

## Output Factsheet

**Output title:**

**T3.2 Transnational Awareness raising campaign**

**Summary of the output (max. 2500 characters)**

To disregard women in organizational, personnel and process design or in customer relationships means not to use 50% of the potential resources. This is particularly critical in rural areas with its demographic development and the problem of labour migration. This is why this campaign is implemented.

**Content of the campaign model:**

- Initial Situation
- What is the goal of the campaign?
- Why is such a campaign needed?
- Target Audiences
- Campaign Strategy
- Guiding Principles
- Campaign Planning and Implementation
- Campaign Tasks
- Implementation Support for partner

The campaign model was provided in English, translated and adapted by all partners and started in December 2021 in all Fem4Forest partner countries. Partners develop and implement tailor-made campaigns on national level following the framework and minimum requirements of the model.

Methods to implement the campaign depend on target groups and national circumstances and are chosen by partners in each country. The campaign supports the implementation of the training and mentoring program and is an integral part of work package T4. The campaign also works closely with the Communication work package.

**Each partner country has to implement at least 3 campaign-activities:**

- 3 Postcards
- 3 Posters
- 1 Video (at least two minutes or more short videos)
- 3 Printed Articles
- 3 Flyers
- 12 Posts in Social Media (1/month)
- 5 Articles on Website
- 5 Meetings and Project-Presentations

**All activities have to address and present the 3 Key Messages of the campaign:**

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. Campaign activities are regularly reported by the partner countries.

**Contribution to EUSDR actions and/or targets (max. 1500 characters)**

**Contribution to EUSDR PA8 targets/actions:**

OT3.2 aims to raise awareness on the fact that woman as neglected human resource hold enormous potential for improvement of competitiveness and innovative strength of male-dominant forestry sector (Target 5).

**Contribution to EUSDR PA9 targets/actions:**

Women experience marginalization in multiple ways, they face a variety of challenges and systemic barriers. OT3.2 contributes to make a change in the role and inclusion of women in forestry sector on all levels (Action 3). Its aims to promote advantages of mixed-gender teams with focus on traditionally male-dominated sectors. Integration of women into new fields of work within institutions and companies provides them new opportunities in the labour market and career development (Action 3, Action 4). OT3.2 aims to raise awareness on the issue of gender stereotypes and to design structures in order to inspire, encourage and support women in planning their development of professional life within the forestry sector (Action 8). Campaign focuses on lightening the gender stereotypes through generation of interest in the efficient and quality training and mentoring programs (Action 5). Campaign addresses general public and specific target groups on all levels of training and decision-making positions. It builds on education earned by doing, through experience (Action 6, Action 7).

**Performed testing, if applicable (max. 1000 characters)**

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**Integration and use of the output by the target group (max. 2000 characters)**

OT3.2 targets all identified groups in the frame of the Fem4Forest project. Due to the various needs of the forestry sector and awareness raising being one of the most important integral part in order to improve conditions related to gender mainstreaming issues, the campaign addresses not only women, but also **local public authority, national public authority, sectoral agency, interest groups including NGOs, higher education and research, education/training center and school, enterprises, SMEs, business support organizations and general public**. All relevant target groups were also invited to and included in the preparation of this output. The benefits derived from the raised awareness on gender issues range from different problem-solving strategies, different perspectives to an improvement of the working environment on all levels and for all target groups.

All identified target groups are addressed through different communication channels, such as printed and digital publications and promotional material, public events, web pages and social media

**Geographical coverage and transferability (max. 1500 characters)**

Output T3.2 provides a model of the gender mainstreaming awareness raising campaign in 10 DR countries. The campaign is prepared in English language and is therefore easily replicable in other DR countries, EU countries or beyond. The campaign model was also translated in national languages to ease its implementation on national levels. The structure of the campaign considers implementation of national requirements and frameworks. Methods of implementation depend on national circumstances and are chosen by partners in each country.

The campaign was developed to inform, sensitize, and motivate companies, organizations and relevant stakeholders to engage women as equal actors in the forest sector. However, the document can also be applied in other sectors that are in a similar situation. The approach can be adapted also in awareness arising campaign tackling other vulnerable groups.

**Durability (max. 1500 characters)**

Output3.2 is a fundamental key element for in the process of awareness raising on gender mainstreaming and ensuring lasting development and support in this field. The presented campaign model can be easily adopted and used in other projects in the future and therefore address a longer timeframe than the project duration.

The campaign addresses women to develop their career in forestry sector and encourages them to apply for jobs, currently mainly occupied by men. In this manner the campaign supports development of more inclusive working environment for women nowadays and opens the door for a future generation of female inventors, scientists and engineers.

Output3.2 provides a strategy and the framework for activities developed under a gender perspective to be used in the forest sector and tested in T4. The campaign supports the implementation of the training and mentoring program and is an integral part of work package T4 as is also strongly connected with the Communication workpackage.

**Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)**

Integrating women in companies and institutions into new fields of work opens up opportunities not only for them but for the whole sector. With the focus on strategies, structures and culture and taking into consideration the target audience, the Awareness Raising Campaign provides a set of strategies, guidelines and activities developed under a gender perspective to be used in the forest sector, its organisations and companies.

Tools and methodologies for training needs analysis and assessment of skills were partly developed and tested within Competence Centre in Circular Economy (ESS). Comprehensive model of planning and forecasting needs for skills was developed, is the Career platform for employees.

Development of campaign model for more successful integration of women into the labour market and employment considered results from good NEWSS (Interreg SI-AT), the WomEn-Puls project (Interreg AT-HU) – Career promotion of women in Styrian companies and the synergic project Promotion of entrepreneurship and Crafts in the Forestry and Timber Sector.

Presented campaign also support objectives of ongoing project ROSEWOOD4.0 (H2020), focusing on the promotion of digital best practices and education in forest-based sector, also in context to overcome gender related stereotypes.

On March 11, 2021, the Styrian regional government decided on the “Styrian Equal Opportunities Strategy”. Particular emphasis is placed on preventive measures that address the root causes and have a long-term effect. The Styrian equality strategy builds on what has already been worked out and is intended to bundle forces and not "start all over again". The Fem4Forest project team is in close exchange with the actors of this strategy.

**Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)**

The Fem4Forest Awareness Raising Campaign will inform, sensitize, and motivate companies, organizations and relevant actors to place women as equal players in the forestry sector. This output is contributing to make a change in the role of women in forestry sector, where action is needed on all levels.

The campaign will change the gender stereotypes that are unfortunately attached to some jobs in the sector. We will directly promote skills, competences of and opportunities/jobs for women as well as the challenges (young) professionals face in the sector. The campaign contributes to encourage women to enter into the forestry sector and enable them to apply for jobs that are currently dominated by men.

Output T3.2 addresses objectives in EU Commission’s “**Gender Equality Strategy 2020-2025**”. The results provide basis for the discussion of gender stereotypes and how to overcome them, address different gender gaps and aims to empower women through target trainings based on collected needs.

Output T3.2 is in line with **FAO Policy on gender equality 2020-2030**, which recognizes importance of progress towards clear gender equality objectives. It aims to adequately address gender dimensions in all organizational functions, from results-based management to staff learning and evidence generation.

Output T3.2 highlights defined issues related to unequal participation of women and men in agriculture and rural development, Ageing and masculinization of rural areas, invisibility of women’s role and under-representation of women in farm ownership and agricultural decision-making, defined in **EIGE Gender in agriculture and rural development**.

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