



Raising Employability of Women
through entrepreneurial Activities
fostering Rural Development



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INTRODUCTION

Women play a fundamental role in the sustainable development of rural areas. They account for 49% of the rural population, and are a vital contributor rural society.

The **structural changes in the agricultural way of life** that have taken place since the end of the 20th Century - **Deagrarianisation, pluriactivity, “agrarian de-familiarization”** etc., - have **caused the exodus of rural women towards urban areas** where they find greater and better job opportunities.

Despite this scenario, **there are opportunities for the empowerment of women in rural areas**, opportunities that will improve their economic and social position. However, in **many cases, profound changes are required to the traditional role of men and women.**

Rural development policies are trying to promote different functions of agriculture beyond agricultural production. **These new multifunctional activities are a way of including more diverse roles** on farms and must be a springboard **for change and entrepreneurship** mainly aimed at women.

These new opportunities **must base their strategy of differentiation on the values of our cultural heritage**, that have a great presence in our rural environment, **values that have traditionally been maintained and carried out by our rural women.**

This **document aims to provide a broad vision of the situation of women and their role in rural society** considering the most important factors **that affect each of the participating countries in REWARD**. It will take into account social, labour, entrepreneurship demographic aspects.

In addition to **reviewing national policies and legislation** that affect women, multifunctionality and cultural heritage, this **document reviews the opportunities for entrepreneurship and training** related to **multifunctional farming activities**, as well as the employment potential **related to cultural heritage.**

EVOLUTION OF WOMEN AND RURAL AREAS

Traditionally, the image and identity of rural areas were related to agricultural activity. However, with the modernisation and restructuring of the agricultural production system and the opening of international markets, **agriculture has ceased to be the economic sustenance of the rural population.**

Thus, current **Rural Development policies** seek to promote the **multifunctionality** of rural areas and diversify the rural economy in order to stop depopulation and combat the rural-urban imbalance caused by previous models of development.

There are now **new ways of understanding development** that incorporate new activities and actors. Considering the multifunctional and non-exclusive nature of agriculture, it is a scenario where the roles adopted by women are more welcomed.

The **new sources of employment** derived from the multifunctionality of rural areas correspond, in most cases, to activities that have traditionally been carried out unpaid by rural women. It is now an **opportunity for women** to professionalise and participate in the labour market.

Improving **women’s employment opportunities, promoting co-responsibility** and equal sharing of household and care tasks between rural men and women, are all essential factors for sustainable rural development.

The **challenge** is to find formulas that will make it possible to rejuvenate the rural population, generate **employment and** move towards effective **equality** between women and men.



Traditional rural communities defined the **role of a woman** by linking it (primarily) to work on the farm and the duties of a housewife. While the farm was run by a man (father, husband or brother), the woman’s domain was to run the house and provide care and education for children and older people, as well as to maintain family and social bonds.

Civil equality began in Poland in 1918, along with the Decree of the Chief of State. The Decree granted (for the first time) active and passive electoral rights to women.

During the social transformations of rural areas in Poland, an important role was played by the **political transformation of 1989**. As a result, the state based on a socialist system was peacefully transformed into a parliamentary republic with the obligatory principle of pluralism.

Diversification of professional activities, migrations and new social functions determined the change of lifestyle seen in rural areas. On the one hand, while **women gained new opportunities**, they were often burdened **with more responsibilities** – usually with a negative effect in relation to children, marriage and family.

Accession of Poland to the European Union (EU) in 2004 accelerated the pace of economic and social changes in rural areas, essentially resulting in the improvement in quality of life. After the accession of Poland to the EU, agriculture and rural areas were included in **the Common Agricultural Policy's** mechanisms, supporting the stabilisation of incomes, improving the technical infrastructure of villages, developing food quality systems and increasing agricultural production and foreign trade. Despite co-financing of agricultural production, there is a **tendency to decrease the share of agriculture, forestry, hunting and fishing in the rural economy**, whilst non-agricultural activity in rural areas gains importance. Simultaneously, social stratification and disintegration are deepening.

Furthermore, women **moving away from traditional roles** was and is influenced by global factors such as: life extension, birth control, motherhood, equal educational opportunities, and modernisation of domestic work that saves time. Starmach (2019) points out that the change in the role of women in rural areas is affected by the migration of people from cities to villages.



According to data from the Population and Housing Census and following the definition of rural environment established in Law 45/2007, **only 21.9% of men and 15.5% of women** in rural areas **were economically engaged in agriculture**. On the contrary, the service sector is the biggest employer in rural areas, employing 66.2% of women and 36.6% of men.

The industrialisation and urbanisation of cities during the 1960's saw an economic increase in the service sector whilst the deagrarianisation that the rural areas, led to a mass migration from the countryside to the city.

The **modernisation of agriculture** confined rural women to the domestic sphere, denying them the active role they had traditionally played on family farms, and pushing them, especially the younger ones, to migrate to cities in search of better opportunities and quality of life.

This increase of women leaving rural areas and moving into cities is reflected in the Index of masculinisation of the rural areas. According to municipal census data, female migration from rural to urban areas was 104.13%, six points above the national index which was 98.01%.

The main **socio-economic problems** facing sustainable rural development are the lack of job opportunities, services and infrastructure that rejuvenate a population. Above all, the masculinisation and aging of the population hinders the generational renewal.

The **role of women is fundamental** to achieve the objective set by Law 45/2007, to maintain the rural population and improve their quality of life and income levels. Currently, the **rate of female**

activity in rural areas is 22.70%, below the national average of 43%. In the case of men, the rate is 62.67% in rural areas and 68% at the national level.



Historically, the status of rural women has been minimal. They were regarded by society as a means of unpaid labour and child rearing. The work tasks of a peasant woman (mother, housewife, farm worker, caregiver) within the peasant family was self-evident: they were not acknowledged, and their work was not properly evaluated.

In a traditional rural family, a **woman had no civil or political rights** and her social status was relatively low. The role of the mother and housewife were taken for granted as was their role as a farmer, despite being an important work force on the farm. The work and economic contribution of female farmers were indispensable for the farm and family. For individual, generational and social reproduction, rural women, compared with men, **had a subordinate social and economic position**, both in the farming family and in the wider community (Zaviršek, 1994: 18).

In **1973**, a contract between the Cooperative Union of Slovenia and the **Pension and Disability Insurance Institute provided women with insurance**, however, many women did not take advantage of this opportunity. In 1983, the Law on Compulsory Pension and Disability Insurance Act was adopted for all members of the household who worked solely on the farm. This means on farms, all members of the households has to be insured.

The **Law on Family Benefits** is important for female farmers as it defines the right to maternity leave. This was guaranteed to many, but not all female farmers in Slovenia. In 1982, many agricultural cooperatives signed an agreement that provided 105 days of maternity leave to female farmers. In 1993, Parliament passed the Law on Family Benefits, formally giving female and male farmers the same rights as non-farmers. Nowadays, the 2003 Parental Protection and Family Benefits Act is in force. This gives farmers (male and female) the right to receive parental protection, and the right to a family income.



In France, the main policies concerning women and rural areas are developed within the EU Rural Development programmes.

A special Committee "Délégation aux droits des femmes et à l'égalité des chances entre les hommes et les femmes" created by the French Upper Chamber (fr.Senat), also focuses on the needs of rural areas. In its analysis, the committee underlines the need to focus on the specific **difficulties linked to the reconciliation of professional and family life**. This is especially true for women who work in a profession where the workload is considerable, and whose organisational constraints can be aggravated by sometimes **unequal access to public services in rural areas**.

They also underline the need to have children and youth policies conducted at local level, considering it necessary for these policies to promote cultural and sporting activities for children, adolescents and young people, and to support those that **enable young people and women to participate in the life of rural areas**.

The Committee welcomes also the establishment of a crisis and monitoring unit dedicated to **violence against women in rural areas**. It hopes that this initiative will be the subject of a broad communication and that women will be systematically informed of the existence of this remedy.

In order to honour rural women and promote positive communication about their work, the French government, every year presents special awards on International Rural Women's Day on the 15th of October and International Women's Rights Day on the 8th of March.



For a very long time, **women in the Czech Republic were subordinate to their husbands and had almost no rights, and** their duties and abilities were **greatly underestimated**. This unequal position was more visible in the countryside.

Today, we can say that the **position of women has undergone a great transformation**. With the advent of **technology and machinery in production**, women began to do the same job as men. It is now common and affordable for women to be involved in the management and development of a farm working alongside men, yet the paperwork is often considered the responsibility of women. There are farms managed by women whom are responsible for all tasks and we can see **changes in women's roles through greater equality** between men and women.

In the future, it is **expected that the position of women will change**; there are initiatives that women should be in more managerial positions and should receive an equal salary to men, to name a few. Changes are expected but it takes time. At the moment, we do not record any particular measures which are focused on rural women specifically.

DEMOGRAPHIC AND SOCIAL SITUATION

Gender identity, i.e. the psychological, social and cultural construction of masculine or feminine characteristics socially attributed to men and women, is internalised through a complex process of social and individual learning. This is known as **differential socialisation**, in which **gender roles** and stereotypes play an essential role.

Depending on the gender, men and women socialise differently and thus attributes the values, behaviours and roles that society expects of them. In this way, gender roles and stereotypes are internalised.

The **gender division of labour** implies the differentiated and hierarchical distribution of tasks, times and spaces between men and women based on gender roles and stereotypes. Thus, the **role of caregivers** associated with women has traditionally relegated them to the **domestic sphere and to motherhood** that is neither remunerated nor socially valued. While the **role of provider or head of household** associated with men has, on the contrary, provided them with access to public space and to productive, remunerated and socially valued work.

Men and women differ not only in their involvement with agricultural production and lifestyle, but also in their level of participation in public and political spheres. Therefore, in this report the term **"female farmers"** is used to refer to women who are actively involved in agricultural production or are supported by an agriculturally active person, while the term **"rural women"** is used to refer to all women living in rural areas, regardless of occupation or social status.



The **population** of Poland is 38.314 million people, with 23.095 million people living in cities (60% of the population), and 15.38 million people living in **the countryside (40% of the population)**. In the total population, **women constitute almost 52%, with 49.5% (7,574 million) of them living in rural areas**. Per 100 men, **there are 111 women in cities and 101 women in the countryside**. The feminisation rate for the whole country is 107 women per 100 men (as at the end of June 2018).

In recent years, a village has become an attractive place to live. Therefore, an **increase in the number of rural residents** and a decrease in the number of urban residents has been observed. This growth was influenced by two factors, the positive natural increase and the positive migration balance to rural areas. According to the research carried out by the Foundation for the Development of Polish Agriculture (FDPA), residents of rural areas are satisfied with their place of residence.

The analysis of demographic potential indicates a **relatively more favourable age structure of the**

rural population. In rural areas, there was a **higher percentage of population in pre-working age** than in cities and a lower share of population in post-productive age. In 2016, there were 59 persons of retirement age for every 100 inhabitants in working age in rural areas. In cities, this number was 64 persons per 100 of working-age.

The **median age of rural residents** in 2016 was 38.4 years old, lower than the median age of city residents at 41.4 years old. Simultaneously, in recent years, unfavourable demographic trends such as the aging population and the outflow of people from peripheral rural areas have been observed. The proportion of the older generation in Poland, including rural population, is among the lowest of all EU countries. In Poland, regardless of place of residence, **life expectancy is increasing.** This phenomenon is **particularly evident in the case of women.** As a consequence, differences in life expectancy of men and women in Polish villages (8.7 years difference) is amongst one of the highest in the EU.

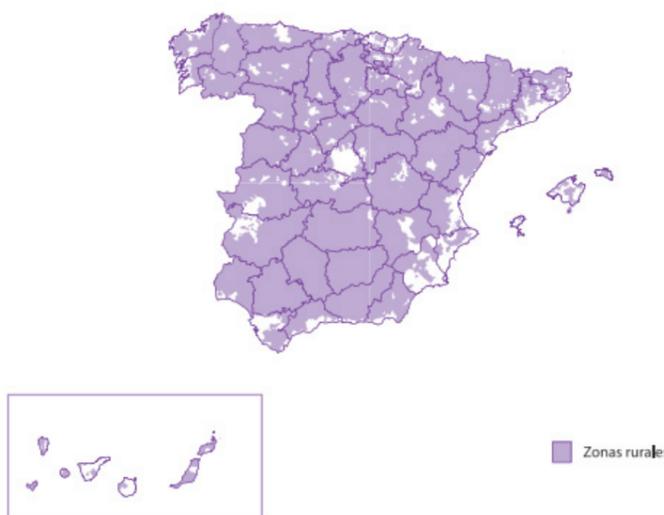
Despite the **fertility level in the Polish countryside being slightly higher than in cities,** too few children are born in rural areas, as well as in the rest of Poland. This does not ensure the substitutability of generations and is lower than the average value in the entire European Union.



The **Law 45/2007** defines **Rural Environment** as the “geographical area formed by the aggregation of municipalities or smaller local entities defined by administrations that have a population of less than 30,000 inhabitants and a density of less than 100 inhabitants per km “.

The **Spanish rural environment** covers an area of **426,353 km²** and integrates **6,694 municipalities,** equivalent to **84.5%** of the national **territory,** and **83%** of the total Spanish **municipalities.**

17.6% of the **Spanish population resides in rural areas,** representing a total of **8,238,248 people,** of which **49%** are women and **51%** are men.



The **model of social organisation**

has conditioned women’s labour participation and family strategies in relation to employment by making men responsible the economic maintenance of the family, and women for family care. Thus, income producing work has been considered an obligation for men and an option for women, with their wages being perceived as a mere family aid that can be dispensed with.

The expression of gender division of labour can be observed through the women who have managed to enter the labour market. The participation of women in the labour workforce has not been accompanied by the corresponding participation of men in household work. Thus, women’s work does not end when they leave their workplace but extends throughout the day, **reducing the availability of time and having a serious impact on their health and quality of life.**

The prolonged **masculinisation of the rural population** until the age of 64 jeopardises the continuation of rural areas. The high rate of masculinisation of the support generation (30-49 years) indicates that for every 100 men aged 30-49 there are only 84.7 women. Given that it is the population group responsible for the care of the elderly, the strong gender imbalance will have an impact on women and men’s career paths and family support strategies, probably contributing to an increase in the care work done by women.

The explanation also lies in the **migration of young rural women to the urban environment.** Young women from rural areas are aware of the importance of education for their personal development, and in many cases, are in secondary and higher education. Due to the fact that the educational centres are usually located in urban or peri-urban areas, they are outside the rural areas, thus producing a significant loss of human resources.

Consequently, migratory flows and discrimination against women in the labour market could accentuate the already masculinised rural population.



According to the latest data, the **Slovenian population** is 2,080,908, of which **59% live in predominantly rural regions and 41% in the intermediate region.** (Predominantly rural: ‘if the share of the population living in rural areas is higher than 50,’ Intermediate: ‘if the share of the population living in rural areas is between 20 and 50).

There is a **greater relative weight of older population in rural areas;** the differences with respect to intermediate urban areas is not very high, but it shows a certain aging process in rural areas.

In the last 50 years, Slovenian women have acquired legal equality with men, and **equal opportunities for full-time employment and education at university level. The well-developed social welfare and health systems** are an extra bonus for women.

While the socio-economic situation of rural women is similar to that of the majority of Slovenian women, **female farmers are influenced by another set of variables that makes their socio-economic position different from other women.**

Female Farmers are **rarely present in any sphere of the country’s public and political life,** at local or national level. Even within the existing institutional framework that promotes women’s rights and interests, little attention is given to the problems of female farmers and the quality of their lives. There has been a lot of research on the different demographics within Slovenia’s female population,

but the position of female farmers seems to be neglected and a marginalised issue, even among researchers who are aware of the gender issues. (Vrbole, 1997)

Due to the **rapid industrialisation in Slovenian** towns in mid-20th century, many **opportunities for employment away the farm opened up for men**. In some cases, **women have taken over the responsibility of farming**, especially on mixed farms. They have taken over lower-skilled jobs that yielded lower earnings and were granted a lower social status (Barbič, 2000: 98). Men who worked as urban migrant workers in cities were bringing home an income that improved the family's farm budget. **New values, lifestyles and information that gradually disintegrated the traditional rural family also came from towns**. (Dobravec, 2008)



Urban - rural typology of Slovenia. Source: SURS, 2017 & EUROSTAT, 2018

Nowadays, there is a growing trend for **more women than men to migrate from rural areas**. The younger (under 30) single rural women especially tend to seek outside employment, since they see it as a way of becoming independent and have a better life than their mothers. The mothers' position and status is usually associated with being financially dependent on their husbands, having little free time as well as feelings of loneliness and isolation, and a lack of public recognition.

Rural women are often unable to afford their education, pension and health insurance. They often do not have their own means of transport, have few opportunities for entertainment and perhaps problems with their in-laws. They appear to be subject to traditional attitudes that emphasise the belief that men are superior to women. These values limit both the creativity and initiative of female farmers. (Mere Petri¹ and Verbole, 1996). (Vrbole, 1997)



Rural areas are prominent in France, but the **population living there has been decreasing** since 2006. However, the **number of women has been steadily increasing since 2004**.

