

THE WOMEN'S  
ACADEMY FOR RURAL  
INNOVATION

SPAIN, 23-28 OCTOBER, 2022





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# Introducing The Women's Academy for Rural Innovation

Women make up half of the population. However, they still face structural challenges that unfairly prevent many of them from unleashing their full potential. **In rural areas, women face a double hurdle.** In addition to the gender gap, they also need to overcome the urban-rural divide in order to progress. The situation also presents an obstacle to equal opportunities in the EU.

This is why HUAWEI EU has created an academy like no other – an academy where talented women from 15 different European rural areas come together to acquire the skills and tools needed to shape the digital age from their own villages. **Our goal is to firmly close the double divide** (gender and urban-rural) which is preventing women in rural and depopulated areas from becoming the leaders that our world needs.

Learn more about our commitment to close the double divide [here](#).

# An Innovative, Enriching and Engaging Concept

Our 15 participants - each from a different EU Member State – will be selected by an independent jury and given a full scholarship to attend the programme. The selection criteria are that participants be women of working-age living in a rural area and wishing to create a positive impact and leverage new technologies to foster economic growth locally.

The agenda will place a special focus on **entrepreneurship and the use of new technologies in rural areas**. It will cover the digitalisation of SMEs and the keys to accessing funding and ensuring business sustainability exploring the potential that the latest innovations offer for a greener future.

The programme departs from the traditional 'classroom style' and looks more deeply into the different aspects of new technologies and the **immense potential that innovation brings to rural areas**, especially to those at risk of **depopulation**. An innovative, enriching and engaging concept that blends high-level discussions with dedicated mentoring.

More information about our eminent jury members of previous schools is available on the European Leadership Academy website: [Summer School 2021](#), [Winter School 2022](#), [Summer School 2022](#)



# Inaugural Edition in Castilla y León, Spain

Each year, on 15 October, Europe celebrates the **Day of the Rural Woman**. We want to mark this special month by bringing Europe's first Women's Academy for Rural Innovation to **Castilla y León, Spain**. We have chosen this location in recognition of Spain's potential to lead the collective efforts to help close the double divide that continues to prevent women in rural areas from harnessing their full potential in the digital era.

Castilla y León is Spain's largest region. It enjoys a wide and diverse pool of natural resources, which support the creation of SMEs and agricultural cooperatives that serve to create value and reverse the depopulation trends that have emptied many villages in the region.

As such it provides a good example of what can be achieved in Europe's rural areas if they are given the appropriate support and encouragement.

# An Academy Like No Other

Women are the cornerstone of our society and also of our rural populations. They will play a key role in fostering growth and building a sustainable future where the social economy can ensure that rural communities are not left behind.

Our agenda will combine **workshops, panel discussions and debates designed to inspire participants**. They will also take part in group work and **teambuilding activities** that will allow them to bond and share experiences and ideas.

The programme will focus on **business sustainability, local products in a global world and the vision for rural communities**. It will equip attendees with the skills and knowledge to seize entrepreneurial opportunities and place their rural areas on the map.

At the Farewell Gala, the outstanding participants will be recognised for their creativity and potential and will have the opportunity to bring their policy suggestions to the attention of decision-makers in Brussels.





# Wonderful Rural Locations & Venues

The Women's Academy for Rural Innovation will be hosted in the wonderful rural houses of Candeleda in the Ávila province of Spain's Castilla y León region, some 2 hours from Madrid.

While Candeleda will be our home for most of the programme we will also be travelling a little further afield for the Inaugural ceremony at the start of the week and the Farewell gala at the end.

Our inaugural ceremony on Monday 24th October will be held at the **Parador de Gredos**, a prestigious venue which was the location for the signing of the Spanish Constitution.

After an unforgettable week, the programme will end with a Farewell Gala held in **Madrid**. More details to follow.



