




Advancing Women's Future on Agripreneurship



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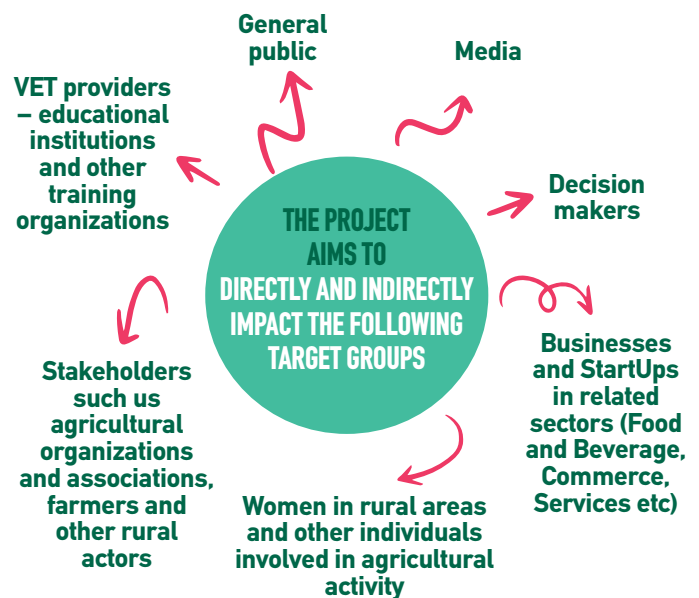
PARTNERS:



DEMETRA: The Whole Picture



DEMETRA, is a project dedicated to the creation of those conditions that will enable women in rural areas to be involved in the agricultural sector and showcase agripreneurial activity. The project aspires to become a milestone and a point of future reference for women in the field of agripreneurship, by providing the tools for educating women on agricultural entrepreneurship, and offer them the ability to develop an entrepreneurial mindset and skills.. On the whole, the project addresses the need to better understand existing and needed competences of women in rural areas with regards to agricultural entrepreneurship and promote a more inclusive context for their participation in the field. At the same time, this project, is the consortium's response to the need of these women for education through a specifically designed innovative curriculum, platform and a mentoring scheme reflecting on women's current needs on agricultural entrepreneurship training and also a response to lack of resources for VET providers on the topic.



DEMETRA, THROUGH ITS PROJECT RESULTS AIMS TO ACHIEVE THE FOLLOWING OBJECTIVES:

- In depth analysis of the context within which women agripreneurs are called to act, by:
 - creating a clear picture of women agripreneurs, their level of education and competences in the fields and their educational needs;
 - recording the gaps and obstacles they must tackle on a national and European level &
 - developing policy recommendation
- To develop an innovative educational curriculum for educating women on greener, more sustainable models of agricultural entrepreneurship and other entrepreneurial skills.
 - To develop a digital tool for enabling women with limited access to education
- To provide access for women in rural areas to educational programmes in the field of agricultural entrepreneurship which are specifically designed based on their needs
- To connect women agripreneurs with the labour market by bringing them into contact with agricultural stakeholders and agricultural businesses.
- To raise awareness on the issues of gender inequalities within the agricultural labour market and the access to entrepreneurial education and skill training.
- To share practices and strengthen the partners' capacity to work transnationally through the cooperation in the full lifespan of the project and the joint activities proposed in this project in the area of women's education on agricultural entrepreneurship.

Join us on our journey for creating the tools to enable women to develop entrepreneurial skills and mindsets in agriculture!

First Transnational Project Meeting for DEMETRA



During the 1st TPM the partners had the opportunity to meet in person for the first time. The meeting took place from the 30th to the 31st of May in Crete.

1. The main subject that was discussed during the 1st day were the Project Results that referred to: the DEMETRA Matrix of Competences and Policy Recommendations Report
2. The Green Agripreneurs Curriculum and
3. The All-Encompassing Platform



ALL PARTNERS WILL MEET AGAIN IN MARIBOR, SLOVENIA, FOR THE 2ND TRANSNATIONAL PROJECT MEETING AND THE TRAINING ACTIVITY OF THE PROJECT.



All partners presented an overview of their findings from **PR1** while focusing on the findings of the interviews and the focus groups they organised. The financial obstacles that women agripreneurs have to surpass as well as the struggle for balance between farming life and family life were common factors among the majority of the interviewees.



Regarding **PR2**, following the overview that was initially presented, it was agreed that the content will be interactive, in a format that can be uploaded on the platform, with links and videos that will make it even more attractive. The modules along with their included topics and the partners that will take over the task to finalise them were also agreed.