Women residing in the countryside **often are older than those living in more urbanised** areas, but they are more likely to live with family. They are also **more likely to have a higher education than men** living in the same area, yet their **employment status is more precarious**. They are also **less likely to have a senior management position** compared to women living in urban areas.

Women are **more likely than men to work in the informal economy**; as described in the study "The professional status of rural women in the EU" (EP, May 2019) France, after Sweden, Spain and Germany have female workers as informal employees.

Women in rural areas are relatively old. Half of them are over 49 years old, whilst in the rest of the country, half of the women are under 41 years old. This is mainly due to the fact that the majority of **female farm managers succeeded their husbands when they retired**. In 88.2% of cases, the transfer of farms is from man to woman. This is why the average age of male farmers is 49.2 years, while that of female farmers is 53.2 years.

However, we notice that there are **fewer single women** in rural areas. Living as a couple is more common in rural areas than in other places: 61.8% of rural women aged 15 and over and 63.4% of men live in couples, compared with 56.1% and 61.6% in more densely populated areas.



The current territorial distribution, with a **decrease in the number of inhabitants in municipalities** in the Czech Republic is mainly influenced by the following factors:

- the **process of suburbanisation**, in which municipalities are dynamically developing in suburban zones of large cities and cities. This can be seen in Prague, with core cities usually recording declines in the population;
- an aspect of the location of municipalities in relation to regional settlement centres - **municipalities located in remote** locations usually record population **decline**;
- age **structure of the population** - in areas with a **higher proportion of younger populations** (Northern and North-western Bohemia, Eastern Moravia), the natural increase and, municipalities in **areas with a higher age index** (e.g. part of Central and Eastern Bohemia) are marked in the development of the population, generally showing a negative population balance.

Significant differences between the countryside and the city has allowed a clear division between these areas during the historical development of society. The **shares of the urban and rural population have been stable for a long time**, however, the transformation of the agrarian society into the **industrial society** leads to a significant **increase in the territorial concentration** of the population (urbanisation) and an increase in the share of the urban population.

EMPLOYMENT SITUATION

The EU has been important in **shaping and advancing gender equality and the rights of women** through policy and legislation. Whilst Germany and France were at the forefront with national provisions for equal pay between genders. In 1957, the foundations of the EU, the Treaty of Rome, introduced equal pay for equal work across its Member States.

Since the 1970s, the **EU has adopted thirteen directives on equality, ensuring** that women across Member States have access to **equal rights and equal pay**, and paving the way for an **increase in female participation in the labour market** and their **economic independence**.

Today, women account for the production of half of the world's food, do two thirds of the world's work, yet receive merely 10% of the world's income. Whilst **inequality between men and women** is perpetuated through **lack of employment opportunities**, lower pay and **lack of participation in decision making, the gap is wider in rural areas**.



A **decrease in unemployment is a very positive phenomenon both in Poland and in rural areas**. After 1989, unemployment was one of the most serious socio-economic problems in rural Poland. Currently, the **unemployment rate in Poland is lower than the average rate in the EU**. The unemployment rate in rural areas is **higher among women than among men**, but at the same time it is characterised by a downward trend.

Occupational activity of rural residents in Poland has increased. However, despite significant improvement in recent years, **employment rates of the rural population in Poland are still lower than the EU average**, and the national indicators of the majority of EU countries. This **particularly applies to women, young people aged 15-24 and older people aged 55-64**.

Women and men often work in different occupations and industries. They also have **different average remunerations and working hours**. One of the reasons for these differences are historical conditions.

On average, **women in Poland earn 7.2% less than men**. This is one of the lowest rates in the EU (the average for EU countries in 2016 was 16.2%).

Disposable income per person in a rural household (1214 PLN) is lower compared to the city (1642 PLN). In the years 2004-2016, nominal per capita income of rural residents increased by 118%, and income of urban residents by 94%. Simultaneously, the **diversification of household income in rural areas was higher than in cities**. Among the socio-economic groups of households,

the highest inequalities in terms of income in 2016 were observed on farms.

There is a **noticeable improvement in the level of education in rural areas**, in particular in the field of higher and secondary education. However, there are still large discrepancies in relation to the cities. Over the last twenty years, the percentage of rural residents with higher education has increased from 2% to 12%, and with the secondary education - from 16% to 27%, while the primary education dropped from 56% to 30%.

Basic **difficulties in the achievement of professional goals** of women are related to the following factors:

- Insufficient access and opportunity to continuing education or higher education,
- Insufficient access to social infrastructure (care and educational institutions),
- Insufficient number of employers in the local labour market (especially in the periphery),
- Insufficient access to public transport, poor condition of road infrastructure, and travel costs to a remote workplace,
- Fears and stereotypes of employers relating to women of child-bearing age.

The **problems faced by contemporary women** living in the countryside can include, among others:

- Few places of non-agricultural employment,
- Fewer opportunities for education and further qualifications,
- More difficult access to culture and entertainment, as well as sports and recreational facilities,
- Worse public transport; distance to the place of employment,
- Limited access to the heating and sewage networks than in the city,
- Lack of social infrastructure such as childcare (kindergartens) and elderly care (nursing homes).



The predominant **educational level in the rural population** for both men and women correspond to basic and secondary education. **There is a greater presence of women in higher education at 22.8% than the 15.6%** of men.

Age is an indicator that relates to the level of education to the processes of social change with the younger generation tending to have an increased level of middle and higher education.

The **rural labour market** is currently not dynamic enough to absorb the entire working-age population living in rural areas. The **activity rate of the population** aged 20 to 65 in rural areas is 73%, which means more than a quarter of the population is defined as inactive.

The **employment situation in rural areas** is characterised by a low **employment rate** (61.9%), which is exacerbated for women (49% compared to 72.3% for men), confirming the importance of job creation and maintenance for the sustainability of the rural environment. However, this sustainability also requires other actions such as the provision of services and infrastructure in rural areas, and the promotion of co-responsibility between men and women which guarantee the incorporation and permanence of women in the labour market.

Marriage and motherhood continue to be two of the main causes of women's abandonment of working life.

The high rate of **female labour inactivity (38.4%)**, together with the high percentage of women doing **unpaid domestic work** compared to men (29.8% compared to 0.5%), call into question whether the low presence of women in the rural labour market is related to the **lack of job opportunities**, or to the **family and care responsibilities** associated with women's traditional maternal role. The inactivity of women in this case would be more related to the lack of equal opportunities between men and women, the lack of social co-responsibility and the validity of the family model of a single breadwinner (male).

The majority (72.8%) of women employed in rural areas earn a wage. 51.1% have a permanent contract and 70.9% work full-time. 78.5% of rural women work in the service industry whilst unskilled personnel account for 32.7%. 37.6% of rural women travel daily, whilst 58.0% work in another municipality, and 66.7% use a private vehicle.

The main manifestations of **employment discrimination** against women in rural areas are as follows:

- **Feminisation of the partial nature** of working hours **and the temporary** nature of contracts.
- **Gender wage discrimination:** Women are over-represented in incomes from €400 to €1000, while men are over-represented in incomes ranging from €1000 to over €1400.
- **Horizontal segregation:** Women are over-represented in the service sector whilst men are over-represented in the agricultural, industrial and construction sectors.
- **Vertical segregation:** Concentration of women in the lowest positions of the hierarchy.

The employment rate decreases in the older age group from 50 to 65, with the sharpest decline seen in women. The **gender gap in employment increases with age**. Women's employment inactivity increases as they get older with permanent hiring decreases in the older age group, **increasing the level of self-employment in this group**.



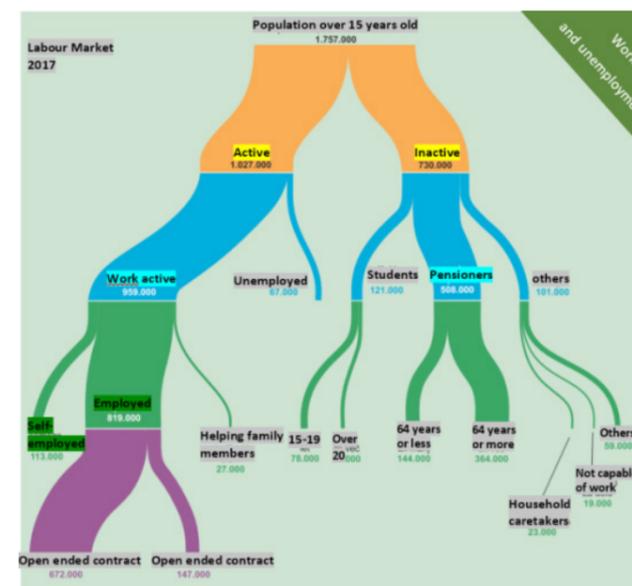
Men have more access to non-farming jobs in rural areas whilst **women in many cases maintain unregistered jobs**, (household jobs and farming activities). The Constitution from January 1946 ensured private ownership. The law did not allow farmers to hire employees, and since the average farms were so small (5 ha), farmers were forced to seek employment elsewhere and work on their farm in the afternoon (compensating for low salaries), leading to deagrarianisation.

The 500,000 women living in Slovenia's countryside are factory workers, shopkeepers, teachers, nurses, white collar workers, scholars and female farmers. **The 60,000 female farmers living on family farms** represent 3% of the total population (**12 % of the women living in Slovenia's countryside**). Almost one-third of these women have no income of their own (Barbi¹, 1994), and many live in difficult conditions.

In 2013, **the employment rate** among the **working population in rural areas was 8% lower for**

women (63%) than for men (71.2%). The trend of **unemployment is decreasing in both rural and urban regions**, with the decrease in **rural areas being higher**.

The **labour market in the Republic of Slovenia is horizontally and vertically segregated by sex**. Women prevail among employees in services, especially in the areas of health and social care, as well as education. Women are least employed in the construction and mining sectors. The share of women in top jobs and highest paid jobs is lower than the proportion of men, despite the fact that on average they achieve a higher level of education and qualifications.



Data for 2011 show that the **average gross salary of women was 4.6 percentage points lower than the average gross salary of men**. The gender pay gap is the highest amongst well educated employees (tertiary level); women earn an average of 81.32% of male wages. Data by age groups also shows that women earn on average less than men in all age groups, except in the age group 55-64.



In terms of employment, rural **areas are still very focused on agriculture**. However, among the 4.6 million rural jobs, the manufacturing sector, whether industrial or artisanal, is the most represented at 14% (10% nationally). 11% of rural jobs are agricultural and represent 3% at the national level. This is followed by the building and public works sector with 8.8%, and 6.5% at national level.

Rural areas therefore **make a significant contribution to national employment**. The rest of the jobs correspond to the service sector at 66%. **Rural areas have also undergone tertiarisation**. However, some jobs are less represented, such as management, research or intellectual services for example.

Many **women working in rural areas face difficulties such as juggling work and family life**. For example, it is not easy to take leave when you are a farmer. There is also **the isolation that may be present among women** living alone or even domestic violence. In rural areas, residents often have **difficulty in accessing various services** such as schools, hospitals, shops, and their mobility can be made more complicated due to the remoteness of infrastructure and public transport.

Women in the Czech labour market have received increased attention for **a long time**. Although the thematic area could be included under another previous priority, the issue of women is separately identified in the Employment Policy Strategy for 2020.

Identified **issues in the Czech Republic** are:

1. **Low female employment and particularly high unemployment among older women**
2. One of the **biggest pay gaps** in the EU;
3. A **high rate of women at risk of poverty**, especially in specific age categories;
4. High **horizontal and vertical labour market segregation**;
5. **Discrimination and disadvantage** of women in the labour market **due to the care tasks**;
6. **Low motivation and ignorance** of employers in the **area of gender equality**;
7. **Low number of female entrepreneurs**, increasing number of involuntary business women;
8. Harassment and sexual harassment in the workplace.

The **employment rate of women in the 20-64 age group is one from the national employment policy objectives**, with a target of 65% by 2020. In 2010, this indicator was 60.9% and has been increasing since then, reaching an average in 2013 of 63.8%. **The lowest female employment rate prevails in younger (under 35) and older (55+) age groups.**

The fundamental **problem of women's employment is the lack of time for reconciling family and working life**, with the main problem being the inability to access quality and affordable childcare. There is also the **problem of maternity and study reconciliation** outside the area of employment, which has a negative impact on younger age groups.

The **problem of motherhood** lies not only in the economic **inactivity of the mother** during parental leave, but also in long-term separation from professional life and the resulting **obsolescence of their qualifications**. Long-term separation from the labour market in the current dynamically developing economy contributes significantly to **the loss of competitiveness of younger working age women** in the labour market and their disadvantage towards men, including reducing further professional growth.

The approach of employees and/or employers and the general socio-cultural and legal environment of the Czech Republic are a few of the obstacles that hinder the use of more flexible approaches to work organisation, such as part time employment.

However, women's disadvantages in the labour market are related not only to the objective reasons mentioned above, but also to **the discriminatory attitudes of employers arising from the socio-cultural environment of Czech society**. **Women are generally paid less than men**, especially at an older age. The gender pay gap expressed by gender pay gap (GPG) on median wages is about 15.6%, culminating in the 30-39 age group at 22%.

Moreover, in the Czech labour market, women are **disadvantaged by market segregation work in sectors**, fields and positions. Only 4% of women work in managerial positions; this difference stands out in comparison with the average higher education of women.

ENTREPRENEURSHIP AMONG RURAL WOMEN

The start of an entrepreneurial activity is possibly the **result of individual motivation** in a more or less **favourable context**. The conditions of the **cultural and geographical environment** may favour these initiatives or make them so difficult that they are finally discarded or fail.

One of the variables that a priori could be determinant is the **market size** for the activity. Something that, in the case of smaller areas, could discourage female rural entrepreneurship in a significant way.

In any case, it should not be forgotten that the size of the market has to do not only with the population nucleus but also with **access to other markets**. Hence the importance once again of **good communications** between towns and cities. Although, this will all depend on the **type of activity** undertaken and the existence of **strong competitors** in target markets.

According to research, young and middle-aged rural **women are well-educated**. This significantly translates into **taking up new challenges** that are a manifestation of positively perceived **entrepreneurship**. Advantages of women living in the countryside on the labour market include education, qualifications, professional experience, ability to work in a team, creativity, resistance to stress, as well as good organization of work, sense of responsibility, discipline and concentration on performing tasks.

Poland is characterized by a **very high rate of female self-employment**. In this respect, Polish women occupy the **fifth place in Europe** after the Greeks, Italians, Croats and Portuguese. Eurostat data shows that nearly one in seven Polish women in 2010 was self-employed. The participation of Polish women among employers is similar – almost one in three employers in Poland is a woman. This puts the country in fourth place in Europe for female employers.

Women in **rural areas present a positive attitude in relation to professional activity** and are able to assess the benefits connected with this activity. **Statistics show that they aspire to work outside agriculture**. A large number of them would like to start their own company and resign from work on the farm.

A village is an area conducive to the development of entrepreneurship. In this dimension, a slight advantage of men over women can be noticed because **almost 8% more men run their own business compared to women** (22.1%; mainly self-employment).

Professional aspirations are mainly influenced by factors such as: **age, size of the farm, marital status or general status of the woman on the farm.** In the research of the Ministry of Agriculture and Rural Development – MRiRW (2012), the following patterns are outlined:

- The older a woman, the more often her aspirations are connected with agricultural activity, whereas the younger a woman, the more often her aspirations are not related to agriculture;
- The larger the farm, the more often a women's aspirations were related to agricultural activity;
- Aspirations unrelated to agriculture are more often observed among unmarried women, possibly separated or divorced;
- Aspirations unrelated to agriculture are more often observed among non-agricultural women.

According to Stępnik (2019), **women are well motivated to undertake their own business activity, because (above all) they want to be independent, obtain higher earnings for their own needs, to support their families and make investments.**

Nowadays, a woman is often not only a housewife. She might also have a professional career or run her own successful company. In addition to the role of wife and mother, her role in the area of social, economic, political and cultural life is increasingly visible. On the one hand, this contributes to raising a woman's social prestige in the family home, including her importance and position at home as well as in the local environment. On the other hand, women are burdened with more responsibilities for family and non-family duties (social and professional).



Many women in the rural environment have found a solution in self-employment for the lack of labour opportunities. However, in municipalities with less than 5,000 inhabitants, the **proportion of female entrepreneurs** falls significantly to 4.5%. Among those with **5,000 to 10,000 inhabitants** the proportion is higher than among municipalities with more than 10,000 people (9% and 8.4% respectively) and even falls in urban areas that have a bigger population (6.4%).

The **most important risk factor for all women** when considering starting a business is income insecurity (46.1%) followed by the possibility of bankruptcy (20.2%), loss of property (11.1%) and job insecurity (9.1%).

In terms of **business failure**, 4.8% of rural women have at some point started a business and then had to abandon it. Measured as **the rate of abandonment** (out of the total of those who have started an activity), **37.8% of rural women have abandoned a business activity.** In other words, almost two out of five women who have started or taken over a business or enterprise have not continued and are no longer self-employed.

