISEs, WISE models in Europe, public procurement, national contexts, strategies and good practices in the project partner countries.



Impact

- Increased knowledge of the model of Social Economy, Social Entrepreneurship, WISEs and the increased awareness of their role in the social inclusion of the target group.
Increased cooperation and widened network of the partner organizations and their stakeholders at European level, dialogue among public bodies/decision makers and social organizations in order to achieve a better adaptation of good practices to national realities.
The establishment of an informal professional network in Hungary of the organizations of reference, a better knowledge and understanding of the situation of the target group.



Success factors

- In “think global, act local” logic, knowing about these realities enhances each partners’ work, mobilizing organizations and companies for a real integration of these minorities.



Constraints

- Economic constraints which make this process harder; as well as the lack of regulatory framework or the mismatch between legal and political structures to the community’s needs.



Sustainability

- By improving the ability to coordinate projects, organize events, manage networks, organizational communication and the understanding of specific terminology present in European applications; partners are confident that in the future it will be possible to replicate more and more good practices and intervene more efficiently on the ground.



Replicability and upscaling

- Joint work between partners and public organizations can be a good form to adapt good practices to the national realities.
- The knowledge about different European realities and about the countless initiatives which promote social economy and the work integration was very enriching as it allowed us to

identify good practices and take interesting ideas to be replicated.



Related resources

- <https://ec.europa.eu/programmes/erasmus-plus/projects/epl-us-project-details/#project/2016-1-HU01-KA202-023003>
- https://ec.europa.eu/programmes/erasmus-plus/project-result-content/8f0a4559-2c95-4f05-bdef-ff4758db2999/PRESS_Impact%20Assessment_DEF.pdf

Good Practice Example 2

Title	
Green entrepreneurship	
Date	Authors
2015	Youth and Environment Europe network / mercedes@yeenet.eu

Element	Guiding questions
Geographical coverage	<ul style="list-style-type: none"> • Czech Republic, Spain, Latvia, Ireland, Croatia, Portugal, Romania, Hungary, Poland and Italy
Actors and Stakeholders	<ul style="list-style-type: none"> • Erasmus+ EU • Youth and Environment Europe network (YEE)
Target beneficiaries	<ul style="list-style-type: none"> • Young people and youth workers, both sexes.
Context	<ul style="list-style-type: none"> • Observation of lack of work opportunities of young people, lack of support for young entrepreneurs and the need to promote environmentally friendly solutions.
Objective	<p>The project aimed to facilitate the access of young people to the labor market by training their skills, inspiring them to create their own green start-ups and promoting entrepreneurship. Objectives:</p> <ul style="list-style-type: none"> • To train young people's basic skills on how to create green start-ups • To empower and inspire young people through successful examples and stories • To give young entrepreneurs support when starting their own green business



Methodological approach

- The methodology used was non-formal education, learning from each other and learning by doing. This TC was not a business seminar with input provided unidirectionally by an expert. Two facilitators guided participants through their learning and we invited experts to join us for some sessions, but what participants learned and took out of this TC depended on them.
- YEE has a gender working group and ‘try to have a gender perspective in the design of our projects, in the selection process of participants and the execution of projects.’



Results

- Training course, local workshops, international campaign, second training course, collection of materials and resources for young people:

<https://yeenet.eu/archives/index.php/projects/yee-ongoing-projects/1116-training-course-qsupporting-youth-creating-green-start-upsq>

<https://yeenet.eu/archives/index.php/projects/yee-completed-projects/3-projects/events/1173-event-2015>

<https://yeenet.eu/archives/index.php/projects/yee-completed-projects/3-projects/events/1193-international-campaign>

More examples of results can be found on the website link.



Impact

- Participants learnt about the importance of nature-friendly business. They got inspired by the successful stories of the young entrepreneurs. They found out what are the first steps, obstacles, risks and gratification of starting a green start-up. They learnt about the advantages of innovative thinking.



Success factors

- International campaigning but local delivery in the form of workshops in partner countries to deliver training
- Contribution from experienced entrepreneurs who presented their experience and offered their input, study visits where participants got familiar with more successful green start-ups and, the facilitators along with the participants planned a detailed follow-up.



Constraints

- Not listed

 Sustainability	<ul style="list-style-type: none"> • These youth are now inspired to create green businesses, using 'out of the box thinking, a new generation has received information about environmentally friendly practices.
 Replicability and upscaling	<ul style="list-style-type: none"> • Yes the project is replicable, similar projects and missions have been carried out by YEEN:
 Related resources	<ul style="list-style-type: none"> • https://yeenet.eu/project_item/green-entrepreneurship/

Good Practice Example 3

Title	
InnoLady Camp: activities are held in the countryside instead of in a formal classroom	
Date	Authors
Since 2011	Women's enterprise agency: taru.paivike@nyek.fi

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> • Finland. Good practices are replicable in other contexts
 Actors and Stakeholders	<ul style="list-style-type: none"> • It is financed through the Valtava Programme, a national development programme for gender mainstreaming that has been established within the 2007–2013 programming period of the European Social Fund (ESF) and is coordinated by the Finnish Ministry of Employment and the Economy.
 Target beneficiaries	<ul style="list-style-type: none"> • Young women and academic women interested in setting up their own green businesses
 Context	<ul style="list-style-type: none"> • The training activities at InnoLady Camp do not take place in a traditional classroom, but in the inspiring and creative atmosphere of the Finnish countryside. It takes place on weekends, when working women are available.
 Objective	<ul style="list-style-type: none"> • Its mission is to promote entrepreneurship and support existing entrepreneurs in developing their businesses, by

providing services for start-ups, entrepreneurship training courses, business mentoring and networking events.



Methodological approach

- Chosen training methodologies, action learning as a key method of teaching was particularly effective, as was peer mentoring and effective networking between experienced entrepreneurs and participants. The initiative embeds both knowledge and effective networking which is crucial for business start-ups.
- Gender mainstreaming: an important initiative for promoting female entrepreneurship and female entrepreneurial potential and thus narrowing the gender gap in enterprise development among highly educated people in Finland.



Results

- The initiative had a wide impact and a long-term effect in supporting innovative women's enterprises. In addition, as a result of InnoLady Camp, the 'innovation camp' concept has been developed.



Impact

- Out of 40 participants in the first two InnoLady Camps, 31 (77.5%) had set up their own businesses by October 2013.
- 40 women participated in the training programme with 30 enterprises involved as mentors.



Success factors

- Addressing a unique group of academic women, considered a gender perspective and made sure women could attend training on weekends, training took place in the countryside for an inspiring atmosphere, the cloud was created for women to share ideas and network.



Constraints

- At the moment, the only obstacle to the continuation of this initiative relates to securing financing.



Sustainability

- InnoLady Camp model is broadened and made more sustainable by an innovative web service called InnoLady Cloud. This service enables anyone to develop their business idea at a very early stage by dialoguing with peer participants, mentors, business angels and other users of the Cloud.



Replicability and upscaling

- This concept is an important learning tool for supporting the initiative's transfer to other countries. The project has also

delivered its results efficiently and at reasonable cost, and after the pilot development of the concept is over, the concept can be replicated even more cheaply.



Related resources

- file:///C:/Users/User/Downloads/MH0414409ENN_Web.pdf
- <https://eige.europa.eu/gender-mainstreaming/good-practices/finland/blue-skies-thinking-innolady-camp>

Good Practice Example 4

Title	
Rural Woman: Employment and New Technologies	
Date	Authors
2010-13	National Rural Network / CONTACT: sierrasuroeste@sierrasuroeste.org

Element	Guiding questions
Geographical coverage	<ul style="list-style-type: none"> • Spain: Part of the National Rural Network.
Actors and Stakeholders	<ul style="list-style-type: none"> • National Rural Network (NRN). The €500,000 project was financed by the Ministry of Agriculture, Food and Environment but is continuing with local government finance.
Target beneficiaries	<ul style="list-style-type: none"> • Women in rural areas in Spain. The participants were women in rural areas aged between 20 and 60. The project paid special attention to young women, those involved in informal activities, and harder-to-help women.
Context	<ul style="list-style-type: none"> • Women in rural areas in Spain suffer from multiple discrimination. Fewer of them work and fewer use ICT. Gender roles are strongly imposed and gender stereotypes are more widely and deeply rooted.
Objective	<ul style="list-style-type: none"> • To promote women's entrepreneurship, consolidate existing businesses, and encourage women to enter business fields which have been the preserve of men. To promote equal

opportunities and inclusion in business, increase women's use of ICT, and build their self-esteem and motivation.



Methodological approach

- The project had two phases. A preparatory phase surveyed the current activities of women entrepreneurs, what kind of support they have, the sectors they are working in, the obstacles they encounter and how they deal with them. Then a strategic plan and individual training pathways were developed. 'Employability agents' were recruited to advise and support business initiatives as they emerged, and the 'Virtual Enterprise Incubator Web 2.0' network was set up, to offer female entrepreneurs services, advice and tools.



Results

- The project coordinator believes that the most positive impact of the project has been the provision of specific tools and instruments to promote equal opportunities in rural areas. It has used its financial resources efficiently and sustainably, by building up relationships with other local, public services, which means that they are likely to continue to employ the employability agents.



Impact

- The project's main achievement has been to support around 1,000 women, run 11 training courses for 833 of them, and set up 43 new companies. These are listed online in the *Vivero Virtual* (virtual incubator – <http://www.mujoyempleo.com>), which describes the enterprise and the products.



Success factors

- Participation. Women should feel that they are part of the project. The initiative's outcomes started improving when women realised they were the main protagonists.
- The chief motor for the initiative's success was the participation and commitment of local action groups, which have a deep expertise and knowledge of their territory.



Constraints

- A second lesson is that managers of gender projects need to be tenacious in overcoming obstacles such as the shortage of finance brought on by the economic crisis.



Sustainability

- After the first initial funding, local authorities involved are not continuing the work.



Replicability and upscaling

- Its transferability is aided by the fact that it has coped with the diverse conditions in the five participating areas.



Related resources

- <https://eige.europa.eu/gender-mainstreaming/good-practices/spain/online-business-training-rural-women>

Conclusion

Though diverse, all these projects have been stated as good practices by the European Commission. Each good practice is relevant to our own project objectives as they all aim to promote women/disadvantaged youth entrepreneurship in rural areas or from a sustainability perspective.

These good practice examples identify several **best practice areas for success**, many of which overlap significantly are are concluded as follows:

- **Thinking global, acting local:** International campaigning, but local delivery of trainings and an understanding from all partners of the realities of local situations e.g. realities of unemployment for rural women or entrepreneurship discrimination against women.
- **Contribution from experienced entrepreneurs:** Women who present their experience and offer their input to other women and youth interested in green entrepreneurship act as role models.
- **Unique, specific target group:** Addressing a unique/specific group such as “academic women” or “romani rural women”.
- **Gender Mainstreaming perspective:** Making sure women can attend training by holding them on weekends, making sure women have other women as role models, being aware of gender roles and norms that influence women's entrepreneurship. In other words, gender awareness.
- **Participation: women-led and local:** Women should feel that they are part of the project. Initiative's outcomes improve when women realise they are protagonists. Participation and commitment of local action groups add a deep expertise and knowledge to projects.

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Collection of Good Practices: United Kingdom



Overview

According to The Rose Review of Female Entrepreneurship, “the UK is the start-up capital of Europe, with a 5.1% growth rate in the number of new businesses in 2013-2017, with over 1,100 new businesses set up in the UK each day.”¹⁴ Although the UK scores highly international indexes for female entrepreneurship which assess environment, ecosystem and aspirations¹⁵, only 1 in 3 UK entrepreneurs are female and female-led businesses are only 44% of the size of male-led businesses on average. However, worse still, the European Institute for Gender Equality states “In the UK women are about half as likely as men to be entrepreneurs.”¹⁶ The Rose Review also states that less than 1% of UK venture funding goes to all-female teams and just 4% of deals.

¹⁴

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/784324/RoseReview_Digital_FIN_AL.PDF

¹⁵ Dell 2018 Women Entrepreneur Cities Study – Rating Global Cities' Ability to Attract and Support High Potential Women Entrepreneurs, report

¹⁶ [file:///C:/Users/User/Downloads/aspire_fund_uk%20\(2\).pdf](file:///C:/Users/User/Downloads/aspire_fund_uk%20(2).pdf)

This is a complex issue involving both practical issues (e.g. start-up funding and balancing family life is mentioned by women as two of the main barriers) and theoretical/gender-based issues (only 39% of women are confident in their capabilities to start a business compared to 55% of men).¹⁷ Findings on *Gender in Sustainable Entrepreneurship, Evidence from the UK*, suggests female role models play a significant role in the emergence of women sustainable entrepreneurs who start from the same experience levels as men, but still, “female sustainable entrepreneurs were found to have developed and used their professional and social networks to a greater extent than their male counterparts”.¹⁸ This illustrates the importance of female role models for guidance, as well as support networks, when starting a sustainable business.

The UK government recently gave a cash injection of £50,000 to forty of the UK’s leading women innovators, including sustainability innovators, in order to scale up and help the UK recover from COVID-19 and tackle global challenges.¹⁹ The UK Government also agreed to the 2030 Sustainable Development Goals and set up a 25 year Plan to Improve the Environment,²⁰ calling for an approach “to agriculture, forestry, land use and fishing that puts the environment first”. Lastly, the UK also signed up to deliver the Sustainable Development Goals 2030 including Goal 5 on Gender Equality and Goals 7, 11, 12, and 13 on climate action, clean energy and sustainable cities and communities.²¹

Good Practices

Good Practice Example 1:

Title	
Aspire Fund - Equity for Women’s Businesses (EU recognised best practice)	
Date	Authors
2008-14	Capital for Enterprise (CfEL)

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> • UK

¹⁷ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/784324/RoseReview_Digital_FIN_AL.PDF

¹⁸ <https://pdfs.semanticscholar.org/1aa1/c07dbd4a7dc8c2c1d5e134c45c5b6e6f110b.pdf>

¹⁹

<https://www.gov.uk/government/news/uks-top-female-entrepreneurs-backed-by-government-to-fire-up-economy-through-innovation>

²⁰

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/693158/25-year-environment-plan.pdf

²¹ <https://sustainabledevelopment.un.org/memberstates/unitedkingdom>

	Actors and Stakeholders	<ul style="list-style-type: none"> • It has operated since 2008 under the aegis of Capital for Enterprise (CfEL), the UK government’s centre of expertise on finance measures to support SMEs. CfEL is a member of the British Venture Capital Association (BVCA), the British Business Angels Association (BBAA) and the European Venture Fund Investors Network.
	Target beneficiaries	<ul style="list-style-type: none"> • Businesses with women in lead roles, as executives, investors or advisers, are Aspire’s principal target.
	Context	<ul style="list-style-type: none"> • In the UK women are about half as likely as men to be entrepreneurs. The fund’s objective is to increase the number of successful women-led businesses in the UK, ensuring that those with real potential to succeed are not held back through a lack of growth capital.
	Objective	<ul style="list-style-type: none"> • The fund’s objective is to increase the number of successful women-led businesses in the UK, ensuring that those with real potential to succeed are not held back through a lack of growth capital. • To provide up to half of the funding for any one investment, alongside other private investors.
	Methodological approach	<ul style="list-style-type: none"> • This co-investment approach aims to increase the number of companies that can be supported with the capital available, while complying with the regulations on state aid. • Seeks to address the issue of gender-based inequality and discrimination in business finance. While they are as successful as men-led businesses in raising finance, and just as likely to have growth plans, women-led businesses tend to seek significantly lower amounts of finance. They are less likely to consider using equity finance, and less likely to know how to do this. • The Aspire Fund addresses these challenges, thus helping to achieve the objectives of the Europe 2020 strategy and the EU’s Strategy for Equality between Women and Men 2010-2015.
	Results	<ul style="list-style-type: none"> • By September 2013 Aspire had invested £3.8 million (€4.5m) in six women-led companies, across the medical,

communications and software sectors. Wool and The Gang, an online fashion knitwear boutique selling ready-to-wear items and kits for customers to knit their own unique versions, raised £200,000 (€240,000) from Aspire.



Impact

- More equity for women-led businesses in the UK due to overcoming financial barriers.



Success factors

- The success factors are several and relate mainly to CfEL's wide network, which covers different areas and sectors of activities, to its embeddedness in the UK government's SME strategy, and to its vast experience in helping SMEs to overcome gaps in financing.



Constraints

- However its co-investment model constitutes a possible obstacle. Aspire requires that an experienced investor is in place to lead each deal, and finding someone with the experience needed to lead a syndicate of investors can be difficult, especially for women entrepreneurs. To overcome this, CfEL provides information on relevant business angels and venture capital firms. Moreover, although the fund requires an experienced lead investor, other small investors can also be brought in.



Sustainability

- It monitors the position and role of women in its investees. Its success and sustainability stem from its being anchored in government SME and growth policy, from the managing organisation's experience and wide network of contacts.



Replicability and upscaling

- Not listed



Related resources

- [file:///C:/Users/User/Downloads/aspire_fund_uk%20\(2\).pdf](file:///C:/Users/User/Downloads/aspire_fund_uk%20(2).pdf)

Good Practice Example 2

Title

Catalyse Change (Organisation with multiple projects)

Date 2021	Authors info@catalysechange.com
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Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> • Bristol, UK
 Actors and Stakeholders	<ul style="list-style-type: none"> • Policy Makers and local government, Staff at Catalyse Change, other related NGOS e.g. period poverty and sustainability NGOs, donors such as national lottery funds.
 Target beneficiaries	<ul style="list-style-type: none"> • Young Women (13_24) working in sustainability in Bristol
 Context	<ul style="list-style-type: none"> • Gender inequality remains a key challenge. Britain has one of the worst records on gender equality at work, and men continue to fill the majority of the highest paid and most senior roles. Women also continue to be under-represented in leadership roles, in particular, those that influence policy. Yet, as identified by the 2030 Agenda for Sustainable Development, gender equality is key to creating an inclusive and sustainable world.
 Objective	<ul style="list-style-type: none"> • Catalyse Change CIC is a Bristol-based social enterprise supporting girls and young women to develop sustainability skills and knowledge for ‘healthy, happy and green’ communities, careers and the planet. • Empowering and skilling young women for sustainable futures
 Methodological approach	<ul style="list-style-type: none"> • Catalyst Summit (online)/events • Online masterclasses are for young women (16-24 years). • Catalyst Bootcamp, a 3-day residential at Bristol University campus will provide you with the inspiration, confidence and skills to be the ‘change you wish to see in the world.’ • Women-led: Mentors run projects around seven core sustainability themes. The Speakers provide Career guidance and inspiration, while the Facilitators ensure everyone gets what they need from the event.