# Programme

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	Sunday 23/10	Monday 24/10	Tuesday 25/10	Wednesday 26/10	Thursday 27/10	Friday 28/10	Saturday 29/10	
09:00 - 11:00	Arrival of Participants	Free Time	Diving Deep I New Technologies to Foster Women's Employment and Competitiveness in Rural Areas	Workshop I Securing Funding as a Female Entrepreneur	Workshop II How to Pitch Like a Pro	Group Presentations	Departure of Participants	
11:00 - 11:30		Inaugural Ceremony	Coffee Break					
11:30 - 13:00			Panel I Empowering Women to Foster Rural Development in the Digital Era	Panel II Challenges and Achievements of Start-Ups & SMEs in Rural Areas	Panel III AgriTech, MedTech, EdTech: Innovation for a Sustainable Future	Panel IV Digital Infraestructure for a World of Opportunities: Connecting the Unconnected		
13:00 - 14:00	Transfer	Networking Lunch						
14:00 - 15:30		Transfer	Inspiring Session I A Long-Term Vision for Europe's Rural Areas	Spotlight I Digital Technologies to Strengthen Europe's Farming Sector	Diving Deep II Mainstreaming Equality and Innovation in the Common Agricultural Policy	Transfer		
15:30 - 16:00		Coffee Break						
16:00 - 17:00	Free Time	Free Time	Group Work		Spotlight II - The Global Success of Local Products	Free Time		
17:00 - 18:00		Group Work	Free Time	Inspiring Session II Innovation Against Gender-Based Violence	Group Work			
18:00 - 19:00	Welcome & Introduction	Teambuilding I Europe's Hidden Gems - A Taste of Bajo Tiétar	Teambuilding II Nature's Potential for Value Creation	Free Time		Free Time		Transfer
19:00 - 20:00				Teambuilding III Disconnect from the World, Connect with Your Inner Self				
20:00 - 22:30	Traditional Spanish Dinner					Farewell Gala & Awards Ceremony		

# Towards an Inclusive Digital Era

The Women's Academy for Rural Innovation is a part of Huawei's broader educational initiative 'European Leadership Academy' designed to advance digital inclusion and female empowerment.

The European Leadership Academy also includes the School for Female Leadership in the Digital Age which has just held its third, successful edition - a Summer School in Prague. A Winter School was held in Nice in February of this year and the inaugural Summer School took place in Lisbon in 2021.

The Schools for Female Leadership in the Digital Age explore the intersection between technology, politics and economics, with a strong equality component. They equip the women of tomorrow with the skills needed to be at the forefront of the digital transformation.

# Featured in International Media

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[Europe's future female leaders](#)  
Euronews – 27.07.2022



[How this scholarship prepares women to lead in the digital age](#)  
Silicon Republic - 04.08.2022



[Talent, innovation and technology: this has been the European Leadership Academy for women](#)  
El Español - 23.07.2022



[Tomorrow's leaders: the women training for tech's top jobs](#)  
Euronews - 08.03.2022



[“Not only STEM skills are needed in the jobs of the future but also philosophy, law, and history”](#)  
Il Sole 24 Ore - 14.04.2022



[Summer School for Female Leadership aims to close gender gap](#)  
Euronews - 08.09.2021



[Women to IT. Break the stereotypes from an early age](#)  
Forbes - 22.06.2022



[Nice: a campus to promote the place of women in the digital world](#)  
BFMTV - 22.02.2022



[Applications for the European Leadership Academy are ongoing, we spoke with a student of the last edition](#)  
Jutarnji List- 31.12.2021



[Technology, a man's world ripe for female conquest](#)  
EFE - 27.08.2021



[Huawei chooses Portugal to host the 1st edition of 'Summer School For Female Leadership In The Digital Age'](#)  
ECO Portuguese Economy - 08.09.2021



[Goodbye glass ceiling: Summer School for Female Leadership](#)  
Euronews - 08.09.2021



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# Ready to Inspire Europe's Female Rural Entrepreneurs?

The Women's Academy for Rural Innovation looks to break down barriers to women's success and build positive pathways and role models for the future.

Do you have what it takes to inspire female rural entrepreneurs - seizing the opportunities that Europe's rich rural landscape offers and driving female equality in the process?

Contribute to this wonderful endeavour by coming to share your knowledge, experience and ideas for a better future with them in Spain!

Berta Herrero  
Programme Director  
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# How to become an Ambassador?

1. Confirm your participation by Thursday 1<sup>st</sup> September via the online registration form. You will receive an invitation email tomorrow.
2. Promote The Women's Academy for Rural Innovation actively during the online application period from 6<sup>th</sup> September until 27<sup>th</sup> September. After being registered as an ambassador, you will receive access to a library of promotional materials.
3. Submit your proof of actions (screenshots of social media posts, of emails sent to universities or local organizations, report of events, webinars or talks in which you participated to present the initiative, etc.) by Friday 30<sup>th</sup> September the latest.
4. The three best ambassadors will be invited by us to come to Spain to deliver a speech at the Rural School Gala on 28<sup>th</sup> October.

[www.europeanleadershipacademy.eu](http://www.europeanleadershipacademy.eu)

