



**FAO European Commission on Agriculture**

**Working Party on Women and the Family in Rural Development**

**20<sup>th</sup> Expert Meeting**

**Rural Development Policies and Programmes to Generate Jobs and  
Incomes**

**Gender focus: From Product and Services Development to Marketing  
- Lessons Learnt during European Integration and Market Transition -**

**Summary Report and Draft Policy Notes and Recommendations**

**28 November – 1 December 2007, Nitra, Slovakia**

**Rural Development Policies and Programmes to  
Generate Jobs and Incomes**

**Gender focus: from Product and Services Development to Marketing**

**Lessons Learnt during European Integration and Market Transition**

FAO/ECA Working Party on Women and Family in Rural Development

28 November - 1 December 2007, Nitra, Slovakia

**I. SUMMARY OF EXPERT MEETING DISCUSSIONS AND FINDINGS**

The purpose of the 20<sup>th</sup> FAO/WPW Expert Meeting (EM) was to:

1. showcase and exchange experience that focuses on gender issues in generating jobs and incomes in rural areas of Central and Eastern Europe (CEE) as well as the Commonwealth of Independent States (CIS);
2. discuss the WPW activities and work plan and make suggestions for its' future focus in terms of topics and issues that the WPW should cover and
3. network and share contacts for projects and activities with a gender focus in CEE and the CIS.

A rich and diverse range of in-depth information was covered during the Meeting that comprised lectures, presentations, discussions and debate on country case studies. Presentations were made by representatives from Armenia, Austria, Azerbaijan, Belarus, Bosnia and Herzegovina, Lithuania, Moldova, Poland, the Republic of Serbia, Slovakia and Ukraine. The Slovak Ministry of Agriculture organized a study tour that included visit to a bank that is providing credit and other services for female rural entrepreneurs as well as a visit to an agriculture vocational educational training centre that offers new prospective professional training for skills outside agriculture.

The key gender and rural development issues and discussion points highlighted during the country and project presentations are summarized as follows.

***For projects, knowing the field situation is critical***

Knowing the clients and beneficiaries is fundamental for the rural development projects and initiatives. Starting initiatives with the correct information is critical. In Bosnia, the IFAD project began with a study or rapid assessment in villages, which itself took six months to complete. Although this is a significant period of time within the lifespan of a project, such a study meant that the project staff really knew the problems facing rural women and men. For instance IFAD found out that it would be difficult initially to get women to join groups, and these groups had to be called 'associations' rather than 'cooperatives'.

***Entry points for gender mainstreaming***

In identifying entry points for gender equality issues, it is important to consider gender issues within the development context at different levels: the field level; the level of development intermediaries; and at the policy level. Entry points for gender mainstreaming depend on the spheres of impact and influence. Arguments around gender equality issues should be chosen carefully. For some it may be

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

more appropriate to use efficiency rather than equality justifications for focus on rural women. In terms of alleviating problems rural women face in entrepreneurship, one strategy is to develop a list of such problems and logically present it to the government agencies involved, explaining the barriers that must be solved if women are to run successful businesses.

***Gender issues in representation bodies and at community level***

The rural parliament in Slovakia provided an example of civil society organization placing gender issues on policy agenda. In Armenia, the activity ideas come from rural women themselves and respond to local conditions, e.g. generation of non-farm activities.

***Supporting actors active in gender***

One strategy for Ministries of Agriculture is to support NGOs who are active in gender equality issues. This was the case in Lithuania and Serbia. For example, the Lithuanian farmers union and the rural community unions are important for gender equality issues on the ground in Lithuania, and these have a good partnership with the Ministry of Agriculture to mainstream gender in rural development.

***Gender disaggregated statistics for policy planning***

Having access to more and better disaggregated statistics is basic for arguing the case for a focus on rural women (or men). Lithuania provided good statistics on gender differences and wage gaps or information that was extrapolated to illustrate why rural women tend not to use credit. Ukraine provided an example of studies and forecasts prepared for the Ministry of Agriculture to investigate and illustrate the negative social and employment impacts of agrarian reform and highlight how underemployment in rural areas is a problem.

***Top-down statistics compliance***

EU pre-accession and accession states are required to comply with specific requests for statistical data for initiating gender focus. Although this approach can be considered top down, it reminds many countries about what they agreed to do in other fora<sup>1</sup>.

***Separate programmes or gender mainstreaming***

IFAD projects' staff held the view that gender programmes should not be separate from mainstream donor work. Rather gender related concerns and a gender focus should be integrated into all programmes from their inception. The question of whether or not to have a dedicated gender specialist at the programme level is another matter open to debate. Sometimes when gender becomes 'mainstreamed' the focus on rural women can disappear.

***A focused response***

In Serbia, the government's support and response to expanding economic opportunities in rural areas is concentrated on organic production and agro-tourism for small rural households with little note and focus on gender.

***New products and services in rural areas***

The IFAD project in Moldova provided an example of new financial tools introduced in the form of equity funds. Innovators in the community were key in getting new economic activities off the ground. Innovators were crucial in the IFAD Bosnian dairy project for example. Clearly however, new products and services for rural women require more research.

***Grants or credit***

Easy access to grants for entrepreneurial activities - instead of having to apply and qualify for credit can spoil rural people. However it was noted that the issue of grants or loans is context specific and

---

<sup>1</sup> For example in the Beijing Platform for Action 1995 Article 68a<sup>1</sup> governments have agreed to "Collect gender and age-disaggregated data on poverty and all aspects of economic activity and develop qualitative and quantitative statistical indicators to facilitate the assessment of economic performance from a gender perspective".

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

many agree that credit for rural people well below the poverty line is unethical. Some projects provide both grants and access to further credits.

***Implementation of initiatives in rural areas***

Having an overseeing project unit located at the Ministry of Agriculture (Moldova) implies easier operations and implementation. Officers with a broad perspective and with an ability to think outside the 'box' are required at the implementation stage of rural development initiatives for rural women and men. Although in theory the decentralization of projects will be more effective, it is worth reiterating that the same forces that work against women at the national level also exist at the local level. It cannot be presumed that local governance decisions will automatically take on board the interest needs, perspectives and demands of both women and men equally. Nevertheless, in theory decentralization can help redress gender inequalities by increasing grassroots (and thus women's) representation.

***Beyond the Ministry of Agriculture***

Working with partners beyond the Ministry of Agriculture was another suggested strategy. For instance the Ministries for Labour, Finance, and Employment may potentially be brought on board for rural development or non-farm initiatives and may be more responsive to gender equality issues.

