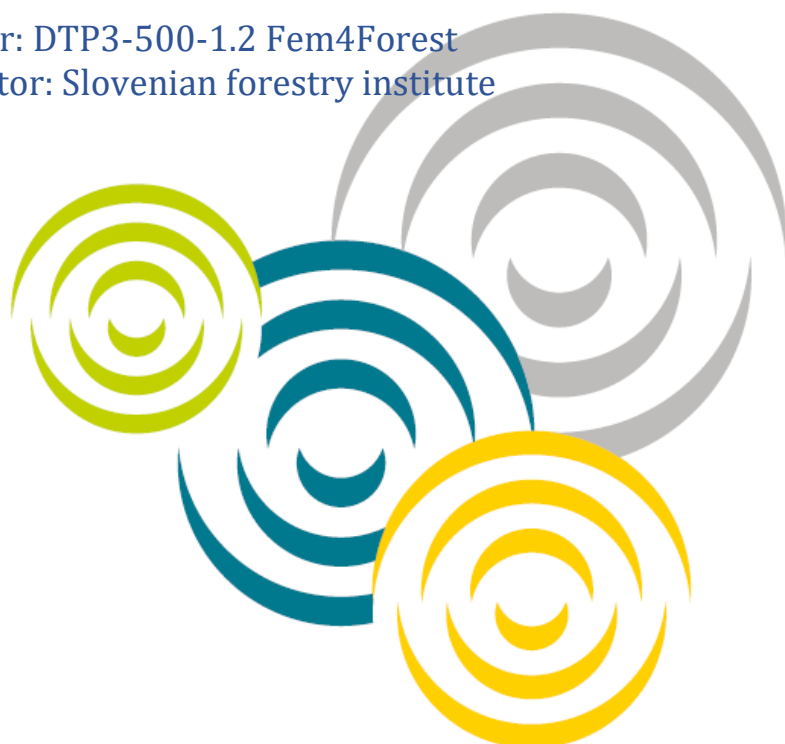**FEM4FOREST**

FOREST IN WOMEN'S HANDS (FEM4FOREST)

TRANSNATIONAL REPORT ON AWARENESS RAISING ACTIVITIES

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- ✓ Slovenian Forestry Institute (Slovenia) – (from here forward referred as GIS)
- ✓ Forest Trainings Center PICHL (Austria)
- ✓ NOWA Training Counselling Project management (Austria)
- ✓ Bavarian State Institute of Forestry (Germany)
- ✓ Forest Owner Association Styria (Austria)
- ✓ PRIZMA Foundation for Improvement of Employment Possibilities (Slovenia)
- ✓ Croatian Chamber of Forestry and Wood Technology Engineers (Croatia)
- ✓ Croatian Union of Private Forest Owners Associations (Croatia)
- ✓ Agency for sustainable development of the Carpathian region "FORZA" (Ukraine)
- ✓ Forestry and Environmental Action (Bosnia and Herzegovina)
- ✓ University of Belgrade-Faculty of Forestry (Serbia)
- ✓ University Ştefan cel Mare of Suceava (Romania)
- ✓ Czech University of Life Science Prague (Czech Republic)
- ✓ Association Economy and Democracy (Bulgaria)

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Contents

1. Introduction

1.1 Aim of awareness raising campaigns

The challenges women face in forestry – e.g. discriminating stereotypes, societal expectations and beliefs about a woman's role in society or lack of mentoring and career development opportunities – are the reason why awareness raising campaigns on national level are needed. The aim of these campaigns is to disseminate insights and awareness of opportunities for women, create a common understanding of gender equality and to present possibly discriminating structures and mindsets in the forest sector to the target groups. It is important that key players in the processes in the forest sector work towards the implementation of gender equality.

Awareness raising for different target groups (e.g. relevant actors, multipliers, decision-makers in forestry and civil society) is essential to reach the goals of this campaign. Awareness raising tackles gender stereotypes and makes them visible. It helps developing attitudes and designing structures in order to inspire and encourage women and support them in planning their professional life within the forestry sector.

The **key messages** that the campaign will send are, as follows:

1. It is time to push forward the ability of women to gain a foothold in the workforce in the forestry sector. Female actors are bringing an improvement for forest business which will boost the competitiveness of the sector on the European market and further.

2. Female actors (especially private forest owners) in forestry sector are numerous and often neglected. They need support for increasing job opportunities and income, as well as new ways to enter business markets.

3. Equality is the key. More active involvement/empowerment of women unlocks the door of better practices and increased capacities of the local and regional forest sector.

1.2 Target groups

The establishment and development of continuous relations with the key audience (selected target groups) are crucial to the success of the campaigns.

Due to the various needs of the forestry sector, the campaigns addressed not only women, but also public authorities, employers, education/training centers, interest groups, sectoral agencies, SMEs and larger enterprises as well as business support organizations and the general public.

The campaigns targeted the same audiences as the project itself.
➔ Local Public Authority
➔ National Public Authority
➔ Sectoral Agency
➔ Interest groups including NGOs
➔ Higher Education and Research
➔ Education/Training Center and School
➔ Enterprise, excluding SME
➔ SME
➔ Business support organizations
➔ General Public

1.3   Strategy and principles

The campaigns had to provide communication activities to take the "audience" from a state of "ignorance" through interest, then concern, into motivation, and then finally into a state of satisfaction so that campaign participants or supporters are ready for more actions. Directly or indirectly, the strategy of the campaign was one of persuasion: not only persuading people, that we are right, but also convincing people to take some form of action because we are right.

The campaign had to consider national requirements and frameworks. In order to disseminate the message of gender equality and thus achieve a contribution to the development of sustainable equality goals in relevant policies, the national Fem4Forest campaigns made use of existing cooperation networks.

Within the campaign, each country, corresponding with requirements and framework on national level, produced short messages. They are concise, clear, and attractive and include messages, received from role models of each country to have real life examples.

