

# Closing the Gap:

**Differentiated and Actionable Strategies to  
Build the Bridge between Rural Youth and  
Digitalization**

**Policy Brief**



Closing the Gap: Differentiated and Actionable Strategies to Build the Bridge between Rural Youth and Digitalization  
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# Introduction

Demographic transformation is reshaping Latin America and the Caribbean (LAC). By 2030, the region will have more people over 60 years of age than under 15 (1). Currently, of the region's 663 million inhabitants, 159 million are between 15 and 29 years old. However, only 30 million live in rural areas, and only 9.6 million are engaged in agricultural activities (2,3,4). This demographic reconfiguration directly affects the rural productive fabric.

At the same time, agri-food systems are undergoing a profound shift driven by digitalization. This change promises to significantly improve the efficiency, profitability, and sustainability of how food is produced, marketed, and consumed. (5). For LAC, this is critical: the region is a pillar of global food security, accounts for 14% of global food production, and as of 2022 concentrated nearly 2,500 digital startups focused on the agricultural sector (6). Given that agri-food systems account for between 9% and 35% of regional gross domestic product and contribute 25% of exports (7,8), their digitalization constitutes a transformation of global scale.

Demographic reconfiguration and the digitalization of agri-food systems are occurring in contexts marked by structural constraints. In LAC, 67.3% of households have access to the Internet. However, there is a marked difference by location: 77% in urban areas compared to 46% in rural areas (9). At the same time, agricultural activities often carry low social prestige and are frequently associated with vulnerability and poverty. (10). Rural youth also have very limited access to land and to other key productive resources such as financing instruments and education. This combination severely restricts their opportunities for development and for remaining in rural territories.

Rural youth are fundamental to the present and future of rural areas and agri-food systems, but the social, economic, and historical structural disadvantages they face limit their potential. In LAC, poverty and inequality indicators among the rural youth population reflect this reality. Approximately 37% of this population group in rural areas lives below the poverty line (11). Rural youth unemployment is structural: the youth unemployment rate three times over the adult rate. Approximately one in five young people in the region (more than 20 million) neither studies nor works. This situation primarily affects young women, who represent 66% of this population, and is closely linked to conditions of poverty, vulnerability, and systemic exclusion. (12).

In rural contexts, young people are 1.7 times more likely to have informal employment (13), without social protection or health or pension benefits, perpetuating cycles of intergenerational vulnerability. These economic pressures, combined with the lack of educational and employment opportunities in rural areas, drive rural-urban migration among young people in search of economic stability.

To close this gap, digitalization must become a tangible opportunity for rural youth: enabling them to generate income, make decisions about their territories, and remain in rural areas. This policy brief examines narratives, understood as shared frameworks and metaphors that construct the understanding of the link between rural youth and digitalization. Given that these narratives are not neutral and often conceal inequalities, this analysis identifies their biases in order to lay the foundations for differentiated and actionable policies

The four narratives identified are:

- the role of young people as bridge agents for technological adoption in rural areas;
- the call for generational renewal;
- the promise of digitalization to improve agri-food systems and retain rural youth; and
- the development of digitalization policies together with young people.

Based on the analysis of these narratives, differentiated and actionable recommendations are presented for decision-makers in public and private spheres. This document adopts the following definition of rural youth: individuals between 18 and 35 years of age with a territorial link to rural areas and to activities associated with production within the agri-food system.

The analysis is based on a combination of sources: observations conducted during the Fourth Digital Agriculture Week<sup>[1]</sup>, held from 23 to 25 September 2025 at the Headquarters of the Inter-American Institute for Cooperation on Agriculture (IICA) in San José, Costa Rica; structured interviews with 10 key stakeholders, including leaders of AgTech companies between 18 and 35 years of age, representatives from academia, and professionals from the agri-food sector; and a review of academic and grey literature from the past five years on the relationship between rural youth and digitalization.

## Dominant narratives

Four narratives shape the general perception of rural youth and digitalization in productive systems. Each one of them defines what is visible, how it is interpreted, and what is considered viable. This analysis examines these narratives to expose their limitations and to open pathways toward other ways of articulating this relationship.