***Beyond economic empowerment***

One of the benefits that emanate from a focus on rural women's economic empowerment is their self-empowerment. Ultimately self-empowerment means that rural women will be able to continue to improve their situation, having been given some initial help to realise that they can actually achieve something.

***Documenting what worked well***

IFAD provided examples of the benefits of reflection on completed projects to consider what worked and what did not. The usefulness of documenting and widely disseminating such information cannot be underestimated and should be budgeted in projects.

***Information to identify opportunities for gender mainstreaming***

Knowing the different activities of research and training institutes, such as the Nitra Agroinstitut, or the vocational educational training institute in Dvory nad Žitavou, and also the clients the institution services, as well as all other specific functions of an institution, helps to identify opportunities for gender mainstreaming. Vocational educational staff should be sensitized to gender equality issues, so that they do not pigeon-hole girls into stereotype courses. Girls should be encouraged to attend a wide variety of vocational educational courses, particularly those with high market demand. Training can be offered to those working in institutes to challenge their social perception and ensure that the services they offer are suitable and acceptable for both women and men (e.g. lifelong learning, agricultural advisory services). Adopting a lifecycle approach to gender, agriculture and rural development is a relevant way to disaggregated who actually is living in or leaving rural areas.

***Emerging issues***

The impact of migration is exceptionally significant in many CEE and CIS countries. In Ukraine for instance, depopulation of rural areas is a major concern. In Moldova following large scale migrations, men remain in rural areas, whereas in Armenia women tend to be over represented in rural areas. In Serbia, a feminization of agriculture is not apparently occurring.

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

**II. WORKSHOP OPENING**

The EM was opened by Ms Marieta Okenkova, Director General at the Slovak Ministry of Agriculture who presented main issues related to gender mainstreaming in the Ministry's activities and programmes. She noted that the meeting is a good opportunity for debate and preparatory work for the next rural development planning period 2008-2013, where the following priorities: environment protection, support to employment and business opportunities, sustainable health and family oriented support mitigation of impacts of climate change will have to be addressed.

Representatives of rural women's organizations and regional and rural representative bodies and NGOs underlined that the EM was important for mutual dialogue and exchange of experience.

Mr Tomasz Lonc, Policy Officer, FAO Sub-regional Office for Central and Eastern Europe (SEU) in Budapest conveyed wishes for a successful meeting from Ms Maria Kadlecikova, FAO Regional Representative for Europe and Central Asia and outlined how SEU support the WPW. It was noted that the EM is the only regular activity on gender that FAO has in Europe. FAO's activities are concentrated in the Balkans and Commonwealth of Independent States countries. FAO examines and incorporates gender issues as part of its' rural development projects.

Mr. Josef Swanz Major of Nitra presented the town of Nitra that hosts numerous events and meetings, including the unique Agrofilm festival where films about agriculture and the environment are shown and awarded. Nitra is the oldest city of Slovakia and it hopes to become a city of culture in 2013.

Mrs Judita Safarikova welcomed participants on behalf of the Agroinstitut and briefly introduced its activities and expertise available, including gender-related research and training. Finally Ms Janina Sawicka, WPW Board member, welcomed everyone on behalf of the Board.

**Host country (Slovakia) presentations**

**Presentation of the Nitra Agro Institute, Slovakia: Judita Šafáriková and Norbert Floris**

The presentation provided background statistics on Slovakia, and stressed how rural development in Slovakia has been aided by EU programmes such as SAPARD and PHARE. The Slovak Ministry of Agriculture is very supportive of rural development programmes and has created a special structure at the Ministry for implementation of rural development initiatives. The objectives of the 2007-2013 Slovak agricultural and rural development plan: increased competitiveness; improved environment; and improved quality of life in rural areas were presented.

Some ideas for diversification of activities in agriculture have been outlined, including agro-tourism (building on successes such as the Malokarpatska wine route), and alternative energy production (biomass, wind plants, water power plants). The importance of improving the knowledge of managers and employees in agriculture as well as the knowledge level of rural population is key overall.

The Slovak Republic does not yet have comprehensive statistics on neither educational levels nor gender issues in rural areas.

The main activities of the Nitra Agroinstitut - the institute hosting the FAO/WPW- Expert Meeting were presented. The Institute, under the guidance of the Slovak Ministry of Agriculture, concentrates on continuing adult education; lifelong learning; consultancy; agriculture advisory services and implementing specific projects at national and international level (particularly EU projects such as Leonardo da Vinci; ENVEARTHONARY, Natura Net, and Aquanet).

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

Both Slovak presentations provided information on the range and extent of activities of the Nitra Agroinstitut. In terms of gender mainstreaming, having such in-depth knowledge provides opportunities for identifying practical ways to integrate gender into an institution's day-to-day core activities. Their main clients of the Agroinstitut, were found to be farmers, agricultural producers and agricultural advisers. Many women attend courses and activities at the institute

**Presentation of the Slovak Rural Parliament: Mária Behanovská**

The Slovak Rural Parliament is an example of bottom-up initiatives in rural areas to place the issue of gender and rural development firmly on the policy agenda. The Rural Parliament, established since 1999 puts pressure on the government to create legislation favourable to rural areas (through lobbying and meeting with members of parliament as well as commenting on draft legislation). The Rural Parliament stresses the importance of improving the quality of life in rural areas whilst also providing support to specific rural initiatives such as income generating in rural areas, implementing EU programmes, consultancy and advisory work, interfacing with rural municipalities and public administration. This group also attempts to defend the interests of rural areas against outside decisions that they consider would be harmful for rural areas. To implement its aims, the Rural Parliament supports education and training initiatives, cooperating also with the Nitra Agroinstitut. Communications are key as the outcomes of rural parliament meetings have to be explained to a wider rural audience. Other communication tools in use include issuing a magazine, and maintaining a website.

The Rural Parliament also administers awards to different categories of rural 'women' leaders every year, including rural entrepreneur of the year. It was noted that one of the founding members of the Rural Parliament, Ms Jela Tvrdonova was Chairperson of the FAO WPW for a number of years in the past.

**Study Tour**

The Slovak hosts organized a study tour to the Komarno region on the border with Hungary. A presentation by the Slovenska Sporitelna Bank included questions and discussion of the Bank activities in support of entrepreneurship in rural areas. At the village of Dvory nad Zitavou, the Meeting participants were provided with an opportunity to view the local vocational educational training institution. This institution mainly provided agricultural skills in the past, but has since moved on to offer a wider range of skills to young people of the region.