1.4   Description of activities

Project partners could use a number of communication channels:

➔ Printed and digital publications
➔ Public events
➔ Online channels: webpage and social media platforms
➔ "Analogous" channels: press articles, events, cards, flyers, posters

Based on these possibilities eight types of campaign activities were fixed from which project partners could choose:

➔ Postcards
➔ Posters
➔ Videos
➔ Printed Articles
➔ Flyers
➔ Posts on Social Media
➔ Articles on Websites
➔ Meetings and Project Presentations

1.5   Minimum requirements

According to the visual identity guidelines for projects of the Danube Transnational Programme the activities had to comply with the following minimum requirements:

- Use of the project logo
- Mentioning of project funding
- Use project colours if possible (blue, yellow, green)

Each partner had to select at least three activities from the list below for implementation in their own country. The respective indicators (number of implementations) depended on the selected activities:

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Type of activity	Indicator (minimum number of implementations)
Postcards	3
Posters	3
Video	1
Printed Articles	3
Flyers	3
Posts on Social Media	1 per month
Articles on Websites	5 own posts
Meetings and Project Presentations	5

➔ Postcards, Videos, Articles (on web and printed) and Meetings and Project Presentations were designed, developed and implemented on national level considering national framework and circumstances.
➔ Proposal and frame for Posts on Social Media were provided once a month by Prizma (start in January 2022). Contents were elaborated on national level. The use of the templates was not obligatory.
➔ Proposal for Posters and Flyers was provided by Prizma in January 2022. Contents were elaborated on national level. The use of the templates was not obligatory.
➔ External Experts could be involved from January 2022.

1.6   Process of selection

A common campaign model was created in English, translated into national languages, and adapted to specific national conditions by partners.

Each partner had to choose (at least) three of the mentioned activities until October 2021. Where there were several partners from one country, the activities could be carried out jointly. That means that there had to be at least three awareness-raising activities per country.

The table below shows the selected activities per country.

TRANSNATIONAL AWARENESS RAISING CAMPAIGN ACTIVITIES FEM4FOREST 2021-2022									
		ACTIVITIES*							
Country	Partner	Postcards	Posters	Videos	Printed articles	Flyers	Posts and social media	Articles on web	Meetings and project presen-tations
		3	3	1	3	3	12	5	5
Slovenia	Slovenian Forestry Institute (Slovenia) – GIS PRIZMA Foundation for Improvement of Employment Possibilities	5		1	3		12		
Austria	Forest Trainings Center PICHL Forest Owner Association Styria nowa	3		1					5
Germany	Bavarian State Institute of Forestry	4		1	7	3	6		6
Croatia	Croatian Chamber of Forestry and Wood Technology Engineers Croatian Union of Private Forest Owners Associations			1	1		12	5	
Ukraine	Agency for sustainable development of the Carpathian region "FORZA"	3					12	5	
Bosnia and Herzegovina	Forestry and Environmental Action	3					12	5	
Serbia	University of Belgrade-Faculty of Forestry					3	12	5	
Romania	University Ştefan cel Mare of Suceava	3	4	2	3	3	16	5	6
Czech Republic	Czech University of Life Science Prague	3	3	1					
Bulgaria	Economic research institute, Bulgarian academy of sciences				3		12	5	
		10	3	10	7	4	10	8	6

The national campaigns started in December 2021.

2. Summaries of National reports

The table below shows the activities which were reported by partners or. countries until 25.11.2022 (the subsequent addition of event or participant numbers was possible).

	Postcards	Posters	Videos	Printed articles	Flyers	Posts on social media	Articles on web	Meetings and project presentations
Minimum	3	3	1	3	3	12	5	5
Germany	4		1	3	3	13		2
Czech Republic	3	3	1 (planned)					
Croatia			1			15	5	
Slovenia	5		2	3		16		
Serbia					3	17	5	
Ukraine		3	1			15	6	3
Austria	4		26					4 (+ 2 in Dec.)
Romania	4	4	2			19	2	3
Bosnia and Herzegowina	3					12	5 (planned)	
Bulgaria	report not available							

The following chapters provide an overview of the activities carried out; the national reports can be found in the appendix.

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2.1   Postcards

2.1.1   *Description, Main Idea and Aim*

➜ **postcards**

Six countries chose to distribute 3-5 different versions of postcards in printed and digital versions, Slovenia even produced a bookmark. Lead partner decided to prepare also three postcards in English for international dissemination. They were used at international conference organized in Austria (June 2022) and in Slovenia (November 2022). More than 150 postcards were send out by participants at final conference in Bled.

Country	Number of motives
Austria	4
Bosnia and Herzegovina	3
Czech Republic	3
Germany	4
Romania	4
Slovenia	5 + one bookmark
International version (in English)	3

The design and layout of the postcards were not specified and varied greatly. What all countries had in common was that they used meaningful photos of women in forestry in combination with text passages. One country – Slovenia – also used funny illustrations. The texts referred to

- slogans, messages and quotes of role models, female forestry professionals or female forestry students/pupils
- information, key findings, and facts about women in forestry

Some postcards were printed on both sides and intended for analogue or digital distribution; some were designed in such a way that they could actually be sent by post.

➜ **basic idea** behind

The basic ideas behind can be summarized as follows:

- getting attention and raising awareness in a professional and creative way
- increasing the visibility of women in the forestry sector
- promoting women as professionally involved in forestry
- showing the importance of women in the forestry sector
- showing the wide range of job opportunities in the forestry sector

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- including the ideas of women and female students regarding a profession and a future in forestry, therefor
- giving women the possibility to share their opinions and experiences

The use of professional imagery was pointed out by several project partners as it helps to get the attention while underlining the professionalism of women in forestry.

➔ **main aim**

Basic ideas and main aims overlap, so only the additional objectives and aspects will be listed here:
- reaching and having impact on as many stakeholders as possible
- encouraging women with necessary key messages
- pointing out the difference between equal treatment and gender equality
- communicating a positive message about women in forestry
- showing (potential) role models

➔ **target groups**

Target groups were quite different, depending on the points of contact of the individual organizations with the possible target groups and on the ways of distribution of postcards (analog – digital, events, visitor frequency in offices etc.).

Universities (Czech Republic, Romania) rather aimed at students and scientific staff, while institutions that are more geared towards practitioners aimed mainly at forest professionals at different career levels and forest owners.
Nearly all partners addressed general public.

➔ **ways of distribution**

All partners disseminated the postcards in printed versions, all except one also in digital versions.

Printed versions were
- displayed in offices/departments
- distributed at events and trainings for women in forestry
- distributed at meetings and project presentations within institutions and for stakeholders/cooperation partners/other organizations in forestry
- distributed at other events within the forestry sector
- distributed via cooperation partners
- sent to stakeholders/cooperation partners/other organizations in forestry via mail

To distribute the postcards in a digital way project partners used
- their own websites
- websites of cooperation partners

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- social media (Facebook, Instagram)
- e-mail

➡️ **cooperation partners**

Depending on the embedding of the project partners in other institutions and on their individual network some had cooperation partners, both in terms of creating and distributing the cards.

2.1.2 Target achievement

➡️ **number of produced and distributed postcards**

The number of printed postcards varied in a wide range, reaching from two-digit numbers to 1.000 copies per motive.

