



## **Copa Women's Committee**

**“Digitalization-innovation-technology:  
support for rural women”**

**Parallel event to the CSW 62  
12/03/2018, NY**

# Who am I?

# Copa Women's Committee

## *Who are we?*

- Copa and Cogeca are the united voice of farmers and their cooperatives in the European Union. Together, they represent 23 million farmers and their families and 22,000 European agricultural cooperatives.
- Copa and Cogeca represent 66 member organizations and 34 partner organizations from 27 Member States and operate in 6 working languages (EN, FR, ES, DE, IT, PL). Our mission is to ensure a viable, innovative and competitive European agriculture and agri-food sector able to meet the growing demand for food.
- The Women's Committee was established in 1968 and represents the interests of European rural women and women farmers.

# Copa Women's Committee

## *How do we work?*

- We analyse the problems and we propose solutions through **legislative amendments, organisation and participation in events** and being **represented and participating in European platforms** that discuss topics of interest for European rural women (for example, we participate in the European Commission Advisory Committee for Gender Equality Between Women and Men)
- We also maintain regular contacts with the European institutions and with other stakeholders – **networking is essential!**

# What are the main challenges for rural women in EU?

Around 50% of EU rural population are women

**BUT**

- 1) Only 45% of them are economically active
- 2) Rural women are more frequently employed in part-time & temporary jobs than in urban areas
- 3) Rural women are generally concentrated in lower paid jobs
- 4) Only 30% of EU farm managers are women (with farms on average 40% smaller than men farms)



**Women need to feel motivated to participate in the labor market, to be economically independent and empowered.**

**How to do it?**

# Rural women in EU

## Copa key messages to empower rural women

- Gender equality when **hiring** and **equal pay**;
- **Better services** to rural communities: health care, child & elderly care, better transports, infrastructures, etc.;
- Women's situation in rural areas needs to be properly analyzed, data collected and **programs designed** accordingly;
- Support for women's participation in **networking activities** and in the **bodies making decisions** on rural policies;
- **Financial advice** and the same **access to credit** as men;
- Better **advisory services**, education, **vocational training**, lifelong learning, validation of skills acquired and acquisition of new skills;
- Access to high-speed broadband **internet** connection, good **interoperability** and promotion the use of **new technologies**.

# Rural women in EU

## *Agricultural technology – in particular*

**Digitalisation and innovation are in fact key drivers for economic growth, job creation, social prosperity, women's empowerment, sustainable development of rural areas and to reach the sustainable development goals (SDGs)**

**They allow:**

- 1) To overcome isolation of rural areas,
- 2) To enhance contacts between people,
- 3) To create added value at farm level process (for example: automatically instruction to machines, facilitate farm-level decision making, improve economic and environmental performance of farmers, increase productivity and contribute to a more efficient use of resources)
- 4) Encourage e-commerce,
- 5) And, moreover, digitalization and innovative tools may also attract younger generations, ensuring generation renewal for rural areas

# Rural women in EU

## *Funds for digitalization-innovation-technology*

**Technological solutions are financially difficult for the majority of farmers (especially for women) due to the high input costs, low farm gate prices and difficult access to credit.**

**However, investments are needed to further develop current businesses and to implement new business ideas that improve the overall performance and sustainability of agricultural and forestry holdings.**

There are 9 categories of EU funding programmes of greater interest to innovation in agriculture:

- 3 are implemented at national, regional and local level: European Agricultural Fund for Rural Development, European Regional Development Fund and European Social Fund
- 6 are implemented at EU level: Horizon 2020, Eurostars, COSME, Erasmus, European Investment Fund, Life+



# Rural women in EU

## *Women's empowerment*

Creating synergies between European funds and European policies (agricultural, research and innovation, cohesion policy) is crucial to:

- 1) Create new and better jobs,
- 2) To boost economic growth,
- 3) To improve overall quality of life & working conditions in rural areas,
- 4) To ensure the sustainable development of rural areas
- 5) And to reach the Sustainable Development Goals.

# Rural women in EU *SDGs in particular*

As mentioned before, rural policies and our key messages are essential to achieve the 17 SDGs and gender equality and women's empowerment is integral to each of the SDGs.

Rural women contribute for example to:

- Ending poverty (SDG 1) and hunger (SDG2)
- Ensure healthy lives (SDG 3)
- Promote de sustainable management of water (SDG 6),
- Ensure sustainable energy (SDG 7),
- Employment (SDG 8)
- Sustainable production (SDG 12),
- Combat against climate change (SDG 13) and protect the environment (SDG 15)

# Rural women in EU in the world

## *Conclusion*

**In conclusion, rural women need to be more supported by public policies (more financial and technical advice, etc.) and their role needs to be recognized**

**With everybody's support women will be encouraged to participate more in the labor market, especially taking advantage of new technologies and innovation.**

**Rural women need to participate in the so called 4<sup>th</sup> Revolution!**

**And then, women will be empowered to contribute to enhance the viability of rural areas !**

**Together we are stronger!**

# Copa Women's Committee

**Thank you.**