**III. OVERVIEW OF THE KEY GENDER ISSUES IN THE REGION**

**Una Murray, FAO International Consultant**

The process of economic transition from central planning to open market has not been gender neutral. Some reasons why gender equality issues actually matter in practice were reviewed. For instance, gender is a central organizing factor in societies and significantly affects the processes of production, distribution and consumption. How and who gains access to employment is important and more jobs does not necessarily mean better jobs for women. Migration and trafficking of women and children is a serious problem in the region, with little reliable statistics available. Some of the gender issues in the region relate to men, with boys lagging behind in education in some countries, men not adjusting to transition in others, and men dying considerably younger than women for a variety of reasons in rural areas.

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

Differences in rural areas such based on class, ethnicity and differences based on dwelling place, educational level and dwelling place were considered. The need to be aware and knowledgeable of gender issues on the ground in terms of roles, responsibilities and access to power was stressed. However, development intermediaries such as implementing agencies of projects and local government branches must also examine their structure, mandate and the service they provide to rural people in terms of gender equality issues. Equally the legislative environment is important. An awareness of gender in policy making means that policy makes are explicit about the different needs and experience of men and women. A broad and representative group of stakeholders should have space to place their poverty issues on the agenda for national planning. Examples of *Poverty Reduction Strategy Papers* (PRSPs) becoming gender aware from the region were mentioned. Gender disaggregated data is required for the design, implementation and monitoring of rural development policy.

Ms Murray suggested that projects should link with national commitments and national policy instruments for gender equality and always clearly communicate to all the importance of gender so that at the very least we are not making the effects of poverty worse for one group, and biasing the form taken by economic growth. Ms Murray stressed that for gender mainstreaming, we must move beyond quotas of women, to integrating gender into all programmes and policy. The need for management commitment in development organizations was stressed as key, along with a deep understanding of the need for gender mainstreaming. However the language used for discussing 'gender' must be carefully considered. Phrases such as "untapped potential" can strike a cord with bankers, but a discord with gender equality advocates.

During discussion it was stressed how at the field level, gender equality concerns can be something new. At the field level, it is best not to use gender related jargon or dialogue. Another participant stressed that the entry point for gender mainstreaming should be at the early stages of the education system. Yet another entry point for gender equality concerns arises through EU accession. Countries are required to provide gender related information and are obliged to submit sex-disaggregated data. An FAO project in Hungary worked towards disaggregating data for agricultural purposes. Such a methodology takes considerable time to get off the ground. Although there was relatively little interest on the part of the Ministry of Agriculture initially, there was huge interest at the regional level for such data.

**IFAD gender mainstreaming programme by Lenyara Khayasedinova, Programme Coordinator  
IFAD United Nations, Rome**

IFAD has implemented a gender mainstreaming programme in six countries of Central and Eastern Europe and the Newly Independent States, namely Albania; Armenia; Azerbaijan; Bosnia and Herzegovina; Georgia and the Republic of Moldova. The programme ran for four years costing just over €2 million<sup>2</sup>. Detailed information on each project is available at: <http://www.ifad.org/english/gender/cen/>.

The programme focused on equal development opportunities in order to improve the livelihoods of rural women and men. Whilst improving the understanding of the relationship between gender, rural poverty and development in the region, the projects also strove to ensure that there is equitable access by poor women and men to the IFAD project benefits, resources and services.

The programme evaluation reported that women are active entrepreneurs, and play a major role in the development of micro and small businesses, contributing to the strengthening of the value added chain. Each of the individual projects built the self-esteem of the rural women and men involved, and

---

<sup>2</sup> Three quarters came from the government of Germany and the remainder from IFAD and partner institutions.

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

reduced their need to migrate through employment creation and income generation. Nevertheless rural women overall require support to develop viable business plans, and assistance to make technical purchases at first. Support to rural women should also be in line with the seasonality of rural agricultural work. Women also require follow-up support, skills development and opportunities to broaden their horizon. The short time frames of projects are often not sufficient and not suitable to business cycles.

Three presentations from individual IFAD country programmes (Armenia, Bosnia and Herzegovina and Moldova) are summarized below along with the lessons learned. A fourth project summary from Azerbaijan was presented by the IFAD programme leader.

**Armenia Enhancing Rural Livelihoods through the Revival of Traditional Handicrafts (IFAD project) presented by Maria Muradyan, Gender Specialist, Rural Areas Economic Development Programme, IFAD.**

In Armenia rural development policies are addressed by the Poverty Reduction Strategy Paper, the Agricultural Sustainable Development Strategy and the IFAD Rural Areas Economic Development Programme (RAEDP). The presentation has given a detailed account about the main obstacles people, particularly women, have been facing in Armenia's rural areas. The recognition of the existing difficulties possible beneficiaries face has to be the source of future focused intervention. The main obstacles can be grouped in the following points:

- Patriarchal attitude of the society
- Perception of the family as a single unit
- Lack of confidence in dealing with authorities and financial institutions
- Family responsibilities and time availability
- Lack of entrepreneurial and managerial skills
- Lack of social infrastructures
- Limited mobility
- Unequal access to the productive resources

Ms Muradyan presented the learning's from the IFAD pilot project in Armenia which focused on rural women. The main gender based obstacles for women to become entrepreneurs were presented. The project focus had to be on non-farming activities. The idea for the income generation project came from rural women themselves. The traditional handicrafts, Armenian carpets, are passed on from family to family and play an important cultural role in Armenian life. Although competition is severe, with cheap imports from Turkey, a niche was identified, as many families prefer to have an Armenian made carpet rather than an imported carpet. Rural women had strong views on continuing to work from home, rather than engaging in centralized production.

The project provided the women and men with grants rather than loans. The issue around rural people wanting grants rather than credit caused much discussion. In the Ukraine, it was reported that the problem is lack of finance for rural areas. Creating credit unions was found to be important. Some felt that international aid spoils rural people. However, it was agreed that this is country and context specific. Whether grants or loans are provided depends on the area and people. Obtaining loans is easier through microfinance institutions and credit unions. Rural women are often happy to pay higher than average interest rates if access to such loans is easier and other support is also provided. In the case of Armenia, Ms Muradyan stressed how the "double registration" required for loans is a problem for rural women. The mentality of 'receiving' rather than 'borrowing' is a hangover from the Soviet period further limiting the uptake of loans. Subsequent discussions around disbursing loans were raised. It was explained that in Poland there are regulations in place regarding micro-loans. In contrast in Armenia, NGOs cannot disburse loans. If NGOs register so that they can disburse loans, their tax status changes losing their tax free status.

