



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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Section 1.5: Alignment with EU Policy Frameworks

For women entrepreneurs in African agrifood systems, understanding key European Union policy frameworks is increasingly important, as these policies influence development cooperation priorities, sustainability standards, and market access requirements for agricultural value chains. They also reflect internationally recognized practices and value systems related to environmental sustainability, food safety, and gender equality that can serve as reference points for developing competitive and responsible agribusiness models.

This women coaching module is strongly aligned with key European Union policy frameworks, particularly the European Green Deal, the Farm to Fork Strategy, the EU Gender Equality Strategy 2020–2025, and the EU–Africa Strategy. The module’s structure, objectives, and methodologies reflect the EU’s integrated approach to sustainability, climate action, digital transformation, and inclusive economic development (European Commission, 2019, 2020a, 2020b, 2020c).

First, the module directly supports the objectives of the **European Green Deal**, which aims to achieve climate neutrality by 2050 while promoting resource efficiency, biodiversity protection, and sustainable food systems (European Commission, 2019). The coaching content on Climate-Smart Agriculture, resource efficiency, soil fertility, renewable energy use, and post-harvest loss reduction reflects the Green Deal’s emphasis on reducing environmental pressures while increasing productivity. By training women farmers to adopt sustainable irrigation, agro-ecological practices, and low-input farming methods, the module contributes to climate adaptation and mitigation goals that are central to the Green Deal. Furthermore, the focus on reducing post-harvest losses aligns with EU priorities on minimizing food waste and improving food system efficiency.

Second, the module aligns closely with the **Farm to Fork Strategy**, which promotes fair, healthy, and environmentally friendly food systems (European Commission, 2020a). The coaching sections on value addition, quality improvement, safe storage, and market-oriented production strengthen food safety and supply chain resilience. By equipping women with knowledge about business planning, marketing, branding, and value chain participation, the module supports inclusive integration into sustainable agrifood systems, one of the key pillars of Farm to Fork. This emphasis, for example, also resonates with the case of Rosemary Owino in Kisumu, Kenya, which highlights how environmental pollution in the Lake Victoria ecosystem directly affects food safety and necessitates stricter hygiene, monitoring, and certification standards for fish products. Addressing such environmental contamination risks is increasingly recognized as central to food safety governance in African agrifood systems (Aura et al., 2020). Although implemented in Sub-Saharan Africa, these principles reflect the EU’s external action objectives of promoting sustainable agrifood transitions globally.

Third, the module advances the **EU Gender Equality Strategy 2020–2025** by addressing structural barriers that limit women’s economic participation (European Commission, 2020b). The coaching content explicitly tackles land access, financial inclusion, leadership development, and digital skills gaps, key dimensions of gender inequality in agriculture. By strengthening women’s entrepreneurship, access to finance, and participation in value chains, the module contributes to women’s economic empowerment, which is a core EU priority both internally and within development cooperation frameworks.

Additionally, the module is consistent with the **EU–Africa Strategy**, which emphasizes digital transformation, green transition, sustainable growth, and job creation in partnership countries (European Commission, 2020c). The blended learning model, use of digital tools, and entrepreneurship focus promote digital inclusion and skills development. This supports the EU’s objective of fostering sustainable investment, innovation, and women’s employment in Africa.

References

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