As a reason for abandonment, business failure is the only reason that exceeds the **reasons related to family and personal life** such as personal motives, marriage and birth. This originates in the unequal distribution of domestic work, in the different uses of time between women and men and in gender inequalities in general.



Female entrepreneurs are becoming more successful with their businesses. A key reason being that women have more **opportunities for training, social integration, and access to information.** Therefore, it is very common for women to produce entrepreneurial ideas and concepts. Nowadays social welfare is well developed on farms. There are many possible **innovative approaches.** If the project is well designed with a good team behind it, the **market recognises the potential.**

Young women often opt for an **independent entrepreneurial path in the form of supplementary activities on the farm.** These women are very well-trained, educated, entrepreneurial and resourceful –and often lead the supplementary activity on the farm. Women can access information about production technologies and processing at the Agricultural Advisory Service, agricultural educational institutions, and even online, as many are fluent in foreign languages.

For **supplementary activities**, each farm must find its own way. The Agricultural Advisory Service can also assist hereby informing them of courses, trainings and workshops. But there is still too little knowledge in this field, or at least lack of knowledge addressing the target group.

Due to their close contact with customers, the Agricultural Advisory Service often **research the market and adapt to the needs of consumers.** Depending on individuals - sometimes they are the initiators of the development of an entrepreneurial idea on the farm itself, **often involving a partner or a whole family.**



Women often **start their own businesses around the age of 30 - 35** years old. **Many of them work in the business** or trade sector. The share of women in the business sector in the Czech Republic is **around 30%.** However, this share also includes those women who work on a trade license for one customer (the so-called Schwarz system). On the other hand, this share does not include women doing business together with their husband in a family business, where in most cases the husband and wife are listed as entrepreneurs and business owners.

Support for business development in the Czech Republic is not sufficient. It is necessary to lower taxes to generate economic growth, since high minimum taxes (over 30%), high social security charges are leading many entrepreneurs to experience losses, and many of their employees to lose their jobs.

Paradoxically, **women entrepreneurs** in the **Czech Republic are not entitled to social benefits for caring for their sick children.** They also have **worse access to increasingly scarce preschool facilities.** Household assistance - from babysitting to nursery - is **not yet a tax-deductible item** in the Czech Republic, and the state does **not motivate the creation of part-time jobs.** Workplace day care facilities are also not addressed by the state. These disadvantages, together with high taxation and the current adjustment of social and health insurance, must be eliminated in the future to improve the overall situation and opportunities for women.

WOMEN AND AGRICULTURE

Women in agriculture is not a new phenomenon, yet, their **recognition and contribution to the rural economy has been repeatedly overlooked**. Family farming is the most common operational farming model in the European Union, in which 76.5% of the work is carried out by the farmer or a member of their family. Work that is carried out by wives and other female family members often constitutes 'invisible work'. These women **often have no professional status, meaning they have no social security protection, maternity pay or sick pay** etc.

The work carried out by rural women varies across the Member States and is often **an important source of additional farm income**. Many women find work off-farm in either a part-time or full-time capacity. These women will often help **on the farm also and contribute to the farm businesses through running the household** and raising a family. This work is often ignored.

Across the EU, **women make up 45.9% of the total workforce**. When we look at agriculture, this drops to **35.1% of the agricultural workforce**. Even though women are underrepresented in the workforce on the whole, this is particularly apparent in agriculture.

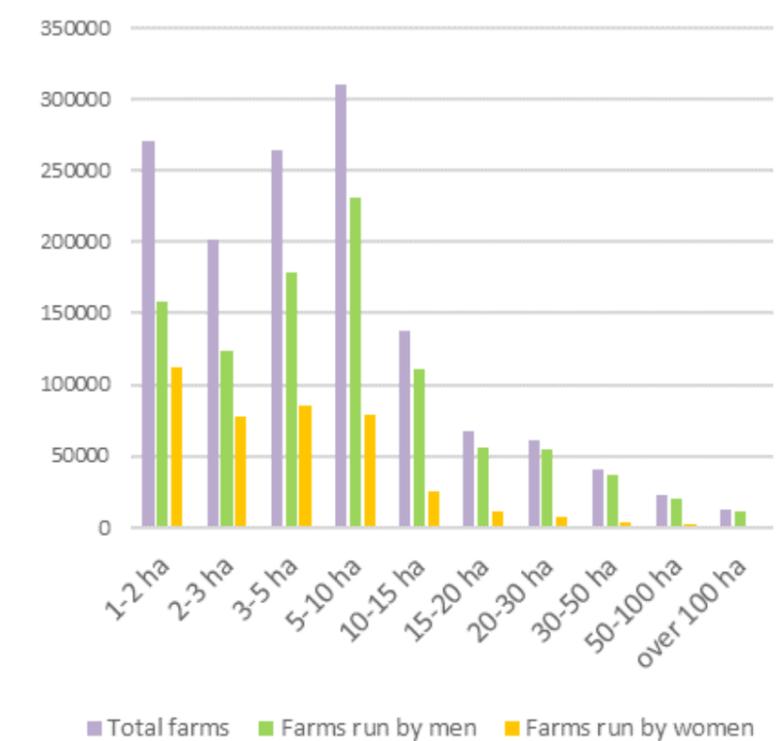
Women own less than 15% of the land worldwide, and within the **EU only 30% of farm holdings are managed by women**. The dynamic **atmosphere in families where the woman is the (co)owner** of the farm is different, as the woman has a greater possibility of co-decision on the farm and investments. To change the current situation, it would be necessary to:

- **Change the traditional stereotypes** that give women a subordinate position. This can be achieved through increased **awareness, information, education, inclusion in public life, promotion etc.**
- **Equal pay for the work carried out by women** and to give more responsibility in **leading roles** in family and public life.
- To present **opportunities for** acquiring their **own income** and to **stimulate entrepreneurial thinking** and engagement.

POLAND

Traditionally, women living in the countryside were connected with work on the farm. Currently, it is estimated that approximately **40% of employed female residents in a Polish village are employed (full-time) in agriculture**.

Women constitute (in total) more than 29% of farm managers in Poland – in accordance with Eurostat data. This is one of the highest results in the European Union, only in three other Baltic countries, as well as in Austria and Romania, is this rate higher. The percentage of women running farms decreases with the size of the farm. The largest number of farms managed by women in Poland **constitutes small farms with an area of 1-5 hectares**. In the area group 10-15 hectares, every tenth farm is managed by a woman. Relatively few women run farms with an area of over 15 hectares.



Participation of women in the management of farms in the division into area groups. Source: EUROSTAT

Not all women managing farms are employed exclusively on their farm – **almost one in three** of them **combine their job with work outside the farm**.

The results of the Agribus 2014 study, carried out at the request of Bank BGŻ, show a clear **pattern in the increase of the share of women in agriculture**. The modern Polish female farmer is increasingly **well-educated, with an average age of forty** and a better impact on farm' decisions than in previous years. In the opinion of Poloczek (2019): "Female farmers bring to their farms: **feminine intuition, courage, persistence in pursuing the goal and patience in its realization, consistency in action, as well as high mental resistance to stress**. First of all, they are very entrepreneurial, they invest wisely. Female farmers **are constantly training, thanks to this – they manage their farms wisely**".

Kościej (2019) draws attention to the **exceptional predisposition of female farmers:** "When running a farm, a woman has a lot of physical work, which (regardless of weather conditions) must be done within a certain time. **She must combine fieldwork with the work of a housewife**. She must also take care of food, appearance, medical care, dental care and provide education at the appropriate level for her children: she must help children in preparation for lessons, provide tutoring (pay for tutoring, take to the tutor and many other tasks). She must be able to plan expenses, have control over time, organize all farm and home works in order to ensure that they interact with each other. The organization of working time on the farm is a priority. A woman must be versatile, she must even be able to repair basic home equipment – she just needs to keep feet on the ground".



The process of **modernisation in agriculture** has taken place during the second half of the last century coinciding with the consequent crisis of traditional agriculture. The population employed in the primary sector has decreased, and at the same time there has been a complex articulation of the functions of work in the rural areas.

In Spain, according to the last Agrarian Census, there are 646,403 men who **own farms**, compared to only **283,291 women**. On the one hand, the proportion of **women employed in rural areas who are engaged in agriculture is 9.2%**, whilst the percentage of men in rural areas dedicated to agriculture is 21.1%.

It must be said that in the case of rural work, many of the tasks carried out in the field (harvesting of fruits, sowings, plantations, etc.) are seasonal. As a result, there is a **greater rate of seasonal employment in agriculture** than in other industries. While the national average seasonality rate is 25.1%, without gender differences, in agriculture, the seasonality rate exceeds 60%. According to the EPA, there is a higher rate of women employed on a seasonal basis in agriculture (74.2%) than men (58.6%).

The role of women on family farms alongside their spouses, is crucial. However, this work is not remunerated and does not give them any rights.

Law 35/2011 on the Shared Ownership of Agricultural Holdings had as its fundamental objective to raise awareness of women's contribution and recognition for the work that they do. The law aimed for women to become co-owners of the holdings and enjoy the same rights as their spouses. To date, however, the number of women who have benefited from shared ownership has shown to be lower than expected at the time of the adoption of the Act.

In the same vein, and with regard to the **incorporation of women as young farmers**, the percentage **is still lower than men's, only 27% of young people** who participate in an agricultural activity in Spain are women.



The Slovenian countryside is slowly changing; **Agricultural enterprises are disappearing**, and have been replaced by new buildings and hospitality oriented enterprises. As a result, employees from an urban environment are changing the rural landscape and the way of life. This provides fairly good infrastructure connection and a higher standard of living with better access to information. With an aging population, the number of typical traditional families is decreasing, and replaced with more and more vital democratic farming families where **women are given a more equal role with men**. This is probably also **influenced by better education and awareness on equality issues**. Nevertheless, there are still gender divisions; more women are unemployed, and still burdened with household work, with care for children and the elderly. On average, women still do not achieve the same level of income as men and are less represented in leading positions.

In 2012, **37,000 women worked in agricultural activities** (in 1991, 55,000), which meant that almost **9% of all Slovenian working women worked in agriculture**. The **average age** of the female farmers was **51 years** and on average they worked 39 hours a week.

In the last ten years, the **level of education of female farmers has increased**. In 2002, almost 70% of rural women had only an elementary education or even lower, in 2012 this percentage dropped to just under 50%.

The share of women among the regular labour force per agricultural holding in Slovenia is higher than the average for the entire EU-27. In 2010, 42% of women were employed as regular workers on an agricultural holding in the EU-27, whilst this number was 46% in Slovenia. Regarding female and male **farm managers at EU level**, 27.9% were women, and 72.1% were men. In Slovenia, 22.8% farm managers were women and 77.2% were men. The unemployment rate in rural areas is generally higher than in urban areas.

It could be considered as two distinct groups of Slovenian female farmers, - independent farmers and traditional farmers (Mele-Petri and Verbole, 1996).

- **Independent female farmers** enjoy an equal status with men (their fathers, husbands, brothers or sons), or have a slightly privileged status. In terms of property, these women live on smaller farms that are engaged in supplementary activities. Male family members are usually employed outside the farm (if no other sources of income are available) because most Slovenian farming families cannot survive on farming alone.
- **Traditional female farmers** do not enjoy equal status with their male relatives in the household or on the farm. In this group, the men usually work exclusively on the farm, and outside employment is rare.

The **majority of farm successors are men**, and due to gender stereotypes, women are not suitable farm managers, the **farm is often taken over by a son-in-law instead of a daughter**. Women on farms are quite dependent on men; however, in the younger generations, there is a shift away from the traditional division of roles, since younger men also do household chores.

There is also **an issue of single young men on the farms**, since women decide not to pursue such a way of life, there are very few who come to the farm from the urban environment.



In 2015, more than **half a million women** were working in agriculture: **111,800 of them as farm or business managers, 28,500 workers on farms and 387,000 working in agricultural production**. In 2015, they represented almost **a quarter of all farm managers (23.9%)**. This proportion has been stable for 10 years. The main activities of the farm managers were in the beef and milk sector (17.5%), cereal and industrial crops (16.7%) and non-specialised crops and livestock (12.8%). **Thanks to highly developed mechanisation, it is now more accessible for women** to work with agricultural machinery. It is worth underlining that today **44% of female farmers have a diploma**, compared to only 33% of male farmers.

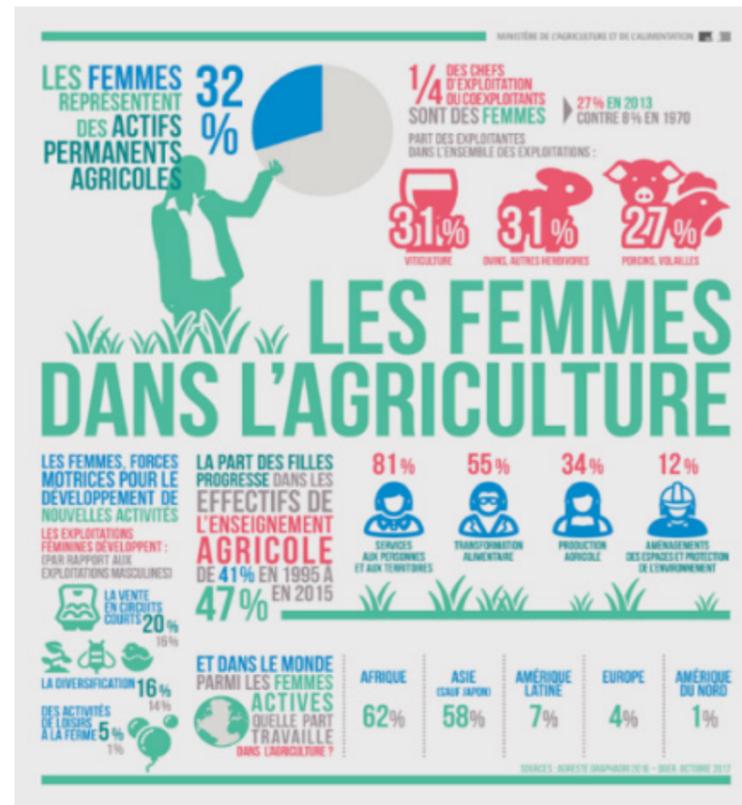
With regard to women's settlement on farms, the majority of those over **40 years of age** end up on existing farms that were formerly run by men. Whilst women **under 40 years of age** are more often settled on small farms. Breeding is the preferred agricultural activity, in particular sheep and goats, as well as horticulture and market gardening.

It has become more common for men to marry women from non-farming backgrounds, and only a quarter of these women will work with their husbands on the farm. The majority work off-farm and this frequency increases with their level of education.

In France, 32% of women are permanently employed in the agricultural sector. A quarter of them are operations managers, especially in regard to wine production (31%); sheep and other livestock (31%); or pigs and poultry (27%) management. **Women are also much more involved in selling in short supply chains** (20%) and in **diversifying their agricultural activities** (16%) or even proposing various **leisure activities on the farm** (50%).

Nevertheless, 83.5% of female employees receive only a temporary contract(CDD). The discrimination - lower salary- is present across all other sectors.

It is important to notice that it is vital for female farmers and women working in agriculture to be respected not only within the profession by their male counterparts but also to be respected by society in general. In France, the feeling of pride is a very important factor as shown by the graph below. Furthermore, it is important to note how women in agriculture perceive and experience gender inequality.



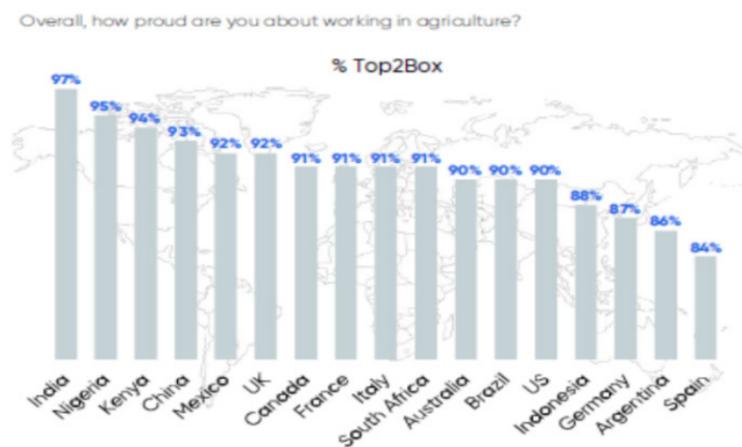
Currently, female **farmers account for around 10.5% of the women involved in agriculture**. Their **average age is 40.6 years**. The majority of female farmers farm in small municipalities with up to 499 inhabitants and a **total average area of 50 hectares** of agricultural land.

The representation of women in agricultural leading roles has declined in recent years. **In 2010 there were 15.1% of women** in a leading position whilst **in 2016 this number was 12.2%**, a decrease of 3.0%.