### Dominant Narrative One:

**Rural youth are the hinge through which digitalization enters rural areas and serve as agents of adoption**

The metaphor of the “hinge” describes the role assigned to young people: to serve as the bridges through which digital technology enters households and productive units in LAC. It is assumed that, as digital natives, rural youth can lead and accelerate processes of technological adoption (14,15,16). This understanding appears self-evident when considering that 81% of young people between 15 and 24 years of age worldwide use the Internet, compared to 68% of people between 25 and 74 years of age (17). Given that young people usually demonstrate curiosity and greater flexibility in incorporating technologies, they are seen as well positioned to drive and champion the adoption of new technologies (14,15).

However, this metaphor conceals various barriers and dynamics faced by young people in rural territories, particularly gaps in connectivity, digital literacy, differentiated roles between young men and young women, and intergenerational dynamics. Although Internet access for the rural population in LAC has improved, nearly 72 million rural inhabitants do not have access to a connection that is sufficiently fast, stable, and affordable to meet the standard of “meaningful connectivity” (14). Even where quality access exists, there is no guarantee of technology adoption for productive purposes. Among young people, the initial and most frequent use of the Internet and information and communication technologies (ICTs) is oriented toward leisure activities, especially social media or entertainment, while their use for structured learning or agricultural activities is more limited (18). This pattern contrasts with evidence showing that a 1% increase in basic ICT skills is associated with a 2.5% increase in labor productivity, and a 1% increase in advanced skills is linked to a 3.7% increase (15).

Another cross-cutting barrier, still insufficiently studied, is the role of young women and girls in technological adoption. Available evidence shows that young men tend to adopt the ‘hinge’ role introducing technology into the household (15). In the region, an early gap persists between these two population groups: boys are more likely to use devices before the

[1] Digital Agriculture Week is an annual event led by IICA and organized in collaboration with strategic partners. It brings together AgTech startups, researchers, governments, and investors to discuss and promote the digital transformation of the agri-food sector in LAC. It is the region’s leading platform for dialogue and exchange on digital innovation applied to agriculture.

age of six, while many girls access them for the first time between the ages of 10 and 12; moreover, for every 100 young men with digital skills, only 65 young women possess them (15,17,19). This initial difference restricts the development of strategic digital skills and reproduces inequalities throughout the life cycle. One of the AgTech entrepreneurs interviewed noted that she regularly hears sexist comments that question women's capabilities or suggest that they are hired only because they "sell more."

When women begin to use the Internet, they often do so to maintain family ties and support caregiving tasks, reflecting the continuity of traditional offline roles into the digital sphere (15). One respondent, who leads a digital initiative targeting livestock-raising families, observed that in practice men prioritize productivity, while women focus on family health and well-being.

Intergenerational and family dynamics are decisive for the adoption of digital technologies in the rural sector. Adoption does not occur in isolation, but within family and community networks where young and adult people exchange knowledge and roles, although these same interactions can generate tensions, especially in decision-making regarding productive units (16,17,20). One interview identified that adults' mistrust toward technology adoption stems from concerns about data privacy and exposure to organized crime.

In rural territories, intergenerational collaboration operates as a two-way exchange where innovation and tradition converge. Rural youth contribute rapid technological learning, a willingness to experiment, and strong interest in integrating digital tools into the management of productive units (19,21). Meanwhile, adults and older persons offer in-depth knowledge of the territory, a clear understanding of community priorities, and accumulated experience in agricultural practices. (17). When these forms of knowledge converge, digital narratives are articulated with rural reference points, and traditional knowledge is strengthened with technical capacities. This dialogue facilitates mutual mentorship that enhances learning, complements formal education, and fosters local innovation (20). A young person who co-leads an AgTech startup mentioned : "when there is a match between the knowledge of older generations and the energy of youth, what is truly needed is generated. Young people catalyze more quickly."

Although the hinge metaphor sheds light on the active role that rural youth can play in the incorporation of technologies, it is insufficient. Technology adoption requires more than youth initiative: it demands closing connectivity and digital literacy gaps between young men and young women, considering family and intergenerational dynamics, and creating social arrangements that translate youth potential into collective innovation.

## **Dominant Narrative Two:**

### **Rural young people are called upon to undertake generational renewal**

As in a soccer game, where one player exits and another enters to sustain the pace of the match, young people are expected to assume leadership in food production. This expectation is grounded in the fact that rural population is aging rapidly, while the entry of new generations into agriculture is occurring at a slower pace (22,23).