	Results	<ul style="list-style-type: none"> • A growing and diverse network of dynamic young women, set to be the next generation of sustainability leaders and changemakers.
	Impact	<ul style="list-style-type: none"> • Women being supported in finding entry-level jobs in sustainability and green businesses. Inspiring green careers. Proving a network for young women to be involved in sustainability training, events, and bootcamps.
	Success factors	<ul style="list-style-type: none"> • A collection of testimonies from women monitoring their events and programs using feedback from attendees. • Supported women to: <ul style="list-style-type: none"> ◦ Build sustainability knowledge and the education and career opportunities available ◦ Build understanding of personality strengths and interests ◦ Learn tools for improving confidence and personal resilience ◦ Meet other inspiring women working in the low-carbon economy and hear their stories ◦ Meet mentors who support your pathway into a Green Career.
	Constraints	<ul style="list-style-type: none"> • Not listed
	Sustainability	<ul style="list-style-type: none"> • Not listed
	Replicability and upscaling	<ul style="list-style-type: none"> • Network Building: Catalyse Change increases the opportunities for young women to pursue sustainable futures by partnering with organisations and individuals to build a network of support.
	Related resources	<ul style="list-style-type: none"> • https://catalysechange.com/ Policies available upon request to: Traci Lewis traci@catalysechange.com

Good Practice Example 3

Title

Eco Active (NGO with several successful projects)

Date
2021

Authors
hello@ecoactive.org.uk

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none">• England and Wales (based in London)
 Actors and Stakeholders	<ul style="list-style-type: none">• Volunteers, funders and donors, Eco Active, Department for Culture, Media and Sport UK GOV.
 Target beneficiaries	<ul style="list-style-type: none">• School and community groups in London
 Context	<ul style="list-style-type: none">• The story of ecoACTIVE began as a unique, locally driven initiative aimed at getting Londoners more engaged in sustainability through interactive workshops and learning activities.
 Objective	<ul style="list-style-type: none">• They work on several projects in schools and communities such as community gardening, earth education, forest school, green influence etc.• Their objective is to design and deliver interactive, fun and engaging workshops to empower people to take meaningful action on sustainability, and create eye-opening experiences for children and adults alike, running workshops in schools, parks, community gardens, and with community groups and housing associations.
 Methodological approach	<ul style="list-style-type: none">• Strict monitoring procedures• Science-based approach to teaching about sustainability• “Think Global; Act Local”, by helping school and community groups to understand critical global issues and the small actions they can take to make a difference.
 Results	<ul style="list-style-type: none">• Succeeded in encouraging children, families and local communities to enjoy being outdoors and create new active communities focused on biodiversity and nature.

	Impact	<ul style="list-style-type: none"> • Worked with 14,000 young people + 2,400 adults • Strengthened neighbourly bonds and brought together a community like never before. • Opened residents' eyes to all the small spaces on streets that can be turned green. • Created a new energy in the community and has been a catalyst for local environmental action. • Encouraged people to relate to their streets in a fresh way. • From one of their projects, 43 pupils and family members reported making lifestyle changes that are more sustainable, as a result of taking part in the project. For example, pupils reported that they are now walking to school, riding their bikes more, picking up rubbish in the park, recycling, and using fewer electronics.
	Success factors	<ul style="list-style-type: none"> • Joining forces with local authorities and other organisations for broader and more meaningful impact • Scientific approach • Think global, act local approach • Tailored support to the needs of each group and space, focusing on future self-management and sustainability, building on existing skills and achievements
	Constraints	<ul style="list-style-type: none"> • Modest Budget
	Sustainability	<ul style="list-style-type: none"> • Having people volunteer as assistants during workshops, helping out in the office and guiding the organisation as part of our Management Committee to reduce budget, share information, and improve mental health of volunteers involved.
	Replicability and upscaling	<ul style="list-style-type: none"> • Immersive activities • Robust monitoring • Provides both short term and one off session as well as long term support projects and trainings for schools and communities
	Related resources	<ul style="list-style-type: none"> • https://www.ecoactive.org.uk/

Good Practice Example 4

Title	
Report from UK Government, HM Treasury (response to Rose Review on Female Entrepreneurship)	
Date	Authors
Published 2019	HM Treasury

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> • UK
 Actors and Stakeholders	<ul style="list-style-type: none"> • HM Treasury / Gov.
 Target beneficiaries	<ul style="list-style-type: none"> • Policy makers, NGOs, women in entrepreneurship
 Context	<ul style="list-style-type: none"> • A third of entrepreneurs being women, 1 and women being the majority owner of less than a fifth of businesses with at least one employee,2 there is clearly more to do. Harnessing more women's entrepreneurial talent could be the greatest opportunity for economic growth in the 21st Century.
 Objective	<ul style="list-style-type: none"> • To see the UK matching, and then surpassing, some of the best performing countries for entrepreneurial gender parity, such as France, Canada and the US. This requires a 50% increase in the number of female entrepreneurs or an additional 600,000 female businesswomen, and will take persistent efforts from the private and public sector.
 Methodological approach	<ul style="list-style-type: none"> • Easing the financial costs of family care with new banking products, and demystifying entrepreneurship through expanded access to role models and networks will help, and it is important that entrepreneurship education is available to raise the aspirations of the young. • HM Treasury will be taking an active role on an ongoing basis beyond this review. Working with UK Finance, HM Treasury is establishing a new code, Investing in Women, which will report annually. • Encouraging collaboration through all relevant financial institutions to sign up, track how they are currently doing and

take steps to improve how they allocate funding to female entrepreneurs.



Results

- **Not applicable** (based upon a large scale study done by Alison Rose which analyses the results and impact of other projects in US, Canada, Australia and EU as a comparative to the UK)



Impact

- **Not applicable** (based upon a large scale study done by Alison Rose which analyses the results and impact of other projects in US, Canada, Australia and EU as a comparative to the UK)



Recommendations

- Promote greater transparency in UK funding allocation through a new Investing in Female Entrepreneurs Code
- Launch new investment vehicles to increase funding going to female entrepreneurs.
- Encourage UK based institutional and private investors to further support and invest in female entrepreneurs.
- Review existing and create new banking products aimed at entrepreneurs with family care responsibilities
- Improve access to professional expertise by expanding the entrepreneur and expert in residence programme
- Expand existing mentorship and networking opportunities
- Accelerate development and roll-out of entrepreneurship related courses to schools and colleges



Constraints

- Primary care responsibilities remain the most important barrier for many female entrepreneurs
- Entrenched biases and stereotypes against women and young people



Sustainability / Replicability:

- **Mentoring and Networking:**
Evidence shows that being part of local business networks can help entrepreneurs to grow their businesses and share best practice, but the Review found that women are less likely to be a member of a business network or to know an entrepreneur. The government therefore supports the expansion of networks focused on connecting female entrepreneurs, and recognises the value created by organisations such as the Everywoman network with over 20,000 members, the Allbright Academy and Female Founders Forum, and many more across the country.



Related resources

- https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/784336/Government_Response_to_Alison_Rose_Review_of_Female_Entrepreneurship_PDF_1.2_final.pdf

Conclusion

A note on evidence of good/best practices in a UK context

After extensive research, it has been difficult to find any *recognised* good/best practices specific to the UK in relation to young women's green entrepreneurship. There are a number of organisations that have projects in these areas, though it has also been difficult to identify projects that cover *every aspect* of YOU_WEEN's objectives and demographic. IARS will therefore submit what *has* been found in terms of projects, organisations, and reports that have mentioned any best practices in *at least two* or more aspects of YOU-WEEN such as young women; sustainability/green; entrepreneurship/leadership. This has impacted how the following good practices have been filled in as some projects/reports have not evidenced every part of their practice or it is not applicable.

Due to a lack of data, the good practices and suggestions that have been identified come from a number of diverse sources such as the HM Treasury, nonprofits and the European Institute for Gender Equality, and cover a range of aspects. Of the practices, several **best practice areas and recommendations** have been identified, many of which overlap.

They can be summarised as follows:

- **Robust and continued monitoring**
- **Collaboration with diverse sectors, public and private, inclu. (local)government and NGOs**
- **Women-led mentoring/training and role-models**
- **Access to a network of other women interested/experienced in sustainable entrepreneurship**
- **A scientific approach to sustainability e.g. biodiversity/pollution**
- **Considering women's unique issues in all steps of a project, such as having to balance time between primary care giving and business**
- **Tailored support to the specific needs of each group and building on each groups' existing skills**
- **Thinking global, acting local**

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Catalyse Change (2021) Empowering Young Women for Sustainable Futures. Website, many pages referenced. Link: <https://catalysechange.com/>.

Dell (2018) Women Entrepreneur Cities Study – Rating Global Cities’ Ability to Attract and Support High Potential Women Entrepreneurs, Report.

EIGE (2014) Providing equity for women’s businesses - Aspire Fund. Link: [file:///C:/Users/User/Downloads/aspire_fund_uk%20\(2\).pdf](file:///C:/Users/User/Downloads/aspire_fund_uk%20(2).pdf).

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HM Government (2018) A Green Future: Our 25 Year Plan to Improve the Environment. 25 Year Environment Plan. Link: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/693158/25-year-environment-plan.pdf.

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Outsios, G and Farooqi, SA (2017) Gender in sustainable entrepreneurship: evidence from the UK, Gender in Management: An International Journal, Vol. 32 Issue 3, pp. 183-202.

UK GOV Website (2021) UK’s top female entrepreneurs backed by the government to fire up the economy through innovation. Press Release from Department for Business, Energy & Industrial Strategy. Link: <https://www.gov.uk/government/news/uks-top-female-entrepreneurs-backed-by-government-to-fire-up-economy-through-innovation>.

UN Website (2019) Voluntary National Review from UK Government. Link: <https://sustainabledevelopment.un.org/memberstates/unitedkingdom>.

Collection of Good Practices

Lithuania

IOI/A2 - 16-04-2021



Overview

85% of Lithuania covers rural places and the country has a big potential to use rural fields for agricultural purposes. More than one-third of the population of Lithuania comprises rural people. Furthermore, the European Agricultural Fund for Rural Development (EARFRD) and the Lithuanian government eagerly contribute to the national rural initiatives. In this context, the priorities of the European Commission supported Rural Development Programme (RDP) for 2023;

- Fostering knowledge transfer & innovation in agriculture, forestry, and rural areas,
- Enhancing farm viability and competitiveness of all types of agriculture in all regions and promoting innovative farm technologies and sustainable management of forest,
- Promoting food chain organisations, including processing and marketing of agricultural products, animal welfare and risk management in agriculture,
- Restoring, preserving and enhancing ecosystems related to agriculture and forestry,
- Promoting resource efficiency and supporting the shift towards a low carbon and climate resilient economy in agriculture, food and forestry sectors,
- Promoting social inclusion, poverty reduction and economic development in rural areas.

According to RDP for Lithuania, the main challenges of the agricultural initiatives are low competitiveness of small and medium-sized farms, the low productivity level of labour (much lower than the EU average), polarised farm structure (of the country's 200,000 farms, more than 40% are less than 5 ha), an unfavourable age structure (only 6% of farmers are young farmers), falling levels of livestock, fruit and vegetable production, and finally a lack of knowledge, skills, innovation, and cooperation. Another challenge is that although rural tourism is rising, there is still a lack of businesses and enterprises in rural areas and only 15 % of the SMEs are in rural fields. Furthermore, there are some troubles regarding living in rural areas. The rural population is falling and the average age of those that remain is increasing. Moreover, 40 % of rural people are living below the poverty threshold. Even if the agricultural potential is awaiting to be conducted by human power, unemployment is much higher than the EU average in rural

areas as the ratio is 17% in Lithuania. Consequently, farmers, land managers, food industry actors, forest holders and the staff of rural SMEs should be encouraged and trained with professional skills at national, European and international level. On the other hand, these developments need to diversify into revitalized rural activities to cooperate with leading expert organizations.

Since Lithuania have fewer examples of best practices that young people are able to be involved to enhance their abilities to be involved in rural activities, this guideline of Mapping and Collect Good (Best) Practices on Sustainable Development presents the good local practices of rural initiatives in alignment with Young Women’s Empowerment (Employability, Educational Development, Personal development) in Lithuania. Throughout the report, there are 4 good practices that promote sustainable entrepreneurship models, socio-economic development and women empowerment in the different local regions of Lithuania.

Good Practice Example 1

A DAIRY FARM Jolita Gabrinovičiūtė	
Date [2021-03-10]	Efektas Group info@efektasgroup.com www.efektasgroup.com
 Geographical coverage	<ul style="list-style-type: none"> Dairy farm is situated in Šutai village - Švenčionys District Municipality of Vilnius Region is situated in southeastern Lithuania.
 Actors and Stakeholders	<ul style="list-style-type: none"> International business partner for developing facilities (Germany) Local and national dairy product producers (“Rokiškio sūris”)
 Target beneficiaries	<ul style="list-style-type: none"> The audiences of this business model are local farmers, rural food industry actors and rural entrepreneurs, food suppliers at the local and regional level. Therefore, the dairy farm aims to present good quality milk and dairy products to people.
 Context	<ul style="list-style-type: none"> Jolita Gabrinovičiūtė registered her farm in the middle of 2009. She introduces with enthusiasm her herd of 220 cows, half of which are dairy cows. After having chosen the road of a young farmer, Jolita decided to build a new and modern house for her cows. With the use of support for young farmers under the Lithuanian Rural Development Programme 2007–2013, she built a new farm. It contains modern facilities of a well-known German firm for milking, milk freezing and other needs of the farm. In a cold free stall barn,

heated water troughs are installed. The walls of a 16-place milking platform are laid out with the uniform stainless steel cover.

- Jolita Gabrinovičiūtė continued her farm modernization applying for support under the activity area “Support for Investments in Agricultural Holdings” of the Lithuanian Rural Development Programme 2014–2020 measure “Investments in Physical Assets”. Support amounting to EUR 400 thousand was granted to her for enhancing the farm competitiveness. Her farm is one of the most modern in Lithuania indeed.



Objective

- Commercial activity and entrepreneurship
- Building modern dairy farm
- Adapting technology in rural enterprises
- Producing quality milk



Methodological approach

- There are almost four hundred cattle on her farm, including 180 dairy cows, and 3 tons of chilled milk are taken out of the farm's milk block for sale every day, the amount of which covers production costs and even creates opportunities for further investment. According to J. Gabrinovičiūtė, the excellent quality of raw milk on the farm is ensured by taking care of the health of cattle, balanced and complete feed, careful monitoring of breeding, selection of cattle pairs. It will soon be the year when a frequent villager or a distant roadblock stops at night to look at a mysterious red-light farm. During the day, it is eye-catching with its modern design, open walls and bright yellow roof in the landscape. This is the first successful project of Švenčionys farmers, implemented with their own and EU support funds.
- Some 6 tons of milk is milked annually, on the average, per cow at the farm of Jolita Gabrinovičiūtė. “Some cows yield 8–9 tons per cow, other cows – just 4–5 tons”, Jolita presents the farm results. “I sell milk from the very first days of farming to “Rokiškio sūris”, since they are not only purchasers, but also business partners. If not for them, I have never bought those 20 heifers from Latvia for herd improvement. They gave me a credit.



Results

- She was the winner of the Švenčionys district competition "Farmer of the Year 2017".
- Local community strengthening
- Promotion of Lithuania's natural resources, culture and brands
- Encouraging rural women entrepreneurship
- Promotion of ecology, well-being, healthy life
- Creating a brand that increase value of local products



Impact

- The farm of Jolita Gabrinovičiūtė in Svencionys district. sav. Take the reputation of the fastest growing milk producers in Lithuania (change in milk sold, 2018) with 30 percent.
- In 2018, Jolita Gabrinovičiūtė joined the World Milk Congress which took place in Korea. Lithuania was represented just by three people. The Congress had about 1 200 participants from the whole world. And the most promising news for congress is that demand for milk in the world is greatly increasing.



Success factors

- Local people's desire for a change
- Governmental/municipality support
- Sincere ambition to improve peoples; life
- Well balanced activities between work, education and fun.



Sustainability

- Efficiency is one of the core elements of sustainability. Jolita has improved the amount of milk each cow produces, thereby reducing the amount of feed, water and space needed per gallon of milk and resulting in less manure.



Replicability and upscaling

- National agriculture can be strengthened by raising awareness of the local population on Dairy farming and financially supporting small enterprises through municipal, agricultural bodies or EU projects. In addition, it is possible to develop business models with the partnership connections to be established at local, regional and international levels.



Related resources

- <https://www.manokrastas.lt/straipsnis/jolita-gabrinoviciute-niekada-nereikia-pamirsti-kad-esi-asmenybe-kuriai-riekia-tobuleti>
- <https://www.facebook.com/ukininkopatarejas.lt/posts/638801582984534/>
- <https://ukininkopatarejas.lt/sekmes-formule-moteriskas-pieno-ukis-nuotrauku-galerija/>
- <https://www.delfi.lt/agro/archive/apdovanoti-geriausi-pieno-ukiai.d?id=82494197>

Good Practice Example 2

SENOSIOS PRŪSIJOS LOBIAI (Old Prussia treasures)

[Lithuania Minor region business involving local herb collecting community. This business collects, proceeds and sells different plants, herbs, spices.]

<p>Date [2021-03-20]</p>	<p>Efektas Group info@efektasgroup.com www.efektasgroup.com</p>
 Geographical coverage	<ul style="list-style-type: none"> • Business involves herbal producers from Jurbarkas and Pagėgiai districts/areas in Lithuania, however the selling takes place in the entire country and online through facebook page or other local platforms.
 Actors and Stakeholders	<ul style="list-style-type: none"> • Initially the project was launched and financed by the EU programme “LEADER”. Later financing sources were switched to income from business, i.e. sold products from collected herbs. • Local action group from Vilkaviškis uniting Pagėgiai and Jurbarkas areas started an initiative with local municipality support. Currently, apart from local supporters (municipality. Local action group, local people, Aleksandras Stulginskis University) business is supported and working with tourism offices, pharmacies, small sellers of naturally produced goods. Alternatively, products are sold in local and national events etc.
 Target beneficiaries	<ul style="list-style-type: none"> • Old people and youth targets are most relevant for the nature of the project i.e. connect local community and increase active participation, engagement and commercial activity. People who belong to marginalised or excluded groups.
 Context	<ul style="list-style-type: none"> • Initially, there was a challenge in a local community to increase decreasing activity and entrepreneurship, hence, people were invited to a workshop to learn about rural development practices and brainstorm ideas, how the community could increase economic and citizen activity. During the workshop out of born ideas this one seemed most feasible and impactful. Minor Lithuania Treasures is trying to involve rural areas and communities into economic development at the same time helping to preserve the legacy of the past (history) and the skills of collecting and drying plants and herbs as a profession (culture). At the same time there are other recreational activities involved such as summer camps, educational activities, and other ways to involve local youth as well as participation in other events such as exhibitions.
 Objective	<ul style="list-style-type: none"> • Commercial activity and entrepreneurship • Local community and youth active involvement • Promote traditional crafts • Building Lithuanian brands and culture promotion



Methodological approach

- The local working group organized workshop-training on local community engagement and activity, through which was refined that area is rich in herbs and other natural resources. This way a local activity was started by collecting, drying and selling treatment herbs, making teas, spices and other. Local youth aged 12-18 were engaged as well as senior age people.
- There are experts and certified herbs collectors who oversee the whole process and monitor yet there are local community members who are collecting and processing herbs while experts are taking more selling aspects, education and equipment. This way volunteers can be involved and able to develop commercial activity. This business is open to everyone and anyone to join in order to feel useful, learn and make extra income.



Results

- Marginalized and excluded groups involvement
- Local community strengthening
- Education about natural resources
- Promotion of Lithuania's natural resources, culture and brands
- Encouraging entrepreneurship
- Promotion of ecology, well-being, healthy life
- Creating a brand that increase value of local products
- Social business



Impact

- This business allowed to reduce exclusion in a local and between neighbouring communities, bring together youths and seniors, develop local commercial activity strengthening spirit of entrepreneurship and natural resources utilization. People feel more motivated and connected through shared work and education.



Success factors

- Local people's desire for a change
- Governmental/municipality support
- Sincere ambition to improve peoples; life
- Well balanced activities between work, education and fun
- Financial benefits



Sustainability

- This business is sustainable by its means of processing natural resources, using renewable energy and employing local people who otherwise would be jobless.



Replicability and upscaling

- In order for this idea to work, the community should be motivated and receive resources such as municipal support, financial aid and knowledge. It is replicable in areas which are rich in herbs and climate is friendly. Alternatively,

the principle of processing local natural goods could be replicated with the right knowledge and technology.

- Upscaling is possible if right partnerships are established.