Country	Number
Austria	1.000 of each motive (=4.000)
Bosnia and Herzegovina	n.a.
Czech Republic	50 of each motive (=150)
Germany	100 of each motive (=400)
Romania	100 of each motive (=400)
Slovenia	250 of each motive (= 1.250) + 500 bookmarks
International version	250 of each motive (3*250=750)

Posting of postcards on websites and social media reached between several hundred and several thousands of people.

➡️ **reached target groups / organizations**

While it is quite easy to collect numerical values for specific target groups at meetings, events and trainings, it is quite difficult to connect numbers of followers and views with target groups in digital distribution.

Overall project partners/countries the following target groups could be reached:
- Education/Training Center and School
- Enterprise, excluding SME
- SME
- General Public
- Higher Education and Research
- Interest Groups including NGOs
- Local Public Authority

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- National Public Authority
- Sectoral Agency
- Business support organizations

2.1.3   *Feedback, success factors and obstacles*

➔ **feedback of project partners**

The opinions of the project partners regarding printed postcards differed:

Pro	Contra
- Postcards well suited for reaching specific target groups - easy and convenient way to communicate with stakeholders and to raise awareness - nice and simple give-away that extends beyond the project duration - can be reprinted at any time	- outdated type of communication – people do not use this kind of communication anymore - does not attract enough attention

The digital distribution of postcards offers some advantages:
- Various ways of digital distribution enable to reach additional target groups without personal contact.
- Dissemination via social media is easy and this can develop a snowball effect.

➔ **success factors**

Project partners formulated some common success factors:

	Success Factor
Design process	- designing process triggers creativity - drawings as a measure to attract attention - use of professional photographic material - ease of Canva software
Content	- catchy messages which attract attention but at the same time do not generate resistance due to very pointed statements - appealing content of pictures (may differ from country to country!) - combination of professional pictures and appealing messages
Creative input	involvement of female forest professionals

	Success Factor
Distribution	• good way to spread some of the key messages • digital format of postcards beneficial for social media purposes

➡ **obstacles and critical points**

Project partners could not identify real obstacles but mentioned some points, which could be critical or are challenging.

	Critical/challenging points
Design	• availability of professional image material • designing an appealing postcard can take time • designing requires personal and possibly financial resources
Creative input	• creativity can be the most important factor
Content	• finding the right key messages can be very challenging • messages can generate resistance due to very pointed statements • choosing/finding the "right" woman for being the image of forestry is challenging
Format	• during the COVID pandemic traditional printed postcards were in many cases replaced by digital postcards
Distribution	• not always possible to track if postcards reach the end customers/target groups • hard to evaluate how many people/which target groups were reached within the institution

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➡ **external feedback**

External feedback came mostly from people/organizations who liked the postcards, therefor it is only positive:
- Feedback from individuals and organizations was very positive.
- People were asking for more cards and wanted to share them (printed cards)
- People shared postcards (printed and digital).
- The other project partners liked the postcards, too, so therefore also English versions were prepared.

2.1.4   *Further needs and recommendations*

Some countries will continue to use postcards and thus ensure that this project output will extend beyond the project duration.

New versions are being considered as more motifs and messages are already available.

A general recommendation was formulated:

- Campaigning and PR are professional fields of work – project campaigning depends on individual abilities and skills of project managers.

2.1.5 Evidences

see national reports in the annex

2.2 Posters

2.2.1 Description, Main Idea and Aim

➔ **Posters**

Making posters was not very popular among the project partners, only three countries (Czech Republic, Ukraine and Romania) chose to create some.

Country	Number of motives
Czech Republic	3
Romania	4
Ukraine	3

Posters were printed in different formats from A0 to A3.

The content was generated mainly from two subject areas:
- facts and figures about gender and or status of women in national forestry (statistics) and
- motivation messages, factors and measures for women to work in forestry

Role models were included and appeared several times on the posters.

➔ **basic idea** behind and **main aim**

The contents mentioned above show the idea behind and aim: to inform and raise awareness on the issue of position of women in the forest sector via
- transporting databased information about women in forestry in order to describe their situation and position in the sector
- illustrating and enhancing motivation and goals of women in forestry
- promoting gender equality in the forestry workplace

➔ **target groups**

As two out of three project partners are located at universities the main target group were Higher education and research (academic staff of universities and research and students of colleges and universities), secondly National and Local Public Authorities (national forest administration and similar institutions), State forest enterprise, NGOs and associations.

➔ **ways of distribution**

The printed versions were displayed and sometimes also handed out
- at trainings
- at conferences and meetings
- at faculties
- at educational institutions

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- to national and local project partners

One partner also distributed posters virtually via social media (websites).

➔ **cooperation partners**
The above mentioned target groups also acted as cooperation partners.

2.2.2   Target achievement

➔ **number of produced and distributed posters**
The number of printed posters varied from 1 per version up to 100 pieces, depending on the ways of distribution.

➔ **reached target groups / organizations**
The reached target groups are the ones mentioned above. Depending on the way of distribution it is only in some cases possible to determine exact numbers.

2.2.3   Feedback, success factors and obstacles

➔ **feedback of project partners**
Posters were rated as a good tool to bring key information to the audience. One project partner relies on digital distribution for environmental reasons.

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➔ **success factors**
- To be effective, the poster must be clearly visible.
- The topic of the project is innovative at national level, and the messages were delivered correctly and understood properly.

➔ **obstacles**
The only obstacle that was mentioned regarding digital distribution was the fact that in rural areas access to internet might be difficult.

➔ **external feedback** (if given)
none

2.2.4   Further needs and recommendations

One partner states that due to environmental protection reasons future posters should not be printed anymore or at least only if they are very important messages and only to main stakeholders.

2.2.5   Evidences

see national reports in the annex

2.3 Videos

2.3.1 Description, Main Idea and Aim

➜ **Videos**

Videos were besides posts on social media the most popular activity; seven out of nine reporting partners published at least one video. Two partners produced several short clips and arranged them to (also short) compilations.

The content and style of the videos varied in dependence of the project partners' creative ideas, possibilities and the participating persons (interview partners etc.). The duration was varying from one minute up to several minutes.

Country	Number of videos
Austria	26
Croatia	1
Czech Republic	1
Germany	1
Romania	2
Slovenia	2
Ukraine	1

➜ **basic idea** behind

Corresponding to the variety of backgrounds mentioned above also the basic ideas show a wide range:
- giving women the possibility to be seen and heard
- showing their motivation to work in the forestry sector
- addressing ways to support the involvement of women in the sector
- sharing the message of Fem4Forest project, which strengthens the capacity of the forest sector at local, regional, and interregional levels through the increased involvement and skills of women
- educating, motivating and inspiring the viewers to "unlearn" certain behaviors that are based on gender stereotypes
- The key message of all videos is: Women can do anything if they set their mind to it and give effort to accomplish it.

