



FOREST IN WOMEN'S HANDS (FEM4FOREST)

**TRANSNATIONAL FINAL REPORT
WITH
RECOMMENDATIONS**

Deliverable: D.T.4.3.1

Project number: DTP3-500-1.2 Fem4Forest
Project Coordinator: Slovenian forestry institute



Imprint

This document is issued by the consortium formed for the implementation of the Fem4Forest project (DTP3-500-1.2 Fem4Forest) by the following partners:

- ✓ 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 Ștefan cel Mare of Suceava (Romania)
- ✓ Czech University of Life Science Prague (Czech Republic)
- ✓ Association Economy and Democracy (Bulgaria)

Lead partner of the project

Gozdarski inštitut Slovenije/
Slovenian Forestry Institute



Contact:

Gozdarski inštitut Slovenije
Večna pot 2
SI – 1000 Ljubljana
Dr. Nike Krajnc
Phone: 00386 1 200 78 17
Email: nike.krajnc@gozdis.si

Project partner responsible for deliverable

Forstliche Ausbildungsstätte (FAST) Pichl /
Forest Training Center Pichl



Contact:

Forstliche Ausbildungsstätte Pichl
Rittisstraße 1
A – 8662 St. Barbara i.M.
Dipl.-Ing. Dagmar Karisch-Gierer
Phone: 0043 664 602596 7292
Email: dagmar.karisch-gierer@lk-stmk.at

Authors of the Transnational Report on pilot activities

Slovenian Forestry Institute (Slovenia): Nike Krajnc, Polona Hafner, Katarina Flajšman

Forest Trainings Center PICHL (Austria): *Dagmar Karisch-Gierer*

NOWA Training Counselling Project management (Austria): *Eva Janusch, Heidi Gaube*

Bavarian State Institute of Forestry (Germany): *Kathrin Böhling*

Forest Owner Association Styria (Austria): *Max Handlos*

PRIZMA Foundation for Improvement of Employment Possibilities (Slovenia): *Mateja Karničnik*

Croatian Chamber of Forestry and Wood Technology Engineers (Croatia): *Silvija Zec, Maja Merc Kiš*

Croatian Union of Private Forest Owners Associations (Croatia): *Irina Suša, Miljenko Županić*

Agency for sustainable development of the Carpathian region "FORZA" (Ukraine): *Lesya Loyko, Nataliya Voloshyna*

Forestry and Environmental Action (Bosnia and Herzegovina): *Amina Trle Trbic*

University of Belgrade-Faculty of Forestry (Serbia): *Marina Nonić*

University Ștefan cel Mare of Suceava (Romania): *Ramona Scriban*

Czech University of Life Science Prague (Czech Republic): *Petra Palátová, Tereza Červená, Roman Dudík, Michal Hrib, Martin Jankovský, Vilém Jarský, Karolína Macháčková, Ratna C. Purwestri, Marcel Riedl*

Association Economy and Democracy (Bulgaria): *no report available*

December 2022

Disclaimer

The information and views set out in this project document are those of the author(s) (DTP project Lead Partners and partners) and do not necessarily reflect the official opinion of the European Union/Danube Transnational Programme. Neither the European Union/Danube Transnational Programme institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

Contents

1. Contents.....	4
1. INTRODUCTION.....	5
1.1 Basis of the report	5
1.2 Evaluated activities.....	5
2. COMMON INSIGHTS.....	6
2.1 Awareness Raising Activities.....	6
2.2 Pilot activities	7
3. POSSIBLE CHANGES AND SUGGESTIONS.....	8
3.1 Awareness Raising Activities.....	8
3.2 Pilot Activities.....	9
4. STRATEGIES AND RECOMMENDATIONS	10
5. JOINT MODEL FOR THE ADVANCEMENT OF GENDER EQUALITY IN THE FORESTRY SECTOR.....	11

1. INTRODUCTION

1.1 Basis of the report

All partner countries analyzed their national activities in reports based on a common template. The results have been discussed and condensed in a common workshop with all project partners.

This transnational report is a synthesis of the national reports respectively their evaluation results and the workshop's results.

