



## Connecting to the right network: Kaija's Path to social justice

### Early Career Decisions

### Using the EU-FarmBook

#### Events

##### Ambitions

Kaija has just completed her Masters, with a thesis focused on gender equity in rural communities. Bright and eager, she's ready to apply her knowledge to **make a real difference**.

##### Proactivity

Kaija begins exploring career options and projects that align with her passion for empowering women in agriculture.

##### ChatGPT helps

With the help of ChatGPT she looks for scours **job boards, academic sites, and NGO networks** but she notices that the information is fragmented and sometimes badly presented.

##### Decentralization

Frustrated by the **lack of centralized information**, Kaija wonders how she can connect with projects or organizations already working on gender equity and rural social justice issues.

##### Role model

She writes to a **professor who recommends** her to explore the EU-FarmBook, emphasizing it as a resource for finding ongoing projects, networking, and learning about innovative work in rural development.

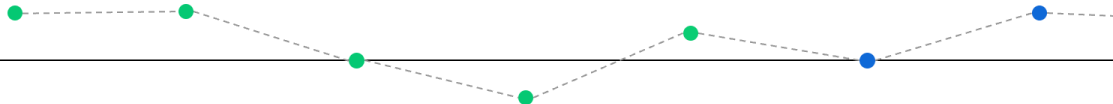
##### Homepage

Kaija is drawn to the clean, easy-to-navigate **EU-FarmBook interface** and trusts the platform will provide reliable, helpful information.

##### Project & topic search

She wants an overview of **projects or organizations** but doesn't find one. She decides to **search by topic**. Kaija looks up projects related to gender equity and rural innovation.

#### Highs & Lows



#### Challenges



**Search information**  
Decentralised sources



**Search information**  
Decentralised sources



**Features**  
Not for job hunting,  
CORDIS better suited?



**Platform focus**  
Knowledge before  
projects

#### Opportunities & Touchpoints



**Motivation**  
Personal Background



**Online networking**  
Academic, institutional  
and EU channels



**University network**  
Role models



**Visual design**  
Graphic design and  
institutional logos



## Using the EU-FarmBook

## The Right Job

### Events

#### Project page

Delving into **project details**, Kaija finds information on initiatives supporting women-led farming enterprises and community-driven rural policies.

#### Community

Kaija **identifies project coordinators** and researchers whose work aligns with her interests. She creates a personal database to follow job opportunities.

#### Events

The **events section** excites her. She registers for an online webinar on gender leadership in bioeconomy projects and learns about a rural equity conference happening in Sweden that she plans to attend.

#### Opportunity

Through her outreach, Kaija secures a meeting with a project coordinator and lands an **internship opportunity**, giving her firsthand experience in managing rural equity projects.

#### Active career

Kaija is responsible for organizing **knowledge exchange events** with a focus on gender perspectives.

#### Intermediary

She uses the EU-FarmBook as a valuable tool to propose **relevant topics and identify potential speakers** and participants for these events.

#### Potential contributor

Inspired by the voices of women farmers at her events, Kaija feels inspired to propose a **new project**. She wants to directly address their needs and provide practical solutions that can benefit their communities.

### Highs & Lows



### Challenges



**Lack of information**  
Not all info is shared



**Outdated information**  
Not all info is updated



**Definition**  
What is Practice-Oriented Material

### Opportunities & Touchpoints



**Project Page**  
Finding the actors of change



**Project Page**  
Networking



**Project page**  
Meet and learn from like-minded professionals



**Self-actualisation**  
Proposing relevant topics and speakers



**Training**  
Guidelines & training sessions