➜ **main aim**

The main objectives can be divided into three groups:

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Main aims	Sub goals
Visibility and Awareness	• making women in forest sector visible • to make aware that women in forestry really exist and that they need to be noticed and recognized as professionals in forestry • to publicize the diversity of women involved in the forestry and timber industry. • to show women interested in forestry that there are female role models in the sector • to introduce key messages of the Fem4Forest project in innovative way that will reach and impact different target groups in large numbers
Motivation	• dedicated to all women working in the field, students and graduates to take part of more actions when it comes about promoting their career • bring wide variety of options, which bring women to forests • motivate them to work there and to motivate them to feel more comfortable working in this domain • to give female role models the opportunity to make their statements and messages for women and forestry • emphasize female owners as active owners
Information	• to promote Fem4forest project on a new, creative way and to reach a broad audience, also on a European level • try out a new format to inform about female forest owners • underscore knowledge transfer with fitting images • promote findings from the project to relevant stakeholder´ groups – current and prospective female forestry students and to show the topic at the university level

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➜ **target groups**

Target groups varied according to the project partners´ focus in their work.

Target groups	Addressed groups
Higher Education and Research	• Current and prospective forestry students (female and male) • academic staff • early careers

Target groups	Addressed groups
SME, Interest groups including NGOs, Education/Training Center and School,	• (female) forest owners • women working in the forest sector (forestry professionals, other specialists) • forest companies' representatives • decision makers • employers
General Public Business support organizations	• general public • business support organizations

➡ **ways of distribution**

All videos were presented via the usual social media channels; most popular were Facebook and YouTube. Some also used other ways of distribution or to place links to social media channels.

Way of distribution	Channel
Social media	• Facebook (4 partners) • YouTube (4 partners) • LinkedIn (3 partners) • Instagram (1 partner) • (including further sharing of users)
Other digital platforms	• websites (video shown directly on the website or link to social media; 2 partners)
Physical events	• conferences (2 partners)

➡ **cooperation partners**

Cooperation partners were often included depending on the organizational embedding of the project partners and their networks (e.g. Ministries, schools).
Cooperation partners were often involved twice: on the one hand in the production of the videos, but also in the distribution.
In countries where there were several project partners, the video was often produced together or alternately.

2.3.2   Target achievement

➡ **kind and number of publishing media**

The number of publishing media/distribution ways varied:

Country	Number of media
Austria	4
Croatia	5
Czech Republic	n.a.
Germany	3
Romania	n.a.
Slovenia	2
Ukraine	4

➜ **reached target groups / organizations**

In most cases it can only be guessed which target groups were reached, depending on the integration or orientation of the project partners (see 2.3.1). Assigning numbers of pageviews etc. to individual target groups is nearly impossible.

Country	Number of pageviews etc.
Austria	YouTube: >6.000 hits
Croatia	167 views 450 in person LinkedIn: 100 Facebook: 31
Czech Republic	n.a.
Germany	YouTube: 110 views LinkedIn: 662 impressions Website: n.a.
Romania	1.400 reaches 800 and 397 views
Slovenia	Facebook: 267 reaches Website ForestEurope: n.a.
Ukraine	454

2.3.3 Feedback, success factors and obstacles

➜ **feedback of project partners**

Several project partners have underlined that creating videos is very challenging and demanding regarding knowledge and experience but also time consuming. Some of them consulted external experts, which means that financial resources are needed.

"Professional videos cannot simply be produced amateurishly – it needs the knowledge and experience of experts" – that´s the feedback of one partner.

Overall, videos are seen as a good way to give visibility to women and their achievements in forestry.

➜ **success factors**

Project partners identified a number of aspects relevant to the success of the video.

Success factor	Aspects
Resources	• creativity • personal skills • time resources • financial resources
"Actors"	• woman are willing to share their story • woman care about themselves and about women in forestry
Content	• structured script • presentation of different personalities makes aware of diversity and of different occupational fields in the forestry and timber industry • short video clips in an interesting, fun and creative way to share the message • Youth: opinions and views of the youth does not often come to consideration, unconventional points of view • short and clear messages
Length	• short videos (< 60 seconds) bring more hits and more playback time • short videos according to the current trends
Distribution	• very easily via social media channels and thus great coverage of target groups

➜ **obstacles and critical points**

Project partners could not identify real obstacles but mentioned some points, which could be critical or are challenging.

	Critical/challenging points
Resources	• technical challenges • possibly training and support for script writing and techniques required • recording and editing are very time consuming • persistence needed

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	Critical/challenging points
"Actors"	• difficulty for women to be straightforward in their statements (romanticizing their work in forests, not ready to speak openly about issues of concern) • difficulties in finding personalities who like to present themselves in public through videos • women interviewed need to have experience with cameras
Public	• lack of understanding basics of gender equity and equality, a lot of gender stereotypes and unconscious biases among people involved in the sector • General public can interpret the message of the video in a wrong way
Distribution	• target groups from rural areas that don't have access to internet or technologies or other devices

➔ **external feedback**
- One partner (WVS) stated that Fem4Forest short videos have a 50% higher "I like" rating than the other WVS-videos.
- One feedback was "Too sweet, I don't believe", which was rated very valuable for the partner (FORZA).
- Other feedback was rarely given.

2.3.4 *Further needs and recommendations*

Videos have great potential to raise awareness and transport messages and information by having a big impact.
With short length and provision of short and clear messages videos bring women to stage, make their stories being heard and valued.

	Recommendations
Resources	• Sufficient resources and/or professional support are necessary to create high-quality material.
"Actors"	• Intensify the identification women who are not afraid to step in front of the camera and to act as a female representative for the sector.
Content	• Highlighting the youth (children, students) in the sector is s a good path to follow when thinking about future activities and awareness raising campaign.

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	Recommendations
	• Also, the video could have a satiric graphical designer, and an actor can tell the storyline in the background.

2.3.5 Evidences

see national reports in the annex

2.4 Printed Articles

2.4.1 Description, Main Idea and Aim

➔ **printed articles**

Only two countries, Germany and Slovenia, decided to publish articles in print journals, one article was also published in the online-version of the magazine.

Country	Number of articles
Germany	3
Slovenia	3

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The content rather focused on the topic of women in forestry in general and referred to project results and activities, thus sometimes there was a quite close connection to communication activities.

➔ **basic idea** behind

The basic idea, which characterized the articles, was

- to make interests and needs of female forest owners and female foresters visible in traditional communication channels of forest sector and in connection with that
- to present the Fem4 forest project and new forms of cooperation.