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

IFAD projects quickly realized that the problem in Armenia was not related to production, but marketing; hence marketing was the focus of their intervention. Several economic and marketing assessments helped to ensure the success of the pilot project. Although the projects had a specific focus on women, IFAD staff directly involved in the project strongly felt that 'gender programmes' should not be separate to other programmes from the same donor. Gender mainstreaming should be a strategy in all projects from the inception phase. The only failure of this project was that it was not linked to the main IFAD activities in Armenia. However during the short project life span, more than 200 craftswomen improved their professional skills, and 50 new work places were created.

The participant women were organized in cooperatives, and it has been discovered that group work has given significant added value to the project in terms of a more effective implementation. Besides market analysis and marketing strategy as the most important focus of the project, experience sharing, networking and the development of promotional capacities were other central parts of the project. Ms Muradyan has underlined the importance of quality production as a basic requirement to keep up with the competition on the market of crafts. It has also been highlighted that some of the women tended not to believe that they were able to generate income from the craft activity and this impeded them in taking up this activity. This element can foresee the need for women's personal development in terms of self-confidence and self-esteem.

**Moldova and the 2000 IFAD financed Programme by Ms Elena Burlacu, Finance Officer, Consolidated Programme Implementation Unit, IFAD Moldova.**

In Moldova, there is a tendency for women to migrate from rural areas, leaving only men remaining. A considerable number of women who are entering the small business field in Moldova have other professional backgrounds, such as teachers, doctors or ex-administrative employees.

The major components of the IFAD Programme in Moldova were as follows:

- Rural enterprise intermediation services
- Rural financial Services to small and medium enterprises
- Market derived infrastructure investment and
- Participatory community development.

The project was not planned with a gender focus. However, the project-coordinating unit developed a monitoring and evaluation system using sex-disaggregated data.

A lack of technical and managerial knowledge is a hindrance to investment capital in Moldova, particularly in the case of start-up businesses. The number of loans disbursed to agriculture is decreasing. Small farmers do not have access to financial resources because of a lack of credit history or a lack of collateral. IFAD loans were disbursed through banks. Rural entrepreneurs and rural women in particular were found to require different financial services and further support. Workshops at the village level for both women and men proved effective. Exchange visits and networking businesses are also highly recommended. Collaboration between different international donors is recommended for future projects. Around 4000 new jobs were created by the IFAD programme, with 6260 beneficiaries. Only 25% of the loan portfolio was female, but 42% of ventures were family applications. It was noted that the activities developed by women generated a greater number of jobs and incomes. Ms Burlacu noted that in future interventions, supporting rural development should be interlinked from production to marketing to infrastructure to economic and social services.

IFAD explained that the most challenging aspect of their programme in this region was to understand the complexity and differences in rural areas in various countries. They had to avoid the assumption that what worked in one IFAD project would work in another project location. They found they often had to look outside "the box". Sometimes simple logistical arrangements made things easier, for example organizing the training near the village. Not stressing that the 'head of the household' is

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

invited to attend training is also a practical way forward. IFAD also found that they could not expect a husband to tell his wife everything they have learned. Sometimes women who attended project activities signed up in their husband's name. IFAD in Moldova found that information does not always reach the rural poor. In contrast, information flows are better in Poland. Likewise more women attend project activities than men in Poland. If training is far away, women are prevented because of their caring duties from attending. If organized nearer to the women, they will attend. This fact anticipate the need of seminars, workshops, and training set up locally in each single village in order to enhance participation.

A lively debate ensued regarding why gender mainstreaming tends to focus on women and not on men. This discussion arose in light of men in Moldova becoming dependent on remittances, men left alone in rural areas drinking alcohol to relieve stress and so on.

**Bosnia and Herzegovina (BiH) IFAD project at the Ministry of Agriculture, Water Management and Forestry of Bosnia and Herzegovina presented by Ms Lejla Sunagic, IFAD**

Ms Sunagic presented the Bosnian outcomes from IFAD's gender mainstreaming programme in Central and Eastern Europe and the Newly Independent States. The project began with a needs and situation assessment in the project areas. It was found that rural women tend to be less educated than men and lack control over resources. After the war, women tended to be the first to lose their jobs due to the changed circumstances. Many women were working in the grey economy. Furthermore, as a consequence of the decline in social expenditures, women are entitled to only limited social benefits for maternity leave or childcare.

They had limited access to information on income generating opportunities and were not very mobile. IFAD organized the rural women into groups based on specific income generating activities. The groups were integrated into existing producers associations so that they could collectively run viable business activities. The groups were offered business and management training and particular skills development such as wool processing or herb drying. The women also got technical support to purchase equipment.

One success story from the project was the "Association of Women Farmers" who became very efficient at milk production and collection. Ms Sunagic felt that the social empowerment of these women was equally important to their economic empowerment. The women that participated in the IFAD project were now taken more seriously at the municipality level and activities for these women were included in the municipality budget. The women were also able to mobilize support from other donors.

Questions concerned whether the project was interested in moving up the milk product value chain to yogurt and cheese. However, it was reported that the women themselves wished to work on fruit and berries next rather than milk products. Another question was raised about whether the women were actually happy to belong to a cooperative type organisation (although called an association rather than a cooperative). Apparently a few innovators in the community were happy to join, and when others in the community saw their success, also joined.

**IFAD in Azerbaijan, presented by Ms Lenyara Khayasedinova, Gender Programme Coordinator**

Ms Khayasedinova also presented some summary points from the IFAD project through the Ministry of Agriculture in Azerbaijan. Male consultants were unable to meet and work with rural women. The project found they also required female consultants. The project gave grants, because in very poor areas where the project was located, people were so far below the poverty threshold, disbursing loans would have been unethical. Inspired by Heifer International, the IFAD project donated 90 pregnant

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

cows. Individuals were trained in areas such as milking, hygiene and so on. After 3 years, owners of the heifer must give the second calf to another woman. Another project activity in Azerbaijan was beekeeping, particularly for men.

The project built the self-confidence and self esteem of those it worked with. It also succeeded in broaden horizons for some women, empowering them to take decisions both within the household and outside. The project provided access to new networks. Overall, it reduced the need to migrate. Having dedicated staff who have received gender training was also key for the IFAD gender mainstreaming programme in the region. Many linked to the project already knew how gender is an important organizing factor in rural life, due to their proximity to the field. Regional coordination was also important in this programme.