Different situations are seen when we compare women in leading positions in **individual companies** (self-employed women) and **legal entities**. Between 2010 and 2016 the number of women in leading positions in individual companies had decreased by 3.8%. On the contrary, women in leading positions in legal entities had increased by +1.7%.

The position of **women in the succession process** is different in every case. Generally speaking, women are an important part of the farm, they help with everything, create a pleasant environment, participate in the running and development of the farm. The most important thing is substitutability. Farmers' families must operate in a unified manner, every member of the family has to help (rollover roles) and each person must be versatile and substitutable.

In the future, we are expecting that the **workforce will age because young people do not have the intention to work in the agriculture business**. More and more young people are moving to cities and the population in the countryside is significantly aging.



Source: Global Women in Agriculture: research Findings; October 15,2018, CORTEVA agriscience

MAIN INDICATORS, STUDIES AND STATISTICS BY COUNTRY



The **main research and reports about rural areas and the situation of women** are created by public and private entities. The **most important institutions** dealing with these issues include:

- The **Polish Central Statistical Office (PCSO, Polish: GUS)** – a central office of government administration, which collects and provides data on most areas of public life and certain aspects of life in accordance with the Law on official statistics and the annual Statistical Research Program.
- **Institute for Rural Development and Agriculture of the Polish Academy of Sciences (IRWiR PAN)** – a scientific institution dealing with interdisciplinary research of rural areas; the Institute brings together specialists from various disciplines: economics, sociology, demography, ethnography, education, geography, etc., whose common interests are focused on rural and agricultural issues.
- **Institute of Agricultural Economics and Food Economy State Research Institute (IERIGŻ)** – an independent research and scientific institution with 60 years of academic achievements and experience in the analysis of economic and production processes of Polish agriculture and food economy.
- **Foundation for the Development of Polish Agriculture (FDPA)** – a non-governmental organization with a mission to support sustainable development of rural areas, in particular entrepreneurship and creation of non-agricultural jobs, as well as ensuring equal chances for women, unemployed persons and young people. The Foundation pursues its targets through micro-loan activity and investment subsidies for creation and development of small enterprises in rural areas, local development programs, publications, studies and specialist socio-economic reports illustrating the condition of Polish rural areas.
- **Universities** – state and private units with a general academic or practical profile. In the academic year 2017/18, there were 397 higher education institutions.

There are **numerous non-governmental organizations in Poland** which have been created by women, for women. Among them, in Polish rural areas, the special role is played by the **country women associations (KGW)**, which are one of the oldest forms of social organisations in Poland.

Currently, **21,000 KGWs operate in Poland** as organisational units in the structure of the Association of Agricultural Circles and Organisations (based on the Act of 8 October 1982 on socio-professional farmer organisations), and several thousand KGWs operate as folk groups and associations (ordinary or registered associations under the Act of 7 April 1989 – Association Law). These organisations

gather over one million people. On average, there are 60 country women associations per one district. KGWs finance themselves through membership fees, donations, inheritances, bequests, income from their own activity. KGWs can also obtain external funds from grants for non-governmental organisations.



The Directorate General for Rural Development, Innovation and Forestry Policy of the **Ministry of Agriculture (together with the 17 Equality Units of the Autonomous Communities and 252 Local Action Groups)** is responsible for developing practices that promote the participation of women and young people **in rural development**, in particular those relating to Law 35/2011 on shared ownership of agricultural holdings, encouraging their full incorporation, as well as early retirement from farming.

The **Ministry carries out continuous study and follow-up work** in order to assess initiatives aimed at achieving full equality between women and men living in rural areas, in line with the objectives set out in the Organic Law 3/2007 for the effective equality of men and women and, specifically, in its article 30 relating to Rural Development. The different types of actions undertaken by the Ministry are described below:

- **Carrying out of studies:** different studies are conducted to find out the situation of gender equality in Spanish rural areas, with the aim of making a diagnosis and monitoring it. These include the publication "Condiciones de vida y posición social de las mujeres del medio rural" (MARM, 2009), which is a quantitative study that inspects the gender inequalities that exist in rural areas, and the "Diagnóstico de la igualdad de género en el medio rural" (MARM, 2011).
- **Application of European and national legislation to the different actions:** the legislation is monitored in order to incorporate it at all times into the activities carried out. At the same time, there is a monitoring of compliance with the legislation on gender equality in rural areas.
- **Management and financing of actions:** support is provided for the implementation of initiatives to promote equal opportunities between men and women in rural areas, such as subsidies and prizes.
- **Dynamisation, creation of networks and dissemination:** through networks and working groups, the Ministry places special emphasis on promoting communication and contact between the different agents involved in gender equality in rural areas. Activities are also included in the framework of the Gender Equality Plans and Strategies of the Ministry, the National Rural Network and the Institute for Women and Equal Opportunities (IMIO). The Ministry also participates in the organization and attendance of conferences and congresses on the promotion of rural women, such as the International Day of Rural Women, proclaimed on 15 October by the United Nations.

For their part, Rural **Women Organisations** are carrying out commendable work of mobilisation and social awareness, working to combat unequal power relations between men and women in rural areas and promoting the incorporation of women in all areas of rural society. The **Female Round Table** is an initiative for coordination and cooperation between the various social and political actors involved in rural development and gender equality. It consists of a meeting place for the joint preparation of plans and strategies, and is made up of the main rural women organisations at the

state level, rural development networks and the Ministry.

Statewide Rural Women Organisations (some examples): Ministry of the Environment, Rural and Marine Affairs (MARM), Ministry of Equality; Association of Rural Families and Women (AFAMMER); Federation of Rural Women and Families (AMFAR); Association for the Progress of Women in the Rural World (APROMUR); Spanish Association of Women Entrepreneurs of Madrid (ASEME); Ecologists in Action; Federation of Rural Women Associations (FADEMUR); Organization of Women Entrepreneurs and Active Management (OMEGA); Spanish Rural Development Network (REDR); Federation of Women Associations (SOL RURAL); Union of Rural Action Centres (UNCEAR); Women World Bank (WWB).



Rural Women in Slovenia, Research conducted by Sonja Robnik, MDDSZ in August 2018 on certain aspects of rural women life received 436 valid questionnaires. The main purpose of the research was to identify areas of rural women's everyday life that will need to be addressed by the future agricultural policy if it wants to create the conditions for equality for women and men in rural areas.

In 2010 the Social Science Institute of ZRC SAZU conducted a comprehensive research on the relationship between generations and genders named LAWO (**Living And Working On Farms**).

Statistical office of the Republic of Slovenia

- **Agricultural holdings and agricultural census:** Family labour by sex and average age, by cohesion regions of Slovenia, by year (from 2000, each 2-3 years, last 2016)
- **Statistical Yearbook of the Republic of Slovenia.**

Ministry of Agriculture, Forestry and Food: The rural development program of the Republic of Slovenia, (last publication 2014-2020), is part of the common agricultural policy across the EU member states and provides funding under the EAFRD.

Government of the Republic of Slovenia, Office for Equal Opportunities: In 1993 an initial report by the Women's Policy Bureau was published on measures taken to eliminate all forms of discrimination against women. Further reports were written in 1999, 2002 and 2014. Within the latest reports specific reference to rural women is made.

Organisations in Slovenia which defend and represent rural women: The **Union of Rural Women of Slovenia** is a voluntary, non-governmental organisation that brings together rural women and female farmers from all over Slovenia. It was established in 1995 and includes around 6.500 members from across eleven associations. The purpose of the organisation is to connect and educate the public about traditional customs and cuisine, environmental care and over all represent rural women and farmers. Their activities include international cooperation, prevention of violence, efforts for gender equality and rural development.

The Women's Council in Rural, Ministry of Agriculture, Forestry and Food: The tasks of the

Women's Council in the countryside include monitoring the situation of women in rural areas and submitting proposals that improve their position. Members of the Council must also provide expert opinions on agricultural and other policies affecting the situation of women in rural areas, contribute to raising awareness of the special situation of women in rural areas and informing the general public about these issues, and to promote the organised functioning and intergenerational participation of women in rural areas.



- The **French Ministry of Agriculture** is responsible for all the main studies and statistics concerning agriculture. This also includes all the data related to women's roles in agriculture and rural areas;
- A special **web site – "Agreste"** - is dedicated to gathering all the data from the French Ministry of Agriculture;
- Special **Committee "Délégation aux droits des femmes et à l'égalité des chances entre les hommes et les femmes"** created by the French Upper Chamber (fr.Senat) also gathers data and orders various studies to be conducted;
- Additional sources of information can be found within the **Chamber of Agriculture** (fr. « Chambresd'agriculture»);
- **"Réseau Rural français 2014-2020"** is a **special network** explaining the function of the Rural Development in France, managed on a decentralised basis by the main administrative regions of the country through **27 Rural Development Programmes (RDPs)**. The RDPs set out priority approaches and actions to meet the needs of the specific geographical area they cover. They also **cover the functioning of the Local Action Groups (LAG's)**;
- **Women Organisations**, such as the **"Réseau femmes rurales"** has existed since 2011, and were created to help with networking and also advise on entrepreneurship;
- Such NGO's like **"Familles rurales" (Rural families)** also gather data and provide an enhanced platform to exchange knowledge when identifying basic problems and offering solutions for rural areas;
- A special yearly fair called **"Salon International de l'Agriculture- SIA" in Paris** is also a well-known national event promoting agricultural activities; building bridges between rural and urban citizens, enhancing the importance of the young generation and gender equality.
- Les **dossiers** d'observation, n1, **"Les femmes dans les territoires ruraux ».**
- Study **« Femmes et ruralité pour l'égalité entre les femmes et les hommes dans les territoires ruraux franciliens»** ; Rapport 2019 ; Centre Hubertine Auclert.

Although in the Czech Republic there are **many women's organisations**, none of them publish regular publications on the status of women in society or on the status of women in the country. It is possible to find some master or bachelor thesis about the evolution of the status of women in Czech society, but not about the evolution of the status of rural women.

In the Czech Republic, it has not been possible to **find any organisations specialised in** women or defending **women's rights and position in the countryside**. However, there are many organisations that deal with challenges facing women. Some of these organisations are focused on general purposes whilst others are specialised in issues which are closely connected with women (such as domestic violence, women entrepreneurs etc.).

1. Czech **Women's Union** (CWU): The main purpose of the CWU is to pursue equal opportunities for women and men.
2. **ACORUS** is a Czech charity established in 1997. Their mission is to help people suffering from domestic violence and facilitate their integration back into normal life without fear and abuse.
3. **Breast Cancer Alliance**: Breast Cancer Alliance was founded by nineteen oncology organisations as a nationwide umbrella organisation for public benefit.
4. **Business & Professional Women CR**: Inspiration. Support. Linking. This is an organisation for public benefit that brings together active women to promote and develop their personality, full implementation of their professional, personal and social roles.
5. **Czech-Moravian Association of Businesswomen and Managers** is a voluntary association based on the solidarity of businesswomen and their willingness to help other women.
6. **Forum 50** is a non-profit organization supporting equal participation of women and men in politics and decision making.
7. **Women forum is a civil association**, offers a platform to regularly meet in order to exchange views and network, both professionally and socially.
8. **The Gender & Sociology Research Department** is the key research institution in the Czech Republic specialising in gender studies, feminist theory and methodology.
9. **NORAGenderInformationCentre** promotes gender equality in Czech society at national and regional level.
10. **OrganisationKonsent** is dedicated to rape prevention.
11. **MINVERVA21** a women's study association, which has played a significant role in educating Czech women was inspired by the Roman goddess Minerva.
12. **The Centre for Gender & Science** (originally "for Women and Science") was established at the Institute of Sociology of the Czech Academy of Sciences in 2001 to address gender equality issues in research in the Czech Republic.
13. **HollaBack!** is a worldwide movement dedicated to ending street harassment using mobile technology.
14. **proFem**: The mission of this non-governmental, non-profit organization is to eliminate violence not only against women but also to ensure the rights of all people in the Universal Declaration of Human Rights.
15. **Ženys.r.o.**, offers a place where women can share life experiences and opinions. They test products, publish reviews, write interviews, and inspire each other.

JOB OPPORTUNITIES FOR RURAL WOMEN (AGRICULTURE AND MULTIFUNCTIONALITY)

The **primary function of agriculture** continues to be the production of food and other commodities, and to contribute to food security. These are complex tasks that require a favourable environment and policies that ensure social, cultural, political and economic stability and equity.

Agricultural activity and the corresponding use of land also **generate a wide range of non-food products and services**, shape the environment, affect social and cultural systems as well as contributing to economic growth.

Despite the contribution to agricultural production, the **share of agriculture in the additional gross value is decreasing**. There is the so-called deagrarianization, i.e. the decrease in both the percentage of people employed in agriculture and the importance of agricultural income in the structure of income of rural residents. It is connected, among others, with the **growing importance of non-agricultural activities in rural areas**. The creation of new business entities is supported, among others, through the system for the implementation of EU funds, which places a strong **emphasis on the diversification of activities and improvement of the quality of life in rural areas**.

DIVERSIFICATION THROUGH MULTIFUNCTIONAL AGRICULTURE

Diversification means dividing, enriching and **squeezing production processes** into several disparate domains. Diversification is also defined as the **introduction of new products** not previously manufactured, which are based on existing or different technologies and different needs linked to current products. Diversification may relate to **products and services, points of sale, technologies, suppliers, customers, sources of finance, structure of activity** (production mix) and **investments** (investment portfolio). Diversification makes it possible to **compensate for the reduction of income from one source with another**.

Diversification means the initiation of **new non-agricultural on-farm activities** and may include the **production and processing of high quality food** (e.g. organic farming, based on traditional, regional or local recipes, etc.), the direct sale of food and agricultural products, agricultural production for **energy** purposes, non-agricultural business activities (e.g. **agrotourism, agricultural services, commerce, handicrafts**, etc.), rural **landscape management, care services, social activities, pre-school education etc.**

The **benefits of diversification** include achieving excellent results with **combined resources**, ideas or skills; creating an opportunity for growth for the farm; ensuring **financial security** and **income stability**; forcing changes to gain a competitive advantage; and **reducing the risk** of entrepreneurial activities through multidirectional dispersion. While **reducing unemployment** and increasing incomes in rural areas, diversification projects reflect the activation of the rural population, the

development of entrepreneurship and the creation of new ideas.

Diversification of activities also leads to **socio-economic recovery** in certain regions and enables people to look for new jobs. At the same time, people want to **preserve the characteristics** of rural areas and their regional **and cultural diversity**.

In turn, the **negative effects of diversification** include the **risk of losing the initial specialised skills** of the farm and the **difficulties** involved in **managing** such a **diversified farm**.

THE ROLE OF WOMEN IN MULTIFUNCTIONAL AGRICULTURE

As heads of farms, wives, family members or simply wage earners, women are present in all production systems. Although their work on the farm is usually complementary, their presence and work serve to consolidate the social fabric that sustains their family and their farm. Indeed, **women encourage many other activities such as rural tourism or the direct sale of farm products**.

Women **are also responsible** for related services such as local transport or home help, services that contribute to the **vitality of the rural environment**, enabling them to keep a door open to the outside world. **The more multifunctional our agriculture becomes, the greater the role of women**.

The attractiveness of this multifunctionality is mainly due to the fact that it **allows the obtaining of complementary incomes** to those obtained by the agricultural production, as a consequence of the diversification of their activities; to the extension of the traditional tourist offer and the implantation of new tourist products.

It is **even more interesting for women**, since many of the new activities **imply the profitability of “knowledge” that has always been in their memory**. The holders of tertiary activities direct and manage companies, but under the watchful eye of men, who continue to make important decisions, especially economic ones.

AGROTOURISM

The **economic benefits of rural tourism** are highly valued by farms, especially those affected by the reduction in agricultural and livestock yields, as it allows them to obtain complementary incomes. However, the contribution of this business to farm income differs according to geographical location, especially in areas where the presence of tourists is concentrated in eight or ten weeks between July and August. In Mediterranean areas this can increase up to twelve or fourteen, and other farmers and territories can reach thirty weeks or even more given the dual summer and winter season with snow sports.

This emphasis that these activities are **enabling a balanced development of the most marginal, disadvantaged and isolated areas**, has a clear social and environmental effect, and will be discussed below. Agrotourism **generates changes in social structures**, since it implies a **beneficial cultural exchange** between the rural and urban world. It increases the **possibilities of a social and cultural relationship** between the local population, reevaluates the models of rural life and mitigates the emigration from these areas, which results in a **lower aging of the population**.

On a social level, it also allows for a **better visualisation of the work carried out by women**, which **favours their contribution** in the family unit. It demands, on occasions, a continuous improvement for this group, and has a positive **effect on female self-esteem**, as they **obtain an income** that comes from the farm, so their work is no longer invisible, as it was when they worked in the agrarian production. It also **improves social relations with clients**, associations, and administrations, among others, something that is highly valued by women, given the socio-economic context of families and the high masculinisation of the rural areas.