The global agricultural sector faces a structural challenge resulting from the aging of its labor force and the shortage of producers with the training required for increasingly technified agriculture (17,23). In member countries of the Organisation for Economic Co-operation and Development (OECD), more than 25% of agricultural employment corresponds to people over 55 years of age, reaching levels of up to 70% in South Korea and Japan (23). Similar trends are observed in Latin America, Africa, and Southeast Asia; in countries such as Mexico and Nigeria, the average age of agricultural producers is 53 years (24). The lack of generational renewal is a critical concern for agricultural sustainability and adaptation.

For decades, governments and international cooperation have relied on rural youth to drive the transformation of agri-food systems through the adoption of technologies and practices oriented toward productivity, sustainability, and resilience (17,22,23,25). One of the interviewees who leads projects focused on digitalization and youth noted that the expectation is for young people to become effective users of technologies applied to agriculture, so that they can communicate them in more accessible language to older farmers and facilitate their use of these applications. However, rural youth migration has steadily increased worldwide. According to the 2025 report of the Food and Agriculture Organization of the United Nations (FAO) on agri-food systems and youth (17), migration among young people aged 15 to 24 increased by nearly 10 million between 1990 and 2020, rising from 22.1 to 31.7 million. This figure is particularly significant given that youth represent 16.2% of migrants in sub-Saharan Africa and 15.2% in LAC.

This phenomenon is driven by mutually reinforcing factors. On the one hand, agricultural production continues to be widely perceived as synonymous with poverty; on the other, this perception is grounded in structural inequalities in access to services, opportunities, and the basic conditions needed to build a viable life trajectory in rural areas(26,27).

Becoming a producer within the agri-food system does not depend solely on individual motivation or on access to digital technology that makes rural activities more attractive. It is a process linked to economic, historic and social conditions: access to land and machinery; differentiated social norms between men and women that determine who can inherit or make decisions about the productive unit; level of education; local opportunities; and the immediate family and social environment (17,19,23,28,29,30,31).

Entry into the agricultural sector is not uniform; it is shaped by diverse trajectories and social and material contexts. In family succession processes, young people may join as direct heirs of the productive unit or through extended family networks, gradually assuming management responsibilities. In employment pathways, some young people become producers after accumulating prior experience as agricultural workers, enabling them to gain knowledge of practices, networks, and opportunities before starting their own operations. Among external entrants are individuals or groups without prior backgrounds in agriculture—including firms or organizations—who enter by introducing new technologies, service models, or productive innovations.

The relay metaphor is inadequate to address the agricultural challenge. The generational crisis is not simply a delay in the change of guard, but the consequence of structural and historical inequalities. Overcoming this requires abandoning the logic of replacement in favor of active intergenerational integration in the present, not in the future. This process demands that public policy dismantle barriers to access to land and resources, transform succession norms, and guarantee rural services that make life in rural areas viable and attractive.

### **Dominant Narrative Three:**

#### **The promise of digitalization to improve agri-food systems and retain rural youth**

The digitalization of agri-food systems refers to a process in which all types of activities related to the production, marketing, and consumption of food may, at some point, make use of digital technologies (32). The spectrum of technologies that are part of Agriculture 4.0 is broad, ranging from highly sophisticated tools such as Artificial Intelligence (AI), precision agriculture, robotics, and nanotechnologies, to low digital-threshold technologies such as chatbots operating on messaging platforms like WhatsApp (33,34).

In Latin America, the sector is flourishing and becoming a key destination for AgriFoodTech investment. According to AgFunder's investment report, Latin America represents 5% of the global market, and between 2018 and 2022 more than 2,500 startups raised USD 7.3 billion (35).

The potential of digital agriculture is reflected in the current portfolio of the AgTech Network of the Americas<sup>[2]</sup> promoted by IICA. This includes platforms for virtual exchange among technical teams, producers, and expert networks; sensors for smart irrigation; systems for capturing and managing historical production data; satellite monitoring; and direct marketing platforms connecting producers and consumers. All of these possibilities converge in the promise that digitalization will increase efficiency in food production through data-driven decision-making, generating three benefits: greater profitability for producers, more efficient use of natural resources, and long-term sustainability (5). Many of these companies, including those presented during Digital Agriculture Week, operate under a business-to-business (B2B) model and do not interact directly with rural youth. However, they have indicated that when they visit farms led by young people, they encounter greater openness to entry and adoption.