**Summarizing the experience of the IFAD gender mainstreaming programme in the regions, it was found that rural women required:**

- Support to develop business plans and assistance to make sound purchase
- Follow up support and direct communication during implementation of the project activities
- Skills development to broaden horizons
- Timely provision of support (agricultural season)
- A sufficient project duration (beyond 4 years)

**Presentations from Ministries of Agriculture or their projects**

**Belarus Centre for Agrarian Economics, Institute of Economics, National Academy of Sciences of Belarus by Dr Iryna Kazakevich and Dr Petr Rastorgouev**

It was noted that the occasion of the 20<sup>th</sup> FAO/WPW EM is the first time that Belarus has participated in the activities of the WPW. A presentation on the social policy, gender issues and demographic situation in the rural areas of Belarus was made on the basis of statistical data and research prepared at the Centre for Agrarian Economics which advises the Ministry of Agriculture. The main purpose of social policy in rural development in Belarus is to improve welfare in rural areas and improve the demographic situation. The state policy aims to improve the professional skills of rural populations; maintain their full employment and ensure that manpower is effectively used in line with the requirements of agricultural production and social infrastructure.

A distinctive feature of the new social policy is the creation of small “agro-towns on the basis of agricultural enterprises. Their development includes housing, transport systems along with funding to modernize health care, education, social and public services. Before 2010, 1481 agro-towns are expected to be completed. A distinctive feature of the Belarus policy for the development of the rural areas thus is the provision of basic services such as housing, transportation, education and health services. In this sense, the Belarus rural development policy assumes mainly a social character.

The number of people working in agricultural overall is reducing. The number of women working in agriculture is less than men, but the density of women workers in agriculture has increased. The number of women as managers of agricultural enterprises has increased relative to men. Most women work in branches of animal husbandry, especially dairy cattle breeding. The educational level of women is growing faster than that of men, particularly in higher and specialized secondary education.

The participants appreciated that gender issues can be presented without using jargon or complicated gender terms. Whether in Belarus actually the term “rural development” is used was queried, or whether the main focus is on investments for agriculture. Another query centred on how long the

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

government could possibly continue to subsidize rural areas and whether there will be a review or analysis of how successful the programme has been. In Belarus, because young educated people do not wish to work in agriculture, the government wish to ensure that young people feel they have same opportunities in rural areas as they would have had in urban areas. The profitability of an agro-town enterprise determines whether young people will stay in the location.

**Ukraine: Gender Issues in Ukrainian Rural Development by Elena Bordina and Alexandra Borodina, National Academy of Sciences of Ukraine; Institute for Economics and Forecasting**

In the Ukraine, equality of men and women is provided for in the Constitution. On paper there is a good legislative basis for gender equality. A system of institutions including an ombudsman, and a specialist agency on equal rights for men and women are set-up. Like so many other countries, in reality, the specialist agency is not very active (or does not have adequate power).

Political instability was a feature of Ukrainian life between 2004 and 2007. Ukraine has suffered from the transformation process, with employment higher in cities and a reduction in production in rural areas. Institutional transformation is still urgently required. For example although in principle land privatization is encouraged, the institutions governing this policy still require transformation.

The number of enterprises in rural areas is decreasing, whilst the average size of land holdings for enterprise is increasing. Rural areas are becoming depopulated generally.

Both women and men move to urban areas to set up small businesses or to be hired. Enterprises in rural areas do not wish to hire women because they perceive women of child bearing age as expensive, having to pay a lengthy maternity leave (in principle).

Ms Borodina's presentation has revealed another burning question of the Ukrainian rural areas. This is that productive activity is nearly exclusively carried out by large enterprises that lead amongst others to reduced employment in the rural areas. Rural farming families are not able to live from food production; individual production is at the moment a forced action of the rural population.

This situation underlines the urgent need to develop the viability of small farms through for example the development of *local quality food production and short food supply chains*. This besides contributing to farmers' economic sustainability can contribute also the provision of food in the rural areas that is to increased food security.

Life expectancy is much higher for women than men probably because women are adjusting better to transformation than men or due to impact of migration. At present the National Academy of Sciences does not have adequate figures for the numbers of rural women working abroad. Women migrate for waged agricultural work but also engage in prostitution.

In terms of working with rural women, NGOs, the Rural Women's Union of Ukraine and international organizations such as USAID, Winrock International are active. NGOs however find it difficult to communicate with the government. It was suggested that NGOs could work with regional governments rather than national governments.

**Serbian Presentation from the Ministry of Agriculture, Forestry and Water Management. Rural Development Practice and Small Rural Households Support in Serbia by Ms Jelena Milovanovic and Ms Jelena Mitevski**

The Republic of Serbia currently has the status of a potential candidate for EU integration and manages EU funds for capacity building and cross border cooperation.

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

The Ministry of Agriculture, Forestry and Water Management does not have a particular gender focus, or a section devoted to rural women. In fact the feminization of agriculture does not appear to be a problem in the Republic at present, but the problem is that young women do not wish to stay in rural areas. The number of men in rural areas is actually higher, with women from Moldova and Ukraine coming in to marry rural men.

The Ministry is focusing on 3 main objectives:

1. Improving the competitiveness of the agricultural sector through restructuring (support to investment, credit support, introduction of standards EurepGAP, ISO certification)
2. Enhancing the environment and countryside through land management
3. Enhancing the quality of life in rural areas promoting the diversification of economic activities.

For the development of rural non-farm activities, the Ministry has made the following proposals:

- Encourage entrepreneurs through training on business planning, financial management and marketing
- Support farm holdings to diversify production
- Increase product value through packaging and processing
- Tailor made advice provided to small rural households
- Intense reconstruction of physical infrastructure through budget support

The ministry has identified the high tourism capacity of rural areas as key for the diversification of economic activities. The Ministry is also interested in organic production, with a division established within the ministry supporting farmers with the certification process, and providing incentives for organic production. The concentration on tourism and organic production as future areas of economic activity in rural areas appeared to be a focused strategy of the Ministry

It was noted that NGOs are very active on gender issues in the Republic, and support from the Ministry to these NGOs is a potential effective strategy. The Ministry recently underwent institutional capacity building. Perhaps any such capacity building in the future would open opportunities for the inclusion of gender equality issues.

Agro-tourism is considered low cost, but it was noted that organic food can be expensive, and those working in agro-tourism find it too costly to feed tourists organic food. A discussion ensued around whether markets are limited for organic products. The concept of 'food-miles' and the fickleness of European consumers was stressed.

Care must be taken when planning tourism activities. The difference between agri-tourism and rural tourism was considered important. With agro-tourism, there must be some link with farming. The seasonality of agro-tourism is an important consideration, and the investment to upgrade from low-cost family tourism may not pay off due to limited tourism seasons.