Related resources

- https://www.youtube.com/watch?v=111HWLBiA0g&ab_channel=BartasGiedraitis
- <http://www.findglocal.com/LT/Vilkyskiai/524802890915046/Senosios-Pr%C5%ABsijos-lobiai>
- <https://www.facebook.com/SenosiosPrusijosLobiai>

Good Practice Example 3

Jaunosios ūkininkės Rasos Lydekienės daržininkystės ūkis
[Horticultural farm of the young farmer Rasa Lydekienė]

Date
[2021-04-05]

Efektas Group
info@efektasgroup.com
www.efektasgroup.com



Geographical coverage

- The Horticultural farm of young farmer Rasa Lydekienė is in Kėdainiai District Municipality in Kaunas Region which is situated in the central part of Lithuania. She mainly sells beets, potatoes, blueberries and onions individually and through the platform of “kaimasinamus.lt”.



Actors and Stakeholders

- The farm was set up by Rasa and Alvydas in 2015 and became a rural business model with the contribution of Lithuanian Rural Development Programme for 2014–2020. The farm owner Rasa submitted an application under the activity area “Support for Setting Up of Young Farmers” of the Lithuanian Rural Development Programme 2014–2020 measure “Farm and Business Development” support was granted in 2016. For the creation of the vegetable-growing farm, more than EUR 24.3 thousand was provided.
- Lietuvos daržovių augintojų asociacija [Lithuanian Vegetable Growers Association]



Target beneficiaries

- The audiences of this business model are local farmers, rural food industry actors and rural entrepreneurs, food suppliers at the local and regional level. Therefore, the farm aims to present good quality products to people.

	Context	<ul style="list-style-type: none"> ● Rasa and Alvydas decided to take over a farm and to continue the family tradition of growing vegetables and blueberries. They use only minimum amounts of chemicals on their products. Next, they decided to certify the farm in accordance with the national agricultural and food product quality system. ● According to the farmers, they had no time to handle product packaging and labels; therefore, they are planning to do this work. Rasa expects to receive support for implementing this idea according to the Lithuanian Rural Development Programme on “Agricultural and Food Product Quality Systems”.
	Objective	<ul style="list-style-type: none"> ● Retail and Wholesale trade ● Rural entrepreneurship ● Promote local products ● Setting up of young farmers. ● Building Lithuanian brands
	Methodological approach	<ul style="list-style-type: none"> ● They cultivate five hectares out of thirteen, belonging to the family. Part of the land is leased, until they feel the need to work more. One hectare is planted with blueberries, and four hectares are with vegetables: potatoes, beets, and onions. Immediately after taking over the farm, they decided to submit an application for support. Parents did not have any machinery, and if needed they would ask their neighbors. Parents were not serious farmers. Income gained from the farm has never been their main earnings.
	Results	<ul style="list-style-type: none"> ● Their products are sold through in retail, wholesale and online shopping. ● Using the grant, they bought a tractor and implements for land cultivation, a plough, a cultivator, a waste grinder, and a furrower, enumerates the farmers. After that, they built a watering system. ● After their products, especially vegetables and blueberries were certified by “Ekoagros”, their sales enhanced and spread more broad publicity. ● This business model encouraged rural entrepreneurship of women ● Rural local communities took as an example of this practice. ● The products of farm is a convenient for creating a brand that increase value of local products
	Impact	<ul style="list-style-type: none"> ● Using machinery in rural enterprises ● Promotion of modern and technological adaptation on enterprises ● Encouraging rural women entrepreneurship ● Creating a brand that increase value of local products

	Success factors	<ul style="list-style-type: none"> Local people's desire for a change Governmental/municipality support Sincere ambition to improve peoples; life Well balanced activities between work, education and fun Financial benefits
	Sustainability	<ul style="list-style-type: none"> Sustainable horticulture is a way of growing plants that's sensitive to the environment. Plants are grown in a sustainable way through minimal use of chemicals, growing in compostable pots, and using biologically enriched soil and organically-based fertilizers. Therefore, this business model is a good example of promoting sustainable horticulture farming.
	Replicability and upscaling	<ul style="list-style-type: none"> National agriculture can be strengthened by raising awareness of the local population on horticulture farming and financially supporting small initiatives through municipal, agricultural bodies or EU projects. In addition, it is possible to develop business models with the partnership connections to be established at local, regional and international levels.
	Related resources	<ul style="list-style-type: none"> https://www.kaimasinamus.lt/ukininkas/jaunosios-ukininkes-rasos-lydekienes-darzininkystes-ukis.566/ https://www.facebook.com/189328221086062/posts/1591701937515343/

Good Practice Example 4

Modern Greenhouse Farm - Agnė Vyšniauskaitė		
	Date [2021-04-10]	Efektas Group info@efektasgroup.com www.efektasgroup.com
	Geographical coverage	<ul style="list-style-type: none"> The combined farm of Agnė and his father Vidmantas was established in Širvintos District Municipality in the Vilnius region.
	Actors and Stakeholders	<ul style="list-style-type: none"> Agnė and her father together planned works, expanded the farm, and, in fact, were one of the first farmers in Širvintos District. The greenhouses were built by a Polish company, the greenhouses themselves were Dutch. Lietuvos žemės ūkio konsultavimo tarnyba (LŽŪKT) - Lithuanian Agricultural Advisory Service



Target beneficiaries

- The audiences of this business model are local farmers, rural food industry actors and rural entrepreneurs, food suppliers at the local and regional level. Therefore, the farm aims to present good quality products to people.



Context

- Agnė Vyšniauskaitė manages a modern greenhouse farm. Her farm has grown from 12 to 500 ha of land, of which 350 ha is private. The major area consists of crops: winter and summer wheat, triticale, peas and buckwheat. Greenhouses cover 2.2 ha. Cucumbers and tomatoes are grown on an area of 1.5 ha in a total of 35,720 units. The total length of the rows is almost 9 kilometers.
- Agnė established her farm in 2012 through the Young Farmers' Settlement Program. They shared areas of activity with their father Vidmantas Vyšniauskas - Agne was entrusted with the maintenance of greenhouses, and his father focused on field crop production. The family then owned old film-covered greenhouses with a total area of about 70 acres. In order to remain competitive, a commitment to modernization was needed, so € 3.2 million was prepared for building of a new greenhouse complex project.
- She applied for a grant program under the activity area "Support for Investments in Agricultural Holdings" of the Lithuanian Rural Development Programme 2014–2020 for "Investments in Physical Assets" support of almost EUR 130 thousand was granted to the farm. The farm was furnished with most requisite machinery: a tractor, a sewing-machine, a sprayer "Amazonė", a fertilizer spreader, and a frontal loader.



Objective

- Commercial activity and entrepreneurship
- Local community involvement
- Rural entrepreneurship
- Promote local products
- Setting up of young farmers
- Building Lithuanian brands



Methodological approach

- The sewing-machine, sprayer and spreader are computer-operated; therefore, when sowing, spraying or spreading fertilizers, seeds or fertilizers will never reach for the second time the already cultivated land plot, as it has happened previously with the rented machinery. With this methodology, they can calculate and save the amount of seeds and fertilizers.
- Upon acquisition of this modern machinery, no expenses were left for machinery rental, and the number of employees got reduced. Now, just using one facility, the much larger area is cultivated and works are done faster. With new machinery used, all works are done in due time, this impacts the yield of better harvest.

	Results	<ul style="list-style-type: none"> • Rural Development Programme 2014–2020, Vidmantas and his daughter Agnė embodied their old dream – built modern greenhouses covering an area of 1.5 ha. Here vegetables are grown all the year round. A powerful boiler-house of 2.5 MW ensures heat in the greenhouse, and most advanced technologies permit the continuous supply of Lithuanian fresh vegetables.
	Impact	<ul style="list-style-type: none"> • Using machinery in rural enterprises • Promotion of modern and technological adaptation on enterprises • Encouraging rural women entrepreneurship • Creating a brand that increase value of local products
	Success factors	<ul style="list-style-type: none"> • Local people’s desire for a change • Governmental/municipality support • Sincere ambition to improve peoples; life • Well balanced activities between work, education and fun • Financial benefits
	Sustainability	<ul style="list-style-type: none"> • Greenhouses produce less waste and use less energy than conventional houses. Therefore, the greenhouse of Agnė is an eco-friendly and sustainable house which develops her business model by reducing energy bills and doing your bit for the environment.
	Replicability and upscaling	<ul style="list-style-type: none"> • National agriculture can be strengthened by raising awareness of local people about modern greenhouse and financially supporting small enterprises with municipalities, agricultural bodies or EU projects. In addition, it is possible to develop business models with the partnership connections to be established at local, regional and international levels.
	Related resources	<ul style="list-style-type: none"> • https://www.manoukis.lt/mano-ukis-zurnalas/2019/06/jaunai-ukininkei-paklust-a-modernios-technologijos/

Conclusion

According to the Institute for Management Development (IMD) World Talent Ranking Lithuania was ranked first in the world for having the most women among the country’s labour force.²² It shows that

²² <https://www.lrt.lt/en/news-in-english/19/1275129/lithuania-ranked-first-for-percentage-of-women-in-labour-force-imd-world-talent-ranking>

Lithuanian women give huge effort to be in the labour market and contribute to the socio-economic development of the country. Although women who live in urban areas are luckier than women who live in rural areas in terms of accessing job opportunities, Lithuanian government promotes women to elevate entrepreneurship initiatives in rural areas. Specifically, two of the most important policies of Lithuanian rural development seek to impact the future of the villages and lands and how to persuade young people to stay in the village and what ways are to be used for stimulating youth to set up entrepreneurship models.

As it was presented above, reasonable funds were allocated to the specific region and municipalities in Lithuania to support best business practices. Utmost attention is devoted to farmers, local women, agricultural companies, agricultural co-operatives and agricultural production processing companies. These best practices represent the proficient farmers who have been involved in the development of farms for several decades. Their business models and innovative methodological implementations were shared by their personal experiences. Having said that, since Lithuania has a great potential to build rural business models, contemplating future business models in rural places will be one of the best choices of young people. As it is seen that the good practices, majority of them were initiated by women entrepreneurs.

In this report, it was elaborated by indicating good examples of agricultural crop a dairy farm, a business involving local herb collecting community, a horticultural farm and a modern greenhouse farm in Lithuanian context. Moreover, young farmers who have already taken first steps along the road of their chosen activity, farmers who own large farms covering the area of several hundred hectares, small farmers involved in plant growth and cattle breeding, companies engaged in agricultural production processing for a long time and searching for their personal business models on Lithuanian and world markets. This shows government and municipalities support is made a great contribution to rural practices. Consequently, rural actors confirmed that it was a life-changing opportunity no matter whether it is the first support granted to them, or they have been supported several times to modernize their farms, acquire modern and efficient machinery, and create jobs ideas. Furthermore, now they are more competitive and able to compete with the agricultural and food product manufacturers and processors from the old European Member States, fostering the old farming traditions. This perspective shows that Lithuania has more potential to welcome innovative rural entrepreneurship models with the empowerment of Lithuanian young people.

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Collection of Good Practices:

Spain



Overview

Gender equality issues in rural areas of the EU In recent years, there has been a growing interest among policy-makers and academic scholars in the research on the relationship between gender and ‘the country’. Results of previous studies show that despite increasing attention to gender issues, rural women still face serious disadvantages, compared not only to rural men, but also to urban women. This emphasises the importance of further research in this area. Contemporary transformation of rural areas across Europe is influenced by economic restructuring, environmental changes, the expansion of information technology, migrations and other globalisation processes. The material conditions of rural life have been undergoing a profound change due to the shift to new information technologies and the rise of the service economy, resulting in various new employment opportunities for women (Wiest, 2016: 302). European rural areas can be characterised by a gender-selective migration, since the number of women leaving rural areas exceeds the number of males doing so. This process results in severe demographic imbalances between and within regions, and hampers the solid economic and social development of rural areas. Therefore, adequate policy measures are needed to tackle such challenges. Equality between women and men is recognized in the Treaties since the Treaty of Rome in 1957 and the Charter of Fundamental Rights of the EU.

EU institutions have established stable goals and objectives regarding gender equality, and adopted extensive legislation to ensure a framework for equal opportunities and treatment of men and women. The principal goal is to prevent all genderbased discrimination practices and to integrate the principle of

gender equality in all its activities (Malgesini Rey and Cesarini-Sforza, 2015). However, recent studies and reports have shown that progress remains insufficient and many inequalities between women and men still persist. Globally, women remain less likely to participate in the labour market than men, they are more likely to be unemployed than men, and are overrepresented in informal and vulnerable employment. Also, women bear disproportionate responsibility for unpaid care and domestic work. As a consequence, women are less paid than men on a global scale, and the gender pay gap is estimated to be 23 percent. Women’s economic empowerment helps to eliminate discrimination against women in rural areas.

Good Practice 1

Title	
Gender Perspective for Sustainability and Social Change	
Date April 2021	Authors Sustinea www.sustinea.org
Element	Guiding questions
 Geographical coverage	Internacional Training in Ourense
 Actors and Stakeholders	Sustinea The implementing partners are : ENTREPRENEURSHIP AND SOCIAL ECONOMY GROUP(GREECE), Vagamondo (Italy) Cristeel (France), Omställning Järna(Sweden), Bioville (Latvia), VAZMOZHNOСТИ BEZ GRANITSI(Bulgaria).
 Target beneficiaries	22 youth workers participants from Spain, Sweden, Italy, Greece, Bulgaria, France and Latvia with different ages, identities, knowledge, experiences and life situations
 Context	The international training “Gender perspective for sustainability and social change” of the Erasmus + program is a training course based on experimental learning about gender within the frameworks of the culture of Care. The main objective of this training is to provide tools for youth workers and facilitators to

integrate the gender perspective into their projects, as an essential key to sustainability and social change.

The NFE (Non-formal Education) as a tool for the promotion and conservation of our environment and a conscious society, will itself have the multiplier effect, as it is a dynamic and participatory process, which seeks to awaken in the population an awareness that It allows identifying with the problem of gender violence in all its dimensions, spheres and contexts.



Objective

All parties involved are expected to grow and improve their skills, abilities and competencies to address all gender issues emerging in the working groups, primarily creating a safe space where the diversity of all existing voices is embraced.



Methodological approach

Methodologies to be used: non-formal education, outdoor education, learning by doing, learning by commitment, working groups, debate, consensus, social theater, sharing circles, nonviolent communication, process work, dance, nature education, mindfulness, learning by experience.

They could dialogue and contemplate the differences in the visions that exist regarding gender, but later, we reaffirmed ourselves, verifying that it was necessary to do basic training with a gender perspective before for the workers and collaborators of our partner associations, and co-create contents and effective strategies for our collective work in the youth field, understanding that for a possible eco-social change it is necessary to empower women and equal opportunities for all people, thus embracing all the existing diversity.



Results

Results for this project are not yet available. They might become available after the project's end date.



Impact

This project will be a great toolbox that will impact every daily action of the participants, as well as in their areas of work with youth. From how they built the concept of gender in their lives, based on their cultures

and environments, to what type of male violence exist in a direct and subtle way that we often fail to appreciate, to techniques and resources to detect, prevent and encompass them in this way as a series of tools and dynamics to work in groups and raise awareness of its causes and consequences, being the people and groups protagonists of the reality they create and the solutions they propose.



Success factors

Participation. with this international training, we not only aim to provide all kinds of tools and resources to the participants, but also to promote a Culture of Peace in which mutual empowerment occupies all spaces of interpersonal and intrapersonal interaction so that values such as dialogue, diversity, acceptance, respect, tolerance, equality and equity, inclusion as well as gender, environmental and social justice are realities co-created by each and every one of the participants part of this training, who after This experience reinforces our network of European partners and we continue to co-create projects along the same lines of peace and sustainability, in addition to promoting the social and environmental benefits of the Erasmus + program.



Constraints

Not listed.



Sustainability

To what extent the practice is sustainable institutionally, socially, economically and environmentally?

What are the key elements to put in place for the practice to be institutionally, socially, economically and environmentally sustainable?



Replicability and upscaling

Has this practice been replicated, in the same context? In different contexts?

What are the required conditions to replicate and adapt the practice in another context/geographical area?

What are the required conditions to replicate the practice at a larger scale (national, regional, international)?



Related resources

ec.europa.eu/programmes/erasmus-plus/projects/eplu-s-project-details/#project/2020-2-ES02-KA105-015532

GOOD PRACTICE example 2

Title	
Women in Europe – New Yields of Employment in Rural Areas	
Date April 2021	Authors SOCIEDAD PARA EL DESAROLLO DE LA PROVINCIA DE BURGOS info@sodebur.es
Element	Guiding questions
 Geographical coverage	WE-RUN, implemented through a partnership which includes 7 organisations from 6 countries
 Actors and Stakeholders	<p>SODEBUR– SOCIEDAD PARA EL DESAROLLO DE LA PROVINCIA DE BURGOS;</p> <p>The implementing partners are : Fundación Juventud y Cultura(España), Institut für gesellschaftswissenschaftliche Forschung, Bildung und Information(Austria), FONDAZIONE HALLGARTEN-FRANCHETTI CENTRO STUDI VILLA MONTESCA(Italy),eShopSystem s.r.o.(Czechia), Association of Woman Entrepreneurs in Bulgaria SELENA(Bulgaria), GIP-FCIP de l'académie de Caen(France).</p>
 Target beneficiaries	The main direct beneficiaries of WE-RUN were women living in main direct beneficiaries of WE-RUN were women living in rural areas (especially lowly qualified adults).



Context

The objective is to detect the best and innovative practices in business projects developed by rural women related with new yields of employment and the emerging sectors in each of the regions involved in WE RUN project. On these grounds “Best Practices” could be any initiative - activities, policies, procedures or business examples - having produced positive effects in the economy of rural areas where are developed.



Objective

General objective of WE-RUN project has been to offer new opportunities and innovative instruments to adult women living in rural areas for improving their qualifications and thus their levels of employability and integration into the labour market, mainly through entrepreneurship activities related to the New Yields of Employment (NYE) and emerging sectors.



Methodological approach

Design and implement an innovative adult learning methodology addressing the main needs and potentialities detected in female rural population related entrepreneurship in NYE and emerging sectors.

The final objective is to emphasize the importance of training and improve rural women’ skills, keeping in mind that this must be a process of empowerment that will allow women to get the abilities to undertake and create sustainable economic models from their own work, and to take advantage from the ICTs.



Results

Learning Package to enhance rural women’ skills for running their own business related NYE and emerging sectors has two main activities:

- Activity 1: Development of educational contents in entrepreneurship on NYE and emerging sectors for rural women, as well as know-how in the use of ITCs.