Rapid advances in digitalization also raise important questions about inclusion. As the AgTech business ecosystem develops in the region, there is no guarantee that technological solutions will reach all producers or that rural youth will have opportunities to participate in their development. On the other hand, the way digitalization is unfolding creates power inequalities where a limited number of platforms and support companies, shape markets and redefine the rules of the game within agri-food systems (36).

In its organization, financing, and scaling strategies, the AgTech business ecosystem is driven by the Silicon Valley model (33). This business approach prioritizes technology startups with high expansion potential, financed through venture capital and supported by knowledge networks, normalizing risk and failure as drivers of innovation. Only young people with academic training and access to relational capital are able to replicate this model.

The Agtech movement is being fueled primarily by urban youth with weak personal ties to agricultural activities. In interviews conducted with entrepreneurs from the AgTech Network of the Americas and other companies recognized by IICA, all had technical and university training in software development and programming, had formed teams within university environments, and only in very rare cases had direct links to agricultural activities. One interviewee, a university leader in agricultural issues, noted that technology is revitalizing the attractiveness of agriculture among young students.

The representation of young women in the development of AgTech companies is also limited. In a study conducted by the Inter-American Development Bank (IDB), among 457 AgTech ventures in the region, only 11% of founding teams included women (37). Another study of the AgTech-FoodTech ecosystem in Ibero-America found that only 22% of companies were founded by women, compared to 61% founded by men and 17% by mixed teams (6). The limited participation of women in digital technologies applied to agriculture reflects a global trend. Between 2018 and 2023, women represented only 35% of students in science, technology, engineering, and mathematics (STEM) fields. In 2022, they held 25% of positions in science, technology, and ICT, and accounted for only 17% of patent applications (38). An entrepreneur leading a computer vision company noted that it took her two years to meet another woman in the sector. Another, who provides drone-based digitalization services, reported having experienced recurrent sexist remarks such as: "How can a woman be in the agricultural sector?" "How can she make decisions?".

The narrative of digital progress, which promises efficiency and profitability for agriculture, is useful for attracting investment, but it is incomplete. Digitalization, as it is currently developing in the region (under a venture capital-driven B2B model), may amplify structural inequalities by concentrating development among predominantly male urban actors, thereby excluding rural youth. To ensure that digitalization becomes a driver of transformation, a deliberate shift is required to dismantle these biases, connect solutions to offline realities, and guarantee that investment is directed toward inclusion and equity rather than solely toward speed of growth.

[2] More information at <https://www.agtechamericas.net/americas>

## Dominant Narrative Four:

### Policies to promote digitalization are developed in conjunction with young people

Young people have been recognized as essential actors in the definition of public policies. This recognition formally began in 1965 with the United Nations (UN) Declaration on the Promotion among Youth of the Ideals of Peace, Mutual Respect and Understanding between Peoples. It was expanded in 1985, when the United Nations General Assembly identified youth as a heterogeneous category—rural, urban, persons with disabilities, young women—each with specific needs, rather than as a homogeneous demographic block. On 17 December 1999, 12 August was proclaimed International Youth Day, in recognition of their role as essential actors in global efforts (39). Various international cooperation and technical support organizations have since joined this recognition, calling for the involvement of young people and the incorporation of their voices and experience in the digital transformation of the agricultural sector to prevent the creation or widening of social equity gaps (18).

However, this recognition has not translated into completely and effective participation. Meaningful youth participation, especially of rural and Indigenous young people, remains marginal in decisions regarding agricultural digitalization and public policy. One interviewee who leads digitalization and youth projects reflected on this participation: “this is not a luxury, but part of their social integration, their well-being, and their right to access the same services as urban youth.” Although there is consensus that young people participation is crucial, the perspective of rural youth remains absent from the design of public policies and does not materialize in practice (11). One interviewee, a 21-year-old AgTech leader, stated the following regarding the importance of participatory spaces: “many of my friends lose interest in doing anything, and I think that is closely linked to not being given space (...) it happened to me that in many meetings I am treated as a kid and not given the space.” Another interviewee noted that having his project recognized in local competitions provided encouragement that motivated him to continue.

