



PUBLICATION AND DISSEMINATION OF THE FIRST PLAN FOR EQUAL OPPORTUNITIES BETWEEN WOMEN AND MEN IN THE AGRI-FOOD AND FISHERIES SECTOR OF ANDALUSIA

This good practice has consisted of the publication and dissemination of the First Plan for Equal Opportunities Between Women and Men in the Agri-food and Fisheries Sector of Andalusia, at the service of the monitoring and assessment of the Andalusia 2014-2020 Rural Development Programme, as it allows to assess its impact on equal opportunities and non-discrimination between women and men in its implementation.

This project has received an EAFRD aid of 4,882.35 euros, 75% of the total investment of 6,872.80 euros.

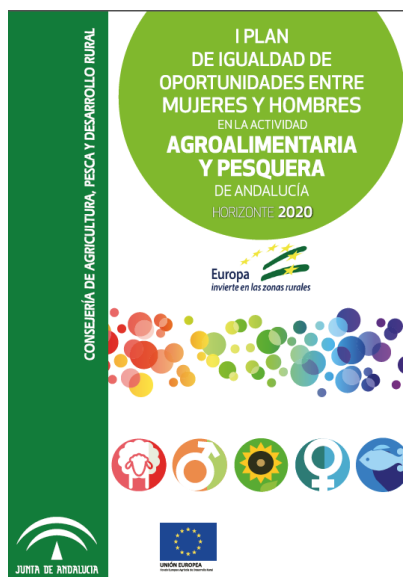
It is considered a Project's Good Practice since it meets the following criteria:

- 1. The EAFRD's role has been suitably disseminated among the beneficiaries, potential beneficiaries, and the general public:**

The Equality Plan itself is available on the Ministry of Agriculture, Fisheries and Rural Development website for all citizens' consultation and/or download, as well as the different materials that have been developed such as brochures and posters, in which the participation of the EAFRD is spread, as required by the Community legislation.

<https://juntadeandalucia.es/organismos/agriculturapescaydesarrollorural/consejeria/sobre-consejeria/unidad-igualdad-genero.html>





Actions through the media have also been performed, such as the recording and broadcast of a radio interview in the Cadena SER radio show "Surco y Marea" on the 21st and 25th February, 2017.

Finally, the holding of several conferences and events fostered the diffusion of the EAFRD contribution to this project:

- 02/03/2017: Presentation of the First Plan for Equal Opportunities Between Women and Men in the Technical Conference for Entrepreneur Women in Jimena de la Frontera (Cádiz).



- 16/03/2017: Presentation of the First Plan for Equal Opportunities Between Women and Men organised by the Provincial Delegation of Granada, on the day of women's' rights celebration, the 8th of March, which favoured the contact with the Provincial Council of Granada and later collaborations.



- 08/05/2017: Presentation of the First Plan for Equal Opportunities Between Women and Men in the Technical Conference for Entrepreneur Women in the Jerez OCA (County Agricultural Office).
- 11/05/2017: Presentation of the First Plan for Equal Opportunities Between Women and Men in the First Forum EXPOLIVA 2017.
- 18/05/2017: Presentation of the First Plan for Equal Opportunities Between Women and Men in the Technical Conference for Entrepreneur Women in Villamartin (Cádiz).
- 23/05/2017: Presentation of the First Plan for Equal Opportunities Between Women and Men to the representatives of women's associations of the province of Málaga.
- 31/05/2017: Presentation held by the Counsellor of the First Plan for Equal Opportunities Between Women and Men in the Agriculture Sectoral Committee of the Andalusian Parliament.



- 03/06/2017: Presentation of the Plan to women's associations of the province of Granada through a provincial partnership meeting for gender equality, organised by the provincial Council of Granada.
- 09/06/2017: Presentation of the Plan in the IAM (Andalusian Institute for Women) "From Campoamor to other women" project.
- 10/05/2017: 5th Congress of the Agri-food Cooperatives of Andalusia. Participation in the table for gender equality in cooperatives.



