



# GEAVET DIGI-BASED COACHING MODULE FOR WOMEN IN SUSTAINABLE AGRI-BUSINESS AND ENTREPRENEURSHIP

## DELIVERABLE 4.2

### GEAVET PROJECT N° IO1129027

### “INCLUSIVE GREENING EXCELLENCE IN THE AFRICAN EDUCATION AND TRAINING ECOSYSTEM”



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## FOREWORDS

This coaching resource is the result of a purposeful and strategic collaboration between GEAVET and its development partner team. Through a shared commitment to empowering women, this initiative brings together expertise, innovation, and practical knowledge to create a tool that addresses the unique challenges faced by women across Sub-Saharan Africa (SSA). By leveraging digital tools, agricultural best practices, and entrepreneurial guidance, the resource equips women with the skills, confidence, and strategies needed to thrive in their communities, improve livelihoods, and contribute meaningfully to local and regional development. The dedication and shared vision of all partners involved reflect a collective effort to promote gender-inclusive growth, foster innovation, and advance sustainable development across the region. This collaboration demonstrates that when organizations work together with a common purpose, they can create impactful resources that empower individuals and communities alike. This resource will not only serve as a practical guide but also inspire women to take initiative, innovate within their agricultural and entrepreneurial pursuits, and become agents of positive change in their societies. It is our belief that equipping women with knowledge, tools, and opportunities is a crucial step toward building resilient, thriving, and equitable communities across SSA.

The module is fundamentally grounded in the findings and insights from Deliverables 3.1 and 3.2, which provide critical evidence and analysis on the current landscape of women in agribusiness across Sub-Saharan Africa (SSA). These deliverables highlight key skills gaps, barriers to participation, and existing best practices, forming the essential foundation for the development of this coaching resource. By building on these findings, the module ensures that the guidance, tools, and strategies it provides are evidence-based, contextually relevant, and directly responsive to the real challenges faced by women entrepreneurs in agriculture. This approach guarantees that users can apply practical solutions that address gaps in knowledge, enhance skills, and foster opportunities for growth and innovation in their agribusiness ventures.

This handbook/module is designed for women in Sub-Saharan Africa (SSA) who are seeking to strengthen their participation and success in agriculture and agribusiness. It is particularly aimed at women farmers, agripreneurs, and aspiring entrepreneurs who face barriers in accessing resources, land, and finance. The module also targets women who wish to modernize their farming practices, leverage digital tools, and build sustainable agribusinesses. Additionally, it supports women seeking to develop entrepreneurial, business planning, and leadership skills within the agricultural value chain. By addressing these needs, the handbook provides practical guidance, strategies, and insights to empower women to grow their agribusinesses and create meaningful impact in their communities.

The primary objective of this coaching module is to empower women in Sub-Saharan Africa (SSA) to build and scale sustainable agribusinesses by leveraging digital tools, climate-smart agriculture (CSA) practices, and effective entrepreneurial strategies. In addition, the module seeks to equip women with practical, actionable skills in digital farming and business development, foster leadership development, and encourage

active participation in agricultural value chains. It also aims to address financial, cultural, and structural barriers, including challenges related to land ownership, access to credit, and market entry, ensuring that women are fully supported to thrive as agricultural entrepreneurs and change-makers in their communities.

## **LIST OF ACRONYMS**

AfCFTA - African Continental Free Trade Area

CSA - Climate Smart Agriculture

MAAIF - Ministry of Agriculture Animal Industry and Fisheries

EAC - East African Community

SSA - Sub Saharan Africa

GCMs - Global Climate Models

GDP - Gross Domestic Product

MoES - Ministry of Education and Sports

BTVET- Business Technical Vocational Education and Training

PPP- Public private sector partnership

PDM- Parish development model

NGO- Non-Governmental Organization

DIT - Directorate of Industrial Training

VET – Vocational Education and Training

VSLA- Village Savings Loan Associations

UCDA-Uganda Coffee Marketing Association

EU - European Union

TVET-Technical Vocational Education and Training

ILO - International Labour Organization

OECD - Organisation for Economic Co-operation and Development

## INTRODUCTION

The project aims to address the challenges posed by climate change and the persistent mismatch between the job requirements and the skills offered by education and Vocational Education and Training (VET) systems and the skills offered by the education and the vocational and training systems. Its objectives consist in reinforcing capacities of VET providers to be better equipped to engage with business associations and enterprises in the agricultural sector, to improve the quality and responsiveness of VET, in the third countries, to economic and social developments related to climate change and adaptation and to enhance the labour market relevance of skills provision and to align VET provision to local, regional and national development strategies related to green, digital and inclusive transition. Green transition needs to be in the center of the transformation of vocational education in Kenya, Nigeria, Uganda and Mozambique and agriculture needs to move from the prevalent subsistence farming to climate-smart, nature-positive income and jobs generating activity.

The objectives will be achieved through a state-of-art analysis of vocational training best practices in sustainable agriculture and best practices for pedagogical approaches and VET programmes for agricultural practices beneficial for the environment in European Union (EU) countries, the development of a training programme to increase sustainability competences of small-holder farmers, the design of ICT-based coaching programme addressing the needs of women farmers in farm modernisation, innovation and market orientation, as well as for the promotion of entrepreneurship, establish working groups of VET institutions, private sector companies and women farmers for the design of VET programme, organize international exchange activities for teaching and non-teaching staff of VET providers to foster mutual learning and targeted dissemination activities for climate change mitigation and adaptation, biodiversity with the involvement of the private sector.