In compiling data for this study, we found that only about 10% of sources include the perspective of rural youth. The remainder rely on an institutional and adult-centered perspective—a viewpoint in which adults and their way of seeing the world are considered superior to that of young people (40,41). Young people have limited influence over decisions related to agri-food systems because the available spaces are mainly consultative: their opinions are requested, but decisions are made by others. Even in spaces created by and for youth, their voices compete with more experienced perspectives that ultimately prevail.

Several factors explain this exclusion. There are insufficient financial resources, human capital, and time to ensure processes in which young people not only contribute ideas but also effectively shape decisions and their outcomes. Governments, cooperation agencies, and the private sector allocate limited resources to sustained participatory processes with rural youth. In addition, there is a lack of specialized human capacity to design and implement youth participation processes (42,43,44).

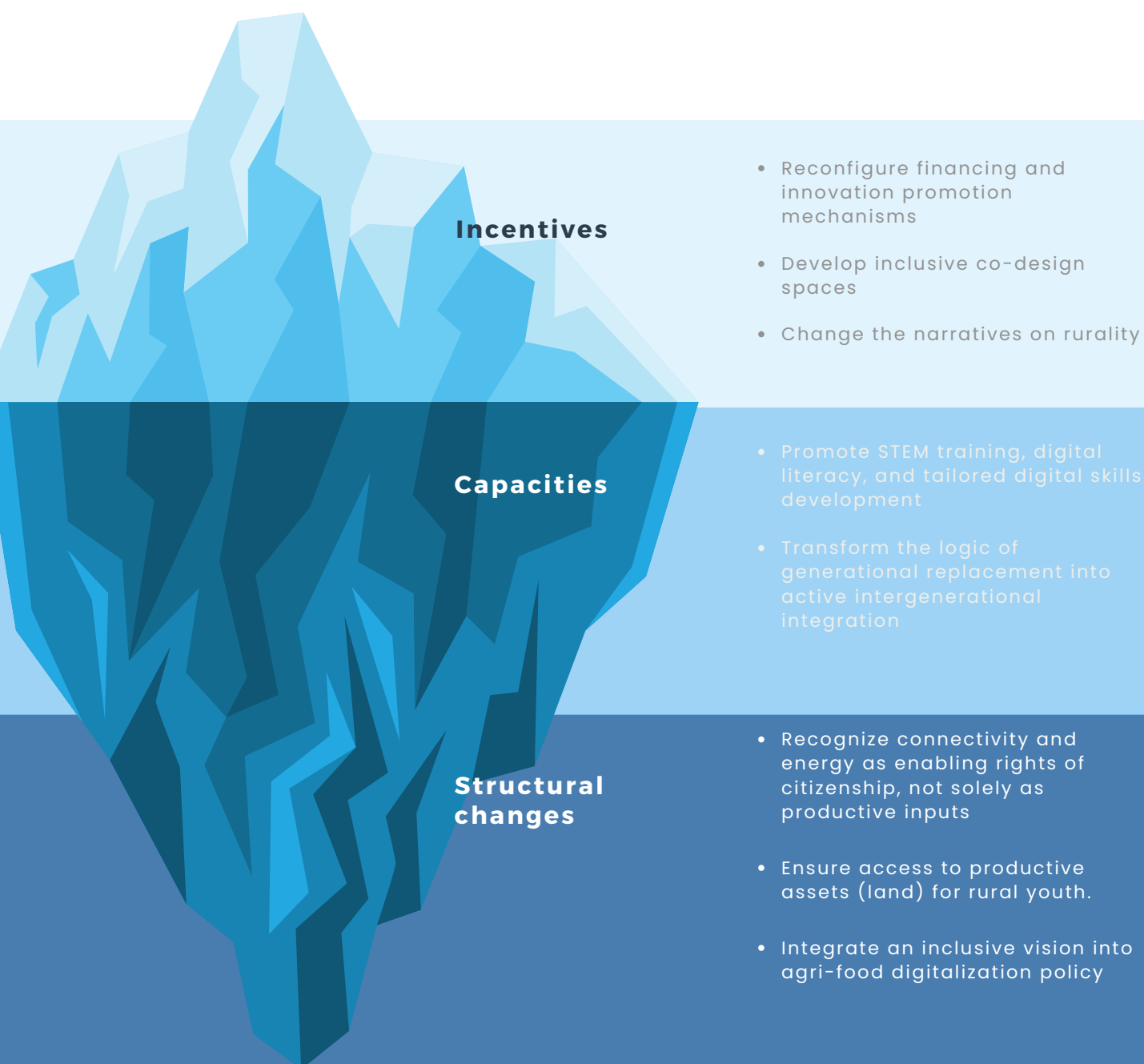
In rural communities, traditional decision-making spaces are often dominated by older generations. Local leadership does not recognize young people as valid actors, arguing that “youth do not know what they want,” using age as a criterion for exclusion (17).

