

## GOOD PRACTICES

# InnovAgroWoMed

CESIE, AS A MEMBER OF THE PROJECT CONSORTIUM, CO-FINANCED BY THE EU ENI CBC MED PROGRAMME, AIMS TO BOOST THE EMPLOYABILITY AND ENTREPRENEURSHIP OF WOMEN IN THE AGRI-FOOD SECTOR THROUGH THE DEVELOPMENT OF TRAINING AND EMPLOYMENT PROGRAMMES BASED ON THE RURAL SOCIAL INNOVATION MODEL.

## 1 Context



- Across the MENA region, the female labour force participation rate is 22%, the lowest in the world.
- The female unemployment rate is the highest in the world (19.6%).

## 2 Target group



Young women who are or want to be professionals and/or entrepreneurs in the agri-food sector

## 3 Objective: To increase their entrepreneurial skills in the agri-food sector.



This project has three goals: To promote the employability and entrepreneurship of women in the agri-food sector; To train women in marketable skills in the agri-food sector; and To promote job creation and employability among the participants in the project activities.

## 4 Business Training and Support



1. Development of a training and work placement plan based on the Rural Social Innovation (SRI) model.
2. Training and coaching programmes.
3. Adaptation and creation of employment according to the profiles.
4. Employment support initiatives.
5. Large-scale awareness-raising campaign on gender discrimination in the labour market.

## 5 Innovation-based methodology



Based on the Rural Social Innovation model, two main training pathways were developed: one focused on employment, aimed at supporting employment opportunities for women who wanted to work in the agri-food sector and, more generally, in environmentally sustainable enterprises; the other focused on self-employment, aimed at women who wanted to turn their ideas into concrete projects.

## 6 Results



- 140 women have been trained in business skills (35 in each country).
- 3 start-up companies supported by the project.
- E-learning platform for training participants.
- Awareness raising campaign



CESIE is a European centre for studies and initiatives founded in 2001 and inspired by the work and theories of the sociologist Danilo Dolci (1924-1997). Based in Palermo (Italy), its aim is to foster innovation, participation and growth in education.

 <https://cesie.org/>