➔ **main aim**

The main aims were

- to inform and invite women to join project´s activities
- to reach out to stakeholders in forest sector to make them aware of the role and attitudes of female forest owners

➔ **target groups**

Target groups can be summarized as follows:

	Target groups
Forest owners	• private forest owners (male, female) • forest owner associations
Business	• enterprises • SMEs
Administration	• forest administration staff • foresters (female, male)
Public	• general public

➔ **publishing media**

The articles were published in specialist journals (forestry, ecology).

➔ **co-authors**

Authors were employees of project partners, in one case project partners from two countries worked together.

2.4.2   Target achievement

➔ **number of published articles**

All together six articles were published.

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➔ **reached target groups** (incl. circulation figures)

Target groups	**numbers**
not detectable + individual persons	approx. 20.200
Administration (online)	1.600
Forest owner associations, state forest enterprise, forest enterprises, universities	1.200
Forest owners and enterprises	56.000
Forest professionals	5.000

2.4.3   Feedback, success factors and obstacles

➔ **feedback of project partners**
  • Printed articles were rated as a good way to reach out to forest owners, forest professionals and others interested in forestry and also to reach out of established networks and find other outside these networks.
  • The involvement of various people in article production aimed at creating a common perspective on issues that are relevant for women in forestry.

➡ **success factors**
- Several people involved into an article support a common perspective on relevant issues for women in forestry.
- The fact that journals have a specific targeted audience, and a large outreach makes it possible to address target groups fairly precisely.

➡ **obstacles and critical points**
- Writing a meaningful article takes time.
- Specific journals are more orientated to professionals and less to general public.

➡ **external feedback**

The readers asked for more information and gave as well positive feedback on the importance of the topic.

2.4.4   Further needs and recommendations

One project partner will use this way of spreading information in the future.

2.4.5   Evidences

see national reports in the annex

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2.5 Flyers

2.5.1 Description, Main Idea and Aim

➔ **flyers**

Only two countries – Germany and Serbia – have decided to issue flyers (three different flyers each).

➔ **basic idea** behind

The basic idea behind focussed mainly on two aspects:

	Basic idea
Communication and access to target groups	• convenient channel to spread information (long-term, easy to store and share with intended target groups • well-designed and attractive to take attention
Content	• tailored to the target group • images showed women in forestry to communicate the message that women are part of forestry • messages about the equality and more active role of women in the forestry sector • data obtained from the research conducted within the project

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➔ **main aim**

The main aim can be seen below:

	Main aim
Empowerment/ Motivation	• present motivating factors • encourage women to choose the carrier in the forestry sector • present good examples (of good practices)
Message/Content/ Information	• inform female forest owners/women interested in forestry • present some facts about education and work in forestry sector • communicate targeted offers for female forest owners/women interested in forestry
Awareness Raising	• raise awareness of the topic of women in forestry and gender equality

➡️ **target groups**
- female forest owners/women interested in forestry
- forest administration staff
- forest owners associations
- higher education and research
- general public

➡️ **Distribution**

Flyers were distributed
- in printed versions (in-presence meetings, events; Germany)
- digitally (websites of project and cooperation partners, LinkedIn, Facebook)

➡️ **cooperation partners**

While local forest services acted as cooperation partners in Germany Serbia cooperated students from Student Parliament contributed in two ways – by distributing the flyer as well as by giving photos to be used in the flyer.

2.5.2   Target achievement

➡️ **number of produced and distributed flyers**

6 versions of flyers were produced, Germany distributed nearly all printed copies (70 / 350 copies).

➡️ **reached target groups / organizations**

see above

2.5.3   Feedback, success factors and obstacles

➡️ **feedback of project partners**

The Fem4Forest flyers in Bavaria were the result of collaborative work with female foresters at the given forest services. They were a joint product and have helped to develop a common strategy and approach for events.
In Serbia flyers were interesting to colleagues as well as to students.

➡️ **success factors**

Partners identified several success factors:

Success factor	Aspects
Content	• flyer format requires the formulation of information and messages that are succinct and easy-to-read • interesting flyers with different photos of female professionals and female students in the forest
Dissemination and effectiveness	• easy giveaways, especially for people who are not internet savvy

➜ **obstacles**

Creating an appealing flyer requires graphic design skills. Information must be easy to catch.

➜ **external feedback**

Serbia: Two flyers had in one day 10 likes on average (7-13 likes), as well as 1-4 shares.

2.5.4 *Further needs and recommendations*

- Flyers should not be underestimated – they are an easy giveaway, summary keeper and reminder of events or other issues of interest to the target group(s).
- Flyers should be conceptualized with a view to the target group(s).
- Adoption and distribution of the flyers indicate that people may not always want to access the internet when looking for information about forests and forestry.

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2.5.5 *Evidences*

see national reports in the annex

2.6   Posts and social media

2.6.1   *Description, Main Idea and Aim*

➔ **posts**

Posts and social media were – besides videos – the most popular activity within the awareness raising campaign. All partners who decided for posting and social media had between 12 and 22 posts.

The content varied due to the project partners´ the organizational environment and target groups.

Country	Number of posts
Bosnia and Herzegovina	12
Croatia	16
Germany	13 (of which 11 completed)
Romania	19
Serbia	22
Slovenia	16
Ukraine	15

The contents were presented in words and pictures and aimed at
- facts and figures about
    - students
    - women employed in various fields of forestry
    - women in leading positions
    - institutions for gender equality
- needs to encourage women to show their skills, competencies and power, etc.
- motivating factors for
    - female professionals to work in forestry
    - female students and professionals to choose the carrier in the forestry sector
- success factors for women in the forestry sector

➔ **basic idea** behind

The basic idea behind included two dimensions:

	Basic idea
Communication and access to target groups	- easiest way for awareness campaign - continuously educating people and spread awareness in an interesting way - keeping contact with the audience and mainstreaming the issue in the information space - instant communication of Fem4Forest findings and actions in professional network - reaching more targeted groups as individuals
Content	- information about approaches to gender equality in forest sector - key messages of Fem4Forest project - positive message to raise awareness about each position in forest sector that women are more than competent to do

➜ **main aim**

The main aims covered several aspects:

	Main aim
Empowerment	- encouraging women to work in this sector and to use opportunities for education and career - show that Fem4Forest is about strengthening women in forestry by providing best practice examples - present some good examples and some facts
Message/Content	- deliver key messages of awareness raising campaign - promote Fem4Forest key messages and transfer knowledge clearly and efficiently - tailored approach messages
Awareness Raising	- raise awareness of target audiences in issues of gender equity, equality, sensitivity, gender approaches in management of the organizations - raise awareness of the topic of women in forestry and gender equality
Scope	- reach out to professional network by communicating about project activities - try out different formats to reach out to interested audience - enlarge network by gaining attention among new contacts

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	Main aim
	• introduce hashtags (#FrauenKönnenForst, #FrauenMachenForst • reach as many stakeholders as possible

➔ **target groups**

Target groups varied according to the project partners´ focus in their work.