The inclusion of young people in decision-making processes is fundamental. The trajectory of international recognition of youth as essential actors contrasts sharply with the reality of their ineffective and marginal participation in decision-making on digitalization and public policy. This exclusion is not due to a lack of youth interest, but to the persistence of an adultist perspective that denies spaces for genuine dialogue, limits inclusion to a symbolic quota without decision-making power, and fails to allocate sustained resources for real processes. Realizing the digital citizenship proclaimed in international resolutions requires digitalization policies built through horizontal collaboration and generational integration. This implies transforming recognition into real decision-making power and coordinating multiple levels of governance—national, local, and territorial—so that diverse actors can effectively participate in their design.

# Specific actionable recommendations

Based on the examination of the narratives presented above, the following section outlines specific, differentiated, and actionable recommendations for decision-makers in the public and private sectors, aimed at promoting the effective participation of rural youth in the digitalization of agri-food systems.

To ensure that digitalization does not widen existing gaps, a systemic approach is proposed. These recommendations do not function as an isolated menu of options; visible actions (the tip of the iceberg) require structural foundations (the base of the iceberg) in order to be sustainable and inclusive.



## Incentives

### **Recommendation:** **Reconfigure financing and innovation promotion mechanisms**

#### **Tool / Main Actions:**

- **Territorial seed capital:** Create financing lines targeted at rural youth for micro-technological solutions that address local problems, eliminating the requirement of “global scalability” (Silicon Valley-type) as the sole criterion of success.
- **Exchange networks:** Develop and promote spaces for exchange among countries, including funded in-person meetings aimed at networking and fostering collaboration among rural young people who develop context-specific micro-solutions.
- **Mapping of a diverse ecosystem:** Classify and make visible, within official registries, AgTech enterprises that provide social or community-based services, differentiating them from purely B2B platforms, and documenting participation according to factors such as educational level, sex, age range, and other relevant characteristics.

### **Recommendation:** **Develop inclusive co-design spaces**

#### **Tool / Main Actions:**

- **Design of competition spaces with support throughout the process:** Competitions structured as continuous and iterative processes designed to support rural young people from ideation to validation of their solutions, and to understand the pathways young people experience throughout these processes to identify barriers and opportunities.
- **Logistical inclusion protocols:** In processes involving rural youth, consider the specificities of their context; for example, facilitate them safe and funded transportation. This can be complemented by outreach campaigns designed to encourage the participation of young women.
- **Intergenerational governance:** Include both older and younger producers in defining the problems to be addressed (“challenges”) before launching the competition. Conduct awareness-raising with key adult stakeholders who will have relevant interaction (jury members, advisors, mentors, etc.) with young participants.

### **Recommendation:** **Change the narratives on rurality**

#### **Tool / Main Actions:**

- **Visibility:** Communicate real stories built with the voices of rural youth that explicitly link rural youth innovation with the structural barriers they have overcome (for example, an entrepreneur who develops a solution despite lacking access to credit or Internet), and design them under a do-no-harm approach that avoids tokenism (understood as apparent participation without voice or decision-making power in process design) and youthwashing (inviting young people to legitimize agendas that do not address their real interests).

## Capacities

### **Recommendation:**

**Promote STEM training, digital literacy, and tailored digital skills development.**

### **Tool / Main Actions:**

Three-level (cascading) approach:

- **Comprehensive literacy:** Strengthen basic reading and writing skills and ensure foundational literacy competencies, integrated with data management modules.
- **Appropriate technology curricula:** Shift from a model based on the adoption of imported technology to one focused on locally created and context-adapted solutions. Teach the development of low-cost hardware (basic IoT) and locally repairable, interoperable open-source software.
- **Expanded curricula:** Include cybersecurity, low-tech development, and skills for community-based work, adapting STEM education to territorial realities.
  - Some experiences that have proven effective in Spanish-speaking countries: Ceibal (Uruguay), Programa Reto Rural Digital (Spain), Agroedutec (Argentina), y Tejiendo Redes de Aprendizaje (Chile) focused on rural teachers.