- Activity 2: Implementation of a specific training course in each territory for proving the effectiveness of these contents

	Impact	WE-RUN has permitted women from rural areas to acquire and develop skills and competences needed for their employability and personal fulfillment, mainly through entrepreneurship in NYE, which is one of the strategic priorities recognized in the Strategic Framework for European Cooperation in Education and Training (ET 2020).
	Success factors	Participation.
	Constraints	Progressive decline of population in rural areas and difficulty to implement new policies to attract people. Need of more relevant support from local governments.
	Sustainability	To what extent the practice is sustainable institutionally, socially, economically and environmentally? What are the key elements to put in place for the practice to be institutionally, socially, economically and environmentally sustainable?
	Replicability and upscaling	Has this practice been replicated, in the same context? In different contexts? What are the required conditions to replicate and adapt the practice in another context/geographical area? What are the required conditions to replicate the practice at a larger scale (national, regional, international)?
	Related resources	ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details/#project/2015-1-ES01-KA204-015933

GOOD PRACTICE example 3

<p style="text-align: center;">Title Villages in action</p>

<p>Date April 2021</p>	<p>Authors Asociación Nanda Gram info@asociacion-nandagram.org</p>
Element	Guiding questions
 Geographical coverage	<p>Meeting of youth workers in Spain from different countries .</p>
 Actors and Stakeholders	<p>Asociación Nanda Gram The implementing partners are : ASOCIACION CULTURAL DHARMA CANARIAS(Spain),DUHOVNO DRUSTVO ZA DUSO(Slovenia), ARGM(France),VSI Nomen sancti monasterii(Lithuania),Krishna Teadvuse Eesti Kogodus(Estonia),ISKCON NORGE(Norway),VEDISCHER TEMPEL & KUHSCUTZ e.V.(Germany),Krishnabevaegelsen/ISKCON(Denmark), ISKCON Almvik(Sweden), Iskcon Lisboa(Portugal), Zelsirdibas Misija Dzivibas Ediens(Latvia).</p>
 Target beneficiaries	<p>24 men and women, of legal age, from Spain, Portugal, France, Italy, Slovenia, Germany, Estonia, Denmark, Norway, Sweden, Lithuania and Latvia.</p>
 Context	<p>The participants come from different regions of Europe and from different cultural and social environments to optimize the work's effectiveness and effectiveness. The partners will contribute their knowledge and enthusiasm to work at local, national and international levels. Everyone has experience in educational activities for young people about personal development, practical knowledge and experience in administration and project management.</p>
 Objective	<p>We want to build a stronger link between organizations with similar needs and interests through educational activities and youth participation, to improve the quality of future projects and facilitate the participation of disadvantaged youth. We also want to broaden our understanding of EU work practices, policies and youth work and improve our capacity to respond to social, linguistic and cultural diversity. This activity also seeks to support youth workers in their personal and professional development (knowledge, skills and attitudes), and help find employment opportunities in the European labor market.</p>

	Methodological approach	The project had two phases. The “Villages in Action” activity will take place at the facilities of the Gerardo Diego youth hostel, in Solórzano, Cantabria. We will also develop part of the activity at the headquarters of the applicant organization Asociación Nanda Gram, located in Miengo.
	Results	Results for this project are not yet available. They might become available after the project's end date.
	Impact	Obtain a new experience in intercultural learning through the exchange of good practices and sharing experiences in cooperation to improve the quality of collaboration between international organizations in the field of youth with similar interests and strengthen teamwork and improve the application of what has been learned in local communities and give the most disadvantaged opportunity to learn about skills that could help them in the future.
	Success factors	To measure success in impact we will use the following tools: the recognition of the competences acquired through practical workshops (meetings, discussions, debates, sharing of information) to confirm that the planned goals have been achieved and prepare presentations in dissemination activities in local communities.
	Constraints	Not listed.
	Sustainability	<p>To what extent the practice is sustainable institutionally, socially, economically and environmentally?</p> <p>What are the key elements to put in place for the practice to be institutionally, socially, economically and environmentally sustainable?</p>
	Replicability and upscaling	<p>Has this practice been replicated, in the same context? In different contexts?</p> <p>What are the required conditions to replicate and adapt the practice in another context/geographical area?</p> <p>What are the required conditions to replicate the practice at a larger scale (national, regional, international)?</p>



Related resources

ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details/#project/2020-1-ES02-KA105-014999

GOOD PRACTICE example 4

Title	
YOU(TH) POWER FOR EMPLOYMENT	
Date April 2021	Authors matrioskas.CY
Element	Guiding questions
 Geographical coverage	Project YOU(TH) POWER FOR EMPLOYMENT involves young people from Cyprus, Spain, Greece, Latvia, Italy and Poland.
 Actors and Stakeholders	matrioskas.CY(Cyprus). The implementing partners are : ICSE & CO(Italy), PAIDEIA ASSOCIATION(España), Radosa apvieniba VISI 2(Latvia), DreamTeam(Greece), MOJE KRZYSZKOWICE(Poland).
 Target beneficiaries	YOU(TH) POWER FOR EMPLOYMENT involves 36 young people (5 participants between age 18-30;plus a group leader without age limits per each country) from Cyprus, Spain, Greece, Latvia, Italy and Poland.
 Context	The participants of the Youth Exchange (A2) come from different cultural, geographical and economic backgrounds. They are youth unemployed despite a quality university education and there are participants who have made their way into the labour market thanks to the development of soft skills (these are the Group leaders who will have the role of facilitated during the project). Moreover we have involved participants with reduced possibilities - such as young people from the marginalized/ vulnerable groups with educational difficulties (early school leavers, learning difficulties, low educational level etc), cultural differences (language

differences, migrant/ refugee background etc) facing social, economic and geographic obstacles - as a priority of the erasmus plus program and as direct beneficiaries of this youth exchange.



Objective

The expected outcomes of the APV are:
-adjustment of activities, in case of changes observed during the preparatory phase of the participants and confirmation of activity timetable and the timing needed, methods used and any other practical arrangements that should be taken into account.



Methodological approach

The project based on non-formal education methods will highlight the importance of the 8-Key Competences empowering young people to develop and improve their soft skills to become more competitive in the labour market and to encourage them towards their own initiatives.



Results

Results for this project are not yet available.



Impact

During the seven days of the project, people from different cultural, social, professional backgrounds, etc. will exchange ideas, thoughts, habits, experiences and will be able to build new relationships, friendships and will develop new skills. Through theoretical and practical activities they will become aware of the situation of youth unemployment in other European countries. With the use of non-formal education methods participants will acquire tools and knowledge, which will allow them to develop their soft skills and their ability to work both, independently and in an international team.



Success factors

Overall the participation in this project will make a positive impact on any young person's life and career



Constraints

Not listed.

	*Sustainability	To what extent the practice is sustainable institutionally, socially, economically and environmentally?
	Replicability and upscaling	Has this practice been replicated, in the same context? In different contexts? What are the key elements to put in place for the practice to be institutionally, socially, economically and environmentally sustainable? What are the required conditions to replicate and adapt the practice in another context/geographical area? What are the required conditions to replicate the practice at a larger scale (national, regional, international)?
	Related resources	ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details/#project/2019-2-CY02-KA105-001635

Conclusion

Women in rural areas of the EU make up below 50% of the total rural population, they represent 45% of the economically active population and about 40% of them work on their family farms. Their importance in rural economy is even greater, since their participation through the informal rural economy is not statistically recognised.

Women are more likely than men to work in the informal economy (overall economy), although there is no single pattern in the Member States; Sweden leads in the share of women workers as informal employees, followed by Spain, Germany and France.

Despite an overall increase in women's employment rates in Europe, including predominantly rural areas, important differences between EU countries remain. According to the analysis, women's employment in EU rural regions (age class 15-64) has increased by almost 2% in the period 2013-2017. The average rate of self-employed women in EU rural areas is about 38%, but due to a lack of data it is hard to compare and explain the share of women in self-employment per Member States. The contribution of women in the rural economy may be promoted through self-employment and small business; women can be leaders of innovative projects and diversification in rural areas (agro-tourism activities, artisan food and drink production, craft enterprises, telecommunication and care-giving services).

The EU still insufficiently implements its gender policies, and gender equality and gender mainstreaming are often no more than a rhetorical reference rather than an integral part of (national) programmes. Gender issues should be integrated into rural policies at various levels, and there is a need to intensify research on rural governance structures and processes from a gender equality perspective (Wiest, 2016).

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Collection of Good Practices:

Greece

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Overview

Greece is located in the southern part of the Balkan Peninsula and its position represents an important link between East and West, Europe, Asia and North Africa. Greece has an area of 13,196,887 hectares, of which 271.090 ha are characterized by rocky areas and sea. The remaining area is covered by agricultural areas (40.9%), forests (18.9%) and natural areas (37%) [2]. According to the OECD definition of rural areas, 85% of the total area of Greece is rural, while the population in rural areas represents 27.2% of the total population (10.9 million in 2010) [3].

The Greek primary sector has a special social and environmental role in the global economy and provides a significant percentage of jobs (11.4% in 2011) and is well known to be a significant contributor in the country's economic development, as it produces many and varied agricultural products and is one of the major exporters worldwide. At the same time, the agricultural sector is the main supplier of food processing, which is now one of the most important development sectors in the country [8]. The main industry sectors of the rural economy are meat, milk, vegetable cultivation, organic farming etc. There is a strong presence of Greek enterprises in the agro-food sector in international markets, while there is a favorable climate for agricultural production and organic livestock. Rural areas in Greece are also rich in cultural heritage and provide opportunities for diversification of the rural economy [1].

Employment in the primary sector is an important factor in the economic development of rural regions with significant agricultural potential, as well as in less developed rural regions. In developed regions with agricultural potential, agricultural modernization and economic diversification are more important. In tourism-oriented areas environmental protection is a priority, given that this is their most important resource [1].

Organic farming appears to be a viable alternative in disadvantaged rural areas. Therefore, organic farming especially in Greece, where the land is disadvantaged in the proportion of 82.7% could be an activity that can contribute to local development and preservation of the rural population in areas disadvantaged rural [1].

Undoubtedly, rural areas were considered to be traditionally dependent on agriculture. However, in the last two decades, it was found that rural development can be induced not only by the development of agriculture. The importance of the tertiary sector has grown significantly with the need for environmental protection [1].

Regarding women's entrepreneurship, the accurate investigation of the phenomenon of female entrepreneurship is difficult, as there is no sufficient gender disaggregated data recorded in statistics, while the possibility of satisfying the criteria for a precise characterization of women as business owners is obscured by proprietary and working conditions in family businesses [4]. In many family businesses women are only nominally entrepreneurs for various reasons of family strategy, while in fact the woman is part of the labour force of the business [5].

In Greece, women entrepreneurs represent 30% of all entrepreneurs. This rate is very close to what the same survey records as an average in the EU-28 as well as in all 37 countries included in the survey (31%) [6].

A grid of push and pull factors affects women’s attitude towards undertaking a business venture. These factors largely constitute explanatory causes of the ongoing gap in entrepreneurship index between the sexes, but also of the different behavior towards the risks inherent in a business venture and the goals and aspirations that women invest in this endeavor [4]. Economic reasons, such as labour-market integration, support of family income, independence at work, loss of a paid employment, acquisition of personal property etc have been identified as push factors. However, personal and psychological reasons such as dissatisfaction with the former workplace, social esteem enjoyed by a successful businessman, a sense of creativity, self-esteem etc also motivate people to undertake a project [7]. Especially rural surveys find that the vast majority of women acknowledge that securing additional income for the household is the main reason, while social reasons such as personal and social recognition are of minor importance [4].

In rural areas female entrepreneurship may contribute to the economic diversification of households and the preservation of their social fabric. In Greece, small private enterprises owned by women and the women’s cooperatives are almost the only forms of women’s enterprises in rural areas [4]. Today, there are 141 active women associations all around Greece with a percentage of 57% existing 11 to 20 years and consisting of numerous members.

Good Practice 1

Title	
Fabric Republic: No Empty Clothes	
Date	Authors
March 2021	Elena Voumvaki, IASIS NGO, elena.voumvaki@iasismed.eu

Element

Guiding questions

 Geographical coverage	<ul style="list-style-type: none"> • Athens, Greece
 Actors and Stakeholders	<ul style="list-style-type: none"> • IASIS NGO and Think Act Go/TAG-Green Social Cooperative Enterprise are implementing the service of Fabric Republic • Between the stakeholders are many public benefit organizations, as well as producers of the fashion industry • 200.000 € were donated by Stavros Niarchos Foundation, so that the service could start



Target beneficiaries

- People living in poverty, People in need that have access to free and clean clothing
- People from vulnerable groups (with mental health conditions, beneficiaries of previous projects of IASIS that were homeless, etc.) and work for the service



Context

- The quality of life of a large percentage of the population was been adversely affected by the economic crisis and the fact that 1 out of 3 people in Greece lives in poverty or under social isolation, with no access to decent clothing. Thousand tons of clothing were thrown away every year or mishandled by organizations with lack of personnel needed or/and infrastructure. This combination lead IASIS NGO to create the service of Fabric Republic.



Objective

- The main aims of this service are:
 1. Every person in need to have access in free, clean and decent clothing
 2. To include people from sensitive social groups in employability and sustainable practices
 3. The diversion of textiles' waste from landfills, as well as the natural resources' conservation, and therefore, the CO₂ emissions' reduction



Methodological approach

- The process of Fabric Republic is based on social need, sustainable development and circular economy and is the following:
 - * Collection of excess clothing from citizens and stores (defined spots)
 - * Clothing's sorting
 - * Cleaning and Decontamination with the use of professional equipment
 - * Categorization regarding the gender, age, size and season
 - * Packaging and storage

- * The appropriate for reuse clothes are being distributed to public benefit organizations (NGOs, etc.) and people in need, in case of emergency (natural disasters, etc.)
- * The clothes that are not appropriate for reuse are being upcycled to new products (accessories etc.) that are being sold via the Fabric Republic e-store. This way extends the life-circle of the fabric. The upcycling process occurs at the Fabric Republic Lab, in which work people from vulnerable groups.
- * The clothes that cannot even been upcycled, are going for recycling
- In the upcoming weeks, in cooperation with the General Secretariat for Demography and Family Policy and Gender Equality of Greece, 20 vulnerable women are going to work at the Fabric Republic Lab.



Results

- Fabric Republic has been the first and most comprehensive management system of the redundant clothing in Greece, focused on sustainable development and circular economy. The main result of the service as far is that has been created a circular management system for clothing which has led many people to have access in clean, decent clothing, as well as many people from vulnerable groups to be employed, while at the same time, it is contributing to social and ecological consciousness for a zero waste reality.



Impact

- The positive impact of this service reflects in the Society as well as the Environment, since:
 - * 30 tons of clothing per year are being offered to public benefit organizations
 - * 40.000 beneficiaries are having access in clean and decent clothing
 - * 15 tones of clothing per year are being upcycled and recycled
 - * 171.344 kg of less CO₂ emissions



Success factors

- Participation of citizens and stores for giving their old and/or defective clothes
- The donation of 200.000€ was a great start to begin the Fabric Republic service

	<ul style="list-style-type: none"> The upcycled products should be tempting so that the consumer will want to buy them, without thinking that a new product is better than an upcycled one
 Constraints	<ul style="list-style-type: none"> Professional equipment was needed to manage and store the large amount of collected clothing Vehicles needed to provide the clean clothing to the organizations Equipment for the upcycling lab was needed <p>All the above were addressed via donations from foundations.</p>
 Sustainability	<ul style="list-style-type: none"> Fabric Republic answers to social, as well to environmental needs. By providing decent and clean clothing to people in need, the service meets a range of aspects relevant to social provision, solidarity among humans and environmental protection. Apart from that, for the creation of the upcycled products, people with mental health difficulties and beneficiaries from previous programs are employed. This circular work model where the beneficiary is now the employee that contributes him/herself to the social provision and the environmental protection and is based on the principles of sustainable development. The service tries to have a positive impact on the society, the environment and the economy, at the same time.
 Replicability and upscaling	<ul style="list-style-type: none"> The required conditions to replicate and adapt the practice in another context/geographical area or to upscale it at a national/international level cooperation, bins, space room, equipment and vehicles are needed.
 Related resources	<ul style="list-style-type: none"> http://www.fabricrepublic.gr/en/ https://www.fabricrepublic.store/index.php?route=common/home

Good Practice Example 2

Title PHEE	
Date April 2021	Authors Company “PHEE”

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> The company is based in the city port of Patras, some 200 kilometers west of Athens. The company sells eco-products across Greece and abroad.
 Actors and Stakeholders	<ul style="list-style-type: none"> Stravros Tsompanidis, 24, is the founder of startup PHEE. He turned to the real market, donors who embraced his project, and teamed with engineer Nikos Athanassopoulos who became his business partner.
 Target beneficiaries	<ul style="list-style-type: none"> This practice is based on Green Entrepreneurship since the products that this company sells are made of dead leaves of sea grass. Thus, it prevents huge amounts of dead leaves from ending up in landfills and therefore protects the environment. This project has also helped Greek municipalities to save money. Under European regulations, they have to pay 61 euros per ton of seaweed ending up in landfills. Some municipalities now collect the sea grass for PHEE.
 Context	<ul style="list-style-type: none"> PHEE designs and manufactures a series of products using Phee-board, an innovative cellulose-based material made of recycled sea grass which has some very interesting qualities and multiple applications. PHEE-board, the flat panel made from Posidonia Oceanica and biological resins can be used to develop high value-added products which will also have a positive impact on the planet's ecosystem.
 Objective	<ul style="list-style-type: none"> To promote the values and principles of "green" entrepreneurship and the upcycling of natural resource.
 Methodological approach	<ul style="list-style-type: none"> After 3 years of Research & Development PHEE's team has brought those leaves back to life, being the first company worldwide to fully utilize them as a primary raw material. A pioneering natural material has been developed and patented as such. The procedure: <ol style="list-style-type: none"> Gather and Clean Store & Process Application & Upcycle

 Results	<ul style="list-style-type: none"> • PHEE’s products, such as phone cases, beach rackets and gift boxes, are now manufactured in the company’s production unit in Patras. They are available in several Greek stores and are also exported to foreign markets. • An increasing quantity of dead sea grass the past three years has been given a second life after being transformed into unique, useful, ecological products.
 Impact	<ul style="list-style-type: none"> • Environmental Impact: A huge amount of dead sea grass has been prevented from ending up in landfills and been given a second life due to the procedure of upcycling. Also, this project promotes the principles of circular economy and it is a great example of green entrepreneurship
 Success factors	<ul style="list-style-type: none"> • When the founder was asked about the secret of his success, he said that it was a bright idea he came up with while he was still studying finance and banking management at the University of Piraeus. He wanted to do something new, different. But mostly it was hard team work.
 Constraints	<ul style="list-style-type: none"> • The founder had the idea but not the capital or the know how.
 Sustainability	<ul style="list-style-type: none"> • This dynamic business uses the dead leaves of the vascular sea plant Posidonia Oceanica, which can be found in the Greek coasts, as raw material for the development of high quality products. This process is environmentally friendly, though the company has procured a survey to measure the environmental and social impact of its manufacturing process and composes a sustainability report to advice on areas where it can further develop.
 Replicability and upscaling	<ul style="list-style-type: none"> • They are committed to work alongside the relevant authorities, industry leaders, and consumers so that sustainable materials regain their market trust from their toxic counterparts that dominate the market for now. They aspire that PHEE will be a world leading company, which will in turn lead the way for other industries.
 Related resources	<ul style="list-style-type: none"> • https://phee.gr/

- <https://www.thepeoplestrust.org/en/success-stories/stavros-tsompanidis>
- http://www.xinhuanet.com/english/2018-02/03/c_136947023_2.htm

Good Practice Example 3

Title	
<i>“Women Associations” Social Cooperative Enterprise</i>	
Date	Authors
April 2021	Women Associations Website and Interviews

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> • National Level (Greece)
 Actors and Stakeholders	<ul style="list-style-type: none"> • Ms Maria Klepetouna is the founder and her team consists of 4 other members.
 Target beneficiaries	<ul style="list-style-type: none"> • 48 Women Associations from all over Greece (26 Agricultural organization, 15 Agrotourism organizations and 7 Social Organizations) being promoted for free
 Context	<ul style="list-style-type: none"> • Ms Klepetouna wanted to promote the products as well as the women associations from remote and rural areas of Greece
 Objective	<ul style="list-style-type: none"> • The promotion of the rural women associations as well as of the Greek traditional recipes. Also, the promotion of greek traditional products and the support of the women entrepreneurship
 Methodological approach	<ul style="list-style-type: none"> • Ms Klepetouna firstly had the idea when she was in Crete and ate a traditional cookie made by a Cretan woman. After that she had the idea of gathering women associations from rural areas of Greece and selling their products via an e-shop. In this way, the Women Associations service would promote the traditional Greek products as well as the women entrepreneurship in rural and remote areas. Apart from promoting the products, Women