1.2 Evaluated activities

All partner countries conducted a selection of

- Awareness Raising Campaign activities and
- Pilot activities

Minimum requirements have been given to have a common framework for the activities and to ensure the reaching of the defined target groups.

1.1.1. Awareness raising activities

The aim of awareness raising campaigns was

- to disseminate insights and awareness of opportunities for women
- to create a common understanding of gender equality
- to present possibly discriminating structures and mindsets in the forest sector to the target groups

Target groups and the range of possible activities can be seen below.

Target groups	Activities
→ Local Public Authority	→ Postcards
→ National Public Authority	→ Posters
→ Sectoral Agency	→ Videos
→ Interest groups including NGOs	→ Printed Articles
→ Higher Education and Research	→ Flyers
→ Education/Training Center and School	→ Posts on Social Media
→ Enterprise, excluding SME	→ Articles on Websites
→ SME	→ Meetings and Project Presentations
→ Business support organizations	
→ General Public	

1.1.2. Pilot activities

Pilot activities had the aim

- to better assess, expand and confidently present knowledge, skills and potentials of women
- to successfully integrate women into workplaces or work environments
- to promote the professional and personal development of women
- to encourage women to engage in all fields of the forestry sector
- to connect women in forestry among themselves to share experiences and therefor strengthen each other.

Target groups	Activities
<ul style="list-style-type: none"> ➔ Female forest owners ➔ Forst professionals ➔ Women in early career and formation ➔ Decision Makers ➔ Executives ➔ Employers ➔ Employees 	<ul style="list-style-type: none"> ➔ Training program <ul style="list-style-type: none"> • Awareness raising training • Training modules for Women in Forestry ➔ Mentoring ➔ New forms of cooperation

2. COMMON INSIGHTS

2.1 Awareness Raising Activities

Feedback of project partners and target groups lead to the following conclusions:

The topic of gender equality **requires broad awareness** among all target groups. There is a **need for concrete information and basic knowledge**. This is the basis 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.

The most effective respectively most promising activities for future

1. Posts and social media
2. Videos (pilot activities) / Articles on web (future)
3. Meetings and project presentations

They have the following features in common:

- Three of them (Posts on social media, videos, articles on web) focus on **social media**, which has several advantages:

- large outreach with possibility to build communities
- accessible for all target groups
- outreach easy to monitor
- dissemination is easy and quickly done
- These activities enable **interaction and mutual communication**, which is crucial for spreading information and knowledge and initiating changes in mind and action.

2.2 Pilot activities

Awareness raising training activities followed the systemic approach and **focused rather on organizations, their structures and systems**. Accordingly, feedback referred more on gender equality in common, its chances and general actions to promote the topic in organizational systems.

Training modules, Mentoring and New forms of cooperation, on the other hand, **aimed more directly at women in forestry**. They were based the needs assumed during their conception respectively based on the surveys of T1 and T2on. Carrying it out provided the opportunity to ask about the needs of women in forestry again and ultimately to confirm them.

Project partners and participants draw the following conclusions:

Activity	Conclusion
<p style="text-align: center;">Awareness raising training</p>	<p>It succeeded</p> <ul style="list-style-type: none"> • to bring in a new and changed perspective on the topics of gender and equality of women and men in the forest sector. • to set a starting point for specific actions to promote gender equality in forestry
<p style="text-align: center;">Training modules for Women in Forestry</p>	<ul style="list-style-type: none"> • There is a clearly articulated need for trainings like these. • Exchange between women in forestry is essential, networks and contacts with other women from the forestry sector should be established.
<p style="text-align: center;">Mentoring</p>	<p>n.a., as activities are in a too early process</p>
<p style="text-align: center;">New Forms of Cooperation</p>	<p>There is a significant demand and clear wish</p> <ul style="list-style-type: none"> • to cooperate on national and international level • to share experiences, knowledge, etc. • to have an organizational frame which enables contact

3. POSSIBLE CHANGES AND SUGGESTIONS

The evaluation of national Awareness Raising Campaign activities and Pilot activities showed one common ground for all activities: The **inclusion of women who are already active and successfully engaged in the forest and timber sector**. These women act not only as **role models** but are also **important multipliers** as well as **decision makers** in their field of responsibility.

