



Call for ICT-Agri-Food Diversity Ambassadors

An annual EUR 16 billion GDP boost for the European economy, if more women were to enter the digital jobs market... that alone should raise the question: How can we ensure that the increased digitization of the agri-food sector is genderinclusive?

Starting from this question The Gender Analysis Taskforce of Internet of Food & Farm 2020 and SmartAgriHubs¹ focuses on women working in ICT related to the agri-food sector. The Taskforce analyses measures and best practices on gender inclusion to improve gender mainstreaming in ICT in agri-food.

We have a mission to mobilize the participants in the Agri-ICT ecosystem to become leaders in three action areas:

- Challenging gender stereotypes
- Promoting digital skills and education
- Advocating for more women Agri-ICT entrepreneurs and managers

Now we are looking for Ambassadors to support our challenging Mission.

- Are you eager to share your achievements so far to make the community of women in agri-food and ICT grow?
- Are you motivated to communicate your (and your organisation's) best practices to transform the Agri-food community into a more inclusive and gender-balanced sector?
- Are you ready to become a volunteer, a mentor, and/or a leader to inspire others and build bridges between woman, ICT and agri-food?

We need enthusiastic and committed people to act as role models and to share their ideas.

Can you help us?

Contact us at communications@smartagrihubs.eu