

People's Republic of China:

Fujian Farmland Sustainable Utilization & Demonstration Project

Women's Empowerment
in Tea Production

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Fujian Farmland Sustainable Utilization & Demonstration Project

2023 ADB GENDER FORUM

2 Billion
Changemakers

Women Leading on Climate Action in Asia and the Pacific

21-22 November 2023, ADB Headquarters

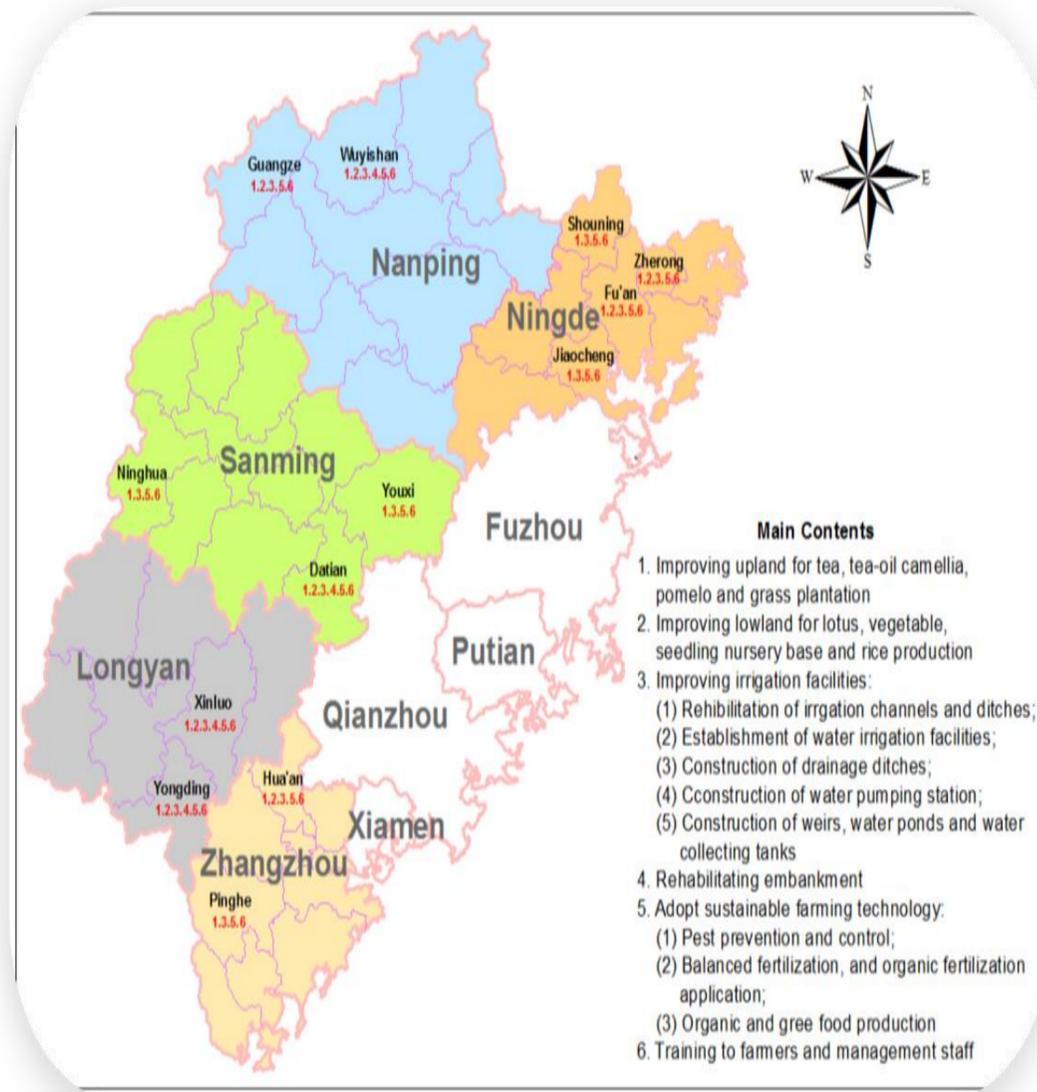


ADB Loan Amount: \$100 million

Location: 10 subprojects, 10 counties, 5 municipalities

Timeline: May 2017 – November 2024

Outcome: long-term farmland productivity and climate resilience.



Output 1

- Productive farmland established.

Output 2

- Sustainable farming technology and practices adopted.

Output 3

- Institutional, technical, and management capacity strengthened.



Green skills training for promoting women's green employment potential

Trainee women beneficiaries: **13,620**



Green growth expands women's job choices and helps ensuring their work-life balance

Women beneficiaries: **6,248**



Project Beneficiary



(Beneficiary's consent to share photo and information obtained.)

- Ms. Wu Li, 42 years old, married with 2 children, from Wuyishan city
- Engaged in tea, rice, lotus seed, and cantaloupe production;
- Works 8 hours daily; earns 150 yuan/day
- Childcare duties while earning income
- Trained on green planting techniques and organic fertilizer use
- Increased self-esteem and agency, and intra-household bargaining power
- Suggested having diverse training programs and road improvement project

Educating girls and boys in tea production – cultural heritage



Project Challenges and Recommendations

- Large number of project management offices and implementing units makes hard to ensure consistency of data collection and tracking of overall project progress
 - Training project management office staff on gender-related actions and targets are important
- Promote skills development and job opportunities through various communication tools and ways (e.g., disseminated training information through WeChat group for agricultural technicians)
- Practical trainings in the field are more effective than online trainings
- Trainings need to be scheduled during leisure time of women farmers to allow more women to participate



Thank you