In reference to the Gap Report (D3.1) across the four SSA partner countries (Nigeria, Uganda, Kenya, and Mozambique), the focus group findings reveal a consistent gap between policy intent and practical impact in promoting women's and youth involvement in climate-smart and sustainable agriculture. While all countries have policies, programs, or institutional frameworks that recognize the critical role of women and youth, their effectiveness is largely undermined by weak dissemination, limited awareness, inadequate extension services, and insufficient inclusion of beneficiaries in policy design and decision-making processes.

- Nigeria and Kenya are characterized by particularly low grassroots awareness and perceived exclusion from government-led initiatives, with NGOs and international organizations playing a more visible role in training and empowerment.

- Uganda demonstrates relatively stronger policy presence and government programming, yet struggles with partial implementation, cultural barriers, and resource constraints that limit meaningful participation.
- Mozambique stands out for more inclusive and context-sensitive communication approaches and gradual improvements in women's leadership, although access to land, finance, technology, and markets remains constrained. Overall, women and youth across all countries are active actors in agricultural value chains and show resilience to climatic shocks, but translating this agency into sustained empowerment requires bottom-up policy approaches, targeted capacity building, improved access to resources, and stronger coordination between governments, communities, and the private sector.

### **Why Empower Women in Agribusiness**

Empowering women in agribusiness is a strategic pathway to sustainable agriculture and inclusive development, as women play a central role in agricultural production, natural resource management, and food systems. When women gain equal access to land, finance, skills, technology, and markets, agricultural productivity increases, climate-smart practices are more widely adopted, and household food and nutrition security improves. Women-led agribusiness also stimulates rural employment, value chain development, and poverty reduction, while women's leadership strengthens decision-making and governance within agricultural institutions. Overall, investing in women's empowerment generates wide-reaching social, economic, and environmental benefits that are critical for resilient and inclusive agricultural growth.

### **Gaps and Barriers for Women in Agribusiness in SSA:**

Various gaps and barriers for women in agribusiness in SSA were identified.

- In Nigeria, women face low awareness of policies promoting their participation in climate-smart and sustainable agriculture, as government initiatives are often top-down and not effectively communicated. Access to land, finance, and modern agricultural inputs is limited due to cultural norms, high costs, and bureaucratic hurdles. Extension services and technical support are inconsistent, while market access is poor, and digital or innovative technologies are minimally available. Women's participation in decision-making is constrained, particularly at the government level, despite active involvement in farm-level decisions. Extreme climatic events further threaten productivity, with limited support for adaptation
- For Uganda, women face partial implementation of agricultural policies and low participation in decision-making due to cultural, political, and gender barriers. Access to resources such as land, finance, and inputs is constrained, while

extension services and technical assistance are limited and unevenly funded. Education and training opportunities exist but often fail to reach many women due to funding, bureaucracy, and logistical challenges. Women face poor market access and infrastructure constraints, and climate shocks exacerbate vulnerabilities, though some government and NGO programs provide adaptive technologies and financial support.

- In Kenya women encounter low policy awareness and minimal inclusion in decision-making, compounded by cultural norms and social expectations. Access to land, credit, and technology is limited, and agricultural training or workshops often target larger-scale farmers, excluding smallholders. Poor extension services, outdated curricula, and low digital literacy hinder skills acquisition. Market constraints, inadequate rural infrastructure, and extreme climatic events further reduce women's capacity to fully engage in agribusiness, despite some government and NGO interventions like microfinance programs and awareness campaigns.
- Finally, Mozambique encounters challenges in accessing land, finance, and modern agricultural technologies due to high costs, legal complexities, and limited implementation of policies. Cultural barriers historically restricted decision-making participation, though education and civil society interventions have begun to improve inclusivity. Access to training, extension services, and market linkages is uneven, and extreme climatic events such as cyclones and floods threaten productivity. Despite government and private sector efforts to provide information, skills development, and adaptive technologies, women's engagement in value chains and climate-smart practices remains constrained by systemic, infrastructural, and socio-cultural barriers.

### **Barriers to women's empowerment in agribusiness & How these barriers affect women's entrepreneurship opportunities**

Women in SSA face significant barriers to empowerment in agribusiness, which directly limit their entrepreneurship opportunities. **Limited access to land and resources** prevents women from scaling up farming operations, diversifying crops, or investing in value addition, leaving them confined to small plots and subsistence-level production.

**Cultural and legal barriers**, including restrictive gender norms and inheritance laws, further restrict women's control over land and decision-making, reducing their autonomy and influence in the agricultural value chain.

**Financial barriers** such as limited access to credit, high interest rates, lack of collateral, and insufficient financial literacy hinder women's ability to invest in inputs, technology, or expansion, and reduce their competitiveness in markets.

Finally, the digital divide, encompassing limited digital literacy, poor ICT infrastructure, and affordability constraints, limits women's access to climate-smart practices, e-commerce platforms, market information, and modern agricultural technologies. Collectively, these barriers constrain women's capacity to innovate, participate fully in decision-making, increase productivity, and build sustainable agribusinesses, reinforcing cycles of marginalization and underrepresentation in the sector

**Overview of the Coaching Approach:**

The coaching approach adopts a blended learning model, integrating online and on-site learning to maximize accessibility and engagement. Participants benefit from digital tools for remote learning, interactive exercises, and access to resources, while hands-on activities provide practical experience in climate-smart agriculture, agribusiness management, and value-chain operations. Case studies are incorporated to demonstrate real-world applications, enabling women and youth to contextualize learning, analyze challenges, and apply innovative solutions in their own agricultural enterprises. This combination of theoretical knowledge, practical skills, and experiential learning ensures participants are equipped to implement sustainable and profitable agribusiness practices effectively.