Girls tend to be more educated than rural boys in the Republic of Serbia, hence do not wish to stay in rural areas. Hence, the question was raised about the cost-benefit of rural reconstruction, given that many young people wish to leave these areas regardless. Many people in rural areas live on social welfare and the question around the sustainability of tax payers continuing to pay pensions to rural people was raised, particularly given that farmers contributions to the national exchequer tend to be lower than average due to tax breaks in many countries. Through farmers' social security, rural areas are being subsidized. However this is not the case in all countries. In Poland for instance, farmers are relatively wealthy because of the payments they receive from the EU.

**Lithuania: Women integration in rural economic activities. Ministry of Agriculture for the Republic of Lithuania by Ms Kristina Skebaite and Ms Zvile Sukyte, Alternative Activities' Measures, Rural Development Department, Ministry of Agriculture of the Republic of Lithuania.**

Gender equality issues in the Lithuanian labour market and economy were presented with relevant sex disaggregated data. The national legislation for gender equality is in place. A national programme for gender equality is also developed. The Ministry of Agriculture has a gender opportunities programme, which aims to encourage business skills of rural women. Particular spheres for economic activities have been identified (agro-agriculture; herb production; agro-tourism; traditional crafts; household services; care services for children, the disabled and the elderly). The barriers to women running small business were presented as a result of research undertaken by the Lithuanian Institute of Agrarian Economics in 2004. For example women tend to use their own financial resources or borrow from family, whereas men tend to use banks.

Important measures to increase female employment in rural areas were identified in the research. Information for women living in rural areas about their eligibility to credit was one such measure. Networking women who have been successful in business and sharing experience is another strategy.

In Lithuania the government works in partnership with the Lithuanian Farmers Union and the Lithuanian Rural Communities Union. These two bodies are the main upholders of initiative for rural women and have a good partnership with the Ministry of Agriculture.

Again the EU programmes provide opportunities for mainstreaming gender. SAPARD (the Special Accession Programme for Agriculture & Rural Development) for instance helps the 10 beneficiary countries of Central and Eastern Europe deal with the problems of the structural adjustment in their agricultural sectors and rural areas, as well as in the implementation of the *acquis communautaire* concerning the CAP (Common Agricultural Policy) and related legislation. It is designed to address priorities identified in the Accession Partnerships. SAPARD had no specific measures concerning gender, but it did require reporting on the number of women who received support under SAPARD. Under LEADER, local action groups must have women in leadership positions. Evidently the EU provides opportunities to remind countries about the importance of gender equality concerns.

**Austria: Rural Development Programmes in Austria: Experience and future prospects from a gender perspective, prepared by Ms Theresia Oedl-Wieser<sup>3</sup>**

The Austrian rural development programmes has 3 main goals around 4 axes aimed at improving:

1. the competitiveness of the agricultural and forestry sector
2. the environment and countryside through land management and
3. the quality of life in rural areas, and encouraging diversification of the rural economy.

The fourth axis is the EU Leader programme, which can be implemented through the other three axis. It is important that gender disaggregated data is collected for all axes however. The EU Leader programme allows local action groups to apply for funding. A review found that only small contributions on gender equality were made, with only a few women or youth specific projects submitted. The conclusion is that rural development policy has still a long way to go in Austria. However the EU Leader programme provides an opening for gender mainstreaming, although it was a challenge initially for the Austrian rural development policy. There is still scepticism regarding linking gender equality policy with rural development policy. Nevertheless it is widely agreed that axis 3 and 4 of the EU Leader+ programme provide interesting opportunities for rural women.

---

<sup>3</sup> This was presented by Mr. Tomasz Lonc as Ms Oedl-Wieser was at the last minute unable to attend.

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

The Austrian presentation has emphasized the need to take into consideration the difference between the living and working conditions of women and men. Positive climate is needed in which the different capacities of women and men can prevail. Having gender sensitiveness in development programmes is important also because the same programmes can have different impacts on women and men. This affects intervention efficiency.

Examples of some Leader projects with farm women were presented. A wide range of promotion activities are in place for particular products of concern for rural women. In 1994 a cheese summit took place in Bezau. A cheese street has been established in Bregenzerwald – Vorarlberg in the South West of Austria. Professional web-pages to promote the products of rural women are of high quality and effective. Cheese can be bought on-line. Websites are important, but were developed in a highly professional manner by the private sector. Promotion of rural products is important; it takes a lot of time and effort to market particular produce.

The Austrian presentation has incorporated several important messages that might be useful for the other countries.

1. The importance of cooperation among the different business sectors of an area. The presentation highlighted the positive outcomes of local partnerships including stakeholders from the tourism, catering, and marketing business, farmers' association, and municipalities.
2. The importance of the contribution of the civil society to development programmes in terms of more efficient implementation and outcome.
3. The high development potential in the promotion of local agricultural products, high quality products, events at the farm, and cultural landscape. Building on local resources in general is an important development strategy.
4. The importance of linking tradition with innovation. Introducing innovatory elements into traditional activities can in fact contribute to the preservation of the tradition itself by making for instance production more efficient and by letting people know about the product/activity in question.

**Poland: The main labour strategies of rural women by Professor Janina Sawicka, Department of Agrarian Policy and Marketing, Warsaw Agricultural University.**

This presentation stressed how the role of rural women has been changing in Poland since the transformation of the Policy economy in the 1990s. About 18% of the total labour force is employed in agriculture, with half of these female. There is also a growing number of rural women who are in the non-agricultural areas of enterprise but located in rural areas. Professor Sawicka presented the following determinants of rural women's labour market situation:

- The quality of human capital (education level, skills, possessing a driving license etc.)
- The type of household structure and the family situation (extended family or whether care of the elderly is required)
- The farm size and production intensity (the more mechanized the more opportunity for women to work outside the farm)
- The diversification of the labour market in a particular location and
- And the stage of life of women (with women of childbearing years less willing to work outside the home)

The main strategies of rural women are farming, combining farming and waged work or undertaking new activities.

**Poland: Rural Development Policies and Programmes to Generate Jobs and Incomes: Gender Focus by Mr Andrzej Halasiewicz, Foundation for Assistance Programmes for Agriculture, Warsaw. Nicolaus Copernicus University**

This presentation outlined the situation of women in rural areas in Poland and compared available statistics on the demographics of rural and urban, men and women. Women in Poland have a much higher life expectancy than men. The range of rural development programmes that have been or are being implemented in Poland were briefly outlined (EU SAPARD, RDP, and the World Bank).

