In 2011, the State of Food and Agriculture (SOFA) 2010–11 made the “business case” for addressing gender imbalances and the empowerment of women in agriculture and rural employment. Much has changed since then, and while the approaches available ten years ago are still important, they are no longer enough. Women are increasingly moving out of agricultural production and into jobs related to processing, preparing and marketing; those that remain in agricultural production face greater challenges due to overlapping crises, including climate shocks, conflicts, price and economic shocks. While continuing to take on a heavy burden of care and unpaid work, women also still face gender-based barriers in access to resources, services, opportunities and decision making and get lower returns on their labour. To respond to these challenges, group-based, agency, employment, transformational and policy approaches and digitalization are needed at the structural level to foster women’s more equitable participation in the evolving agrifood systems. In this context, the FAO report on *The status of women in agrifood systems* aimed to shed light on the current status of rural women, providing the latest data, lessons learned and recommendations for policy- and decision-makers. It would also help put gender equality and the empowerment of women at the centre of debates and research agendas on agriculture, food systems, food security and nutrition.

**WHAT DID THE PROJECT DO?**

A comprehensive communication and dissemination strategy for the report, *The status of women in agrifood systems*, was developed. The strategy was executed globally, regionally and in two specific pilot countries. This included crafting a narrative to support the campaign and engage different stakeholders, and tailoring key messages to fit context, audience and type of product. The project supported the design of the report in all six United Nations languages. The report was laid out with compelling visual language which has strongly contributed to making the report and related products highly recognizable, driving global visibility and awareness. To ensure a robust dissemination of the report’s key findings and recommendations, a media strategy was provided to cover the global launch, including the high-level event in Rome and the main events happening in its proximity, in particular the presentation of the report to audiences in the United States of America and Canada. These presentations allowed FAO to generate interest in the report’s findings and policy recommendations and discuss with partners in both countries ongoing collaboration in areas such as gender and inclusion. Overall, as a result of the successful presentations, highly influential figures in the development and humanitarian community became outspoken advocates and promoters of the report and its messages.

**KEY FACTS**

- **Latest Approved Budget**
  USD 375,000

- **Duration**
  November 2022–October 2023

- **Resource Partners**
  Bill & Melinda Gates Foundation

- **Beneficiaries**
  Private sector organizations; non-governmental organizations (NGOs); government institutions/bodies
IMPACT
The publication of the report has significantly strengthened FAO’s partnerships in gender equality and women’s empowerment, and created new opportunities for actors globally to focus attention and resources on gender equality in agrifood systems. This will contribute to ensuring that women’s empowerment and gender equality are at the centre of action for transforming food systems and achieving the Sustainable Development Goals (SDGs).

ACTIVITIES
- Report was presented more than 25 times, including in number of high-profile settings.
- Comprehensive communication and dissemination strategy was executed globally and regionally.
- “Curtain opener” was video produced in three languages, and social media versions of video were produced in all six official FAO languages.
- Media strategy was developed to cover high-level global launch in Rome and main events in its proximity, in particular the presentation of the report to audiences in the United States of America and Canada in April 2023.
- Media plan was complemented by social media strategy, based on existing corporate channels and primarily focused on X (formerly Twitter) and LinkedIn.
- Digital edition of report was optimized across multiple devices, including desktop, tablet and mobile.
- Interactive story was created for report, and video for social media was produced to disseminate interactive story on social media.
- Global launch event was organized at FAO headquarters to present key findings and messages of report to diversified global audience (300+ attendees at FAO headquarters).
- Report was presented in two countries where women are heavily engaged in agrifood system employment: Kenya and India.

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Project Title
Status of rural women in agri-food systems: report launch and promotion

Project Code
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