Target groups	**Addressed groups**
Higher Education and Research	• forest students • researchers and higher education staff • higher educational institutions, research, and development institutions
Enterprises, SME, Interest groups including NGOs, Education/Training Center and School,	• professionals in the field of forestry • consulting firms • forest owners • forest companies' representatives • forest sector enterprises • forestry and wood technology engineers • NGOs • Private Forest Owners Association • Association of Foresters • forestry specialists training center • protected area administrations
General Public Business support organizations	• general public • business support organizations
National and local public authorities	• regional forest and hunting administrations • departments of environment protection • Ministry of Ecology and Natural Resources • State Agency of Forest Resources • National Forest Administration

➔ **media channels**

All posts were published on the usual social media channels, the most popular was Facebook.

Way of distribution	Channel
Social media	- Facebook (9 partners) - LinkedIn (3 partners) - Instagram (2 partners) - Twitter (1 partner)
Other digital platforms	websites (1 partner)

➡ **cooperation partners**

Cooperation partners – if available at all – were often included depending on the organizational embedding of the project partners and their networks (e.g. associations or organizations).

Cooperation partners were in some cases involved twice: on the one hand in the creation of the posts, but also in the distribution.

2.6.2 Target achievement

➡ **number of posts**

Most project partners released more than the required 12 posts (see 2.6.1)

➡ **reached target groups / organizations**

In most cases it can only be guessed which target groups were reached, depending on the integration or orientation of the project partners (see 2.6.1). Assigning numbers of pageviews etc. to individual target groups is nearly impossible.

Country	Number of pageviews etc.
Bosnia and Herzegovina	approx. 3.200 185 likes
Croatia	168 likes, 176 follower (Facebook) 220 connections (LinkedIn)
Germany	7.500 views 390 likes
Romania	n.a.
Serbia	295 "people reached" on average
Slovenia	1.720 likes 2.664 total followers (Facebook) up to 10.000 people reached
Ukraine	25.721 people reached

2.6.3 Feedback, success factors and obstacles

➔ **feedback of project partners**

Posts and social media were rated as an excellent way to reach to diverse public in large numbers AND in a quick and effective way. The outreach is easy to monitor, and it is possible to build a kind of community of followers by posting regularly.

Some partners stated that
- the audience was looking for facts, knowledge on gender equality and is interested in history of women in forestry
- posts raised an interest towards published issues, especially those, which were describing real life, practical and innovative issues

➔ **success factors**

Partners identified several success factors:

Success factor	Aspects
Content	• Fem4Forest activities lend themselves for social media activities. • concrete activities, reports from events • interesting posts with different photos of female professionals and female students in the forest
Target groups / Relationship	• do not require much time for reading and understanding • can be accessed by everyone only following the Facebook pages • excellent way to reach to diverse public in large numbers • effective for young professionals and future students • regular information posting enables audiences to follow the page and keep contact with the organization
Dissemination and effectiveness	• noticed and reshared by actors/target groups • outreach can easily be monitored
Creation	• Fem4Forest templates • Social media training

➔ **obstacles and critical points**

Project partners faced technical obstacles, some points were mentioned which could be critical or are challenging.

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	Critical/challenging points
Content	• challenging to create 12 meaningful and interesting posts • Posts which contained only text messages were less successful. • Specific content for each separate target group, posts should be advertised only for these
Dissemination	• Boosting the post is necessary to reach a bigger number of people
Technique	• Algorithms can prevent content from being displayed to some people unless they are followers
Frequency	• important to continuously post on social media to gain attention

➔ **external feedback**
Positive feedback and comments were given, people asked for more information.

2.6.4 *Further needs and recommendations*
- Communication via social media posting requires a sound strategy – a clear understanding of
  - what you want to achieve
  - how to communicate
  - which effects its creates and
  - what to do with untended effects.
- Content has to be adapted to the format of social media platform and to be lifelike: Live stories, good examples and story-telling of role models should be used. Examples that someone went through leave a bigger impact and raise awareness on a more adapted level. Content should be tailormade for each separate target group
- Range and visibility can be increased by paid advertisement of social media posts.
- Frequent and continuous social media posts and constant activity keep the followers interested in the topic and maintain the contact between target groups and organizations.
- Training in strategic social media communication is needed.

2.6.5 *Evidences*
see national reports in the annex

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2.7 Articles on web

2.7.1 Description, Main Idea and Aim

➔ **articles**

Five countries decided to publish articles on web, not all reached the required number of five articles.

Country	Number of posts
Bosnia and Herzegovina	5 (not published yet)
Croatia	5
Romania	2
Serbia	5
Ukraine	6

➔ **basic idea** behind

- To reach
  - general public with a not too scientific language
  - audience, which is active on websites, but not on Facebook
- To share
  - information regarding the project ideas and implementation of actions
  - key messages to raise awareness towards the topic of women in forestry and gender equality
  - stories, recommendations and perspectives of our role models

➔ **main aim**

The articles aimed at

- educating the viewers on policy recommendations, gender equality measures and good practice examples in the forestry sector
- encouraging women to enter the forestry sector
- delivering information and ideas to the target audiences in order to improve understanding of the situation and ways to change gender equality in forest sector
- promoting the project activities

➔ **target groups**

Target groups varied according to the project partners´ focus in their work.

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Target groups	Addressed groups
Higher Education and Research	• researchers and higher education staff • higher educational institutions, research and development institutions
Enterprises, SME, Interest groups including NGOs, Education/Training Center and School,	• forestry professionals • forest owners • forest sector enterprises • NGOs • Private Forest Owners Association • Association of Foresters • private institutions • protected area administrations
General Public Business support organizations	• general public • business support organizations
National and local public authorities	• regional forest and hunting administrations • departments of environment protection • Ministry of Ecology and Natural Resources • State Agency of Forest Resources • National Forest Administration

➔ **publishing media**

Most project partners published the articles at their own websites, one partner published in an online forest magazine.

➔ **possibly co-authors**

The articles were mostly written jointly by several members of the national project partner teams. in one case it was written by an external journalist from the publishing magazine.

2.7.2   Target achievement

➔ **number of published articles**

see 2.7.1

➔ **reached target groups**

It can only be guessed which target groups were reached, depending on the integration or orientation of the project partners (see 2.7.1).