	Associations Social Cooperative Enterprise is giving the associations that collaborates with 1% of its annual revenues.
 Results	<ul style="list-style-type: none"> Ms Klepetouna said that it was difficult at first because she had to invest her own resources to create the enterprise.
 Impact	<ul style="list-style-type: none"> 47 Women Associations from rural and remote areas of Greece have been promoted and their products are being sold via the Women Associations' e-shop and website.
 Success factors	<ul style="list-style-type: none"> During the years 2011-2017, 40 Greek women associations from rural areas have been closed. So, this was a problem that Women Associations was trying to face and right now many products and associations have been promoted and more people learn and choose their traditional products to support them.
 Constraints	<ul style="list-style-type: none"> To build a real relationship with the women of each association and area
 Sustainability	<ul style="list-style-type: none"> The fact that an initial funding is needed to start or to invest own resources.
 Replicability and upscaling	<ul style="list-style-type: none"> Numerous women and associations are being supported and promoted via the website and the e-shop of Women Associations SCE. Apart from that, 1% of the annual revenues are being shared to the collaborating women associations for support. Last but not least, all the materials used for packaging are eco-friendly, promoting environmental protection and awareness.
 Related resources	<ul style="list-style-type: none"> Ms Klepetouna said that she and her team as well, want to make the products and the associations known in Greece at first and later they might develop this service by selling products abroad too.
	<ul style="list-style-type: none"> https://womenassociations.com/

Good Practice Example 4

Title

GREEN-WIN: 'Green growth and win-win solutions for sustainable climate action'

<p>Date</p> <p>Since 2015 (Duration of the project: 1/9/2015-30/8/2018)</p>	<p>Authors</p> <p>GREEN WIN Project's Team, greenwin@globalclimateforum.org</p>
 Geographical coverage	<ul style="list-style-type: none"> GREEN WIN is a major <u>international</u> transdisciplinary research collaboration
 Actors and Stakeholders	<ul style="list-style-type: none"> The project has received funding from the European Union's Horizon 2020 research and innovation programme and the Swiss State Secretariat for Education, Research and Innovation, 3.9 million euros in total. The project's partners are the following: <ul style="list-style-type: none"> * Global Climate Forum (GCF), Germany * The Institute of Environmental Sciences and Technology, Autonomous University of Barcelona, Spain * E3-Modelling, Greece * Environmental Change Institute, Oxford University, UK * Ecole d'Economie de Paris, France * University College London, UK * The Ground_Up Association, Switzerland * Deltares, The Netherlands * Institute for Advanced Sustainability Studies, Germany * Global Green Growth Institute, South Korea * Jill Jaeger, Austria * European Centre for Living Technology at Università Ca' Foscari Venezia, Italy * Institute of Environmental Sciences at Boğaziçi University, Turkey * Center for Remote Sensing and Ocean Sciences, Udayana University, Indonesia * University of Cape Town, South Africa * 2^o Investing Initiative, Paris <p>The stakeholders belong to policy, research, civil society and the private sector.</p>
 Target beneficiaries	<ul style="list-style-type: none"> Everyone that works with, research or is interested in Green Entrepreneurship, and/or green entrepreneurs, as well as entrepreneurs who are starting a green business
 Context	<ul style="list-style-type: none"> The project team is focusing on 4 critical barriers that had been identified by practitioners and policy makers. The barriers include:

- * Develop transformative narratives highlighting opportunities in climate and sustainability action in order to contribute to overcoming cognitive barriers and empowering people.
- * Examine climate and sustainability finance policies and governance arrangements in order to contribute to overcoming financial barriers to mitigation and adaptation.
- * Substantiate the economics of green growth in order to contribute to overcoming economic and collective action barriers to de-carbonization. Towards this end we introduce major innovations into the GEM-E3 computable general equilibrium model required to discover green growth strategies. These include developing a network-based model of technological diffusion, and introducing financial market constraints and adaptive expectations of agents.
- * Contribute to overcoming economic and institutional barriers through identifying win-win strategies, sustainable business models and enabling environments in three action fields of coastal zone flood risk management, urban transformations and energy poverty eradication and resilience.



Objective

- The objectives of GREEN-WIN are to:
 - * identify, develop and critically assess win-win strategies, green business models and green growth pathways that bring short-term economic benefits, while also supporting mitigation and adaptation goals within the broader sustainable development agenda.
 - * co-develop shared narratives around win-win strategies, business opportunities and green growth pathways amongst scientific, policy, business and civil society sectors.

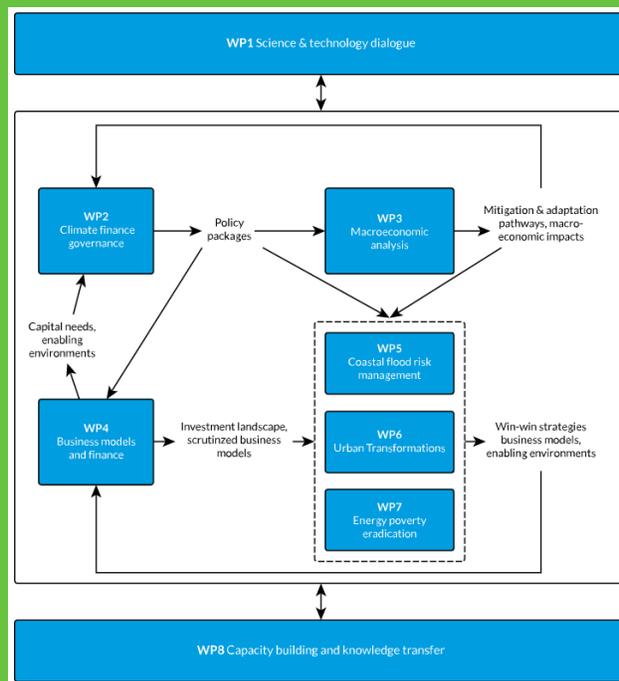


Methodological approach

- **WORK PROGRAMME**
 - * At national levels, GREEN-WIN analyses win-win opportunities that arise through integrating policies across different sectors, and advances state-of-the-art macro-economic models in order to identify green growth pathways.

- * At local levels, GREEN-WIN carries out action research case studies to develop green business models and enabling environments in the following three areas: i) coastal flood risk management in Jakarta, Kiel, Rotterdam and Shanghai; ii) transformations in urban systems in Barcelona, Istanbul, Shanghai and Venice; and iii) energy poverty and climate-resilient livelihood with case studies in India, Indonesia and South Africa.
- * Cutting across both levels, GREEN-WIN investigates financial products and policies, as well as financial system reforms that redirect financial flows towards sustainability and climate action.
- * All of these activities are embedded in an open dialogue between research institutes, international organisations, business, and civil society.
- * Finally, the Green Growth Knowledge Platform and the green entrepreneur platform of the **Ground_Up Project** will be leveraged to support the outreach and dissemination of the GREEN-WIN project findings.
- * www.greengrowthknowledge.org | www.groundupproject.net

- The methodological approach is depicted on the following diagram:



	<ul style="list-style-type: none"> The duration of the project was 36 months (1/9/2015-30/8/2018), while the project resources 3.9 million euros.
 Results	<ul style="list-style-type: none"> By the end of the project, particular deliverables had been created. The deliverables are available here: https://green-win-project.eu/deliverables
 Impact	<ul style="list-style-type: none"> Positive impact on people and businesses by highlighting opportunities in climate and sustainability action in order to contribute to overcoming cognitive barriers and empower people, regarding Green Entrepreneurship.
 Success factors	<ul style="list-style-type: none"> In depth research and cooperation via a multidisciplinary approach
 Constraints	<ul style="list-style-type: none">
 Sustainability	<ul style="list-style-type: none"> The whole project is based on the principles of sustainability (socially, economically and environmentally. As mentioned above, GREEN-WIN investigates financial products and policies, as well as financial system reforms that redirect financial flows towards sustainability and climate action.
 Replicability and upscaling	<ul style="list-style-type: none"> GREEN WIN's international transdisciplinary research collaboration is applying a solution-oriented approach targeted at increasing the understanding of links between climate action and sustainability and overcoming implementation barriers through win-win strategies. These strategies could be followed by or help people and businesses that are interested in Green Entrepreneurship.
 Related resources	<ul style="list-style-type: none"> https://green-win-project.eu/

Conclusion

All the aforementioned practices had one thing in common: the Green entrepreneurial orientation. The first 3 practices were great examples of green entrepreneurship that a young woman or a group of young women could use to be inspired and exemplified. Apart from that, by learning about them we could

easily realize that when an idea is interlaced with terms like circular economy, sustainability, gender equality and social inclusion, a successful and impactful result is going to come.

The last practice was a very interesting and important project which had as an output, among others, a very analytical and useful guide about Green Entrepreneurship and how someone can start a green business. Of course, this could be a very useful tool for the trainers as well as for the young women themselves to read and use.

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Collection of Good Practices: Poland



Overview

The image of the countryside that we associate with the 20th century is different from the way contemporary rural areas function. The common feature of both images is the essence of the role of women - unfortunately, most often underestimated and treated as less significant. Over the years, many patterns and stereotypes have emerged regarding, for example, the factors determining the division of roles and the opportunities that are assigned to women in this respect.

The contemporary approach to the role of women in society is changing in a better and more beneficial direction. Thanks to the strength and determination they find in themselves, they occupy places that their great-grandmothers did not even intend to take over. It was men who dealt with key tasks or tasks for the functioning of farms, while the basic duties of women included housework, caring for the offspring and seniors of the family, as well as fostering family and social ties and traditions.

The transformations that the world underwent at the end of the 20th century also affected rural areas, which influenced both the structure of the countryside and the social roles of the sexes. They began to focus on cities and the benefits of the amenities they offered, including the advantages of urban employment. Thus, for the inhabitants of the countryside, farming and farm work ceased to be the only source of income. Population migrations have significantly influenced the roles of women as part of rural communities and increased their scope for self-fulfillment.

The technology that has facilitated and improved the performance of many domestic and agricultural tasks is not without significance in this aspect. As a result, women gained more time for self-improvement. The equalization of educational opportunities broadened the self-awareness of women, which, combined with political changes (including granting women civil rights in 1918, transformations after 1989, membership in the European Union) facilitated many processes, such as abandoning the traditional model sharing of responsibilities and increased the range of opportunities available to women.

Currently, compared to other European countries, Poland ranks 5th in terms of the rate of self-employment among women. Polish rural women also rank high when it comes to holding managerial positions on farms - a result of more than 29% gives only 5 countries an advantage over us (Eurostat data). Unfortunately, the larger the farm, the more difficult it is to find a woman in managerial positions. Another disturbing phenomenon is the fact that young and middle-aged women relatively rarely associate their professional development with the countryside, and those who decide to do so, usually remain married, where the man is also associated with work on the farm. It is difficult to meet a woman who is the so-called single woman who would aspire to agricultural ventures. The consequence of this phenomenon is the still high level of masculinization of the rural community.

Fighting gender discrimination in the countryside, reducing exclusion among people at risk of it, and promoting agricultural entrepreneurship among young women are some of the most important challenges that must be tackled to achieve sustainable rural development.

Good Practice Example 1

Baskets system in direct selling – “Koszyk Lisecki”/ “Lisecki Basket”	
04/2021	Klaudia Kieljan, CDR O/Krakow, k.kieljan@cdr.gov.pl

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> • Lesser Poland Voivodeship, the Lisecka land region near Krakow - the commune of Liszki and neighboring communes, including Kraków. • The western part of the Krakow agglomeration.
 Actors and Stakeholders	<ul style="list-style-type: none"> • The “Lisecki Basket “ is co-financed by the Grant Fund as part of the “Lesser Poland Local Product”/ „Produkt Lokalny Małopolska” project carried out by the Partnership for the Environment Foundation. • It has operated since 2014; the system administrator is the Lisecki Basket Producers Association/Stowarzyszenie Producentów Koszyka Liseckiego.
 Target beneficiaries	<ul style="list-style-type: none"> • The “Lisecki Basket” is a direct sales system that engages both farmers from small farms and small food processors, as well as consumers, to cooperate to enable a regular and systematic sale of local products.
 Context	<ul style="list-style-type: none"> • The Basket System is a specific form of collective selling of local food that direct connects individual producers with individual consumers, based on short chain principles – without unnecessary intermediaries. The formula is very simple: a group of local farmers and small processors on the one hand, and a group of consumers on the other. Both of them co-create the system thanks to the animation of people or organizations that they associate on an ongoing basis with each other, supporting the process of regular, weekly sales.

- The “Lisiecki Basket” system's animator was a woman Dagmara Pilis, who lives with her family in small villages in the Liszki commune. Today she is the president of the Lisiecki Basket Producers Association (LBPA), which runs the “Lisiecki Basket”.
- The initiative was born out of the need to find a way for efficient purchase of healthy, local, fresh products directly from trusted farmers and producers.



Objective

- solving the problem of direct connection between producers and consumers in order to achieve mutual benefits - shortening the supply chain - the social and geographic "distance" between the producer and the consumer in direct selling of local products
- socio-economic recovery of rural areas - activation of farmers to cooperate, rural development through development of the agri-food production and sale activities among farmers and small producers, creation of new distribution channels of local food.
- enabling consumers to have regular access to fresh food of known origin, produced in the region where they live - a response to the needs



Methodological approach

- At present, almost 40 producers cooperate with “LB”, most of them women, operating within a distance of several to 25 kilometers. Each week, the “LB” offers customers between 300 and 400 products. The range of products depends on the season, as the club is based on seasonal products. To ensure the full offer, some products are delivered from the near area (no more than 50 km). The club serves over 600 consumers. The average number of orders a week is 60-80, depending on the season and the offer. During the holiday periods, this number increases to 120.
- 6 people are employed to handle the current sales in “LB”. One person handles the online store. Another three people work only on the day the orders are issued. Orders with delivery are delivered by 2 drivers. The president of the association (LBPA) is responsible for managing the basket, accounting matters, searching for new products, negotiating with producers, preparing newsletters with offers, organizing training and promotional events.
- The association buys fresh and local products directly from farmers and producers, adds a margin of 20-25% to them, and sells to customers who have signed up for the “LB” and are on mailing list. The margin covers all the running costs of the club. The big permanent costs are: costs related to renting an IT

system for order processing, Internet costs, banking and accounting costs, costs of small purchases, and the cost of organizing promotional events.

- Detailed rules for the operation of the “Lisiecki Basket” are specified in the Statute.



Results

- about 40 farmers, most of them women, developed a business of selling local products by participating in the initiative
- farmers, including women living in rural areas, have the opportunity to develop their activities by joining the initiative
- farmers obtaining much greater access to the market and, consequently, greater profit also support for the development of their production and business activities
- around 600 consumers in the region have the option to source fresh local products



Impact

- recovery of the local economy
- development of activities in rural areas
- strengthening the importance of local products produced by farmers using traditional methods
- increasing access to locally produced fresh food
- reducing the impact on the natural environment
- the possibility of co-creating commercial solutions based on sharing benefits, risks and costs



Success factors

- acquiring producers and consumers for permanent, long-term cooperation
- involvement and systematic work
- ability to cooperate and work in a group
- establishing lasting relationships with people, trust
- high quality product
- cooperation with local organizations and government institutions
- financial support for start-up, educational support for producers
- determined leader of the initiative



Constraints

- The most important challenge was acquiring producers and consumers for permanent, long-term cooperation.
- Involving producers means that they must be convinced of this form of sale and include it in their activities. Signing contracts,

declarations or other documents often - at least in the beginning - discourages cooperation.

- The key here is involvement and systematic work. Establishing lasting relationships with people - both farmers and customers.
- It is important to convince farmers that cooperation in the initiative will bring benefits for themselves, the place where they live and work. Encouragement to try to participate in a new initiative where individual benefits result from collective activity.
- It is advisable to cooperate with institutions and organizations working with farmers that can help in attracting farmers.
- An equally important aspect is gaining and maintaining trust in farmers - through such basic principles as honesty, be true to one's promise, transparency of actions.
- In the case of customer acquisition, personal contact is extremely important. Such contact can be established by organizing fairs, festivals or other events that attract potential consumers, enabling them to taste local products and get to know their producers.
- The emerging problems related to the organization of the initiative, as well as organizational, logistic and billing aspects were solved by IT tools that support or even replace the activities of animators and system organizers.



Sustainability

- Short food supply chains have become a political priority that is included in programming documents, including agricultural and rural development financing programs. Short supply chain systems in combination with the development and strengthening of local markets are perceived as an important instrument for the implementation of the “Farm to Fork strategy for a fair, healthy and environmentally-friendly food system”, which details the objectives and assumptions of the European Green Deal in the field of quality and food safety management.



Replicability and upscaling

- The practice may be repeated.
- It is required to produce food by farmers in accordance with the policy of national and EU law.
- The practice requires an initiative organizer, interested producers and consumers.
- The key is the use of IT innovations for the development of the system.



Related resources

- <https://zakupy.koszyklisiecki.pl/>
- <https://www.youtube.com/watch?v=wRC5gXmavWs>

Good Practice Example 2

Educational garden on the example of the "Garden on the Hill" / "Ogród na Wzgórzu"/

04/2021

Klaudia Kieljan,
CDR O/Krakow, k.kieljan@cdr.gov.pl

Element

Guiding questions



Geographical coverage

- Lesser Poland Voivodeship, Krzeszkowice commune, Filipowice village.



Actors and Stakeholders

- The garden is run by two women in rural areas, a mother and a daughter - Lucyna Grabowska i Alicja Grabowska. It was established 16 years ago on a plot of land that was an agricultural field, without any previous plantings or trees.
- The garden is on the list of the Lesser Poland Garden Trail - a project combining gardens of outstanding aesthetic, educational and historical value of the Lesser Poland Region. Currently, 32 objects have been added to the list of the Trail.



Target beneficiaries

- People looking for gardening knowledge and pro-environmental education.
- People looking for an idea for business development, professional and personal development.



Context

- Educational gardens are an opportunity for the development of agricultural and agritourism farms. It can also be a way of personal development, strengthening self-esteem and finding passion and professional occupation.
- Carrying out educational activities can be the main or additional source of income.
- Properly equipped gardens can provide a base for conducting classes for schools, organized groups and

other people interested in deeper understanding of the specificity of rural areas and various aspects of nature.

- Educational gardens are a response to the growing interest in a healthy lifestyle in connection with nature. Now many of them conduct their activities through IT tools or other activities. Such an example is the "Garden on the Hill".



Objective

- creating a place of self-employment
- personal development, building self-confidence, self-esteem
- shaping ecological awareness
- pro-environmental education
- providing specialist and practical knowledge in the field of gardening
- showing that gardening is a great hobby, a healthy form of spending free time outdoors, allowing to calm down and admire the beauty of nature



Methodological approach

- "Garden on the Hill" is an educational garden, a basis for publishing and educational activities aimed at shaping the ecological awareness of its recipients. The garden was established 16 years ago from the love of gardening by the owners - passionate gardeners, with extensive professional knowledge gained from literature, experience and professional travel.
- It was a private garden in the beginning, which the owners gradually transformed into a biodiverse area with various garden interiors and a seedbed of ornamental plants.
- Only natural plant protection products are used in the garden and even these are applied only in exceptional situations. Plants that grow in such biodiversity support each other, and their health and strength is much higher than that of those growing in monocultures.
- The main activity and form of advertising is running a website rich in content, "Twój Ogródnik"/"You Gardener"; much of the content is free. The complementary YouTube channel, which has been running since 2014, contains free, informative content on specialist and practical knowledge on plant care throughout the year. The garden also runs profiles on social media: Facebook and Instagram.

- The garden is an experimental plot and a setting for photos and educational films related to the editorial and publishing activities of the company. The main activity is the publishing house "Twój Ogrodnik" publishing books, and until 2019 a bimonthly under the same title. Very popular gardening books and e-books are also published.
- Knowledge is transferred both for free (via social media and the website) and for a fee - through published books and catalogs. The garden is not open to the public, although organized groups are occasionally admitted.
- Garden maintenance is carried out by the owners and two employees who mainly deal with the seedbed and mail order sales.