Finally, on **PR3** after a brief overview of the platform, its benefits and its characteristics, the tasks per partner were discussed and the indicators of achievement were stated.

DEMETRA:

Matrix of Competences and Policy Recommendations Report



PR1 Matrix of Competences and Policy Recommendations Report

“It is not a job, it is a way of life!”

In the scope of the DEMETRA project, the partners, based on a previous desk research study on the national and international literature on female agricultural entrepreneurship, were keen to learn about what female entrepreneurs feel about her farms and other businesses first hand.

In addition the partners talked to experts in their countries about what makes women successful and what kind of support can be provided to make them even more successful.

Overall more than 100 in depth interviews of 20-60 min duration have been implemented by the partners.

In the Czech Republic the respondents included women who are currently shifting quite large agricultural units to new products and processes. In Cyprus the interviews focused on women who have revived traditional products as honey, flowers, herbs and spices and fruits, which are often being combined with educational offers for pupils and tourists as well as services like catering, tourism and others.

From Germany benchmark cases of “new agriculture” are being presented, which result from diversification of traditional farming, a change to certified organic production, new approaches like Alpaca breeding, connected with a range of new services like production of related products, farm

shops and touristic services.

In Greece mainly producers of organic agricultural products or crafts food products made of organic ingredients. These are produced by small family size businesses. Motivation is mostly from a love of the product and the social motivation of such production in a living community.

In Slovenia small family size organic farms, some with innovative or re-introduced products as herbs, cannabis, levander, which are not only produced but also processed and marketed by the farms themselves shared their views.

As a general result, most of the women interviewed emphasized that starting or shifting the focus of a farm is not just “another job” for lack of better opportunities.

The big majority of respondents shares a high level of enthusiasm for the products, new and traditional. Also the way of life in the countryside, cooperation and friendship within the villages, contact to customers, the ability to shape the product and the satisfaction from keeping up long traditions and cultures by innovation in terms of production, marketing and distribution typically gives the respondents a deep feeling of satisfaction and happiness.

They also expressed the hope that they can share their experiences with like-minded entrepreneurs but also internationally through the project.

An in depth report on the results of the interviews will be available on the website of the project shortly.

DEMETRA: The Green Agripreneurs' Curriculum



The aim of the upcoming curriculum developed within the DEMETRA project is to provide simple and useful materials that will support women in sustainable agricultural business. The key outcomes include empowering women, protecting nature, and ensuring health-food security. The curriculum will consist of 3 modules, covering the topics of entrepreneurship, women in the agriculture business, and sustainable practices in the agriculture business. Content creators will take into consideration the key competencies of a successful agripreneur, while also providing the information on the possibilities of other learning opportunities – e.g. in relation to marketing, digital, and accounting skills, as well as the network and the infrastructure in the learner's area. The modules will also take into account the obstacles regularly faced

by women in agriculture and offer examples of successful practices. The direction of the curriculum is pointed toward sustainable farming practices, covering the topics of natural resources management, circular economy, the Farm to Fork Strategy, etc. A significant part of the process of intellectual content creation is the input acquired via interviews with women in agricultural business and stakeholders from the project partners' countries, who were asked about their experience in the project's area of interest. The topics ranged from existing good practices and success factors to challenges and drawbacks faced in the agricultural business by the women as women and as entrepreneurs in general. The content of the curriculum will thus be developed in accordance with the set goals as well as the insight provided by the interviewees.

AGRICULTURE BUSINESS NOWADAYS

Life in rural areas has changed over time and it is often said that life in the village is more difficult than in the city. Especially when we consider areas where there are farms of a few dozen hectares, those where there is no agriculture at all and the nearby towns offer nothing because they "barely" manage on their own. Young people often do not see any prospects in the countryside and do not want to go back and run their grandparents' or parents' farms. And women? Women are often burdened with many household duties that make it even more complicated to be entrepreneurially active. **With DEMETRA we want to prove that a woman living in rural areas can be an entrepreneur. In fact, statistics show that rural women want to be imaginative, creative. And they are.** This has been proved by the results of interviews with entrepreneurially active in agriculture women carried out in the scope of the DEMETRA project. What kind of entrepreneurship opportunities for women in the agricultural sector are there, do you know? It is not only farming. Agriculture business, or the so-called

agribusiness entrepreneurship, is also changing. It is now also associated with farming-related commercial activities. Also, technology has its important place in the mentioned type of business. While some most common examples of agricultural business include: herb growing, snail beekeeping, fruit canning, florist business, organic gardening, oil productions, petting zoo operation, agrotourism, but also food delivery.