In the **environmental sphere**, rural tourism **obliges people to maintain, conserve and value their natural and cultural heritage**. It encourages people to protect places and sites in their surroundings, to **manage the rural space**, to **keep the landscape alive** and conserve natural resources; which allows a symbiosis to be established between **agricultural production and the conservation** of humanised rural spaces.

The **diversification of tourist services**, such as horseback riding, hiking, rafting or an endless number of activities linked to rural consumption (activities in nature classrooms, interpretation centres, educational excursions and forestry brigades, among others), require their conservation and appropriate use, which in turn creates new jobs. In addition, it is increasingly perceived as important to preserve the surroundings of the houses that are used as rural lodgings, which are decorated with motifs of rural life, antiques, flowers or small gardens.

Owning an agritourism business implies the **development of establishments related to rural tourism**: rural accommodation (rural houses, hotels and apartments, mountain lodges and refuges, camping), gastronomy, sports and adventure tourism (active tourism), cultural activities, with complementary leisure and enjoyment of the natural environment, among others.

This situation is due to the fact that **women can develop this work in their own home or farm**, being an alternative which is “highly valued by women since it allows them to combine it with their usual tasks and the care of the family, and represents a complementary source of income”.

But whilst the main headlines of **agrotourism** are positive, it can also generate **negative effects**, such as the reduction of time dedicated to one’s own family, friends, neighbours, etc; the lengthening of the working day of women in the summer season, developing their main tasks in the domestic environment; the isolation of women, given the limitation of social ties to contact with guests; and the accumulation of tasks from different working environments. This reinforces the traditional role of women.

CULTURAL HERITAGE

Heritage can be considered as “the living memory of a society’s culture”, comprising **natural and cultural heritage, that is tangible and intangible**. Its content is given by elements such as monuments and museums, but also languages and oral tradition, forms of expression of popular cultures, crafts, industrial heritage and biological diversity.

From a management point of view, in recent years there has been recognition of the need to overcome the conservationist perspective in order to assume **that heritage must adapt to the functional and**

usage changes demanded by society, maintaining and reinforcing its collective value.

Not in vain, the enhancement, recovery and endowment of new functions to heritage in rural environments can make a **decisive contribution to setting population in sparsely populated areas**.

The **provision of new functionalities** - or the recovery of traditional ones - to these heritage elements must, in any case, give **priority to be used by the local population**, avoiding their conversion into mere instruments of tourist attraction. In addition, this endowment of meaning within the social context of cultural and landscape assets **promotes greater identification of local populations with their heritage**, resulting in greater sensitivity and concern for their maintenance and protection from threats such as, among others, plundering for any purpose.

Another fundamental element in local development linked to culture and heritage is the set of creative activities that include crafts (highlighting activities rooted in traditional culture), constituting a heterogeneous aggregate with obvious economic value in rural environments, and yet don't have any specific treatment in the Rural Development Policies.

CULTURAL HERITAGE AND WOMEN

Women have traditionally played an essential role as transmitters of traditional culture. The transmission of wisdom, techniques and knowledge related to everyday life or to the rituals, play a fundamental role in the cohesion of family and social life.

This role has been fundamental in the intergenerational passing down of knowledge, in the education and socialisation of children, in the communication of meanings and skills related to language, beliefs, oral tradition, songs, dances, stories, games, legends.

Women have traditionally **occupied spaces relating more to the domestic and private spheres** than to the public ones, and their participation in festive rituals focuses **more on the preparations than on their development**: the sewing of clothes, the preparation of the streets, itineraries, the ornamentation of steps, squares, care and preparation of images, the preparation of food, etc.



Rural areas are characterized by cultural richness - both the diversity of national heritage buildings and cultural institutions. **Opportunities for the use of cultural heritage in the development of entrepreneurship in rural areas** are indicated by Duda (2019): "Rural culture has always been created by women. Just look at folk costumes. In one village, men were usually dressed in the same way, while each woman had to stand out. This cultural dimorphism is the work of a woman. I think that it is great that professions that were disappearing are now reemerging. **There are partly occupations** reserved by men, but we also have embroidery, sewing, pottery - i.e. occupations **under the influence of a woman**".

In the opinion of an expert in the development of entrepreneurship, all cultural heritage resources,

both tangible and intangible, may be utilized. The following resources can be mentioned:

- sacred heritage - churches, monasteries, cemeteries - located in rural areas;
- manors, castles, palaces - located in rural areas;
- parks, old trees;
- material culture - ethnographic culture: costumes;
- immaterial culture: legends, stories, songs;
- environmental cultural heritage: type of terrain, preservation of natural habitats;
- home heritage - heritage of each separate holding."

Professional activities in the area of multifunctional agriculture and cultural heritage undertaken by rural women usually concern: agritourism and rural tourism, folk art and artistic handicrafts, traditional and regional food, interpretation of the local heritage, education and care on the farm, maintenance of conservative breeds of animals and precious species of plants and anesthetization of the village. According to Poloczek (2019) "*all of the mentioned directions are run by women in 70% of cases, with great success.*"

Agritourism and rural tourism constitute the most widespread and consolidated field of additional economic activity of rural holdings. The Ministry of Agriculture and Rural Development estimates the number of agritourism facilities in Poland at the level of approx. 8.500. Agritourism in Poland is dominated by women. The similarity of the scope of tasks resulting from the service for guests with the scope of housework promotes the establishment of a tourist business by women. However, according to numerous publications, women see agritourism as a way to have a peaceful life, full of passion thanks to the contact with nature and interesting people. It should not be forgotten that apart from the basic accommodation and food services, rural tourism generates a number of additional services connected with handling tourist traffic in the region (trade, banking, insurance, tourist information, attractions, etc. - Mikołajewicz 2019).

The innovative direction of **social farming has been implemented in Poland for several years**. A pioneering project is the National Network of Educational Manors established in 2012. Currently, it gathers nearly 260 recommended entities, and there are plans to create a similar structure for a daily care centres for seniors. Social farming largely remains in the interest of women.

The passion and culinary competences of women are crucial for the protection of rural heritage. During the 15 years of existence of the National list of Traditional Products (those with a documented tradition of at least 25 years) nearly 2000 food products and dishes have been registered. 41 regional Polish products have been introduced into the EU's Geographical Indications system. The national certification system for traditional products "Quality-Tradition" (Polish: "Jakość-Tradycja") has been implemented. Despite high involvement, the regional food market in Poland and cultural heritage are commercialised at a relatively low level. That is because Polish villages are poorly organised, so there is a lack of collectives, cooperatives, producer groups, on which European agriculture is strongly based.

Currently, the most significant factors in the development of villages are the directions connected with the **development of short supply chains and local food systems and the production of high-quality food**. Over the last several years, these areas constituted key directions of activities both in the EU and national documents aimed at supporting the development of agriculture. Due to the

increase in consumer awareness regarding locally sourced food, a growing interest and demand has been generated for these products.



The agricultural sector in Spain shows a growing trend towards the development of two types of farm. One type are groups of relatively small farms with large tracts of land and capital resources, strongly related to the non-agricultural segments of agro-industry (mainly agro-food industry). The second type include a growing group of farms that, because of their low competitiveness, are poorly integrated with other areas of agro-industry and seek ways to increase their incomes through the diversification of their activities.

The deagrarianization of the rural areas and the modernisation of agriculture have favoured the service sector in the Spanish rural areas. This has clearly been reflected in the occupations carried out by women aged between 20 and 35, with the majority of them working in the **service sector and in commerce**, (administrative and service sector) activities that **could be a great opportunity for agriculture and farms**.

At present, **these activities are highly valued by women**, meaning that the proportion of establishments run by women reaches over 50% according to recent studies, with the highest numbers being in Navarra and Asturias, and parity in Galicia and the Basque Country.

Based on this integrative approach, it can be stated that **Spain has significant heritage resources** - the **majority of which are distributed in rural areas** - which offer great possibilities in terms of territorial development and sustainability. The traces left by the manifestations of local cultures in the national territory becomes visible in a large heritage complex, which includes the cultural, natural and the landscape itself.

Its importance lies not only in its quality as a key element in the affirmation of different territorial identities and in group cohesion, but also in its potential as a factor of economic development.

One of the objectives of the **Law on the Sustainable Development of the Rural Environment** is to conserve and recover the natural and cultural heritage and resources of the rural environment through public and private actions that allow their use compatible with sustainable development.

Spain, which has enormous heritage potential, is currently at a key stage in redefining strategies for the management and use of its heritage, that goes beyond the traditional axis of recovery, conservation and protection. The **search for new functions for a heritage are mostly confined to rural areas**, that include revitalising structures of the past and giving them meaning in the present, beyond the purely identitarian, seems to be the optimal line of action.

The **Inventory of Goods of Cultural Interest** currently includes more than 15,000 properties (including such disparate goods as churches, palaces, factories or windmills) and nearly 13,000 movable goods, a volume in which the figure of the historical complex is a protagonist from the point

of view of local development. The reinforcement of the image implied by its recognition supports local initiatives.

In Spain, the **cultural heritage sector represents close to 4 percent of GDP** whilst **tourism has an enormous impact on the national economy as a whole, contributing with 11% of the GDP** and the cultural aspect of it has advanced notably in the last two decades, gaining relative weight over coastal tourism, which is a clear sign of the increase in cultural motivation and preference for heritage destinations.

It should be highlighted that the **greater or lesser success of a heritage tourist destination** is closely **related to the coordination of different policies** (environment, culture, spatial planning and tourism, among others), as well as the explicit planning of tourism policy. This is because the growing demand requires the correct organisation of heritage destinations in terms of territory, cultural offer, hotel infrastructure and routes and itineraries, among others.

The **natural roads** cross the Spanish geography and have natural, cultural, scenic and historical characteristics, which focus on the promotion of recreational and cultural activities. They allow the enhancement and improvement of knowledge of the rural environment, as well as the rehabilitation of natural and cultural heritage, thus covering the objective of promoting local development of rural areas.

However, tradition is gradually adapting to social changes and cultural dynamics, with this dynamism being a guarantee of continuity. The **participation of women in areas previously considered masculine** within festive rituals is increasing: nazarenas, costaleras, chirigotas, music, butlers etc.

Traditionally, Andalusian women have practiced and passed down techniques related to certain trades and artisan knowledge, **transmitting this knowledge from mothers to daughters**. Many of the women who have participated in the **Atlas of the Intangible Heritage of Andalusia** are or have been cooks, seamstresses, peasants, fisherwomen, nets, esparteras, ceramists, olive- growers, bakers, embroiderers, gatherers, canasteras, lacemakers, weavers etc.

Many of these trades and tasks that women have traditionally developed have not been as valued as they deserve. The **Atlas of the Intangible Heritage of Andalusia** wants to pay tribute to all Andalusian women and their important role in the transmission of their culture.

To this end the **Andalusian Institute of Historic Heritage** (IAPH) has developed a selection of trades, knowledge, festivals and rituals where women have played an important role in the transmission of this knowledge.

Slovenia is characterized by a **low level of market orientation**, only 40% of family farms devote the predominant crop to sales. A significant proportion of agricultural products are consumed or sold directly on holdings. This percentage is particularly high in fodder crops, potatoes, vegetables and fruit, where the recorded marketing channels go past 70% and 90% of the yield. In the case of animal products, this proportion is, as a rule, lower, which is also affected by increasingly stringent veterinary regulations. In milk, sales in dairies (domestic and foreign) account for more than 80% of the total production; in eggs, about half of the total production of table eggs is sold according to recorded market paths (buying and selling in markets). In honey this proportion is much smaller (around 25%). In Slovenia, 78 family farms are engaged in the production and marketing of energy from renewable sources. The main renewable energy source in Slovenia, originating from agriculture, was biogas in 2011. On the farms there are some smaller mills for pressing rape, but the oil obtained there is not intended for sale for the production of biodiesel.

In view of rising unemployment and the decline in economic activity in rural areas, the opportunity to preserve and create new jobs is reflected in the **development of non-agricultural activities in the countryside**. This will primarily be **based on the activation of endogenous potentials in connection with, cultural heritage, nature conservation, natural resources (e.g. wood), human and social capital, local self-sufficiency, green tourism and renewable energy**.

Entrepreneurial rural women also have the ability to **make strategic decisions** on how to earn more income on the farm, either by linking it to marketing or to larger systems. The ability to follow the market is also important. The consumer is nowadays very sensitive to the origin and the quality of food. food, origin, quality food. Those who adapted first to these emerging trends are today successful farms.

Innovation and high-quality agricultural production are already stagnating. The most important are the growth of micro companies for the **processing of quality agricultural products**, and at the same time new **methods of sale**. Certain farms in the management of local resources are very important, but in principle development is slow. It is also the **quality of services**, where there are different conditions for each individual farm. In the case of **tourism on farm and organic production**, things are slowly developing.

The **Decree on Other Gainful Activities (OGA) on farms** (Official Gazette of the Republic of Slovenia, No. 57/15) defines the groups and types of supplementary activities on the farm, their characteristics and extent, the content of the application for obtaining a permit for performing OGA on the farm, the entry in the register of agricultural holdings, conditions for pursuing complementary activities, supervision and sanctions for violations. The following groups of OGA may be carried out on the farm:

1. **Processing of primary agricultural products** and processing of forest timber;
2. **Sale** of agricultural products and farm products;
3. The **breeding and processing** of aquatic organisms;
4. **Agritourism**;
5. Activity related to **traditional farming knowledge, services or products**;

6. Processing of **plant waste** and the production and sale of energy from **renewable sources**;
7. **Services with agricultural and forestry machinery** and equipment and manual labour;
8. **Consultancy and training** in relation to agricultural, forestry and complementary activities;
9. **Social services**

In the comparative period (28 December 2018 and 1 January 2015), the number of **farms with permits for performing OGA (Other Gainful Activities) decreased** by 5.2%, while the **average number of activities per farm increased** to almost 20%.

On average, four OGA's are carried out on farms. **Over five activities are carried out on 1,065 farms. More than 10 activities are carried out on 352 farms, and more than 30 activities on just seven farms.**

861 farms are involved in **organic production or processing**, accounting for 18.7% of all farms with a complementary activity.

According to the state of OGA's on the farm, the **largest number of activities** are related to **services** (1,461 activities of the tractor and other machinery and service activities as well as 1,234 **maintenance** activities of roads and snow plunging). The following are activities related to **forestry** (736 forest harvesting services and 733 logging services).

In the **processing** of agricultural products, the main activities are processing and preserving of **fruit and vegetables** (663 activities). In the field of **tourism on farms**, the highest representation of excursion farms (479 activities). For activities related to **energy production**, the number of activities do not change significantly. Most activities are for the production and sale of solar energy (429 activities).

On most farms, there is only one OGA manager. Only 85 farms have two OGA managers and three farms have just three OGA managers.

Farmers performing OGA's have on average 14.69 ha of agricultural land in use and are larger than the average large farm in Slovenia, which is 7.0 ha.

REGIONAL INFORMATION ON RESOURCES LINKED TO CULTURAL HERITAGE

SMID - The Slovenian Heritage Interpretation Network brings together non-governmental organizations, individuals and informal groups from all over Slovenia, who are engaged in the preservation and presentation of natural and cultural heritage. The network's establishment dates back to 2007 and today accounts for more than 100 SMID members.

DEDI - Encyclopedia of Natural and Cultural Heritage in Slovenia. In the online DEDI encyclopaedia, you can currently view 437 phenomena of Slovenian natural and cultural heritage (stationary, movable, cultural and natural heritage) in three ways: within the digital encyclopaedia, in the interactive web atlas Geopedia and in the three-dimensional geographic information system Gaea + . DEDI is intended for the wider public, and everyone can contribute to its creation by adding a new record on the phenomenon of heritage.

The catalogue of **the Intangible Cultural Heritage** on the webpage of the Ministry of Culture of the Republic of Slovenia <http://www.nesnovnadediscina.si/en/register>

With the help of the updated web browser and web services, one can more easily and effectively inspect, transfer and use cultural heritage data provided by the **Directorate for Cultural Heritage** of the **Ministry of Culture**. In accordance with the centralization of information solutions at the **Ministry of Public Administration**, the Ministry of Culture is a user of a common information infrastructure within the web portal for spatial content - <http://www.gisportal.gov.si>

You can follow the cultural heritage through two public web browsers dedicated to the **Register of Cultural Heritage (RKD)** and **Cultural Heritage Protection Regulations (eVRD)**.

TIC (90 **Tourist Information Centers** all over Slovenia), within the framework of the **Slovenian Tourist Association (STA)**, provides information about a particular place, overnight stays, sights and events. <https://gisportal.gov.si/rkd>

Events and other activities related to the preservation of cultural heritage are usually carried out by the local associations of rural women and tourism associations under the STA.



Today there are many **work opportunities for women in rural areas**. A lot of various tools have been put in place to promote and highlight their work. **Labels** such as “Bienvenue à la ferme” promote **agro-tourism** and provide an opportunity for the public to experience farm life. In Paris the **‘Salon International de l’Agriculture’** is also a yearly event to promote agriculture and its traditional products through the General Agricultural Competition. To specifically target women, “Women’s Day” was launched on March 8 to defend women’s rights around the world and “International Rural Women’s Day” on October 15th. This day highlights the work of women in rural areas and their place in Rural Development.