Mr. Halasiewicz presented the World Bank co-financed rural development programme and explained how it was implemented. This programme aimed to increase the level of off-farm employment in rural areas and contribute to decentralization as well as institutional capacity to absorb funds. Although this programme did not explicitly have a gender focus, it is clear that each component opened opportunities for gender mainstreaming, if a budget for such a strategy had been included.

Mr. Halasiewicz stressed that it is important for rural development initiatives to do something about hidden unemployment. He also stressed how decentralisation is crucial for rural development. The Polish presentation has shed light on the water scarcity of the country. This problem calls for need for action. Experience sharing in the future might focus also on natural resources management by the rural livelihoods.

#### **IV. FINAL SUGGESTIONS AND RECOMMENDATIONS**

Workshop participants were asked (i) what advice they would bring back with them to their ministries as well as (ii) their suggestions for a future focus for the FAO WPW.

##### **(i) Policy advice**

1. Participants will brief their colleagues at the ministry about the importance of considering women in rural development in terms of their economic force;
2. There was particular interest in IFAD as an organisation, given the professional, interesting and knowledgeable presentations made by the IFAD projects. Some participants are keen that their country joins IFAD and will make this recommendation (Poland, Serbia, and Belarus).
3. Some participants will recommend that the Ministry of Agriculture establish a unit within the Ministry to focus on gender concerns so that they can create policy recommendations around gender, particularly around facilitating women to develop entrepreneurship and overcome constraints to start rural business, ultimately remaining in rural areas. Others will recommend the appointment of a gender focal point for analyzing data and drawing gender action plans or would investigate setting up a fund for gender projects for NGOs to apply. Another recommendation included strengthening the collection and use of gender disaggregated data and drawing gender action plans.
4. Guidelines from FAO on beginning a process for collecting gender disaggregated data would be helpful for collection of clear data on women in rural areas as still required by some countries.
5. Considering the life cycle of men and women in rural areas will be taken on board to move beyond disaggregation into male and female to disaggregating by age.

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

6. Migration is a concern for many countries in the region it was recommended that the EM will be undertaking research on his topic.

7. It was agreed that there should be more collaboration amongst agencies working in rural areas. IFAD, the World Bank and other agencies engaged in rural development in Europe such as the European Bank for Reconstruction and Development should be invited to participate in future FAO WPW meetings. In general data could be better shared across agencies. Programmes and projects starting in the region should initiate workshops where all stakeholders examine what each other is planning or attempting to undertake. Likewise, linkages between the various ministries (agriculture, health, finance, employment) should also be encouraged.

8. It was stressed by quite a few participants that we (planners, implementers) should not forget that rural women and men require choices and that sometimes solutions can be prescriptive. The dichotomy between keeping rural areas 'rural' and 'traditional' and planning around what women want should be more widely debated.

**(ii) Some rural development and projects-related issues discussed during WPW Expert Meeting: suggestions for a future focus for the FAO WPW**

Although recent decades have seen a significant improvement of the quality of life of the rural populations in the CEE and CIS sub-regions, women and men continue to face numerous difficulties and constraints to economic development, improved infrastructure, access to inputs and to farm products markets and social services in rural areas. Experience and lessons learnt reported and discussed during EM in Nitra<sup>4</sup> provided an interesting and comprehensive account of the successful outcomes of implemented projects but also underlined the various types and intensity of difficulties rural people and particularly women still have to struggle with.

**I. Rethinking approaches to gender mainstreaming**

1. Reduction of women's vulnerability through increased and enhanced possibilities for work and incomes' generation, including self-empowerment of groups and associations;
2. Development of gender-sensitive financial products and services to create a supportive environment for business start up and growth and
3. Rethinking approaches to gender mainstreaming that needs to be carried out at all and different levels; consideration of activities' efficiency besides equity justifications needs to be given equal importance;
4. The need for gender issues-dedicated staff needs to be considered at all stages of the project cycle and efforts made to avoid stereotype interventions; organization of activities should incorporate a life-cycle approach in projects;
5. Continuation of the collection, analyses and dissemination of gender disaggregated statistics integrated with age disaggregation for population groups;
6. Having an overseeing project unit located at the ministry of agriculture implies easier operations and implementation;
7. Working with other partners beyond the ministry of agriculture can lead to major responsiveness and responsibility from the part of public administration.
8. Vocational educational staff should be sensitized on gender equality issues, so that they do not pigeon-hole girls into stereotype courses;

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European Integration and Market Transition**  
**Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

9. Documenting best practices (what worked well) and widely disseminating such information can not be underestimated and should be budgeted for by other projects embarking on similar endeavours;
10. NGOs working on the field shall be given higher support from the respectful ministries as they can be often greatly helpful in promoting equality between men and women.

**II. Policies and instruments for development of product and services appropriate for female entrepreneurs**

1. Development of products for which there is real and sustainable market demand, in the region and for exports outside the region;
2. Formal and informal actions aimed to enhance production with marketing and infrastructure development supported by different projects in the same region and organization including dissemination and training using best practices collected in a generally accessible data base.
3. The appropriateness of the use of credit instead of grants for entrepreneur activities has to be carefully assessed taking into account ethical issues.
4. Ecological and organic food and products: local and export markets prospects; assessing growth and marketing potential; assessment approaches e.g. food miles concept; facts and myths;
5. Linking traditions with innovation and support to rural livelihoods seen as stewards of natural resource management and conservation;
6. Sharing experience of EU New Member States in rural development and accessing financial resources for rural businesses and diversification in rural areas and non-farm activities and micro loans and experience in linking projects with other agencies working in the region.

**III. Project experience and approaches**

1. Enhancing bottom-up initiatives during projects identification, formulation and implementation and support to initiatives that are connected to local values (territory) and specific available resources and skills or such to be revived and
2. Development and implementation of local workshops and seminars for and focused on community and interest groups' development.
3. Knowing the field situation, the clients and beneficiaries is key for rural development initiatives;
4. Initiatives to enhance women's self-empowerment have to have equal importance to initiatives promoting product and service development.



Twentieth FAO/ECA WPW Expert Meeting

Nitra, Slovakia  
28 November – 1 December 2007

List of Participants

**ARMENIA**

**Ms Muradyan, Maria**  
Gender Specialist  
Rural Areas Economic Development  
Programme  
Tel.: +374 (0) 104 52 146  
E-mail: [muradyan82@mail.ru](mailto:muradyan82@mail.ru)

**AUSTRIA**

**Ms Oedl-Wieser, Theresia**  
Federal Institute for Less Favoured and  
Mountainous Areas  
Tel: +43 1 504 8869-18  
E-mail: [theresia.oedlwieser@babf.bmlfuw.gv.at](mailto:theresia.oedlwieser@babf.bmlfuw.gv.at)

**BELARUS**

**Mr Rastorgouev, Petr**  
Centre for Agrarian Economics,  
Economics Institute, National Academy  
Tel.: +375 172 78 32 20  
E-mail: [rastorgouev@yahoo.com](mailto:rastorgouev@yahoo.com)

**Ms Kazakevich, Iryna**  
Centre for Agrarian Economics  
Economics Institute, National Academy  
E-mail: [kozakevich@mail.ru](mailto:kozakevich@mail.ru)

**BOSNIA AND HERZEGOVINA**

**Lejla, Sunagic**  
Gender Specialist  
IFAD  
Tel.: +387 61 264 913  
E-mail: [slejlas@gmail.com](mailto:slejlas@gmail.com)

**LITHUANIA**

**Skebaite, Kristina**  
Head of Alternative Activities' Measures  
Coordination Unit  
Tel.: +370 52391271  
E-mail: [KristinaS@zum.lt](mailto:KristinaS@zum.lt)

**Ms Sukyte, Zivile**  
Chief Specialist of alternative Activities'  
Measures coordination  
Tel.: +370 52391271  
E-mail: [ZivileS@zum.lt](mailto:ZivileS@zum.lt)

**MOLDOVA**

**Burlacu, Elena**  
Finance Officer  
Consolidated Programme  
Implementation Unit – IFAD  
Tel.: +373 22 225046  
E-mail: [eburlacu@mdl.net](mailto:eburlacu@mdl.net)

**POLAND**

**Mr Halasiewicz, Andrzej**  
Deputy Director  
FAPA - Foundation of Assistance Programmes  
for Agriculture  
Tel.: +48 22 6231901  
E-mail: [a.halasiewicz@fapa.org.pl](mailto:a.halasiewicz@fapa.org.pl)

**Ms Sawicka, Janina**  
Faculty of Agricultural Economics  
Warsaw Agricultural University  
Tel: +48 22 8439041  
E-mail: [sawicka@alpha.sggw.waw.pl](mailto:sawicka@alpha.sggw.waw.pl)

**SERBIA**

**Ms Milovanovic, Jelena**  
Junior Adviser

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

---

Rural and Agriculture Development Sector  
Tel.: +381 113348045  
E-mail: [jmitevski@gmail.com](mailto:jmitevski@gmail.com)

**Mitevski, Jelena**  
Junior Adviser  
Rural and Agriculture Development Sector  
Tel.: +381 113348045  
E-mail: [jmitevski@gmail.com](mailto:jmitevski@gmail.com)

**SLOVAKIA**

**Safarikova, Judita**  
Head of Centre of Lifelong Learning  
Agroinstitut Nitra  
Tel.: +421 37 7910231

**UKRAINE**

**Borodina, Oleksandra**  
Head of Economy and Policy of Agrarian  
Transformations Department  
E-mail: [olksandra.borodina@gmail.com](mailto:olksandra.borodina@gmail.com)

**IFAD ROME**

**Khayasedinova, Lenyara**  
Programme Coordinator  
IFAD UN, Rome  
Tel.: +39 335 75 16436  
E-mail: [l.khayasedinova@ifad.org](mailto:l.khayasedinova@ifad.org)

**RESOURCES PERSONS**

**Ms Una Murray**  
Consultant  
4 Castlevue Terrace, Rushbrooke, Cobh. Co.  
Cork, Ireland  
Tel.: +353 21 4812268  
Fax: +353 86 1648238  
E-mail: [unamurray@gmail.com](mailto:unamurray@gmail.com)

**FAO**

**Mária KADLECÍKOVÁ**  
Subregional Representative  
for Central and Eastern Europe  
FAO Subregional Office for Central and  
Eastern Europe (SEUR)  
Benzur utca 34  
1068 Budapest  
Hungary  
Tel: +36 1 3256946  
Fax: +36 1 3517029  
E-mail: [Maria.Kadlecikova@fao.org](mailto:Maria.Kadlecikova@fao.org)

**Mr Tomasz Lonc**  
Policy Officer  
FAO SEUR  
Tel.: +36 1 461 2023  
Fax: +36 1 3517029  
E-mail: [Tomasz.Lonc@fao.org](mailto:Tomasz.Lonc@fao.org)

**Gender focus: From Product and Services Development to Marketing. Lessons Learnt during European  
Integration and Market Transition  
Report of the 20<sup>th</sup> Expert Meeting on Gender and Rural Development**

**Working Party on Women  
20<sup>th</sup> Expert Meeting**

**List of papers and presentations**

<b>Name of presenter</b>	<b>Country</b>	<b>Title of paper or presentation</b>
<b>Theresia Oedl-Wieser</b>	Austria	Rural Development Programmes in Austria: Experience and future prospects from a gender perspective
<b>Petr Rastorgouev</b>	Belarus	Social Policy and Gender Issues in Rural Development of Belarus
<b>Iryna A. Kazakevich</b>	Belarus	Agrarian Policy of the Republic of Belarus
<b>Lejla Sunagic</b>	Bosnia and Herzegovina	Bosnia and Herzegovina
<b>Kristina Skebaite Zivile Sukyte</b>	Lithuania	Women integration in rural economic activities. The case of Lithuania
<b>Elena Burlacu</b>	Moldova	Republic of Moldova (two presentations)
<b>Michał Przyborski</b>	Poland	Rural development in Poland
<b>Andrzej Hałasiewicz</b>	Poland	Rural Development Policies and Programmes to Generate Jobs and Incomes; Gender Focus
<b>Janina Sawicka</b>	Poland	The main labour strategies of rural women
<b>Lenyara Khayasedinova</b>	Regional	Gender mainstreaming programme in Central and Eastern Europe and the Newly Independent States
<b>Maria Muradyan</b>	Republic of Armenia	Enhancing Rural Livelihoods Through the Revival of Traditional Handicrafts Project
<b>Jelena Mitevski , Jelena Milovanović</b>	Serbia	Rural development practice and small rural households support in Serbia
<b>Mária Behanovská</b>	Slovakia	Presentation of the Slovak Rural Parliament
<b>Judita Šafáriková</b>	Slovakia	Slovakia's experience in rural development
<b>Norbert Floris</b>	Slovakia	AGROINSTITUT Nitra
<b>Elena Borodina, Alexandra Borodina</b>	Ukraine	Gender Issues in Ukrainian Rural Development: does the problem solving?
<b>Una Murray</b>	FAO Consultant	Rural Development Policies & Programmes to Generate Jobs & Incomes Key Issues First session intro