Country	Number of pageviews etc.
Bosnia and Herzegovina	n.a. (article not published yet)
Croatia	180 per article
Romania	949 views/442 likes 205 views
Serbia	n.a.
Ukraine	n.a.

2.7.3 Feedback, success factors and obstacles

➡ **feedback of project partners**

One project partner rated articles on the web as a great way to give readers more in-depth information on topics of Fem4Forest project, while another one saw a rather additional supportive role, as the main communication was built through Facebook.

➡ **success factors**

Partners identified several success factors:

Success factor	Aspects
Communication strategy	• clearly defined goal • clear and transparent in what is to be communicated and transported
Visibility	• post on the front page when it was published • better visibility of web articles on websites and social media
Target groups	• Articles on web are more effective to forest professionals and other colleagues who work in educational and research institutions
Cooperation	• support of the team

➡ **obstacles and critical points**

No obstacles could be identified, only to points to keep in mind when publishing articles on web regarding language and wording:
- The title should be very catchy.
- The language should be easy to understand.

➡ **external feedback**

Positive feedback was given. People from Higher education and research asked for more information about the Fem4Forest project.

2.7.4   Further needs and recommendations

One partner is going to start a separate page for women in forestry to invest the efforts in building out the community. Continuing the activities after the end of the project is generally considered very important to promote the topic.

2.7.5   Evidences

see national reports in the annex

2.8   Meetings and project presentations

2.8.1   Description, Main Idea and Aim

➔ **meetings and project presentations**
4 project partners decided to hold meetings and project presentations, but only one reached the required minimum of five.

Country	Number of posts
Austria	4 (+2 in December)
Germany	2
Romania	3
Ukraine	3 (with 4 presentations)

Meetings and presentations were held both in presence and online. Duration, reasons/frame for the meetings and chosen topics/content varied wide from "Forest Coffee" via teacher´s conferences to big online events, from "Myths and prejudices about the woman forests engineer" to "The Fem4Forest approach for a more female forest sector in the DR".
Some of the meetings and presentations took place in connection with other events (national and international), some were separate events.

➔ **basic idea** behind and **main aims**
Meetings and project presentations addressed different groups of persons and organizations:
- responsible persons in relevant organizations
- peers in the organization
- peers in international forest policy research community
- participants and stakeholders

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The basic ideas and intentions aimed at the following topics:

Process	Basic idea/aim
Culture/Change	• initiating a process of reflection and change within persons and organizations • motivating to participate in the development of organizational / corporate culture that is oriented towards gender equality

Awareness building	• creating a common understanding of necessities and benefits in the context of equality between women and men in the forestry sector
	• enabling participants to recognize and use potentials in forestry under a gender perspective
	• making participants
	  - get in touch with the topic and possibility for discussions is necessary for raising awareness
	  - recognize stereotypes and prejustices
	  - deal with situations in everyday life in a gender sensitive manner
	  - reflect their personal attitude on the topic of equality
	• creating awareness for
	  - project topic
	  - value added for research
	  - results

Information and knowledge	• creating a common understanding of terms and definition among decision makers, executives, employers and employees • informing about results of the Fem4Forest survey • presenting Fem4Forests ideas and outputs to the participants and stakeholders
Relationship	• establishing a good basis for discussion and dialogue • building relations and setting connections with other actors, who work in field of gender equality in the forest sector • Bring (interest) groups into discourse with one another
Exchange	• facilitating exchange and discussion about merits of project and practical impact of applied research • discussing and exchanging good practices and issues of concern for women in forestry

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➜ **target groups**

Target groups	Addressed groups
Higher Education and Research	• Researchers and higher education staff • Higher educational institutions • Research institutions • High schools
Enterprises, SME, Interest groups including NGOs, Education/Training Center and Schools	• Forestry professionals • Forest owners • Forest sector enterprises • NGOs • Private Forest Owners Association • Association of Foresters • Private institutions • SME • Protected area administrations • Training centers and schools
Sectoral agencies	• Development organizations
General Public Business support organizations	• General public • Business support organizations
National and local public authorities	• National Forest Administration • Governmental institutions in the field of forestry, forest management and forest protection

➜ **organizer and cooperation partners**

As some of the meetings and presentations were a part of other (national and international) events, while others were single events the organizers beside the project partners and cooperation partners were very diverse. In one case also several project partners from Fem4Forest-group cooperated.

2.8.2   Target achievement

➜ **number of meetings and presentations**

The number of meetings can be seen under 2.8.1.

➜ **reached target groups/organizations**

The reached target groups can also be seen under 2.8.1., the number of participants or views cannot always be assigned to a certain target group.

Country	Number of participants/(views etc.
Austria	94 participants
Germany	approx. 50 / 35 participants
Romania	313 / 3.800 views
Ukraine	72 / 1.200 views

2.8.3   Feedback, success factors and obstacles

➜ **feedback of project partners**

Two project partners stated that the topics were well received by different target groups, especially by some groups where the project partner had expected some skepticism against the topic of gender equality. Instead of that the topic was received with great openness and discussed intensively, sometimes much longer than planned.

➜ **success factors**

Partners identified the following success factors:

Success factor	Aspects
Setting	• creating and/or using a framework where deeper discussion and exchange are possible (occasion for the meeting, time frame, event format…) • mutual appreciation for each other's situation and opinion required to create openness for the topic • support of organizers • support and participation of Fem4Forest partner organizations
Content and presentation	• Examples from practice absolutely necessary to make theoretical principles understandable • available evidence • preparatory work with colleagues and peers • experience with presentations
Target group orientation	• dedicated to specific target groups

➜ **obstacles and critical points**

Especially being a part of another event may be challenging:
- Organizing an event, especially together with other organizations can be challenging – not all organizations are ready for the opportunity to hold a project presentation, and often timing issues occur due to tight time schedules.
- At international events, different time zones may limit the participation.

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Evidence of the targeted groups is hard to come by at online-events.

➜ **external feedback**

In several cases participants of the project presentations reported that the topic is very important. Being part of a bigger event bears the danger of overusing ones time.