Another key factor influencing employment of women within rural areas is the balance between a career and family life. The **development of early childhood care solutions** in rural areas (crèches, micro-nurseries, drop-in centres, nursery schools, childcare centres) is a basic need if we want to ensure the same rights for men and women in the countryside. Public and local authorities need to contribute to the establishment of innovative structures that take into account the constraints of the agricultural professions, which imply the use of flexible care formulas (regular, occasional, emergency care) and flexible contract formulas (flexible working hours, weekends, public holidays, summer period).

Women living in rural areas are not only involved in agricultural activities. Often, they are the driving force that **keeps the cultural heritage alive**, passing on this knowledge and passion to the next generation. The protection of the cultural heritage in rural areas is largely supported by the public sector in France; for instance, by the creation of the **“Plateforme participative des projets culturels en milieu rural”**. Initiated on the occasion of the first edition of the **National Meetings on Culture**

and Rural Areas on 29 June 2018, jointly organised by the **Ministry of Culture** and the **Ministry of Territorial Cohesion**, in partnership with the **National Rural Network**. The aim of the **Participatory Platform Cultural Territories** was to offer national visibility to cultural projects in rural areas, to provide a database on these projects and to promote its actors. **Special “Journée du patrimoine”** is also taking place since 2015.

In rural areas **agri-tourism is often the key to empower women** and **preserve the “patrimoine cultural”**; while building bridges between farming and non-farming populations not only to valorize agriculture production but also to support non-market related goods (healthy and nutritious food; cultural values, landscape etc). Showing how cheese is produced; wine-tasting classes, explaining the life of a shepherdess, “goûters à la ferme” (food tasting) are just some of the examples linked to the **rural multifunctionality**. France and French people are very **proud of this cultural heritage**, and every summer they travel throughout the country to discover and maintain this special style of living. This provided an opportunity to maintain and renovate the building heritage; when organizing family and business events in agricultural buildings which are no longer used for farming purposes (barns used for weddings).



In general, it can be said that **women on farms produce for local markets**, thus far more in **favour of local food, minimizing long-distance food transport**, minimizing **chain stores**, increasing animal welfare in animal transport, etc. In short, the activities that women have usually done, namely **vegetable cultivation** and **animal care**, are already part of the official economy.

It is often women who propose transitioning to an organic farming method. Throughout the world, women take a **leading role in the development of organic farming**, such as peasant women, consumers, researchers, business women, inspectors, etc. Women are reportedly generally more favourable to natural farming methods (such as hand-knitting) than their male counterparts, **and they also prefer to work with family** rather than hiring employees.

As has already been said, women focus mainly on production for **local markets, running small businesses, handicrafts, which are attributes of environmental** rather than conventional farming. Women are more often out of boundaries between economic and non-economic activities, as they are mostly seeking ways to link their role of mother and housewife to community development and profit making. Women do not necessarily have to be full-time farmers. Politicians and experts should finally understand that not only intensive/industrial methods of agriculture are important, farming that is not the main job must be recognised as a legitimate and supported way of food production.

In the Czech Republic there is a system of **15 regional workplaces entrusted with the care of traditional folk culture in the Czech Republic** - one particular museum per region. Information is published by these museum institutions on a website – e.g. information on regional inventories of traditional folk culture goods. The umbrella institute is the **National Institute of Folk Culture** - it presents information on the cultural heritage in the Czech Republic on its website and through

educational programmes for the public in the chateau and in the nature museum. Further information can be obtained from the **National Information and Counselling Centre for Culture** in Prague or from the **Department of Regional and National Culture** of the **Ministry of Culture of the Czech Republic**.

The main feature of cultural heritage is the voluntary nature and accessibility for general public. Cultural heritage **should not be abused for the purpose of economic benefit** or to boost tourism. In the case of **folk crafts**, it is possible to talk about possible financial support from the state administration and self-government (subsidy programmes of the Ministry of Culture, grant programmes of regions, towns and municipalities). Support is then linked to conservation measures to maintain the life of the craft or educate followers.

Cultural heritage in general is not a business. Craft workshops mostly distinguish folk production and stylised for different sales markets. **Folk costumes and folk costume workshops** that work as business entities for folk ensembles, music and singing groups or members of rural communities, are specific. **Entrepreneurship would promote the simplification of the business environment and reduce administrative burdens.**

The **cultural heritage of rural areas** is very rich and varied. It is not only a state-protected individual immovable monument and settlement, but also a much larger group of another valuable original building stock harmoniously completing the picture of our countryside, including historic village settlements. Folk constructions, village settlements and cultural landscapes represent a specific phenomenon that has evolved and shaped each other over many centuries. At the same time, today we must also perceive the rural cultural heritage as an important and still underestimated economic potential in the field of travel and tourism - sparingly and rationally within the limits of sustainable development.

LEGISLATION AND NATIONAL FACTORS THAT PROMOTE WOMEN, EMPLOYMENT AND ENTREPRENEURSHIP



Women in Poland received the **right to vote under the decree Józef Piłsudski of 28 November 1918**, in which it was established that “the voter to the Sejm is every citizen of the State without gender difference, who until the election day reached the age of 21 years” and “all male/female citizens of the State, who have an active electoral right, can be elected to the Sejm”. Thus, Polish women were one of the first females in Europe to receive electoral rights.

Women’s rights in Poland have the importance of a constitutional principle. In the current **Constitution of 1997**, the principle regarding the equality of rights for women and men is contained in Article 33. This article provides that:

- “Men and women shall have equal rights in family, political, social and economic life in the Republic of Poland.
- Men and women shall have equal rights, in particular, regarding education, employment and promotion, and shall have the right to equal compensation for work of similar value, to social security, to hold offices, and to receive public honours and decorations”.

The constitutional principle is superior to executive acts and it must be respected in every situation. Detailed **regulations relating to the equality of women’s** and men’s rights applicable in Poland **have both domestic and international attributes.**

SELECTED LEGAL ACTS REGARDING WOMEN’S RIGHTS

Key documents:

- Constitution of the Republic of Poland
- Universal Declaration of Human Rights (1948)
- Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)
- Convention for the Protection of Human Rights and Fundamental Freedoms (European Convention on Human Rights)

The most important international documents relating (directly) to women’s rights:

- Equal Remuneration Convention (1951)
- Convention on the Political Rights of Women (1952)
- Convention on the Nationality of Married Women (1957)
- Convention concerning Discrimination in Respect of Employment and Occupation (1958)
- Convention on Consent to Marriage, Minimum Age for Marriage and Registration of Marriages (1962)

- Convention on the Elimination of All Forms of Discrimination against Women(1979)
- Declaration on the Elimination of Violence against Women (1993)

Selected Polish legal acts:

- Act amending the Labor Code and the Act on cash benefits from social insurance in case of illness and maternity of 16 November 2006
- Act on Counteracting Domestic Violence of 29 July 2005
- Act on social assistance of 12 March 2004
- Act on family benefits of 28 November 2003
- Act on cash benefits from social insurance in case of illness and maternity of 25 June 1999
- Act on family planning, protection of the human fetus and conditions for the admissibility of termination of pregnancy of 7 January 1993

The **Ministry for Family, Labour and Social Policy** is responsible for the implementation of the provisions of the international **Convention on the Elimination of All Forms of Discrimination against Women** adopted by the United Nations (the so-called International Bill of Rights for Women) and other conventions. In 2011, the Coalition for CEDAW (Convention on the Elimination of All Forms of Discrimination against Women) was created. The aim of this Coalition is to include NGO's in the reporting process concerning the implementation of the **Convention by Poland**.

The **Ombudsman** is the guardian of equal treatment of women and men in all areas of life.

NATIONAL FACTORS THAT DRIVE THESE NEW EMPLOYMENT OPPORTUNITIES

The biggest factor supporting the realization of actions related to the multifunctionality of agriculture and cultural heritage is the **various projects and programs demonstrating the possibilities** of using the potential of the village. Simultaneously these projects promote them as a place of self-employment or a source of additional income. The directions of individual activities are defined in the relevant national, regional and local strategies.

At national level, the **Strategy for Responsible Development** was adopted in **2017**. It is a key document in the area of medium and long-term economic policy. Within its framework, many strategic programs were defined. From the point of view of increasing the activity of women in rural areas, the following projects have a crucial importance:

- **Family policy and care for children** - complex and systemic support for families with children includes among other things, systemic provision of institutional care for young children (up to 3 years), enabling parents and guardians to return to work, as well as a program to increase the number of places for pre-school education and improve the quality of education they provide.
- **New opportunities for rural areas** - a program for professional activation of farmers and persons related to agriculture for the needs of the non-agricultural labour market, taking into account the instruments financed from cohesion policy funds, RDP 2014-2020 and the national labour market instruments.
- **The Constitution of Business Package** - a new coherent package of legal acts that comprehensively regulates the principles of conducting business activity in Poland, creates favourable, transparent and stable business conditions, ensures legal certainty, reduces

business risk and increases the willingness of entrepreneurs to bear the technological risk connected with the realisation of innovative projects.

Moreover, **the 2012-2020 Strategy for the sustainable development of rural areas, agriculture and fisheries** presents the general goal of increasing the quality of human capital, social capital, employment and entrepreneurship in rural areas. In particular, the emphasis is put on the use of the endogenous potential of rural areas. This creates new opportunities for the use of the village's cultural heritage.

Within the framework of **regional operational programs**, women are indicated as a group with the most difficult situation on the labour market. A similar indication takes place in local action strategies. As a consequence, financial support for the establishment and development of economic activity (transferred by local action groups) is especially addressed to this group.

The activity of rural women is also supported **within the framework of European projects** related to the programs for equalising opportunities of marginalised groups, professional activation of women and rural population financed from various European Union's funds. In Poland, a good example is the **project "Sołtyski and LiderkiWiejskie. Women manage the Polish countryside"**, which was co-financed from the European Social Fund within the framework of the Sectoral Operational Program Human Resources Development, and it was carried out between 2006-2008 by the **Foundation for the Development of Local Democracy**.

In addition to strategic and financial support, an important factor that will boost the **development of entrepreneurship in the area of multifunctional agriculture and cultural heritage** is the increase in public awareness. The demand of society for activities using cultural heritage is enormous, although it can often be hidden. In the coming years, there is an opportunity to increase interest in products with features that identify them with a given place and services provided at a local level. At the same time, the participation of the rural population in culture is smaller than in cities. This can be attributed to a more difficult financial situation for rural households compared to cities. Despite a positive upward trend, the average spending on recreation and culture in rural households per person in 2016 was 53.19 PLN, this constituted slightly more than half of the expenditure on recreation and culture in cities.

Therefore, the **environment and its support**, among others in the field of promotion, are very important in conducting such an activity. It is also important to support and understand local authorities regarding the validity of business activity.

Entrepreneurship of women within the framework of activities related to multifunctional agriculture and cultural heritage should be **supported by good quality advice**, in particular professional assistance in the first years of operation. The constant **exchange of experiences** and good practices is also important.

With regard to the Spanish legal system, **article 14 of the Spanish Constitution** establishes that the Spanish population is equal before the law, “without discrimination of any kind on grounds of birth, race, sex, religion, opinion or any other personal or social condition or circumstance”. For its part, **Article 9.2** states that it is the public authorities that promote the conditions for freedom and equality of the persons and groups in which they are integrated that are real and effective; remove obstacles that impede or hinder their fullness; “Facilitate the participation of all citizens in political, economic, cultural and social life”.

Many of the articles that have been adopted since the proclamation of the Constitution include equal treatment in family and work life, mainly in the civil, criminal and labour spheres. These include **Law 39/1999, of 5 November**, to promote the reconciliation of work and family life of working people and **Law 30/2003, of 13 October**, on measures to incorporate gender impact assessment in the regulatory provisions drawn up by the government.

Subsequently, laws have been passed to provide a comprehensive response to the problem of violence and inequality that women face, such as **Organic Law 1/2004, of 28 December**, on comprehensive protection measures against gender violence and **Organic Law 3/2007, of 22 March**, on effective equality between women and men. This is the last rule of mainstreaming equal opportunities in all public policies, both regional and local.

A special mention should be made in this area of **Law 35/2011 of 4 October** on Shared Ownership of Agricultural Holdings. The aims of which is to improve women’s participation in agricultural organisations as well as to make women’s work on agricultural holdings more visible, to promote equality, improve the quality of life in rural areas, and to help the settlement of the rural population.

At this point, it is necessary to highlight a fundamental instrument, the **Strategic Plan for Equal Opportunities 2014-2016**, a document that has been defined and includes rights and priority measures. In this Plan, the government has paid fundamental attention to women in rural areas, whom are key players in the balanced and sustainable development of Spanish territory. This plan proclaims that it is necessary to improve the living and working conditions in rural areas to ensure their permanence and survival. In particular, it is necessary in order to address the situation of women who live in rural areas, and who are in the same social and economic situation as the development of their employment expectations.

The law 45/2007r, for the Sustainable Development of the Rural Areas aims to improve the socio-economic situation of rural populations and also the access to sufficient and quality public services through multi-sectorial actions and measures. The law gives preferential attention to women and young people, on whom, to a large extent, the future of the rural areas depends on. **Article 8** responds to the principle of equal treatment and opportunities between men and women, stating that all measures established to achieve sustainable rural development must “respect the principle of equal treatment and opportunities between women and men in rural areas”. Positive action measures in favour of women in rural areas aimed at overcoming and avoiding situations of de facto discrimination on grounds of sex may also be envisaged.

In this context, it has been pointed out that, in order to meet the need to favour the adequate development of their socio-economic conditions, the **Strategic Plan for Equal Opportunities** has provided for its development through this **PLAN FOR THE PROMOTION OF WOMEN IN THE RURAL AREAS**.

PLAN FOR THE PROMOTION OF WOMEN IN RURAL AREAS

(Institute for Women-Ministry of Health, Social Affairs and Equality)

There is a Plan for the Promotion of Rural Women which responds to these challenges, and acts as a development of the Strategic Plan for Equal Opportunities. The following specific objectives are detailed below:

1. To make visible the role of women in the rural areas and to disseminate it in society.
2. Overcome the gender gap in employment and entrepreneurship in rural areas
3. To facilitate the conciliation of personal, work and family life in rural areas.
4. Promote the incorporation of women in decision-making and participation bodies including official posts in rural areas.
5. Support the work of women’s associations in rural areas as a key element of social, economic and cultural dynamism.
6. To incorporate the principle of equal opportunities between women and men in the design of policies to promote the rural areas.
7. To improve and update knowledge on the situation of women in rural areas.

PROMOTION OF CULTURAL HERITAGE IN THE RURAL WORLD

Based on this integrative approach, it can be stated that Spain has significant heritage resources - the majority of which are distributed in rural areas - which offer great possibilities in terms of territorial development and sustainability.

One of the objectives of the **Law on the Sustainable Development of the Rural Environment** is to conserve and recover the natural and cultural heritage of the rural environment through public and private actions that allow their use to be compatible with sustainable development.

For its part, the **European Landscape Convention** ratified by Spain in 2008 aims to promote the protection, management and planning of European landscapes and to organise cooperation in this area, given its fundamental role as an environmental element in the life of society, both urban and rural.

PROMOTION OF MULTIFUNCTIONALITY

The new frame of reference for the **latest CAP reform revolves around the concept of agricultural multifunctionality**, explicitly recognising the joint exercise of multifunctional agriculture. Thus, in addition to the function of producing food and raw materials, it is also assigned to the performance of different environmental functions (maintenance of biodiversity, soil conservation, provision of agricultural landscapes, support of habitats, etc.) and social functions (creation of employment,

establishment of the population in the rural areas , protection of cultural heritage, etc.). **These new functions**, as evidenced by multiple opinion polls and scientific studies, **are increasingly demanded by a society that is increasingly aware of environmental problems** and of the legacy it will leave for future generations. It has seen growing demand for more sustainable economic development. With the effort of all public administrations, agents and sectors involved, we can achieve this.

The **second pillar of the CAP supports agriculture as a provider of public goods** - performance of its environmental and rural functions. The normative development of this second pillar, **relating to rural development support**, is formulated through the European Agricultural Fund for Rural Development (EAFRD). It proposes the **following three thematic lines** of action or key objectives for European rural development policy: 1) improving the competitiveness of agriculture and forestry, 2) improving the environment and the countryside, and 3) improving the quality of life in rural areas and diversifying economic activity throughout the countryside.

Axis 3 seeks to promote the diversification of economic activity in rural areas through various measures, such as support for the creation and development of businesses, the promotion of rural tourism, aid for the provision of basic services, the preservation and improvement of rural potential and the training of economic operators in rural areas. In short, this axis seeks to encompass what has been developed in Spain since the 1990s through the PRODER programmes or through the LEADER Community Initiative.

