

2021 UFM WOMEN BUSINESS FORUM 6-7th July

Digital Transformation for Women in Business in the Euro-Mediterranean region



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Gender-sensitive innovation and digital opportunities for rural women: what is the role of intermediary actors like Innovation Support Organizations?

In collaboration with the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM)

What does the session cover?

This session aims **to provide “trainers” and “solution developers”** operating in Mediterranean Innovation Support Organizations (ISOs) **with methodologies and tools to facilitate customization of support services for women entrepreneurs**, taking into account and responding to their specific gendered challenges and needs. The session will consist of a presentation and overview of the Mediterranean context, followed by training and an open discussion on how to facilitate the customisation of entrepreneurship support services for women.

Based on the Mediterranean Innovation Partnership Network (MIP) experience and 2020 report, the CIHEAM expert involved in the training session will provide participants with valuable content (tools, methodology, best practices, etc.), thus contributing to enhancing ISOs capacities through more efficient services for entrepreneurs and communities, paying particular attention to gender-sensitive products and processes. Results from the 2021 ongoing survey concerning ISOs with gender mainstreaming activities will also be shared.

Relevance of the topic

Women play a large part in the economy and food security of Mediterranean countries by working right along the value chain and in agri-food production. Innovations and digital technology can be levers of growth and contribute to the modernization and sustainability of food systems when they adequately support these women's economic activities. Business incubators and accelerators, collaborative spaces and even digital technologies in rural areas and agri-food sectors can boost the impact of women in value chains, improve their competitiveness and strengthen their bargaining power.

However, **for innovation to be gender-sensitive** and empower women, intermediary actors engaged in innovations and participating in the transfer of technological knowledge and know-how in the agri-food sector must be included in processes. Therefore, institutions and ISOs like business incubators, innovation centres, accelerators, living labs, chambers of commerce and industry and business centres **can be important assets in women's access to the opportunities of digital transformation.**



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Why join the session?

By participating in this training, you will learn about:

- **Gender quotas** in governance and access opportunity initiatives promoted by ISOs and public/private institutions.
- **Customization of ISO services** for women entrepreneurs and women's engagement.
- Dedicated **financial** schemes.
- Women entrepreneurs and **relationships with local communities**.
- Local, regional and international **networking**.

Who should join?

This open online event welcomes Euro-Mediterranean institutions & Innovation Support Organizations (ISO), research centres and public bodies

Organised in collaboration with the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM) for the 2021 Women Business Forum.

The 2021 UFM Women Business Forum

This year, the Women Business Forum will join with the international community to further **analyse how digitalisation can help empower women** as entrepreneurs, traders, workers and professionals, as well as discuss policy measures required to ensure digitalisation does not leave women behind.

Visit the Women Business Forum website to learn more!

ufmsecretariat.org/event/women-business-forum-2021



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