3.1 Awareness Raising Activities

The focus on social media allows activities to be adapted quickly, both with regard to national specificities and also from a general point of view.

In addition, findings from Pilot activities shall be included in future, especially the necessity to **involve female role models**, exemplary effect and the possibility to get into contact with them via social media, as it was also an essential finding out of the evaluation.

Possible changes of the most promising activities can be summarized as follows:

POSTS ON SOCIAL MEDIA	ADAPTIONS
Content	More “real life”-experience through <ul style="list-style-type: none"> • increasing the visibility of women via adding more video and/or photo content • story telling – including/sharing real stories from women participating in the forestry sector on all levels
Target groups / Dissemination channels	Widen the addressee-group through <ul style="list-style-type: none"> • increasing interaction e.g. through discussions or competitions • engaging larger audiences by series of publications • wider use of Instagram (in addition to Facebook), to reach younger generations
Communication strategy	More focus on strategic planning and securing of resources for <ul style="list-style-type: none"> • solid understanding of communication in social media • continuous posting
VIDEOS	ADAPTIONS

<p>Content</p>	<p>More focus on the people portrayed through</p> <ul style="list-style-type: none"> • involving the youth (students, pupils, children...) • intensifying 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
<p>ARTICLES ON WEB</p>	<p>ADAPTIONS</p>
<p>Content</p>	<p>More “real life”-experience through</p> <ul style="list-style-type: none"> • sharing stories of women in forestry sector to understand their importance
<p>Cooperation</p>	<p>Widen the focus and input through</p> <ul style="list-style-type: none"> • involving gender experts
<p>Target groups / Dissemination channels</p>	<p>Widen the addressee-group through</p> <ul style="list-style-type: none"> • publishing on different web pages • publishing also outside of the professional papers
<p>MEETINGS AND PROJECT PRESENTATIONS</p>	<p>ADAPTIONS</p>
<p>Target groups and cooperation</p>	<p>Look for allies through</p> <ul style="list-style-type: none"> • intensifying the identification of organizations and companies with a genuinely interest in promoting and supporting women in the forestry and timber sector • utilize synergic effects and share information with other projects, activities, initiatives and existing networks

3.2 Pilot Activities

The pilot activities were very much aimed at giving concrete impetus to a clearly defined audience.

→ Awareness raising trainings

The evaluation did not reveal any concrete and/or common starting points for improvements, as the activities carried out were very different on the one hand and the feedback from project partners and participants was very positive on the other.

→ Training Modules for Women in Forestry

Feedback was very positive; nevertheless, it brought many suggestions for improvements and references to critical points. The most important respectively common points are summarized in the table below:

TRAINING MODULES FOR WOMEN	ADAPTIONS
Exchange and networking	Give more time and space for personal contact through <ul style="list-style-type: none"> • securing sufficient possibilities for exchange • involving successful women / women in leading positions to share their experiences
Content	More focus on practical applicability by <ul style="list-style-type: none"> • noting the balance between (new) theoretical and practical input/exercises • presenting positive examples and solutions
Format and setting	More focus on social aspects by <ul style="list-style-type: none"> • providing an environment/location that satisfies learning as well as personal needs • considering women’s life and working environment regarding duration and time schedule

→ **Mentoring Program**

As only two countries already implemented concrete steps at national level, it was not possible to find out common starting points for adaptations.

→ **New Forms of Cooperation**

These activities covered very different types of events and offers for women in forestry, which were all perceived very well. Due to this fact and to the non-given standardization respectively great variability of activities there are no common points for adaptations in future.

4. STRATEGIES AND RECOMMENDATIONS

The concluding common workshop with all project partners addressed two questions:

- What joint suggestions do you have for anchoring a strategy for the implementation of activities in the long term?
- What is particularly important to consider?