Results

- creating a place of self-employment
- personal development, building self-confidence, self-esteem
- showing new possibilities for the development of agriculture and horticulture farms towards educational services
- stimulating interest in natural world processes and interest in nature
- encouraging a better and healthier style life
- education on environmental protection



Impact

- raising environmental awareness, social development, disseminating of specialist and practical gardening knowledge, protection of the natural environment, pro-environmental education



Success factors

- According to the owners, the recipe for success - in social media - is regularity, authenticity and gaining the trust of customers. However, trust is gained over the years, by reliability, providing proven knowledge and personally tested methods and advice adapted to the conditions of Poland. Everything that is published in the pages of "Twój Ogrodnik" / "Your Gardener" has practical coverage. Satisfied clients recommend services and publications on the basis of word of mouth

	<p>marketing. Thanks to this, the customer base is so large, and the activity brings satisfaction and financial success.</p> <ul style="list-style-type: none"> • The key condition is "presence" on the Internet and publication of educational and information content in various forms.
 <p>Constraints</p>	<ul style="list-style-type: none"> • Employment of people is problematic because it involves costs. It is also difficult to find competent employees in the season, and this is a problem for the entire horticultural sector in Poland. Therefore, the owners plan to gradually reduce the share selling plants to expand educational activities on social media, on website and publishing.
 <p>Sustainability</p>	<ul style="list-style-type: none"> • The educational garden is a green laboratory adapted to the safe conduct of research activities and field observations and experiments. • Conducting nature-related educational activities is consistent with the assumptions of the EU 2030 Biodiversity Strategy - a comprehensive, ambitious and long-term plan to protect nature and reverse ecosystem degradation - as part of the European Green Deal.
 <p>Replicability and upscaling</p>	<ul style="list-style-type: none"> • The practice may be repeated. • Educational gardens are an opportunity for the development of activities led by women in rural areas. • The condition is to have passion and specialist knowledge in the field of gardening
 <p>Related resources</p>	<p>https://twojogrodnik.pl/ https://www.malopolskiszlakogrodow.pl/ https://www.youtube.com/channel/UCP_emr0cVqSrXuNL4orfcnA</p>

Good Practice Example 3

Brown trout "Pstrąg ojcowski"

04/2021

Karolina Boba,
CDR O/Krakow, k.boba@cdr.gov.pl

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none">• Ojców, 30 km from Krakow, South of Poland• You can find them in the heart of the Ojców National Park, about 1 km from the car park near the Ojców Castle and the Jonaszówka viewing point. They are located at the crossroads of the paths leading to Łokietek's Grotto, Kraków Gate and Sąspkowska Valley.
 Actors and Stakeholders	<ul style="list-style-type: none">• Ojcowski Trout into a family business founded by a mother and daughter who decide to be in the city of the National Park.
 Target beneficiaries	<ul style="list-style-type: none">• Local communities, local residents, tourists and clients from home and abroad, farmers and fishermen.
 Context	<ul style="list-style-type: none">• The picturesque location, natural microclimate as well as crystal clear and well-oxygenated water from the Młynówka stream give the trout ponds their unique quality. All these factors combined result in an imitation of a mountain stream, that is a natural habitat of the brown trout, which creates excellent farming conditions.
 Objective	<ul style="list-style-type: none">• The aim is to restore brown trout farming, promote conscious and ethical breeding, educate the community about the history of the region and culinary traditions.• Pstrąg Ojcowski is a traditional product from Małopolska, registered by the Ministry of Agriculture and Rural Development, and the company Pstrąg Ojcowski belongs to the European Network of Regional Culinary Heritage, uniting producers and restaurateurs, whose aim is to preserve and develop regional culinary traditions characteristic for given regions of the European Union.
 Methodological approach	<ul style="list-style-type: none">• The production process maintains traditional production methods without industrial use to accelerate the weight and size gain of the fish. The feeding process is not mechanized and direct human involvement. Fishing for trout in the traditional way by dragging the nets through the pond, which prevents them from suffocating and damaging the fish. The fishing gear side of the farm is used: cassettes, trawl nets, boat hooks. Wooden monks

have been recreated for landscape reconstruction reasons. The aim is to restore brown trout farming, promote conscious and ethical education, and educate about the history of the region and environmental protection.



Results

- Recreating damaged ponds, restoring river trout to life, preserving tradition, profitable business, creating a tourist attraction, revitalizing the landscape.
- Ojcowski trout won the first place in the 5th edition of the European competition Women Innovations Award for Women Farmer 2018 organized by the Copa-Cogeca Women's Committee at the EESC - European Economic and Social Committee in Brussels. Out of 35 candidates from all over Europe, the Commission selected the 5 best applications, of which the main prize was collected by the originator who restored the tradition of brown trout farming in the Ojców National Park.
- The Innovation Award for European Farmers, which was received by Magdalena Węgiel on October 15 in Brussels, is awarded every two years by the Copa-Cogeca Women's Committee of the European Economic and Social Committee. Importantly, the awards ceremony was held on the International Day of Rural Women, which draws the attention of all Europeans and European women to unique and innovative projects carried out by women involved in the agricultural and forestry sectors.
- In 2019, they received the title of Ambassador for Innovation in Agriculture as part of the European Horizon 2020 LIAISON project.



Impact

- The activity combines tradition with something modern. They stimulate the local community, recreate the 80-year-old tradition and combine it with a modern image. They were appreciated for their ability to use something that had already been there, and that they gained from doing it. They run an educational path on how I breed a string. They preserve the natural heritage and care for the natural environment.



Success factors

- The factors of success can definitely be called certainty in your actions. Putting everything on one card and stubbornly pursuing the desired goal guarantees success.
- A passion for nature, awareness of the importance of heritage and support of loved ones, and at the same

		time not giving up adversity, make us achieve the intended result.
	Constraints	<ul style="list-style-type: none"> The limitations in this case were adversities and the laws of nature, which were beyond the control of women. Limited physical capacity and the initial hostility of the local community were also a problem.
	Sustainability	<ul style="list-style-type: none"> Pstrąg Ojcowski is a traditional one with Małopolska, registered by the Ministry of Agriculture and Rural Development and the company Pstrąg Ojcowski belongs to the European Network of Regional Culinary Heritage, uniting producers and restaurateurs, whose aim is to preserve and develop regional traditions characteristic of the European Union data.
	Replicability and upscaling	<ul style="list-style-type: none"> This approach can be replicated. It seems that even recreating a species, an extinct tradition, and even recreating a destroyed landscape with great passion and consistency in action can be applied to everything.
	Related resources	<ul style="list-style-type: none"> https://www.youtube.com/watch?v=vLhGBXXdZkY https://www.facebook.com/pstragojcowski/ http://pstragojcowski.pl/en/

Good Practice Example 4

Active women association	
04/2021	Karolina Boba, CDR O/Krakow, k.boba@cdr.gov.pl
Element	Guiding questions
 Geographical coverage	has been operating locally, regionally and internationally since 2002.
 Actors and Stakeholders	non-governmental non-profit organization women's.
 Target beneficiaries	women, girls, children, the elderly.



Context

- Their mission is to promote equal opportunities, social inclusion, civic activation and the development of democracy. They want every person - regardless of gender, age, religion, nationality and social situation - to have opportunities and possibilities to realize their potential, access to rights and privileges, to education and career, power, resources and happiness.



Objective

- They are strongly interested in the promotion of wellbeing and a holistic life approach; self-development; personal growth, especially when performed in a natural setting.
- They motivate people to discover life's mission and reclaim inner Power; find their true Self, to reconnect with the communities. Then people could dare to walk their chosen paths and realize the inner potential.
- Their goal is to raise self-awareness and show people how empowering a strong relationship with nature is. We are also interested in raising people's awareness of being interconnected with all beings within the global world.
- the development of the third sector is also a value and goal, which is why we provide training and advisory support to other non-governmental organizations, especially in the field of project planning and management.



Methodological approach

- Conduct information and educational campaigns that contribute to reducing social problems present their position in the media and lobby publish materials and e-materials (newsletters, books, brochures, leaflets, e-books);
- They train using active and modern methods of informal education, organize youth volunteering in Poland and abroad, develop innovative educational methods, including edu-platforms and games, run the European Club of Educators and Youth, they organize conferences, seminars, marches, happenings and festivals, they support senior leaders and youth leaders, conduct scientific and research work, organize cultural and sporting, tourist and recreational events, cooperate with non-governmental organizations, national and international networks of organizations, cooperate

with business and public institutions in the implementation of a common mission



Results

We learn peer to peer within the framework of Strategic Partnerships for adult and youth education staff in the field of social inclusion, empowerment, non-formal, education, equal rights.

We run the European Club of Non-formal Education for youth and youth workers, where we enable people to participate in non-formal training, meetings, networking, and exchanges.

We produce educational materials, publications, manuals, and E-tools useful in non-formal work.

We train people in Europe and developing countries by means of non-formal education, outdoor education, mentoring and coaching. We mainstream innovative methods, e.g Dragon Dreaming project planning.

We are a member of many networks and coalitions so as to share knowledge and raise awareness of different social issues. Through conferences and seminars, we manage to outreach the public and media.

The organization has so far carried out many educational, social and professional projects aimed at young people, seniors, women / approx. 65 projects since 2002 /.



Impact

The organization deals with advocating the interests of marginalized groups / women, seniors /, strengthening citizens' participation in public life, personal development, empowerment in the natural environment, civic counseling, non-formal adult and youth education, developing civic engagement and career of young people, and intercultural education. Leads

information and social campaigns, trains with active methods, advises, introduces social innovations, publishes publications, lobbies for public solutions, presents a position in the media, enables the exchange of experiences and builds project teams in the country and abroad.



Success factors

The signpost to success is a properly selected target group to which the activities are directed. Properly selected activities and well-defined problems provide the basis for properly formulated projects. Visible

		commitment to activities for women results in full turnout and participation of interested people.
	Constraints	Coping with administrative difficulties, combating stereotypes and social barriers as well as the necessity to obtain external funds.
	Sustainability	They cooperate with the values of business development, because we believe that "good" economic activity is oriented towards the values of development, partnership and mission commitment. Therefore, the cooperation of the organization with the business sector makes sense.
	Replicability and upscaling	This type of organization associating women and working for women, showing development paths and examples of solutions, is absolutely to be followed.
	Related resources	http://aktywnekobiety.org.pl/about/

Conclusion

The development of civilization with all its benefits also brought negative effects, which can be considered disagrarisation. Tackling the challenge of introducing good practices in rural areas that will contribute to their sustainable development is directly related to the involvement of young women. Today's agriculture should be multifunctional. Innovative strategies must take into account the fact that rural activities cannot be based solely on food production. It should be combined with many accompanying services, which will make it attractive and create optimal conditions for successful prospering. It is impossible to ignore the role of agritourism farms and agrarian tourism. These, in turn, open up new areas for women's development and zones in which they can engage. The roles and functions that they can perform in modern farms create new directions of development - not only for women, but also for the countryside. The multifunctionality of agriculture generates a demand for the participation of women in it, who will bring knowledge acquired over generations, while increasing the profitability of farms. Moreover, thanks to women, rural entrepreneurship can develop thanks to the cultural heritage, the cradle of which is the countryside. It should be remembered that throughout history it was mostly women who nurtured and passed on rural culture: from folk art and crafts, through the traditional way of breeding animals and plants, and ending with the promotion of regional food.

Examples of good practices that can be found in Małopolska show that initiatives initiated by women serve the development of rural areas not only by supporting agriculture, but also by involving local communities.

Residents of the Liszki commune as part of the project "Małopolski Produkt Lokalny" created a system of direct sales called "Lisiecki basket". Initiated and coordinated by Dagmara Pilis brings together farmers and food processors operating regionally, enabling them to sell their products to the local community. The system is based on short food supply chains - they cover distances up to 50 km. In this way, residents can buy locally made products directly from trusted producers. As part of the "Lisiecki Basket", about 40 producers (most of them are women) work with over 600 customers, and the assortment varies according to the seasons.

Another example of good practice, initiated by Małopolska women, is "The Garden on the Hill". Belonging to the Małopolska Garden Trail, it is not only aesthetic - its main function is teaching. Educational activities carried out by the founders of "Ogrod na hillu" - mother and daughter Lucyna and Alicja Grabowski - at the same time create an additional source of income. However, the project is not limited to running a garden - its integral part is the book publishing house "Twój Ogrodnik", the website "Twój Ogrodnik" and the YouTube channel, where users can obtain materials from specialist gardening knowledge.

The local activity of women related to agriculture provides them with an opportunity for self-development and contributes to building self-esteem. Moreover, it fosters the creation of local brands and cultivates regional traditions, as exemplified by the Pstrąg Ojcowski breeding farm belonging to the European Network of Regional Culinary Heritage. The breeding is based on natural trout feeding methods and traditional methods of fishing. Among the awards she has won, one can distinguish the first place in the 5th edition of the Women Innovations Award for Women Farmer 2018 and the title of the Ambassador of Innovation in Agriculture under the LIAISON Horizon 2020 project.

In addition to initiatives directly related to agriculture, there are also organizations that generally support women. The Active Women Association works to provide equal opportunities, fights against stereotypes, prejudices and social exclusion. Its mission is also to improve the quality of life through various ways of personal development. The association works both locally and internationally.

Programs to activate young women aim not only to encourage this social group to become involved in agriculture, but also to eliminate obstacles that could contribute to discouragement. It is also important to support women in their endeavors. The key here is the elimination of gender inequalities and the elimination of various types of gender stereotypes, which should contribute both to the equalization of opportunities for women and men, as well as to the appreciation of their role in farms. Sustainable development of rural areas must go hand in hand with the multifunctionality of agriculture. It is difficult to imagine this process without activating enterprising and resourceful young women who will contribute to its multidirectional progress.

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Collection of Good Practices:

Italy



Overview

In a context such as the Italian one characterized by low levels of participation of women in the labour market (due to the absence of a real network of public services to maternity support as well), wage inequality (which affects future pension benefits), including the increasingly widespread phenomena of

verbal and physical violence against women, the issue of equal opportunities becomes priority in the political agenda of the institutions. The focus on female entrepreneurship has greatly increased in recent years. On the one hand, the policies of gender have become increasingly important within international and national agendas, on the other there is a significant expansion in the presence of women entrepreneurs in many economic sectors.

According to Unioncamere²³ (2016), in 2014 about 22% of Italian companies are run by women; this is a significant increase over the past decades. The incidence of female entrepreneurship in agriculture is relevant (219.990 enterprises) compared to the complex number of activities run by women – about 17% against not even 13% in general – which indicates a greater vocation of women in this sector. The recent economic crisis, the rise of general unemployment and the decline in job opportunities have brought to a rediscovery of agriculture, seen as a sector in which to find employment opportunities. Agriculture therefore becomes a sector able to attract work and, above all, capable of encouraging new entrepreneurship.

There are two social categories who have made the most of this opportunity: young people and women (Casini, 2003; Mazzieri and Esposti, 2005). In 2017, a large part of female enterprises operated in the Southern regions. Over 44% of them carries out its activities in the southern regions and islands, especially in Sicily (about 12% of national total), in Apulia (over 11%) and in Campania (over 10%). Also, the comparison between the incidence of female agricultural enterprises and female enterprises in general shows generally higher levels in the South, with the peak of Basilicata (40%) and with the exception of Molise, which has more than 39% of female agricultural enterprises compared to (female) enterprises overall.

In a sector traditionally considered a male prerogative, women have made their way through commitment, innovation, attention to sustainability and social responsibility. Agricultural entrepreneurs have positively revolutionized the sector by introducing environmental and food education activities dedicated to schools such as educational farms. Women in agriculture have been able to respond better than others to the challenges imposed by the market, combining them with respect for the environment. It is probably due to the number of young women farm entrepreneurs. According to data from Coldiretti²⁴, in Italy almost 14 thousand farms are led by women under 35. In this group we note a very high rate of innovation: the use of technology is their daily bread, precision agriculture has no mysteries, the remote control of the stables is normal, online reservations for farmhouses are discounted, the presence on e-commerce platforms to conquer new segments of consumers is a custom.

Good Practice Example 1

**Educazione alla Campagna Amica –
Il giusto cibo per te e l'ambiente.**

²³ file:///C:/Users/Utente/Downloads/Partecipazionefemminile_nella_politica_di_sviluppo_rurale_01_8_.pdf

²⁴ <https://www.rinnovabili.it/agrifood/donne-agricoltura-binomio-vincente/>

Project aimed at kindergarten, primary schools and secondary school of Emilia Romagna a.s. 2019-2020

Date
2019-2021

Authors
Coldidattica and Coldiretti
Donne Impresa Emilia Romagna

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> • Emilia Romagna (Italy)
 Actors and Stakeholders	<ul style="list-style-type: none"> • Regional School for Emilia Romagna • Coldidattica and Coldiretti Donne Impresa Emilia Romagna • Schools from Emilia-Romagna
 Target beneficiaries	<ul style="list-style-type: none"> • The project reaches over 10,000 students a year in the region, from kindergarten to primary school, to secondary schools of first an
 Context	<ul style="list-style-type: none"> • The project is about giving an opportunity to those who want to share with entrepreneurs and agricultural entrepreneurs the richness, flavors, taste and lifestyle that characterize our countryside.
 Objective	<ul style="list-style-type: none"> • To bring together the world of school and agriculture, making young people aware of the values of healthy nutrition and protection of the environment, sustainable development and land as a place of identity and belonging. • The project aims to provide ideas and tools for reflection on: <ul style="list-style-type: none"> - disseminate an adequate knowledge of the seasonality of agricultural products and the provenance of food; - promote knowledge and the choice of healthy eating styles for fight overweight and obesity and prevent problems to them related;

- promoting the conscious purchase and consumption of food;
- bringing children and young people to the rural world through a correct information on the evolutionary path of agriculture and the main agro-food chains;
- vegetable garden and horticulture.



Methodological approach

- **Paper tools**
The reference teacher of each class participating in the project Coldiretti will receive a handbook, made in close collaboration with Campagna Amica Foundation, with insights and operational ideas:
 - production and consumption per km0
 - the value of the water
 - Land-keeping agriculture
 - seasonality and nutrition
 - agriculture and traditions
 - biological and environmental footprint
 - food waste
- **Web tools**
From the end of November 2019 will be online on the portal Coldidattica deepening and appointments in educational farms and farms of the regional circuit complementary to the paper pantry.
- **Experiential tools**
At the request of the teachers can be organized guided tours in farms, educational farms, Coldidattica circuit farms, Corporate outlets, farmer's market Campagna Amica, and meetings in class, where available, with Coldiretti technicians and/or operators.
- **Methodological suggestions**
The materials that will be made available to teachers have been designed to be used in multimedia mode for LIM and designed to be interdisciplinary: the proposed themes allow you to weave subjects such as Italian, history, geography, mathematics, science, law and legality, citizenship and constitution, image education, foreign language.

The project is linked to the homonymous competition in the two levels: provincial and regional. It is not possible to join the competition alone, without having carried out in class the proposed didactic path.



Results

- The learning materials prepared and used during the implementation have been gathered in a final publication (available freely on <https://www.coldidattica.it/educazione-alla-campagna-amica/>)



Impact

- Thanks to this multidisciplinary path of food and environmental education and of approach to the agricultural world, students, future citizens and consumers will have a correct lifestyles for their own well-being and that of the environment.



Success factors

- The interest in creating a more sustainable world through the work of women from Coldiretti Donne Impresa, teachers and pupils. The practical lessons in farms and so on allows pupils to develop many social and specific skills.



Constraints

- At the moment, the only constraint is the pandemic situation which doesn't allow the active participation of the students involved.



Sustainability

- The project promotes and organizes new forms of sales and consumption that shorten the supply agri-food chain, and which are sustainable, responsible and provide benefits to both producers and consumers.



Replicability and upscaling

- With a theme that is renewed every year students can approach agriculture and its values through workshops in the classroom held by agricultural producers or experienced technicians or deepen through visits and workshops in the company, at a petting zoo or farmer's market.