### **Recommendation:**

**Transform the logic of generational replacement into active intergenerational integration.**

### **Tool / Main Actions:**

- **Bidirectional mentorship:** Incorporate into field-based initiatives actions in which the young person transfers digital skills to the adult person (“digital agility”), and the adult person transfers agronomic and management knowledge to the young person (“productive experience”).
- **Intergenerational exchange for extension:** Redesign technical assistance services (in-person and digital) and rural extension to include clear incentives for rural youth as community “digital connectors,” validating their role with respect to adult producers.
  - Consolidate accessible and well-organized repositories of digital solutions oriented toward agriculture.
  - Create and strengthen public support figures and spaces (offices, service windows, extension services, or other mechanisms) that act as intermediaries between rural youth and the digital innovation ecosystem, especially for small and medium-scale producers.
- **Training young trainers:** Train young people in open-source technologies so they can act as digital facilitators in their communities, promoting intergenerational technology adoption.
  - Some examples of intergenerational mentorship in the region include: Conecta Mayor (Chile), Cultiva (Spain), TeleGAN (México y Guatemala), and IICA-Nasa Harvest (Argentina).

## Structural changes

### Recommendation:

**Recognize connectivity and energy as enabling rights of citizenship, not solely as productive inputs.**

### Tool / Main Actions:

- **Visibilize the need for quality infrastructure:** Develop and regularly update maps that show where agricultural production is concentrated by key commodity, as well as where connectivity is absent or network quality is insufficient to support basic digital services such as apps, traceability systems, and related tools. This may be accompanied by the design and co-financing of pilot projects using satellite connectivity or other “non-traditional” solutions in rural schools, cooperatives, or collection centers, serving as showcases to demonstrate impacts on productivity and services for rural youth.
  - Public-private partnerships have proven effective in the region, such as Kioscos Vive Digital (Colombia), Red Compartida (Mexico) and Internet para Todos (IpT) (Peru).
- **Energy infrastructure:** Include in value chain and territorial diagnostics information on power outages and quality of supply, showing how these factors affect the use of technologies (cold storage, sensors, automated irrigation systems, etc.).
- **“Offline-First” technologies:** Incentivize the development and public procurement of agricultural software that functions fully without connectivity and synchronizes data when a network becomes available, adapting to current realities.

### Recommendation:

**Ensure access to productive assets (land) for rural youth.**

### Tool / Main Actions:

- **Land access reform:** Establish legal mechanisms such as land banks and leasing schemes to allocate unused public lands or facilitate long-term leases exclusively for young people.
  - Some examples in the region: Rural Youth Act / Law 2539 from 2025 (Colombia), Tierra Joven (Chile)
- **Social protection linked to generational renewal:** Design mechanisms that link social protection benefits for older producers to the planned transfer or leasing of the productive unit to a young person, reducing economic resistance to change.
- **Decoupling ownership from access to finance:** Design financial instruments that enable young people to access credit for technology based on the productive project rather than on land ownership as collateral.
- **Support for experimentation and public goods:** Establish public funds to share risk in technological experimentation and finance the development of interoperable open-source platforms and data that operate as public goods for the sector.
- **Data and privacy:** Establish agricultural data sovereignty policies that protect community information—a public good—from surveillance and private exploitation. This protection can be strengthened through procurement and development processes that prioritize open and interoperable standards (APIs, open formats), preventing data lock-in within single platforms.

## Structural changes

### **Recommendation:**

**Integrate an inclusive vision into agri-food digitalization policy**

### **Tool / Main Actions:**

- **Earmarked budgeting:** Implement budget tagging mechanisms to monitor what percentage of AgTech investment is specifically allocated to rural young women.
- **Affirmative actions in calls for proposals:** Establish participation quotas or additional scoring in public funding competitions for teams led by women.
  - One example is the Women's Tech Rally (Costa Rica).
- **Disaggregated data:** Enforce the collection of data disaggregated by sex and age in all rural connectivity programs in order to make gaps in use and appropriation visible.

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