The implementation of this European regulation **in Spain has been carried out through 17 Rural Development Programmes, one for each Autonomous Community**. The distribution of EAFRD funds in the 17 regional programmes as a whole among the three main objectives shows the importance attached to improving the competitiveness of the agricultural and forestry sectors - Axis 1 (45.6% of the total), as opposed to environmental aspects - Axis 2 (37.5%) and diversification of economic activity - Axis 3 (12.0%). It should also be noted that the percentage of the EAFRD to be managed through Local Action Groups through the LEADER approach amounts to 11.9% of the total.

In Andalusia, a new regulation, **Decree 163/2016 of 18 October**, which regulates the administrative system and information system of direct sale of primary products from farms and forests to final consumers and retail establishments.

It will make it **possible to sell agricultural and forestry products directly** from farms to final consumers, improving the economic diversification of thousands of small farmers and stock breeders.

This is a highly demanded regulation by the sector, especially in the area of organic production, and serves to provide legal coverage in Andalusia, as does the direct sale of primary products.

PROMOTION OF ENTREPRENEURSHIP

There has been a significant increase in younger entrepreneurs (especially those aged 18-24 and, to a lesser extent, those aged 25-34). The causes of this generational readjustment can be found in a greater institutional **support through support programs for young entrepreneurs and in the active promotion of entrepreneurship from schools**. Both factors are contributing to a shift in the

consideration of self-employment as a means of professional development.

One means of financing is the **Capitalisation of Unemployment Benefit (Law 31/2015)** in the form of a single payment. In order to access this option, you must be a beneficiary of a contributory unemployment benefit, have at least 3 monthly payments pending on the date of your application and accredit your stable incorporation as a worker member of a newly created or operating Associated Work Cooperative or Workforce owned company. In order to become self-employed, up to 60% of the outstanding contributory benefit may be capitalised. Detailed information on this funding channel and other measures to promote self-employment can be found at the employment office or at http://www.mitramiss.gob.es/es/Guia/texto/guia_2/contenidos/guia_2_6_2.htm.

There are alternatives, **concerning aid and subsidies** that are usually **offered by different public bodies** - at local, provincial, national or European level - to support the creation of companies, their modernization and the creation of employment.

This aid usually varies every year in terms of conditions and amounts, since it depends on the annual budget of the Administration and the policies that are being developed at that time. Its calls are published in the Official State Bulletin (BOE) and in the Bulletins of the different Autonomous Communities, which can be consulted on the Internet (<http://www.boes.es> for the BOE and <http://www.madrid.org/bocm> for the Official Bulletin of the Community of Madrid). There are usually four **types of public aid**:

- 1. Non-repayable grants**, calculated on the basis of the eligible items in each programme or call.
- 2. Financial Subsidies**, consisting of the subsidy of the interest rate of the loans obtained for the implementation of the project.
- 3. Free employee training**.
- 4. Technical support** during the planning and execution of the project.

Regarding the opinion on the conditions of the environment that hinder or favour entrepreneurial activity, as well as their recommendations to strengthen the entrepreneurial ecosystem. The experts that were interviewed stressed that the **main condition that has hindered entrepreneurial activity** continues to be government policies, due to the **high levels of bureaucracy** in administrative processes and the **excess of taxes/regulations** that make it increasingly difficult to create companies. With regard to the most unfavourable conditions for entrepreneurship in Spain, they recognise the role of the **labour market** due to the difficulties of having a stable job/contracting and the need to obtain income.

Therefore, the main **recommendations to improve the Spanish entrepreneurial ecosystem** are:

- Continue working on the design of **government policies** that encourage entrepreneurial activity through the **reduction of costs, tax burdens and bureaucracy**.
- Continue to support **financing**, motivating the various public/private actors involved and promoting diversity, access and **potential financial instruments** aimed at the creation of new businesses.
- To **strengthen entrepreneurial values/competences** in the **training programmes** given at different educational levels. Otherwise, these weaknesses will affect Spain's economic, innovative and competitive positioning and will make it much more difficult to face the social, economic and political challenges that arise.

POLICY AND LEGISLATIVE BACKGROUND REGARDING WOMEN

Within the **Ministry of Labour, Family, Social Affairs and Equal Opportunities**, there is an **Equal Opportunities Division** that forms a policy of equality between women and men. It prepares draft regulations and measures to improve the situation of women and men and the elimination of discrimination on grounds of sex. It provides expert support to the ministries and local communities in integrating the equality perspective of women and men into policies and measures. It prepares a **national program for equal opportunities** for women and men, analyses and reports, carries out awareness campaigns, cooperates with the EU, international organizations and civil society. In the area of non-discrimination, at the systemic level, it coordinates the tasks of ministries and government services in accordance with the **Anti-Discrimination Law**.

NATIONAL FACTORS FOR NEW EMPLOYMENT OPPORTUNITIES IN RURAL AREAS

The **Chamber of Agriculture and Forestry of Slovenia**, is continuously involved in the work and life of farm and the whole countryside, and is aware of the need to improve the care of the elderly and creation of new jobs for the younger generations. Here is an opportunity for farms to develop new business opportunities in the form of **supplementary farm activities/other gainful activities (OGA)**.

Although the aging of the population both in Slovenia and globally increases the period of healthy and active life, the number of elderly people who are isolated, socially excluded and in need of social care is also increasing. This is often due to the lifestyle changes of modern families; relatives are having a hard time taking care of their elderly family members and one business opportunity **represents day centres on farms** for the elderly.

The latest amendments to the **Regulation on Other Gainful Activities on the Farm**, which were adopted by the Slovenian Government in May and entered into force on 14 June 2018, have brought some new business opportunities to the farm.

STRATEGIES AND PROGRAMMES TO RAISE WOMEN EMPLOYABILITY

The active employment policy measures implemented in Slovenia do not differ according to gender. **A strategy for smart, sustainable and inclusive growth, Europe 2020**, the European Commission Communication, 2010 says that the employment rate of the population aged between 20 and 64 should increase from the current 69% to at least 75%, including through increased involvement of women and older workers, and by more effectively integrating migrants into the workforce. The implemented measures of the strategy:

- 1. TRAINING AND EDUCATION** is carried out as informal and formal education.
- 2. SUBSTITUTING IN THE WORKPLACE AND SHARING OF THE WORKPLACE** is aimed at acquiring new skills and competences of persons employed by employers, and by increasing the competitiveness and flexibility of companies that train their employees.
- 3. EMPLOYMENT INCENTIVES** are primarily aimed at increasing the employment opportunities for

unemployed vulnerable groups. Incentives for employment are implemented in the form of subsidies for employment.

4. CREATION OF NEW WORKPLACES is aimed at promoting work and social inclusion and improving the skills and competencies of vulnerable groups of unemployed persons.

5. PROMOTING SELF-EMPLOYMENT

SUPPORT AVAILABLE FOR FEMALE ENTREPRENEURSHIP

Entrepreneurship incentives are not gender discriminatory. The **Slovene Enterprise Fund** (hereinafter: the SEF) is a public financial institution of the Republic of Slovenia established with the aim of allocating financial support and incentives to the corporate sector in Slovenia. Each year, the SEF announces state **aid for the development and expansion investments of micro, small and medium-sized enterprises** (SMEs) in Slovenia and the co-creator of the start-up ecosystem in Slovenia to achieve the global success of start-up companies.

In Slovenia, the integration of women in recent years is particularly popular. There are **numerous associations, councils, unions, societies and groups** with different organizations and institutions. Slovenia is also hosting an increasing number of events aimed specifically at women in entrepreneurship. (Perko, 2016)

LEGAL SITUATION RELATED TO MULTIFUNCTIONALITY, MARKETING, FOOD, AGRO TOURISM DISTRIBUTION.

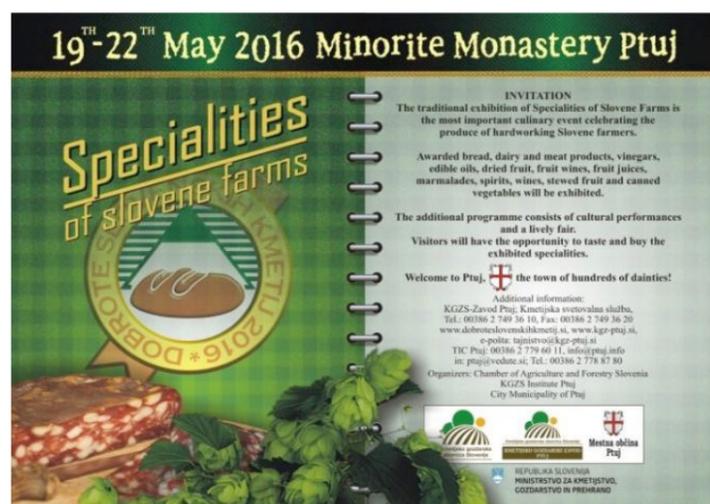
The holder of the supplementary activity on the farm may start by obtaining an authorisation which is issued by a decision by the administrative unit. The holder of the supplementary activity on the farm may be the holder of the farm or a member of the farm with the consent of the farmer. Natural persons who are over 15 years of age and who have permanent residence at the same address as the holder are considered as members of the farm.

SUPPORTS AVAILABLE FOR CULTURAL HERITAGE LINKED ACTIVITIES

Within the **Ministry of Culture** operates the **Directorate for Cultural Heritage and the Cohesion Policy Service**, who coordinates the programming and implementation of the cohesion policy of the Ministry, activities related to the field of European territorial cooperation and activities related to the **EEA Financial Mechanism** and the **Norwegian Financial Mechanism**.

The promotion of the preservation of the natural and cultural heritage of the countryside is carried out in most cases **within the LEADER** projects run by the **Local Action Groups** (the local development public-private partnership that prepares and implements the local development strategy and takes decisions on the distribution and management of financial resources). The LEADER approach encourages individuals, municipalities, institutions, businesses, societies and other stakeholders in a local area to interconnect and form a common development vision and actively participate in its implementation. There are **33 LAGs (Local Action Groups)** in Slovenia, which elaborate a Local Development Strategy.

Specialities of Slovene Farms is a traditional exhibition, it is the most important culinary event in Slovenia, celebrating the products of hardworking Slovenian farmers. Award winning bread, dairy and meat products, vinegars, edible oils, dried fruit, fruit wines, fruit juices, marmalades etc. The organisers are Chamber of Agriculture and Forestry of Slovenia, Ministry of Agriculture, Forestry and Food, Agricultural Forestry Institute Ptuj, Municipality of Ptuj.



Although the **new legal forms (GAEC, EARL, CUMA, etc.)** resulting from the **French Rural Development Programme** have made it possible to include women, and recognise their status as leaders, social protection is not equal between men and women. However, the **1999 Agricultural Orientation Act**, which introduced the status of **collaborating spouse**, made it possible to recognise women's work on farms and improve their social protection. This status has resulted in a reduced number of women working without status, but in 2012, there were still 8,500 women according to the MSA (Social security for the farmers) who had **no social protection and no pension rights**.

The Law **of the Future for Agriculture, Food and Forestry** of October 2014 contains measures to ensure better integration and greater recognition of women in economic and professional life, in particular by strengthening the GAEC between spouses, thus allowing greater gender equality within the farms themselves, and by introducing a progressive installation system, particularly favourable to women who generally settle later.

In addition, the law supports women, through regional rural development programmes, in the creation of agricultural businesses through **support for the start-up of small farms** and targeted investment advice. At the end of 2015, the Rural Development Programmes submitted by the Regions included such initiatives in favour of women.

In 2013 a special '**Plan entrepreneuriat des femmes** (Women's Entrepreneurship Plan) was created aiming to increase the proportion of women in new business start-ups. There were three main pillars of support: (i) improve information dissemination to women entrepreneurs on available public support; (ii) providing individual support to entrepreneurs (e.g. mentoring, training, networking); and (iii) improving access to finance. In addition, some measures target female entrepreneurs in rural areas. Today, the plan is called "Entreprenre au feminin" and has been extended until 2020 as part of the first inter-ministerial plan to promote professional equality; following the decision of the State secretary responsible for equality between men and women in and the fight against discrimination.

The special Committee "**Délégation aux droits des femmes et à l'égalité des chances entre les hommes et les femmes**" created by the **French Upper Chamber (fr.Senat)** recommends making the status of collaborating spouse transitional, allowing the person concerned to train and refine his or her professional project in the light of changes in the economic situation of the holding, and then choosing the most appropriate status. The Committee recommends also that the departmental and regional chambers of agriculture, as well as the Permanent Assembly of Chambers of Agriculture, should include in their governing bodies (bureaux and committee chairs) a minimum proportion of one third of women, as provided for in the law of 4 August 2014 for elected members.

The **LFSS (Social Security Financing Act) for 2019** opened up the possibility for female farmers to receive daily allowances in the event of maternity, when they do not have the possibility of being replaced. The minimum break for maternity leave is increased to 8 weeks for self-employed women and female farmers, including two weeks of prenatal leave, similar to that applicable to female employees in order to receive compensation for their maternity leave.

The **« 1er Plan interministériel en faveur de l'égalité professionnelle 2016-2020 »** has 3 main objectives: creating jobs; reducing the unemployment rate of women, especially women furthest from employment and/or in precarious situations; improving the economic performance of companies and supporting labour market transformations; this toll being also available for women living in rural areas.



In the past, the Ministry of Industry and Trade had developed **support programmes** such as **START, GUARANTEE, MARKET, PROGRES**, etc. to support medium and small businesses. Aside from the section of the **COUNSELING** programme, part of which was devoted to women's entrepreneurship in 2001-2004, these programmes are by their nature not specifically designed for women.

Of the total number of beneficiaries, only 17% were women, and only 5.7% were female entrepreneurs for financial grants. Given the labour market conditions, where the share of unemployed women is higher than of men, 40% of women who started a business under the START programme and received 37% of start-up funding were included in the START programme. Female business owners received only 11% of funding from other business support programmes.

The **Ministry of Industry and Trade of the Czech Republic** currently supports some smaller activities of non-profit organizations focused on **supporting women's entrepreneurship**, such as the **Association of Entrepreneurs and Managers of the Czech Republic** or the **Association of Entrepreneurs in the Central Bohemian Region and Moravia**.

The **Association of Businesswomen and Managers of the Czech Republic** is the leading partner of the project "European entrepreneur of the 21st century" within the EQUAL programme, which aims to support entrepreneurship of women disadvantaged in the labour market in regions with high unemployment in northern Bohemia.

SKILLS, KNOWLEDGE AND ABILITIES

Part of the **success of a business idea lies in the entrepreneurial profile** itself. It is important to emphasize that **neither academic knowledge nor experience determines success or failure as the entrepreneur's own characteristics**. Whether or not they are vocational entrepreneurs, it is clear that they have a number of obligations and responsibilities inherent in entrepreneurial activity that require certain skills.

In this sense, just as the creation of companies brings many advantages, it also entails some **"difficulties" that every entrepreneur must be prepared** to assume. These "difficulties" can be summed up in three:

- Economic and personal **risk**
- The **effort and dedication** required, especially in the early stages
- **Responsibility** for all problems and situations that arise

Competence in the field of entrepreneurship is the ability to achieve objectives via innovative methods of conduct, as well as identify, predict and use business opportunities. Nowadays, the predictive and creative approach dominates. In this approach, the main emphasis is placed on innovation and unconventionality, as well as distinctive skills. An **entrepreneurial woman in the countryside**, just like any other entrepreneur, should have the personality (**social**), behavioural (**personal**) and **managerial** competences.

As a part of **social competences**, the following skills are determined (among others): self-confidence, ability to cope with difficulties and to present themselves. Social skills are very important. When running a business, for example related to tourism, you must have an appropriate approach to your clients, guests, etc. In the case of entrepreneurial rural women, it is necessary to emphasize (above all) their ability to maintain good relationships with people and the ability to carry out various works (the so-called "golden hands").

Behavioural competencies are related to (among others) assertiveness, ability to take risks, creativity or perseverance. Therefore, all kinds of psychological activities and trainings, which will be assigned to the personality development of a given individual, are important here.

The third element is **managerial competences**, i.e. competences related to the management and teamwork. Here, the basis is the ability to communicate, solve problems, systematic planning or search for information.

Apart from the indicated competences, the second important element is **substantive knowledge**. First of all, in order to undertake activities related to the cultural heritage of the region / country, it is necessary to know what the cultural heritage is. You need to be aware of its importance and have respect at the time of its commercialization.

Undertaking entrepreneurial initiatives is connected with defining a business idea, identification of resources, determination of the type of undertaken business activity, economic assessment of the project (budget, business plan). Therefore, knowledge of economics, taxation, marketing or legal regulations becomes necessary. In the modern economy, the ability to communicate in foreign languages is also important. It gives new opportunities for development and establishment of contacts.