Related resources

- <https://www.coldidattica.it/educazione-alla-campagna-amica/>
- <https://www.youtube.com/channel/UCXVfFr9mZqPjYom2ldiGaoA>
- <https://www.facebook.com/coldidattica>
- <https://www.instagram.com/fondazionecampagnaamica/>

Good Practice Example 2

Progetto L.IN.F.A. <i>Laboratorio di INnovazione Femminile Aziendale</i>	
Date 2008-2010	Authors Provincia di Perugia e Ministero del lavoro e delle politiche sociali

Element	Guiding questions
 Geographical coverage	<ul style="list-style-type: none"> • Umbria (Italy)
 Actors and Stakeholders	<ul style="list-style-type: none"> • Provincia di Perugia • Regione Umbria • Partners: Sviluppumbria S.p.a.; Gepafin S.p.a.; Entrepreneurship Training Center C.C.I.A.A. (Pg), Confapi, Confcommercio, C.I.A. Umbria – Donne in Campo, Confartigianato, A.I.D.D.A., F.I.D.A.P.A. • Support Partners: Regione Umbria; Provincia di Terni; Cgil, Cisl, Uil from Umbria; Chamber of Commerce of Perugia and Terni, Regional Councillor for Equal Opportunities; Provincial Councillor for Equal Opportunities of Perugia; Regional and Provincial Committee of Perugia for female entrepreneurship.
 Target beneficiaries	<ul style="list-style-type: none"> • 25 female entrepreneurs in the region who have been active for at least two years in women's businesses (included agriculture).

- Up to 500 more female entrepreneurs and/or parts of companies of the Region.



Context

- The lack of enterprise culture, the difficulty of access to credit, the absence of an adequate assistance not only at the start-up stage but also at the consolidation and development stage together with the lack of effective accompanying and specific training courses are just some of the problems that fight with the dissemination and entrenchment of women entrepreneurial culture. It is therefore increasingly necessary to develop a feminine way of doing enterprise.



Objective

- The project aims to consolidate women enterprises and encourage the strengthening and stabilization of women enterprises in Umbria; support and develop specialist managerial knowledge and skills for female entrepreneurs and to strengthen their professional qualifications; promote and support the presence of women in managerial levels to increase self-assessment to women at levels of responsibility; develop and consolidate integrated partnership networks with public organizations, regional development agency, regional finance, business associations, gender associations, OOSS, awareness-raising training organizations, disseminate and exchange of their best practices at regional, national, international level; develop and consolidate women businesses active in benchmarking testing; create a permanent regional network of actors and tools for the consolidation of women businesses; create a database of developed methodologies and educational products.



Methodological approach

- The training phase aims to transfer knowledge to female entrepreneurs participating in the project, competences and skills related to the topics that are the basis of the project training. This phase will be articulated in the following actions:

- Classroom training (40 hours): This project activity aims to transfer to female entrepreneurs participating in the path knowledge, skills and skills related to the issues that are the basis of the training project, organized in the following thematic areas: management; organization; marketing and communication.

- Distance training (48 hours): this project activity aims to provide the female entrepreneurs participating the knowledge, competences and specialised skills related to the issues they face in the specific sector of reference. Each of the participants can choose (with the support of the consultant and mentor who accompanied her in consultancy course) three specific modules (16 hours each) in relation to their particular training needs, among those made available "in the catalogue".

- Follow-up activities (12 hours): the last part of the training activity will be represented by follow-up actions up, which will consist in the presentation of business cases in videoconference. The 25 female entrepreneurs involved in the project will be able to participate in the activities directly from your home or workplace. However, these activities will affect a much larger number of recipients: by connecting to the telecentres in all municipalities of the Umbria Region and with the Umbria Comnet network, it is hoped to reach around 500 female entrepreneurs interested in the issues addressed, thus ensuring that the project is widely disseminated and increasing their multiplier effects. the activity of follow up will be articulated in a series of 6 encounters of 2 hours each, for a total of 12 hours.

- Mentoring: the activity of mentoring is aimed at giving support to participants during the training activities, so that they can address and overcome any problems or difficulties properly conduct the activities, to the benefit of all parties involved (course participants, route coordination, etc.). This activity includes support activities for students at

every stage of the training course, both in presence and at a distance; activities to link students, teachers and the organization, so that relations between all the actors are as easy as possible; management of technical and administrative documentation relating to the training course (attendance registers, distribution registers of teaching materials, etc.).



Results

- The implementation of a network of women enterprises, which develops benchmarking activities for the exchange of good practice aiming at promoting a culture of exchange of views with companies working in the same sector and/or of the same size and at facilitating the improvement and development of personal professional and company knowledge and skills.
- The development of a regional network of entities for women business consolidation, through an effective transfer of good practice throughout the region: organization of regular meetings of the network partners to be linked with initiatives organized by the University of Perugia and the Job Fair of the Province of Terni.
- The creation of a database to collect methodologies, products and teaching materials developed under this project.



Impact

- The follow-up activities planned at the end of the training will provide knowledge and skills covered by the training course to a greater number than the 25 direct target groups, contributing to the growth and development of the regional socio-economic environment.



Success factors

- The project addresses a diverse group of women, considers a gender perspective, and makes sure women can attend training on weekends, at home or at work.

	Constraints	<ul style="list-style-type: none"> In Umbria, as in all Italy, access to the entrepreneurial role for the women entrepreneurs needs much longer times than men; women cross a path full of obstacles, attributable to factors such as low self-esteem and low awareness of one's own abilities, the difficulty of feeling like a leader or forming a leadership; the lack of role models to identify with, poor self-assessment of individual potential.
	Sustainability	<ul style="list-style-type: none"> The training course is broadened and made more sustainable by an innovative web service: by accessing a special platform, participants can download teaching materials, interact with teachers, tutors, students, consult texts and watch videos.
	Replicability and upscaling	<ul style="list-style-type: none"> The project is replicable thanks to the provision of training material. The structure of the training is well-made and complete.
	Related resources	<ul style="list-style-type: none"> https://www.provincia.perugia.it/sites/default/files/2020-09/IL_PROGETTO_LINFA.pdf https://www.provincia.perugia.it/sites/default/files/2020-09/L%27esperienza%20di%20due%20imprese%20aderenti%20il%20Progetto.pdf

Good Practice Example 3

Terraepaglia <i>An Italian Construction Enterprise</i>	
Date 2015-2021	Authors Terraepaglia By (Sara and Sanni)
Element	Guiding questions
	Geographical coverage
<ul style="list-style-type: none"> Umbria (Italy), Lazio (Italy) 	

 Actors and Stakeholders	<ul style="list-style-type: none"> • Regione Umbria • Partners: Campusdelcambiamento https://www.campusdelcambiamento.it/viaggio-tra-le-case-naturali/
 Target beneficiaries	<ul style="list-style-type: none"> • N/A (universal)
 Context	<ul style="list-style-type: none"> • The lack of enterprise culture, the difficulty of getting information about “Natural houses”, the absence of real sustainable culture and specific training courses on sustainability • At the same time, Umbria and Lazio are two Italian regions typically rural and ‘green’, this is a relevant characteristic for a business or an activity such as Terraepaglia. • Furthermore, lots of young Italian people are deciding to remain in their native rural areas, many others are coming back from experience abroad aiming at a peaceful, green, sustainable new lifestyle which could be able to offer a decent salary and a fair quality of life.
 Objective	<ul style="list-style-type: none"> • Terraepaglia mission is to help people living in a healthier home, built with natural materials. • Terraepaglia makes natural houses: they build walls, plaster, and interior walls but they also teach people who want to try their hand at it how to do it. • Terraepaglia creates raw earth plasters, straw-bale houses, and pathways for self-building, so if you are thinking about any of these things Terraepaglia is the 'place' for you.
 Methodological approach	<ul style="list-style-type: none"> • A collaborative instead that a competitive approach. • Italian Manifesto (principles): https://drive.google.com/file/d/10AuYyIsFjwIxXK6wgr2k0p_lcAIXMSEu/view



Results

- Terraepaglia is a more than 5 years old company.
- In 2 persons Terraepaglia took care of making 150sqm of straw bale walls (n.b. the square meters of the walls are not the floor, it is the actual surface of the walls), it took 20 days.
- The company's workers decided to work on the site 4 days a week. This rhythm allowed them to move the construction site forward quickly, in about a month the thatched part of the house was completed, and to keep time to do all the other tasks related to the company: accounting, quotes, emails, communication, etc.
- Terraepaglia ordered the wood and all the materials needed for the base and the secondary structure before we started building. The straw-bales, on the other hand, were brought to the site on request: they were stored in a warehouse a few kilometers from the site.
- Every day the company produced loose straw from the downsizing of the bales and collected it in bags that were collected almost every day and emptied elsewhere.
- With this simple attention, the company significantly limited the amount of straw on the site and made it safer and tidier.



Impact

- People starting living in healthy houses
- The most relevant impact is for environment and public health



Success factors

- The success factor is the methodological approach itself and a few moral principles: "No standard solutions exist" that is before building a common plan is needed, tailor-size solutions are taking into account starting by ideas and needs of people.
- Promoting collaboration instead that competition.

	<ul style="list-style-type: none"> Teaching process and material to enlarge knowledge and skills about building sustainable and natural houses.
 Constraints	<ul style="list-style-type: none"> The absence of an entrepreneurial culture in the field of sustainability.
 Sustainability	<ul style="list-style-type: none"> Sustainability is the “core business” of TERRAEPAGLIA: the idea is building houses with natural and sustainable resources. Terraepaglia is Km0 and Zero-waste: this is not just a philosophy but a real environment you can live in.
 Replicability and upscaling	<ul style="list-style-type: none"> The project is replicable thanks to the teaching process the Enterprise offer to those who are interested. Sara and Sanni are both handicrafts and teachers.
 Related resources	<ul style="list-style-type: none"> Terraepaglia Website https://terraepaglia.it/ Natural houses (online course): https://www.campusdelcambiamento.it/case-naturali/

Conclusion

Though diverse, all these projects have carried out activities that can be considered good practices. Each good practice is relevant to our project objectives as they are made by women and/or for women.

In the first example, a group of women entrepreneurs working in the agricultural environment is engaged for 3 years by now to educate children and young people to embrace agriculture, the environment, and healthy products coming from the realities of their region.

In the second example, we can find the work of many organizations trying to train and empower women in entrepreneurship by providing them all the tools they need to grow both personally and professionally.

The third example represents how a sustainable lifestyle is possible and can be part of our everyday life. Moreover building natural houses and the environment is both a professional job and an activity useful for the whole community.

These good practice examples identify several best practice areas for success, such as:

1. **Contribution from experienced entrepreneurs:** Women who present their experience and offer their input to other women and youngsters interested in green entrepreneurship.
2. **Unique, specific target group:** In the first case the project addresses pupils, in the second one to women entrepreneurs.
3. **Participation:** Women and pupils feel that they are part of the project. Initiative's outcomes improve when women and pupils realize they are protagonists. Participation and commitment of local action groups add deep expertise and knowledge to projects.

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Collection of Good Practices:

North Macedonia

IO 1 - 09/04/2021



Overview

Agriculture is among the most widespread activities across the world and plays a key role in food production, environment protection and preservation, employment in rural areas, and food safety. Globally, women do three times as much unpaid work compared to men.²⁵ Only 38% of women in rural areas consider themselves as economically active, while the remaining share of them belong to the so-called informal economy where the status of women in terms of health and social protection is not regulated. This directly increases the already existing discrimination, making women in rural areas an even more vulnerable category. Women in rural areas are facing multiple challenges, such as: social exclusion, unemployment, gender discrimination, inequitable distribution of income and resources, dominant traditional norms, denied property rights on agricultural land and real-estate, denied right to paid parental leave, limited access to and offer of education, information, healthcare, public and social services.

Women play an essential role in rural families, communities and economies, and they are the driving force behind maintenance, preservation and development of rural areas, both in cultural and in economic context. Women contribute to preservation of the rich and diverse cultural heritage and to passing down traditions. Also, they account for significant portion of the labour force in agriculture and contribute to rural development at times of continuous depopulation. Unfortunately, women in rural areas are an invisible force because their presence and role are not precisely reflected in official statistics, i.e. because they tend to register as unemployed, especially when they do unpaid agriculture work.²⁶

The above-enlisted fact is confirmed by data obtained from the Ministry of Agriculture, Forestry and Water Economy (MAFWE), whereby among total of 175,088 registered family agricultural holdings the number of those managed by women is marked by an increase over the last two years, accounting for 36,685 (in 2019) and 38,328 (or around 21.7%) women holders of family agricultural holdings by June 2020.²⁷ This upward trend in terms of the number of registered women farmers, inter alia, is due to lessened criteria for obtaining additional points or additional subsidy percentage, social and health security, and possibilities for personal pension insurance.²⁸

²⁵ UN Women Report, Progress of the World's Women 2019 – 2020, available at: <https://www.unwomen.org/en/digitalibrary/progress-of-the-worlds-women>

²⁶ Liljana Jonoski, 2021, Gender Mainstreaming in Agriculture and Rural Development Policies, available at: <https://dijalogkoneu.mk/en/wp-content/uploads/sites/3/2021/01/Gender-Mainstreaming-in-Agriculture-and-Rural-Development-Policies.pdf?fbclid=IwAR0IaymUpuDT6xqUTuppxJzYUX4wsGmWkWGLJiJIS3TJuPOJbVJvplzHqw>

²⁷ Source: MAFWE, Sector on Rural Development

²⁸ Liljana Jonoski, 2021, Gender Mainstreaming in Agriculture and Rural Development Policies, available at: <https://dijalogkoneu.mk/en/wp-content/uploads/sites/3/2021/01/Gender-Mainstreaming-in-Agriculture-and-Rural-Development-Policies.pdf?fbclid=IwAR0IaymUpuDT6xqUTuppxJzYUX4wsGmWkWGLJiJIS3TJuPOJbVJvplzHqw>

Economic empowerment of women in North Macedonia is one of the priorities listed in the Gender Equality Strategy. The Analysis of the situation of women in rural areas, more obstacles than opportunities, showed that today the life of rural women in certain areas differs from the past, as a result of social changes that are a consequence of democratization of society, as well as women's aspirations for equality, globalization. However, achieving full equality of rural women in society requires greater economic independence and autonomy, as well as greater representation in political life. The patriarchal matrix and the traditional division of male and female roles, especially in the area around the home and family, are still a major obstacle, especially in rural areas.²⁹

²⁹ **The Helsinki Committee for Human Rights of the Republic of Macedonia, 2018, Analysis of the situation of women in rural areas, more obstacles than opportunities.**

List of Good Practices in North Macedonia

Good practice 1

Project: Active women in rural areas - actively contribute to the development of the local community	
June - November 2019	Rural Development Network of the Republic of Macedonia We Effect – Swedish Cooperation Centre
 Geographical coverage	<ul style="list-style-type: none"> • North Macedonia
 Actors and Stakeholders	<ul style="list-style-type: none"> • We Effect – Swedish Cooperation Centre Rural Development Network of the Republic of Macedonia
 Target beneficiaries	<ul style="list-style-type: none"> • Direct beneficiaries are women from rural areas in North Macedonia. The minimum number of women included in the project were 100 women, the expected impact is larger than previous number.
 Context	<ul style="list-style-type: none"> • The project addresses the topic of gender equality in rural areas, but focuses on the economic activity of women and how to encourage them to be as active as possible at the local level, both in the decision-making process and in the part of starting or development of agribusiness in the family farm. The fact that only 5-6% of women have property or arable land in their name or that in most cases they are 10 and more kilometers away from the services (social, economic, kindergartens, etc.) are alarming enough data to increase the volume of activities that exist in rural areas, and which include women. They are here, present, contributing to the development of the community, but their work and commitment is still not visible enough, and in order to become recognizable, it is necessary to activate women in the local community as much as possible.



Objective

- Overall goal: Rural women become equal active actors in the promotion of the family farm and the economic development of the local community
- Short-term goal 1: Increased knowledge and capacities of women from rural areas for gender equality and involvement in the processes of creating gender-sensitive policies at the local level
- Short-term goal 2: Strengthen entrepreneurial skills and capacities among rural women through the exchange of experiences and good practices in the community



Methodological approach

- Conducting a field survey of 100 women in total from the Northeast and Polog planning region, in order to determine the level of knowledge and practice of gender equality in the family farm, as well as their knowledge of the process of creating gender-sensitive policies at the local level, tools for inclusion, open opportunities for economic empowerment of women at the local level, etc. Within this activity, mapping of economically active women in rural areas from both regions is performed.
- Preparation of a report with infographics on the real situation on the ground and the economic activity of women, but also their involvement in the policy-making processes at the local level
- Public presentation of the results at two local press conferences in cooperation with the local media (city Kumanovo and city Gostivar)
- Organizing 1 educational lecture on the topic: Creating gender-sensitive policies and tools for inclusion and influence of women from rural areas. In each of the lectures it is planned to take part 10 women from each region, who will then each in their place of residence have to transfer the knowledge they have acquired on the principle of a study circle for which they will receive appropriate materials and directions to the lecture itself

- Establishment of an informal rural women's lobby and its activation by organizing 2 mutual visits to successful family farms led by women in both regions, i.e. 10 rural women from the vicinity of city Kumanovo visit and exchange experiences in rural areas in city Gostivar and one visit of 10 rural women from Gostivar in Kumanovo for exchange of experiences and good practices
- Making a promotional video of the project activities, but also with messages from active women from rural areas for economic and social inclusion - during the public events organized within the project, recorded inserts, as well as motivational statements by active women in rural areas for economic and social emancipation of all women living in rural areas
- Promotion of the video at a national roundtable with institutions and municipalities on the topic: Economic opportunities and challenges for women in rural areas, which will highlight the challenges faced by women in rural areas in carrying out economic activities, but will consider opportunities for overcoming them, easing the registration criteria, starting your own business, providing a pension, maternity leave, etc.



Results

- Increased number of women from rural areas with strengthened knowledge and capacities on the topic of gender equality and creation of gender-sensitive policies
- Built and operational rural women's lobby for promotion and encouragement of women's agribusiness in the Northeast and Polog planning region through exchange of experiences and practices



Impact

- The project "Active women in rural areas - actively contributing to the development of the local community" through the planned activities managed to map the real situation on the ground that women face every day in two planning regions

		<ul style="list-style-type: none"> - Northeast and Polog planning region when it comes to the involvement of women from rural areas in local policies, awareness of gender-sensitive budgeting processes, as well as opportunities for economic activity and strengthening in rural areas • Strengthened knowledge and capacities on the topic of gender equality of women in rural areas • Creation of gender-sensitive policies • Strengthen entrepreneurial skills and capacities among rural women
	Success factors	<ul style="list-style-type: none"> • To motivate as many women as possible to practice gender equality and to be economically active both in the family farm and in the local community
	Constraints	<ul style="list-style-type: none"> • Not listed
	Sustainability	<ul style="list-style-type: none"> • Within the project was organized National round table with the topic: Economic opportunities and challenges for women in rural areas aimed to discuss not only the results of the project but also to determine the future directions in which it will be necessary to work after the completion of the project, in order to enable its extension and sustainability.
	Replicability and upscaling	<ul style="list-style-type: none"> • The practice is replicable, if all of the activities from the project are carried out.
	Related resources	<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=p8d5AqsiFjg •

Good practice 2

Project: Gender equality - the key to an economically strong rural community	
June - November 2020	Association Rural Coalition Rural Development Network of the Republic of Macedonia We Effect – Swedish Cooperation Centre
 Geographical coverage	<ul style="list-style-type: none"> • North Macedonia
 Actors and Stakeholders	<ul style="list-style-type: none"> • We Effect – Swedish Cooperation Centre Rural • Development Network of the Republic of Macedonia • Association Rural Coalition • Swedish International Development Cooperation Agency (SIDA)
 Target beneficiaries	<ul style="list-style-type: none"> • Direct beneficiaries are women from rural areas in North Macedonia. The minimum number of women included in the project were 347 women, the expected impact is larger than previous number.
 Context	<ul style="list-style-type: none"> • The project begins by mapping and identifying the economic challenges facing women in rural areas as well as the consequences they are suffering from the crisis caused by the Corona virus. The mapping was carried out in two planning regions where partner organizations operate, i.e. Polog and Northeast planning region, and a desktop analysis was made of the economic impact of women in rural areas, both from the crisis and the extent of financial support among women. The prepared analysis and the summarized field data was translated into a public policy document whose proposals, measures and requirements will run throughout the project. In order to increase the visibility of the economic challenges faced by women, 2 public events were organized, as follows: dissemination of the results through electronic, TV and social media, as well as physical distribution of the provided promotional materials, as well as preparation of an investigative journalism video story covering all local actors in the process, and it was planned to be published on one national and 2 local media in order to be visible and recognizable economic gender gap in rural areas to the

general public. But how to help to overcome it, which in particular has deepened with the crisis caused by the Corona virus? Namely, first a training was organized on the topic of advocacy of economic priorities and needs of women in rural areas, and then it proceeded to the preparation of a practical guide that will facilitate the sales from home of women in rural areas in accordance with the new regulations. In order for as many women as possible to get acquainted with the new rules for selling from home and with the content of the guide, a minimum of 2 study circles were organized to disseminate knowledge and help as many women as possible to overcome the economic crisis in terms of selling of their production. The final event is the organization of a visit to the Ministry of Agriculture where women were able to get acquainted with the processes of policy making and decision making, but also how to convey their proposals and measures that should promote the practice of gender equality in all measures and policies of the Ministry, as well as to increase the influence on the decision-making processes, which is the general goal set for the achievement within the project.