The answers together with the results of the evaluation lead us to the following Strategies:

→ *It is important to reach the target groups optimally – the best ways are*

- Social Media: Using platforms that are common in the sector guarantees maximum dissemination of messages

- Videos: Short videos are important to transport key messages and can be used at several occasions.
 - Personal meetings with policy makers are essential.
- *To be successful in raising awareness it is important*
- to have a strategic content plan from very beginning: what, how often, when, key messages and key words
 - to create a common understanding of gender equality in all target groups
 - to give information regarding other sectors
 - to adapt key messages to national levels
 - to keep activities short and easy to approach
 - to adapt activities for different target groups, based onto their realities
 - to present, discuss and listen to different stakeholders, who provide important feedback and ideas
 - to promote activities at all times and to be visible
- *To reach women and organizations it is necessary to address different target groups, to meet their needs and to work on different levels:*
- Women in forestry: create spaces for women in similar situations
 - Networks and stakeholder: influence the development of forest policy making
 - For all: Create meeting points for exchange with target groups / stakeholder
- *It is crucial to secure networks, work power and money*
- Clear orders are needed – someone has to be in charge.
 - Dialogue and cooperation are essential – use networks and external experts, include stakeholder, decisions maker etc., so that they know what women need
 - Search and ensure ways for long term financing

5. JOINT MODEL FOR THE ADVANCEMENT OF GENDER EQUALITY IN THE FORESTRY SECTOR

The measures tested in practice and the evaluation of the measures have shown the following:

- There is a **massive lack of consciousness for the issue of gender equality** and related questions or problems in all levels of the forestry and timber sector.

BUT:

- Probably due to the **systemic approach of awareness-raising** activities, the addressed organizations and institutions have responded very well to the measures, which means that this approach is a **very valuable door opener** for the topic of gender equality in the sector.
- Women **clearly articulated the need for measures to support their work** in forestry and thus increase their participation in the sector.

This suggests that it will also be necessary in the future to make **active and easily accessible offers** both

- at the **structural level** of the organizations and
- at the **individual level** of the women.

Key elements are

→ Awareness raising among all target groups

- to broaden concrete information and basic knowledge about gender equality in forestry
- to initiate discussion processes that lead to changes in perceptions and attitudes and finally change decisions and processes

Consider:

- Activities must be tailor-made for different target groups.
- Campaign implementation has to be planned strategic on all levels (content, resources etc.).
- It is important to interact – to present, discuss and listen to the audience and to different stakeholders, who provide important feedback and ideas.

→ Training for women in forestry

- to make women aware of their competences and abilities
- to give them the possibility of self-development
- to empower them to be an active part of the forestry and timber sector

Consider:

- It is important to know the women's realities and needs and to adjust the offers accordingly.
- Temporal, spatial and organizational space for personal exchange and interaction is essential.
- Women's life and work environment determine their options and have to be considered in the creation of offers.

→ Mentoring

- to pass on knowledge and experience
- to support mentees in their questions and challenges
- to positively influence the professional and/or personal development of mentors and mentees
- to positively influence organizational structures and processes

Consider:

- Mentors have to be aware of their role and need specific characteristics and capacities.

→ Cooperation and networks

- to cooperate on national and international level

- to have a space / organizational frame to get into contact with women in the same situation
- to share and exchange experiences, knowledge and contacts with the overall aim of pushing women in forestry forward
- to strengthen women emotionally, when they feel that they are not alone in their specific situation

Consider:

- Personal communication and dissemination of information is crucial for the success.

The following points have emerged as success factors for future projects and activities:

→ **Strategy is the key.**

Activities have to be planned strategically from the beginning to the end and in all required dimensions (target groups, communication, content, resources etc.)

→ **Know and meet the needs of the target groups.**

Offers have to be tailor-made to the needs, the given frameworks and environments of persons and organizations.

→ **Activities need resources.**

It is necessary to secure resources to carry out activities successfully. Lack of time, money or interest will lead to failure.

→ **Visibility is essential!**

Finally yet importantly, visibility is the goal as well as the means to an end. To reach gender equality in forestry we have to make women visible with all their competencies and contributions to forestry. We have to include and involve them in all activities, bring them in front of the curtain and let them tell their stories.