DEMETRA:

Women's Perspectives on Agriculture in the Czech Republic



**4th Industrial
Revolution in all
sectors of agriculture,
women will be able to
drive and operate – in
the period of the next
decade**

How are women working in agriculture doing and what are their prospects for success in the professions traditionally held by men?

We asked the opinions of women who know something about it. Women working in the Znojmo Local Action Group agree that there is a consensus that women cannot perform heavy manual labour today, but in connection with the implementation of the 4th Industrial Revolution in all sectors of agriculture, women will be able to drive and operate – in the period of the next decade – heavy machinery, whose powerful systems will be controlled by satellite-controlled machines. It will be similar in other areas of industry, and a woman can be as successful as a man in control and managing these heavy facilities.

They further add that women's business opportunities also depend on the type of farm, because it is necessary to distinguish between at least two types of farms, e.g. 1) small farms, family businesses, with a smaller area of arable land and 2) large farms, operating as an industrial enterprise. The position of women in work processes differs fundamentally in these two areas:

1) The management of small farms takes place in the traditional ways, the work is basically 24 hours a day, including Saturdays and Sundays. Women not only take care of the household and upbringing of children, but also have a number of irreplaceable roles in production: they help men in the harvest, partly in fattening, in addition, they often hold the position of accountant, they deal with

the authorities. On these farms, heavy manual work is common, and driving large machines is demanding (male) work. The prospects for improvement - i.e. full automation and robotics - are still unattainable, perhaps in the next 10-15 years.

2) On the other hand, large agricultural groups are operating on the principle of industrial production. There is a regular eight-hour working period here, with overtime paid during peak hours. In part, the work activities on these farms are automated. Automation and robotics play an important role in these agriculture farms not only in terms of the efficiency of crop and animal production, but also in terms of efforts to change the national population's mindset about working in agriculture. This type of farm is expected to achieve full automation within 10 years. The women employed in these companies now have a great opportunity to acquire the new skills that are necessary to achieve the planned goals: the full implementation of the technologies of the 4th Industrial Revolution. Because there are a majority of such companies, women get a great opportunity here to gain a new qualification or for retraining.

But, if a company already manages to collect quality data on production processes, without workers able to process this data correctly, it cannot take appropriate measures leading to more efficient production processes, argue a group of the Local Action Group women. The question of what prevents women from entering the business in the agricultural sector is answered by Ing.



Focusing on the elderly and the disabled. It is the part of the newly established companies that should include the care of the elderly, handicapped fellow citizens

Milena Kavková, teacher from the Secondary Agricultural School in Poděbrady: “Women are employed in agriculture in many industries, they also drive tractors and operate heavy machinery, but it depends on the environment in which they grew up. My students, for example, enter crop production and animal production, do not consider other jobs, such as economics. Interests differ from boys only just in those girls are looking for a job that will allow them to spend enough time with their families. And what factors could motivate women to be active in agricultural business? These are, of course, the level of wages, time options for managing childcare (including inclusive services such as crèches, kindergartens, hobby groups). Family support is important. And support from the state is also important, especially support projects for starting a business.”

Ing. Lenka Čapková, teacher from the secondary agricultural school in Písek reacts similarly: “It is typical for women living in rural areas to take care of households, raising children and, in addition, hold a number of positions in the economy alongside their men. In order for women to do business independently in agriculture: they need to own land or have money to buy or rent it. And that is key to their position in the business environment. Family support is essential, it probably won't work without it. The support of the family could be supplemented or even replaced by support from the state: the offer of kindergartens for children, targeted subsidy policy. And what are the main obstacles that prevent you from

being active in agricultural business? The distance of the countryside from the services that are mostly accessible in cities. Women are mainly mothers and take care of the upbringing and out-of-school education of children. At the same time, some options are simply unavailable in the countryside: clubs, sports activities, etc. Then it is a lack of finances, if a woman is not rich or does not have the necessary financial background, starting a business is impossible.”

How can policies at different levels best support women's entrepreneurship?

Ing. Milena Kavková argues: “Above all, it is necessary to adjust the output requirements for different levels of secondary schools, not to burden students with unnecessary knowledge for life and practice. It is also necessary to simplify the administration of applications when submitting business plans, or to offer the services of trained administrators who can assist in setting up businesses. The content of education needs to be adapted so that pupils are prepared for the full transition to precision agriculture. In addition to associated productions of various types (tourism, production and sale of food products, ethology in practice, etc.) I would also recommend focusing on the elderly and the disabled. It is the part of the newly established companies that should include the care of the elderly, handicapped fellow citizens, who could - just the women's competence of “social feeling” - find a dignified refuge here. However, this should be supported by the authorities.”

PARTNERS:

