

THE WOMEN'S ACADEMY FOR RURAL INNOVATION

Dear Sir / Madam,

We are writing to present you with a new and exciting opportunity that could be of interest to women within your network/organisation: **The Women's Academy for Rural Innovation**.

Women in rural areas still face structural challenges that unfairly prevent many of them from unleashing their full potential. The rural setting presents women with a double hurdle: in addition to the gender gap, they also need to overcome the urban-rural divide in order to progress. This is also an obstacle to equal opportunities in the EU. That is why The Women's Academy for Rural Innovation has been created.

This unique programme is designed to **empower talented women from across different European countries to acquire the skills needed to shape the digital age from their own villages**. Our goal is to firmly close the double divide that prevents women in rural and depopulated areas from becoming the leaders that our world needs.

The Academy will take place in October 2022 in Spain, and we hope that you will **encourage women within your network/organisation to apply by 27th September** at www.europeanleadershipacademy.eu.

The programme will focus on business sustainability, local growth in a global world and a forward-looking vision for rural communities. It will equip attendees with the tools and knowledge needed to seize entrepreneurial opportunities and place their regions on the map.

During the 5-day, all-expenses paid programme, participants will:

- discuss 'hot' topics like digitalisation of SMEs and the keys to accessing funding;
- explore the potential that the latest innovations offer for a greener future;
- learn from internationally renowned business mentors and thought leaders;
- develop networking, public speaking and other soft skills during collaborative projects;
- understand how technology can drive growth in rural areas;
- and enjoy time exploring central Spain: its culture, cuisine, nature and technology scene.

Throughout an intensive week, the 15 top applicants selected by the Jury to participate in the programme will have the opportunity to learn from experts and receive support and training on their journey to making a positive impact within their communities. The programme departs from the traditional 'classroom style' and instead looks more deeply into the different aspects of new technologies and the immense potential that innovation brings to rural areas – especially those at risk of depopulation. It offers **an innovative, enriching and engaging concept** that blends high-level discussions with dedicated mentoring.

We hope that you will find the programme inspiring and that you will promote it among your network and possible candidates. You can access all relevant information in the attached [presentation](#) or at www.europeanleadershipacademy.eu.

Best regards,
The European Leadership Academy

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