Objective

- Overall goal: Increasing the influence of rural women in the processes of creating and making public policies and decisions
- Aim of the project: Strengthening the capacities and abilities of women from rural areas to deal with economic challenges and advocacy priorities in front of the institutions and the public



Methodological approach

- 1.1 Conduct research on the economic challenges faced by women farmers - information, measures for financial support, their views, challenges, but at the same time the main problems or needs that have arisen from the crisis in terms of their economic activity
- 1.2 Preparation of a public policy document which will summarize the situation and recommendations for economic empowerment of women in rural areas, including recommendations for overcoming the consequences caused by the coronavirus crisis
- 2.1. Public presentation of the document and the results of the research on social media, electronic portals, media

websites by posting infographics, as well as other conclusions from the research in order to acquaint the general public with the real economic situation of women in rural areas and recommendations for its improvement;

- 2.2. Making an investigative journalistic video story under the motto - She is also here! (meaning the rural woman), which will cover all segments of the life of an active holder of a family farm, including the side of the institutions;
- 3.1. Implementation of practical training for field advocacy, where women will talk about the challenges they face from an economic point of view, when applying for financial support, etc., taking into account the results of the research, and in addition to women's experiences, direct advice will receive from an expert how to represent their needs and challenges they face before the institutions.

Short advocacy tips will be printed on canvas bags that will be distributed to women so that they can be reminded of them whenever they use the bags.

- 3.2. Preparation of a short guide for the new rulebooks for facilitated sale of crop and livestock production where women will be informed about the new rules and opportunities for sale from the doorstep that should enable easier sale of agricultural products and thus contribute to increase of economic incomes in agricultural holdings.
- 3.3. Implementation of study circles for facilitated sale of breeding and livestock production by members of the rural women's lobby where the new rules and ways of sale will be transferred, which in turn will increase the knowledge of women how to overcome some of the economic challenges that face
- 3.4. Organizing a visit to the Ministry of Agriculture to see practically how the process of policy making and involvement of farmers and associations in the process is going



Results

- Expected results within the project:

	<ul style="list-style-type: none"> 1. The economic challenges faced by women in rural areas are mapped, including the consequences of the Corona virus crisis 2. Increased gender awareness and visibility of the economic gap in rural areas with the general public 3. Increased knowledge and skills for advocacy for economic empowerment among women in rural areas
 Impact	<ul style="list-style-type: none"> Increased influence of rural women in the processes of creating and making public policies and decisions Strengthen capacities and abilities of women from rural areas to deal with economic challenges and advocacy priorities in front of the institutions and the public
 Success factors	<ul style="list-style-type: none"> Improving the quality of life of rural women, by providing social and health care to rural women, as well as access to health and social services necessary for its smooth operation in the local community is one of the recommendations that women themselves make, emphasized within the project "Gender Equality - the key to an economically strong rural community".
 Constraints	<ul style="list-style-type: none"> Not listed
 Sustainability	<ul style="list-style-type: none"> Within the program of the association Rural Coalition and at the level of strategic priority, is gender equality. They continue with the process of informing women in rural areas about the opportunities they have, creating new measures, within the organization together with other organizations.
 Replicability and upscaling	<ul style="list-style-type: none"> The practice is replicable, if all of the activities from the project are carried out.
 Related resources	<ul style="list-style-type: none"> https://www.youtube.com/watch?v=ZHFAHlcYSIo&t=1s

Good practice 3

A small kingdom in the heart of Prespa - Spirit of Prespa farm		
2017	Spirit of Prespa Farm	
	Geographical coverage	<ul style="list-style-type: none"> • North Macedonia
	Actors and Stakeholders	<ul style="list-style-type: none"> • Spirit of Prespa Farm
	Target beneficiaries	<ul style="list-style-type: none"> • Direct beneficiaries are the family that owns the farm
	Context	<ul style="list-style-type: none"> • At the beginning of 2017, Ana Labor came up with the idea to capture the spirit of Prespa, starting with the production of natural, hand-cast beeswax candles. <p>Two women joined her in the story - her sister Elena Ivanovski and their mother Violeta Prculovska. And so they opened the doors to their 50,000-square-foot garden, an orchard that has been in the family since 1960, allowing visitors to feel and see the produce of fruits, vegetables, apples and cherries, plums and walnuts, to taste traditional food and, who wants to, and buy a product from their farm. In this garden of paradise, as extracted from the Bible, you can witness the picking of fruit, which you can then take home. You can taste the most delicious homemade jams, juices and various fruit products. All products are handmade using a mixture of traditional and modern methods.</p> <p>On the farm, eight varieties of apples are grown, and each variety ripens at different times of the season, which allows the three women to offer a service to the visitors "pick yourself up", from the end of August to the end of October.</p>
	Objective	<ul style="list-style-type: none"> • The objective is to create an adventure full of tradition and relaxation.



Methodological approach

- For two years now, the open type farm has been operating successfully, covering an area of 5 ha. The fact that this fruit estate is managed by the fifth generation of the Prculovski family is gratifying. Now with a new idea for the development of agro-tourism and it is a great combination of the old with the modern. The owner is Violeta Prculovska who runs this farm together with her two daughters and sons-in-law.

Until the idea was born, they have been producing their apples as everyone else and sold them to traders. For 60 years, apples have been grown there in the traditional way. They accepted the idea to introduce new services and become pioneers of a new type of tourism, agro-tourism. The farm is mostly visited by foreign tourists and they have the opportunity to see on the spot how apples are produced, to get acquainted with all the growing procedures, if they want to get involved in some activities, and then to taste traditional dishes from this area.

The personal initiative of one of the daughters Ana Labor, for the farm to get sustainable development that on the one hand will bring them profit, and on the other hand will provide visitors with an unforgettable stay in nature surrounded by various fruits and the opportunity to taste traditional healthy food bears fruit and is already writing the pages of a success story.



Results

- Everyone on the farm knows their job. Ana Labor is in charge of the tourists who come here by prior agreement with a travel agency. Depending on the season, and the age of the visitors as well as their wishes to see and work on the farm, different activities are organized. Everything is well thought out, even for the youngest visitors by organizing various games through which they are introduced to the work of the farm. For some visitors this is a real attraction as there are those who have never seen apples grow. Violeta is in charge of the traditional

food and she is also the president of the Association of Rural Women from Prespa, whose members help prepare the food when there is a larger group of tourists. All food is prepared on the farm with groceries grown in the garden.

The orchards must be tidy, mulched, irrigated for it to look good. For that purpose, they have all the mechanization needed to complete all the necessary activities on time and with quality. All these activities have also increased the quantities of apple produced. This year they produced 155 tons of apples, which is 20 tons more than last year and much more than before when they barely reached 100 tons.



Impact

- The sustainable development of rural tourism has huge impact on the socio-economic problem in rural areas and the problem of high unemployment, and has potential to put women in function with their skills, which will make the villages more beautiful places to live and work. As rural tourism generates the development of other services and increases consumption, it contributes to the direct and indirect economic development of the local community. On the days when they have more tourists, they hire other women from the village to make pies, *gjomleze* and other local specialties. It will contribute to the development of this rural story and will provide financial benefit to all.



Success factors

- There are conditions for the development of rural tourism, but investments are needed to adapt the village property, design content interesting for the guests and appropriate promotion to attract tourists. Experience so far has shown that the guests love nature, beautiful homemade food and the opportunity to participate in the fruit harvest. Foreigners especially appreciate this type of tourism and when they come here they empathize with nature. They have specially designed games and

		animations for the children, especially during the apple harvest.
	Constraints	<ul style="list-style-type: none"> • Like all fruit growers in Prespa, they have problems with purchase prices. Last year there was an overproduction and they sold most of it at very low prices. • As in any business, there is a risk here, but that does not mean they will stop working. On the contrary, it is necessary to seek solutions to all problems and monitor the situation with fruit in the countries that have a great influence in this business.
	Sustainability	<ul style="list-style-type: none"> • The development plans of Spirit of Prespa are big. The guest accommodation facility located in the orchard itself will be arranged, and a restaurant will be opened, where business events can be held. The offer will soon be enriched with new content and themed days, as well as an open poultry farm where guests can collect fresh eggs, pick vegetables from the garden, prepare meals, or leave with a full basket of healthy and environmentally friendly products. at home.
	Replicability and upscaling	<ul style="list-style-type: none"> • The practice is replicable, depending on the area.
	Related resources	<ul style="list-style-type: none"> • https://zelenaberza.com.mk/ovosnata-prikazna-za-duhot-na-prespa/ • www.spiritofprespa.com

Good practice 4

Project "Young people from rural areas for Macedonia's EU integration"	
2017-2019	Foundation for connecting natural value and people (CNVP) Rural Development Network of Macedonia Rural Development Network of Croatia Rural Development Network of Serbia

	Geographical coverage	<ul style="list-style-type: none"> • North Macedonia (East and Southeast regions)
	Actors and Stakeholders	<ul style="list-style-type: none"> • Foundation for connecting natural value and people (CNVP) • Rural Development Network of Macedonia • Rural Development Network of Croatia • Rural Development Network of Serbia
	Target beneficiaries	<ul style="list-style-type: none"> • Rural students from Eastern and Southeastern Macedonia • NGOs from Eastern and Southeastern Macedonia • Young people, residents of rural areas in Eastern and Southeastern Macedonia • Local and national institutions that will benefit from the achieved results of the project • Minimum 300 young people from rural areas
	Context	<p>The project is designed to encourage rural youth and civil society organizations from the East and Southeast Planning Region in Macedonia to contribute to democratic governance processes involving all stakeholders as well as to encourage civic participation and adaptation to the challenges of EU integration.</p> <p>The EU Youth Report 2015 emphasizes the importance of youth participation in the EU accession process and the country's development processes. At the same time, the EU encourages the countries to create equal opportunities for youth education and the labor market, to promote civic activism, social inclusion and solidarity among young people.</p> <p>The daily migration of young people from the village to urban centers and abroad is a serious problem. Through this project, the needs of these young people were addressed at a higher level, and they were supported to get closer to the sources of ideas and initiatives, as well as financial resources to realize their needs.</p>
	Objective	<ul style="list-style-type: none"> • Improving the capacity of youth civil society organizations and rural youth to create and

implement public policies through a structural dialogue with decision makers;

- Strengthening the capacities of young people from rural areas for better competitiveness in the labor market.



Methodological approach

- Work package 1:
 - Capacity building of young people from rural areas
 - Mapping of youth organizations and students active in youth policies and their familiarity with issues related to EU integration.
 - Organizing a training program for trainers for young people from rural areas on issues related to EU integration.
 - Organization of workshops through which the trained trainers will spread the acquired knowledge among the youth from the rural areas.
- Work package 2:
 - Raising awareness among young people in rural areas
 - Organizing student counseling forums for career building.
 - Organizing regional workshops for rural youth on opportunities to participate in EU education programs.
- Work package 3:
 - Encouraging youth activism among rural youth
 - Conducting an information campaign - organization of events in 5 sub-regions on the topic of youth activism.
 - Preparation and maintenance of a website for constant information about project activities.
 - Preparation and distribution of electronic newsletters.
- Work package 4:
 - Establishment of a Regional Youth Platform
 - Creating a "Regional Youth Platform".
 - Meetings of young people and local decision makers to promote the rural youth platform.
- Work package 5:
 - Improving dialogue

	<ul style="list-style-type: none"> • Implementation of activities at the local level by the youth from the rural areas and their civil society organizations. • Conducting a competition for local media on the topic of positive examples of youth activism. • Organization of a National Round Table on the topic "The voice of rural youth in Macedonia"
 Results	<ol style="list-style-type: none"> 1. Increased knowledge of rural youth on issues related to EU integration; 2. Raising awareness among young people in rural areas to increase career building opportunities; 3. Strengthening the capacities of representatives of youth organizations for youth activism; 4. Creation of a "Regional Youth Platform"; 5. Generating opportunities for effective dialogue on policies for sustainable development and EU integration through the Regional Youth Platform;
 Impact	<ul style="list-style-type: none"> • The project focuses on the youth from the East and Southeast Planning Region in Macedonia where the project implementing organizations will try to animate the youth and the civil society organizations that work with the youth to strengthen their capacities for youth activism, career building and training for influence in policy making at the local level.
 Success factors	<ul style="list-style-type: none"> • The project is designed to encourage rural youth and civil society organizations from the East and Southeast Planning Region in Macedonia to contribute to democratic governance processes involving all stakeholders as well as to encourage civic participation and adaptation to the challenges of EU integration.
 Constraints	<ul style="list-style-type: none"> • Not listed
 Sustainability	<ul style="list-style-type: none"> • The daily migration of young people from the village to urban centers and abroad is a serious problem.

Through this project, the needs of these young people will be addressed at a higher level, and they will be supported to get closer to the sources of ideas and initiatives, as well as financial resources to realize their needs. The project will enable acquaintance with the experiences of similar organizations from Serbia and Croatia and their application, in order to bring change in parts of Macedonia where the effects of depopulation and abandonment of young people are greatest. If this model of working with young people shows result and success, there is an option to further development.



Replicability and upscaling

- The practice is replicable, depending on the area.



Related resources

- http://ruralnet.mk/wp-content/uploads/2019/02/R-Y-E_bilten_01_MK.pdf

Conclusion

The good practices that were chosen to be represented in this project are:

1. Project: Active women in rural areas - actively contribute to the development of the local community - The project addresses the topic of gender equality in rural areas, but focuses on the economic activity of women and how to encourage them to be as active as possible at the local level, both in the decision-making process and in the part of starting or development of agribusiness in the family farm.
2. Project: Gender equality - the key to an economically strong rural community - Increasing the influence of rural women in the processes of creating and making public policies and decisions
3. Enterprise: A small kingdom in the heart of Prespa - Spirit of Prespa farm – small agro-touristic enterprise
4. Project: "Young people from rural areas for Macedonia's EU integration" - The project is designed to encourage rural youth and civil society organizations from the East and Southeast Planning Region in Macedonia to contribute to democratic governance processes involving all stakeholders as well as to encourage civic participation and adaptation to the challenges of EU integration.

These good practices give some examples of sustainable development in rural areas, particularly addressing young people, women, and people from disadvantaged groups. The aim of identifying good

practices in the project is to collect and map good practices that will bring awareness and knowledge to all partners about sustainability good practices in European and national/local contexts. This awareness will support partners throughout the project in empowering young women and encouraging gender equity in sustainable development and green entrepreneurship.

In addition to these examples it is also relevant to mention that North Macedonia has a Program for financial support of rural development. The program for financial support of rural development is implemented by granting non-repayable financial support for investments, which is granted in the form of financing and co-financing the value of undertaken and realized investments, as well as for intangible investments, according to eligible costs and amount of support. user. The program is implemented through rural development measures. This is especially important because 45% of the country's population lives in rural areas.

In the Republic of Macedonia, since its independence until today, there has been progress in the promotion of women's rights in all areas of life, both in terms of exercising the right to education and employment, and in terms of health care. Despite the fact that the rights of women in the Republic of Macedonia are guaranteed by the Constitution, and with the adoption of the Law on Equal Opportunities, significant progress has been made in the institutional, political and legal framework, it can be concluded with regret that in our country there are still rural regions where women live who for various reasons (tradition, culture, religion, etc.) do not have the opportunity to form a solid education, can not get a job, enter early marry and form families, and have limited access to social and health care, which ultimately leads to a reduced quality of their lives.³⁰

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³⁰ ANALYSIS of the situation of women in rural areas: more obstacles than opportunities 2018 / [authors Diana Stojanovikj Gjorgjevikj... etc]. - Skopje: Helsinki Committee for Human Rights of the Republic of Macedonia, 2018. - 99 p. : graph. views; 21 cm

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SUMMARY of Best Practices

IO1. A2

YOUnG Women grEen ENTrepreneurs (YOU_WEEN)



Overview

This document contains the mapping and collection of good practices from several country contexts (UK, Lithuania, Spain, Greece, Poland, Italy, and North Macedonia), as well as Europe. Partners that have contributed to the creation of this collection are IARS, EFEKTAS, INNETICA, IASIS, CDR, EGINA, and FACE. Each partner has contributed by researching and selecting four examples of best practices in their own country contexts and recording the successes and pitfalls most useful in the creation and implementation of YOU_WEEN's intellectual outcomes such as training the trainers (IO1). Good practices focus on both successful project examples and of rules of practice that have been used or recorded as part of policies or best practice documents.

Summary of Best Practices

Each practice identified here is relevant to our own project objectives as they all aim to promote some aspect of women/disadvantaged youth entrepreneurship in rural areas, or in agro-urban areas, from a sustainability perspective. Although each context is recognised as having distinct issues with regards to

sustainable 'green' entrepreneurship and youth and women's rights, some best practice areas have been identified for YOU_WEEN as many of the success factors in these practices overlap significantly:

- **Thinking global, acting local:** International campaigning, but local delivery of trainings and an understanding from all partners of the realities of local situations e.g. realities of unemployment for rural women or entrepreneurship discrimination against women.
- **Contribution from experienced female entrepreneurs & Access to a network of other women interested/experienced in sustainable entrepreneurship:** Women who present their experience and offer their input to other women and youth interested in green entrepreneurship act as role models.
- **Unique, specific target group:** Addressing a unique/specific group such as “academic women” or “romani rural women”. Tailored support to the specific needs of each group and building on each groups' existing skills.
- **Gender Mainstreaming perspective:** Making sure women can attend training by holding them on weekends, making sure women have other women as role models, being aware of gender roles and norms that influence women's entrepreneurship. In other words, gender awareness throughout.
- **Participation: women-led and local.** Women should feel that they are part of the project. Initiative's outcomes improve when women realise they are protagonists. Participation and commitment of local action groups add a deep expertise and knowledge to projects.
- **Long-term collaboration with diverse sectors,** public and private, inclu. (local)government and NGOs. Establishing lasting relationships based on mutual benefit and trust.
- **A multi-disciplinary and scientific** approach to sustainability and agriculture.
- **Considering women's unique issues** in all steps of a project, such as having to balance time between primary care giving and business. Addressing a diverse group of women within a specific group e.g. making sure women can attend training on weekends, at home or at work.
- **Dialogue, diversity, acceptance, respect, tolerance, equity, inclusion** as well as gender, environmental and social justice should be co-created by each and every one of the participants.
- **Visible commitment to activities for women** results in full turnout and participation of interested people.