2.8.4 *Further needs and recommendations*

The process of awareness raising is a long-term project, which should be carefully planned and needs support from various sides:

	Aspects
Strategy	• defining relevant organizations for future contacts (decision-making bodies of the sector, other representatives of the business community and public administration) • using existing networks to convince relevant decision-makers in personal conversations about the importance of the topic • initiating long-term processes with companies and organizations based on these initial events • clarifying how the topic is to be dealt with in future and what assistance is perhaps necessary and desired
Content	• formulating clearly what is offered and what is expected • defining and delivering the message why this topic is needed to be approached
International Cooperation	• having regular meetings of the actors working with gender quality in forest sector in different countries

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2.8.5 *Evidences*

see national reports in the annex

2. Evaluative summary of National Awareness Raising Activities, conclusions and recommendations

2.1 Evaluative Summary

Some project partners made final reflections on the Awareness Raising Campaign as a whole. These can be summarized as follows:

- It is crucial to reach the most important target groups for the following reasons:
  - The topic requires broad awareness among the general public.
  - There is a need for concrete information and basic knowledge about the topic for decision-makers, workers and employees in the organizations.
- It is important to initiate discussion processes that lead to changes in perceptions and attitudes. These in turn enable a general change of processes and decisions in further processes.
- Activities must be tailor-made for different target groups, even among women themselves and should be based onto their realities.
- Campaign implementation should be more strategic, considering national circumstances and frameworks.
- It is important to present, discuss and listen to different stakeholders, who provide important feedback and ideas.

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Finally, evaluation feedback on the individual measures was given – the table below summarizes the results:

Activity	Pros	Cons
Postcards	• convenient and easy way to send information, promote the project, raise awareness, spread key messages • great idea for expanding the networking if sent worldwide	• feedback usually lacks • outreach hard to monitor • seems outdated
	• supporting measure • more one-directional	
Posters		• seem to be outdated • impact not easy to monitor
Videos	• way to reach general public • catchy because low-threshold • easy to remember	
	• more one-directional • attractivity depends on the medium where it is published	

Activity	Pros	Cons
Printed Articles	• specific targeted audience • large outreach	• writing takes time
	• more orientated to professionals, less to general public • more one-directional	
Flyers	• more one-directional	
Posts and Social media	• efficient • large outreach • time saving • concise • outreach easy to monitor • good way to build a community with regular information and messages • effective for young professionals and future students • most used tool for getting in touch with news	• not suited for long-reads or analytical content • short attention span of readers
	• allow interaction and mutual communication • continuous sharing of information	
Articles on web	• nice way to showcase female role models • effective to target groups in educational and research institutions	• target groups limited to network of organizations
	• dependent of traffic and popularity of organization's web page	
Meetings and project presentations	• bring the discussion down to the decision makers	
	• allow interaction and mutual communication • dedicated to specific target groups	

Each partner ranked the activities according to their goal achievement and effectiveness from the most effective to the least effective.

One partner defined effectiveness as
- reaching the targeted audience with communication about the project's activities
- identifying which topics gain attention and which do less so
- facilitating progress in project implementation

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One partner mentioned that even activities with higher effectiveness may have their limitations (e.g. Facebook is very effective in giving concise information to a high number of people but is not suited for posting long-reads or analytical articles).

These opinions lead us back to the inputs given above:
- Awareness raising campaigns must be planned strategically.
- Activities have to be tailormade with regard to target groups and information channels.

The ranking of most effective activities produced the following picture (1 = most effective)

	Postcards	Posters	Videos	Printed articles	Flyers	Posts and social media	Articles on webb	Meetings and project presentations
Germany	3		6	4	5	1		2
Czech Republic	3	1	2					
Croatia			1			2	3	
Slovenia	2		4	3		1		
Serbia					3	1	2	
Ukraine		3	1			1	2	2
Austria	3		1					2
Romania	5	6	3	7		1	4	2
Bosnia and Herzegowina	2					1	3	

It is difficult to rank all activities because countries have selected different numbers of activities but regarding the top three we get the following ranking:

1. Posts and social media
2. Videos
3. Meetings and project presentations

2.2   Conclusion and recommendations

Based on the experiences with the activities set in the project partners were asked to state which three activities should be set in the future in order to be able to pursue the goals of the awareness raising campaign:

	Postcards	Posters	Videos	Printed articles	Flyers	Posts and social media	Articles on webb	Meetings and project presentations
Germany			3			1		2
Czech Republic		3		2				1
Croatia			3			1	2	
Slovenia	3					1	2	
Serbia					3	1	2	
Ukraine						1	2	3
Austria	3		2					1
Bosnia and Herzegowina	3		1			2		4
Romania	1		2					3

The results:
- The "winner" – Posts and social media – is quite clear.
- Articles on the web seem to be a slightly better alternative for the future than videos (maybe due to the effort a good video requires).
- Meetings and project presentations keep their podium place, closely followed by Videos.
- Postcards may be suited for some occasions, depending on the partners' organizational environment and networks.
- Printed Articles, posters and flyers will be used in a rather narrow spectrum.

The table below summarizes partners' recommended adaptations for the awareness raising media as used in the Fem4Forest project:

Activity	Adaptations
Posts and Social media	**Content:** • add more video content • photos from female students and professionals could be used for future posts and their experiences • include more stories from women in forestry, personal experiences • simplify the content and focus on one key message. • sharing real stories from women participating in the forestry sector on all levels **Target groups/Dissemination:** • engage larger audience through discussions, competitions, series of publications • posts on Instagram (in addition to Facebook), since this social network is widely used by younger generations

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Activity	Adaptations
	Communication strategy: • strategically planning and informing by a solid understanding of communication in social media • Continuously post on social media to gain more following not only in our usual public
Articles on web	**Content:** • Share stories of women in forestry to understand their importance, especially in rural areas where forestry is the main income for most people. **Cooperation:** • involvement of gender experts **Target groups/Dissemination:** • can be published on different web pages • published also outside of the professional papers, to reach wider public
Meetings and project presentations	**Target groups/cooperation:** • participation and sharing information with various initiatives, projects and activities • intensify the identification of organizations and companies that are genuinely interested in promoting and supporting women in the forestry and timber industries and neighbor sectors • utilize synergic effects with other on-going projects and existing networks • use them as an opportunity to learn about project implementation and how to improve it **Content:** • include an exchange of idea between women with experience vs. girls • Funny or dramatic stories to be used more often
Videos	**Content:** • highlight the youth: interview students and share their views • intensify the identification of women who are not afraid to step in front of the camera and to act as a female representative for the sector • could have a satiric graphical designer, and an actor can tell the storyline in the background **Creation:** • secure professional support to create high-quality material that reflects the project's ambition and quality

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Activity	Adaptations
Postcards	**Content:** • increase professional access to creating interesting messages and images • to equip them with QR codes linked to other awareness raising activities like videos, articles, FB, F4F webpage … **Target groups:** • widen the distribution across all relevant organizations
Printed articles	**Target groups:** • can be modified to be further used for a wider (non-academic) audience
Posters	**Creation:** • not to use Canva
Flyer	(none)

3. Annex

Links to national reports will be added after finishing the report

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