To face them in conditions of security and success, **it is convenient** that the entrepreneur has a series of **qualities and capacities**, among which are:

- **Self-confidence**
- Initiative and capacity to **face new challenges**
- **Drive, motivation and enthusiasm** for the project undertaken
- **Realism, objectivity and seriousness** in the approaches
- Good **work ethic and delivery capacity**
- Ability to assess **the environment, identify opportunities** and take advantage of them
- **Flexibility and versatility**
- **Creative** capacity and innovative spirit
- **Market and customer orientation**
- Ease of **interpersonal relationships**
- Ability to **communicate**
- Ability to form, **lead and motivate a team**
- **Availability of time**
- **Consistency, tenacity, commitment and personal responsibility**
- **Emotional stability**, endurance and strength of character
- **Ethical values** and integrity
- Ability to set **and complete** specific **objectives**
- Ability to **organize and coordinate** all **means** at the disposal of the business project
- Capacity for short, medium and long term **planning**
- **Orientation towards** specific **goals** and systematic monitoring of results
- **Forecasting** capacity
- Ability to make **decisions and solve problems**
- Ability to **take risks and learn** from possible setbacks
- **Tolerance to pressure** and uncertainty
- High **resistance to frustration**
- Ability to **contrast other people's experiences**
- Ability to **learn and readiness for further training**
- **Interest in expanding knowledge** related to the sector of activity of the business project

In this context, before carrying out a business idea, it is necessary to **identify skills and attitudes to assess the extent to which one is capable of entrepreneurship**. This will help to identify possible shortcomings and propose solutions, either through training and/or advice, or through the delegation of certain functions to other more qualified people, etc.

The **support of female leaders** is needed - not only in terms of shaping their personality, or training in "hard" skills related to running a business, but also in dealing with various situations resulting from functioning in the rural community.

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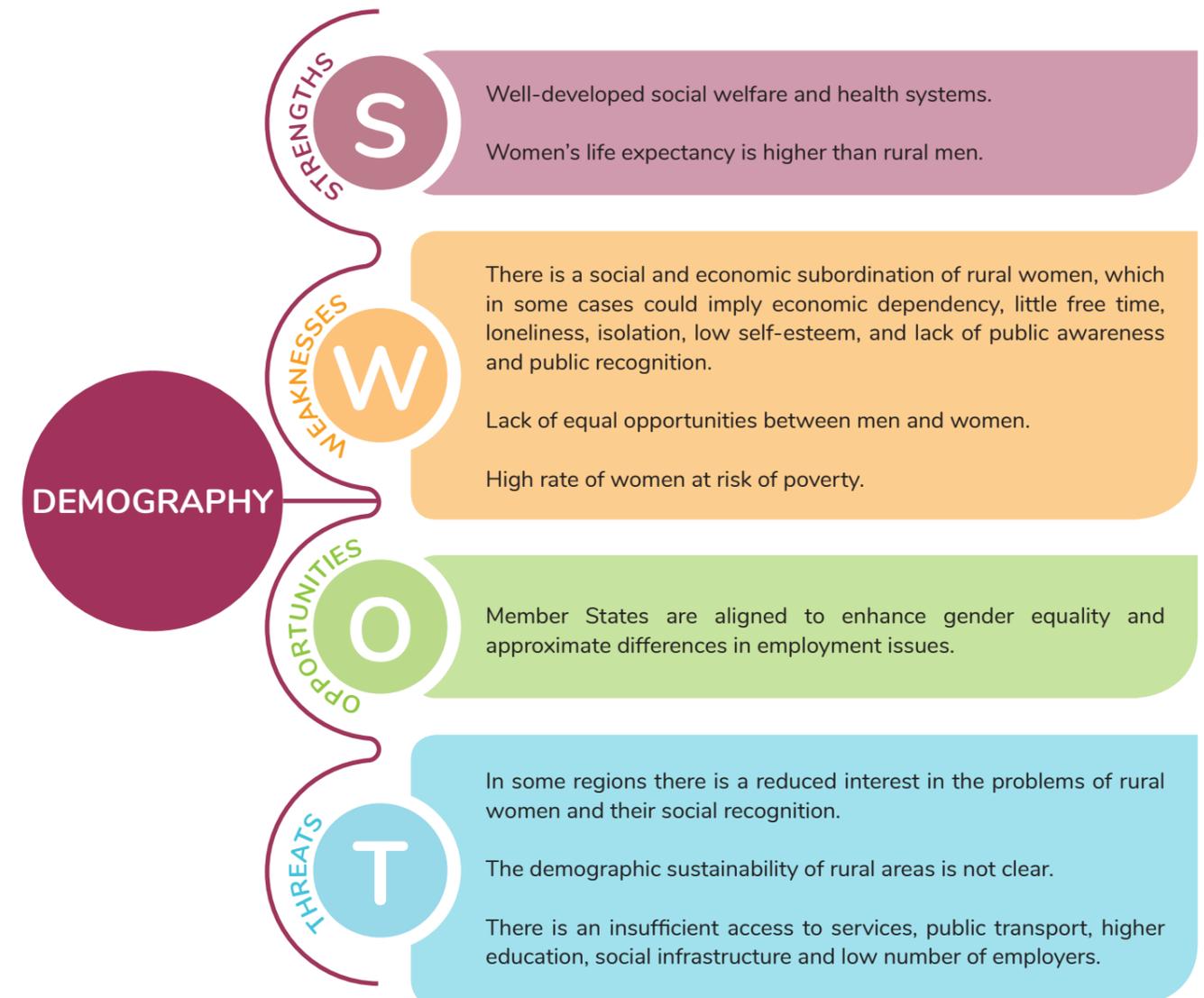
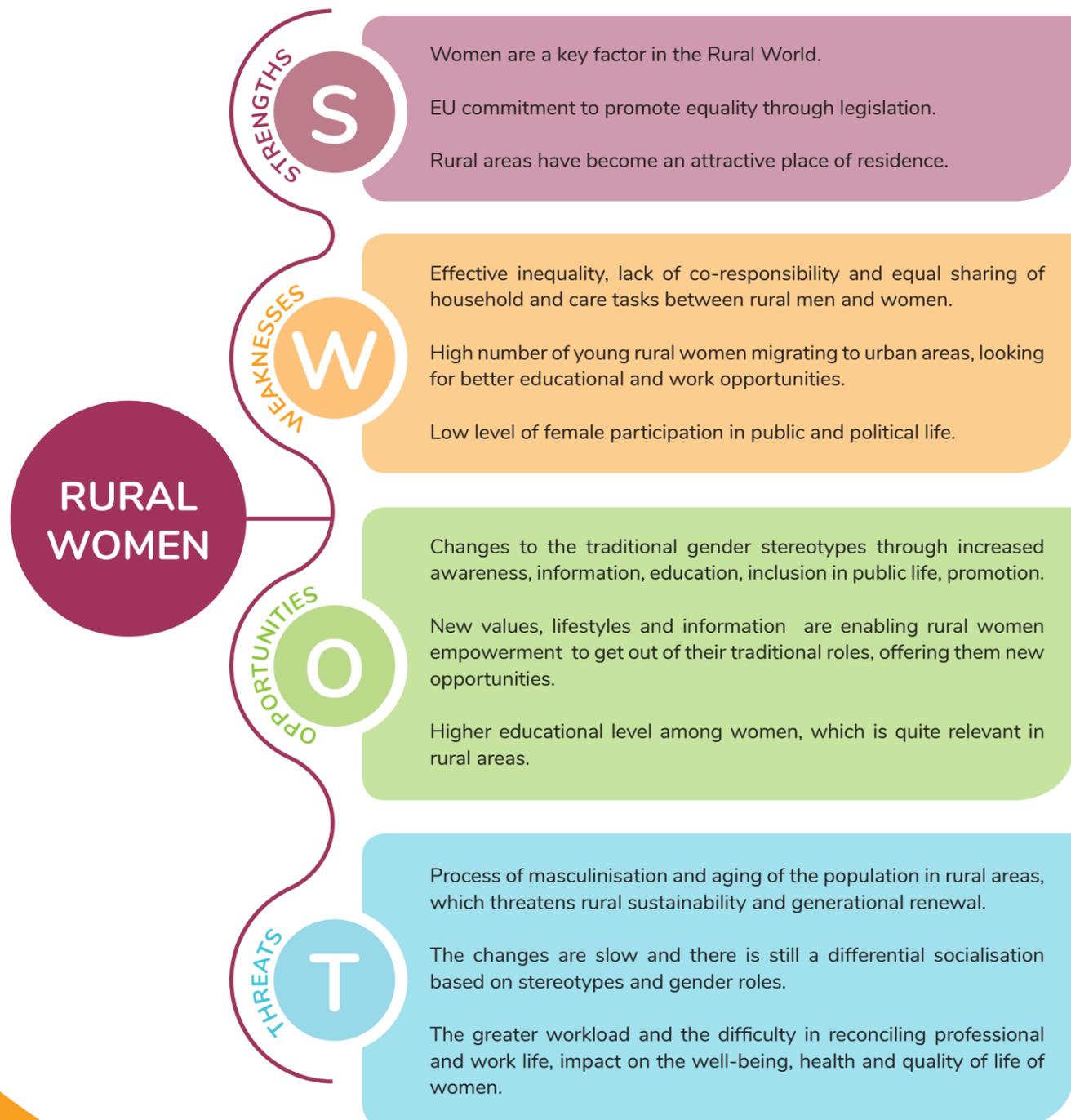
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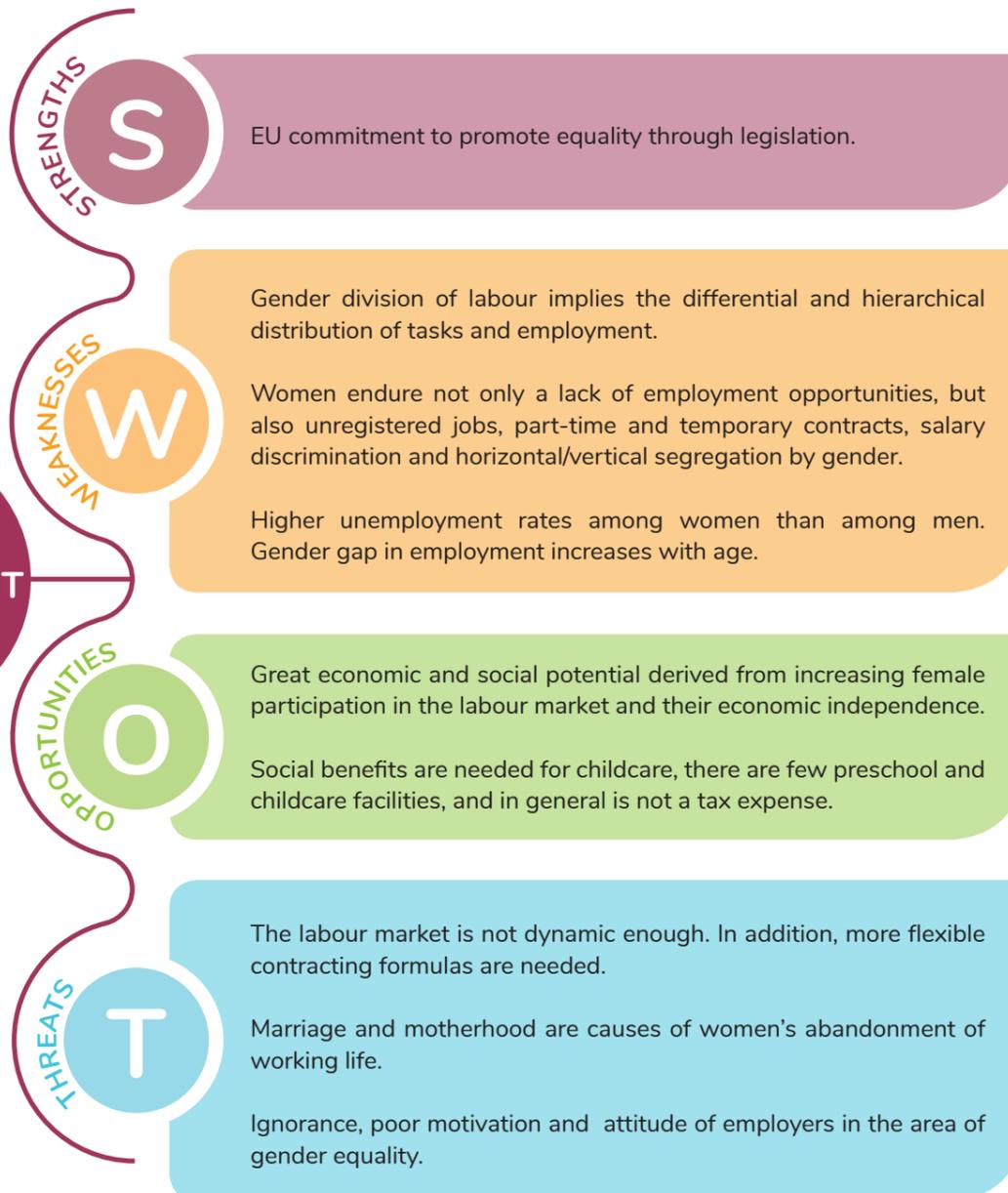
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FEMALE EMPLOYMENT LINKED TO MULTIFUNCTIONAL FARMING ACTIVITIES RELATED TO CULTURAL HERITAGE:

A SWOT ANALYSIS



EMPLOYEMENT



ENTREPRENEURSHIP



AGRICULTURE

STRENGTHS S

Technology and machinery enable women to carry out the same agricultural tasks as men, as well as managing and developing farms.

Women are an important part of the farm.

WEAKNESSES W

There is little representation of women as employees on farms, and as managers they are associated with small farms.

Farm women as collaborators do not have professional status, they have no social security protection, maternity pay, sick pay, etc.

The incorporation of women as farmers in succession processes are scarce.

OPPORTUNITIES O

There is a tendency to increase the number of women in agriculture, involving more people from the family.

There are initiatives to enhance the co-ownership of women in family farms. Making visible and recognise their work.

Many farmers are marrying off-farm women and many rural women want to work out farms.

THREATS T

Agriculture, forestry, hunting and fishing have ceased to be the economic sustenance of the rural population.

Women's recognition and contribution to the rural economy has been repeatedly overlooked. Many combine farm job with work off the farm.

Greater incidence of seasonality in agriculture, affecting more women than men.

MULTIFUNCTIONALITY

STRENGTHS S

The more multifunctional our agriculture becomes, the greater the role of women.

Rural Development policies seek to promote multifunctionality.

Multifunctionality helps to show the work carried out by women, affect on female self-esteem, obtain an income and also improves social relations.

Many women undertake and lead new activities such as organic farming, rural tourism or direct sale of products on farm.

Multifunctionality generates a number of direct and indirect additional related services.

Innovative and high-quality agricultural production, processing of quality agricultural products, methods of sale, quality of services, tourism on farm and organic production.

WEAKNESSES W

Low level of market orientation, significant proportion of agricultural products are consumed or sold directly on holdings.

Farmers are undervalued, and underappreciated. The sense of pride must be developed to a greater extent.

Lack of quality certifications and recognition in many of the multifunctional activities that could be developed in farms.

In some cases, there is a lack of collectives, cooperatives, producer groups that foster potential benefits of multifunctionality.

MULTIFUNCTIONALITY

OPPORTUNITIES

O

Multifunctionality is a growth opportunity, that offers new income sources, provides financial security, income stability and reduces unemployment for family members.

Enable activation of the rural population, the development of entrepreneurship and the creation of new ideas.

Enabling a balanced development of the most marginal, disadvantaged and isolated areas.

Agritourism generates changes in social structures, it fosters the social and cultural relationship between the local population.

Many women find an opportunity to develop multifunctional activities that are an extension of their domestic work.

Constant growing interest and demand for high quality traditional food, experiences in contact with nature / landscape, culture and with the people of the villages.

These kinds of activities are highly valued by women. Many rural women are already working in the service sector and in commerce.

THREATS

T

Many young people do not have the intention to work in the agriculture business.

Contribution to farm income differs according to geographical location (tourism).

Difficulties in management may arise when developing new activities that encourage diversification.

Accumulation of tasks could cause a reduction in personal time, the lengthening of the working day of women.

Politicians and experts should understand that industrial agriculture is not the only type of agriculture.

Inclusion of large business that find interest in this sector and generate excess supply.

CULTURAL HERITAGE

STRENGTHS

S

Rural areas are characterised by cultural and natural richness.

Activities are traditionally carried out by rural women, they have played an essential role as transmitters of knowledge, tradition and culture.

The rural population wants to preserve the particularities of rural areas and their regional and cultural diversity.

Existence of a symbiosis between agricultural production and the conservation of natural and cultural heritage.

WEAKNESSES

W

Cultural heritage is not yet a business opportunity in many rural areas. Its economic potential is still underestimated.

OPPORTUNITIES

O

Opportunity for women to professionalise and participate in the labour market, apply the "knowledge" that they have productively.

Heritage must adapted to the functional and use changes demanded by society.

Obliges people to maintain, conserve and revalue their natural and cultural heritage.

Contribution to settling population in sparsely populated areas.

THREATS

T

Institutions must give priority to the uses of cultural heritage to the local population, avoiding it from becoming a mere instruments of tourist attraction.

Success of a heritage tourist destination is closely related to the coordination of different policies.

Cultural heritage should not be abused for the purpose of economic benefit or to boost tourism.

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