2. The action incorporates innovative elements:

Innovation is essential in all sectors, but especially so in the rural world as this is a dispersed environment with difficult access to knowledge, research outcomes, training, evolution of markets, new technologies and other information. All this should not be an obstacle for the agricultural and agri-food sector to address the economic, environmental and social challenges they face. The agricultural world has been experiencing deep transformations for decades. Since the 1980s, the



productivity transition is losing impetus, and change towards a new stage has been initiated, giving rise to what has been called a multifunctional, multidimensional or multipurpose agriculture. This means focusing on the social dimension of the primary sector.

Therefore, in the case of this First Plan for Equal Opportunities, innovation lies in the content and methodology of its own formulation. It is the first time that a diagnosis is made from the gender perspective about the situation of women and men in the agri-food and fisheries sector of Andalusia, and that it is planned from this perspective in the area.

3. Adaptation of the obtained results to the established objectives:

Equal opportunities between women and men is a cross value of the EU, the European Funds and the Andalusian Government's objective. In this context, the Plan is proposed with the following objectives:

- To facilitate the access of women to the agri-food and fisheries sector as a choice of employment or entrepreneurship and to improve their working conditions.
- To create the necessary conditions for women to empower individually and collectively.
- To involve women in the activity of the Ministry of Agriculture, Fisheries and Rural Development and to increase their presence and participation in decision-making bodies.
- To ensure the presence and participation of women linked to the agri-food and fisheries sector in Andalusia in dialogue spaces, eliminating the conditions that hinder them.
- To move towards gender equality in dialogue spaces so that these act as guarantors, project equality values in their organisations and, as for socially recognised bodies, to act as references.
- To integrate the gender perspective in the policies and actions that are the domain of the Ministry.
- To promote a culture of equality and create gender awareness among counselling staff as a tool to ensure the continuity of this way of working for the citizenship.
- To advance the knowledge of the status and position of women and men in the agri-food and fisheries sector in order to make the role of ones and others visible and to detect inequalities, integrating them into policies and actions.

4. Resolution contribution of a regional problem or weakness:

Among the features of the Andalusian rural setting, we find the masculinisation of the activity, the greatest difficulty to access employment and services, or the little female representation in management positions and decision-making areas. All this means that women suffer added difficulties in this area. With this Plan, work is done to remedy some of the deficiencies detected in our region through the Andalusia 2014-2020 Rural Development Programme such as:



- The low presence of women as heads of the holding, as well as less training of those who are responsible for agricultural holdings.
- High rates of unemployment, highly linked to economic cycles.
- Difficulties in access to employment for young people and women.
- The need for generational renewal, which is closely related to the incorporation of young men and women to the productive sectors of the rural world.

5. High target population coverage:

The scope of the activity is very high as it not only gets to advance equality for opportunities between women and men in the agri-food and fisheries sector of Andalusia, but also the working culture of the Ministry of Agriculture, Fisheries and Rural Development.

6. The horizontal criteria for equal opportunities and non-discrimination, environmental sustainability and/or social responsibility have been taken into account:

According to the Convention on the Elimination of all Forms of Discrimination Against Women (1979), to stand up for equality between women and men is a matter of rights and constitutes a condition for the achievement of justice, as well as being a prior requirement necessary and fundamental for equality, development and peace.

Undoubtedly, equality is a matter of social justice, but also a prerequisite for economic and social development. Andalusia cannot resign to knowledge and the contribution that represents the utilisation of productive capacities of women and their participation in all areas of life.

Therefore, the overall objective of this Plan is to advance equality of opportunities between women and men in the agri-food and fisheries sector of Andalusia and that the gender perspective is part of the Ministry of Agriculture, Fisheries and Rural Development culture.

7. Synergies with other public intervention policies or instruments:

This is the First Equality Plan in the Regional Ministry and also one of the first sectoral plans in the Ministry of Andalusia (the Equality Plan only exists in the Ministry of Education). In addition, this Plan is embodied in the Government of Andalusia equality of opportunities general policy, specifically with the Equality Plan elaborated by the Andalusian Institute for Women, with which it shares objectives and strategies.

TECHNICAL DATA OF THE PROJECT

Andalusia 2014-2020 Rural Development Programme

Measure: 20. Technical assistance

Project promoter: Gender Equality Unit. Vice-Ministry of Agriculture, Fisheries and Rural Development.