



FOREST IN WOMEN'S HANDS (FEM4FOREST)

TRANSNATIONAL AWARENESS RAISING CAMPAIGN MODEL

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FOREST IN WOMEN'S HANDS (FEM4FOREST) DTP3-500-1.2 Fem4Forest
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- ✓ 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)
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Disclaimer

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1 Introduction

The Fem4Forest awareness-raising campaign will inform, sensitize, and motivate companies, organizations and relevant actors to place women as equal actors in the forestry sector.

The campaign aims at maximizing the motivation of the audience, not their knowledge. If we try to use knowledge in the campaign, we will end up circling and exploring our issue but not effecting change. Our campaign will have an “educational” effect for the general public and specific target groups, but it is an education earned by doing, through experience, rather than through being given information. Information is not power until it leads to mobilization.

If in forestry women are not considered at organizational and personnel level, the sector loses enormous potential. This has an impact on competitiveness and innovative strength. It is also important in terms of resource use, human and financial.

This is particularly critical in rural areas with its demographic development and the problem of labour migration. Integrating women in companies and institutions into new fields of work opens up opportunities for them. Worldwide experiences from the forestry sector have proven the advantages of mixed-gender teams, especially in traditionally male-dominated occupational fields. The benefits range from other problem-solving strategies, different perspectives to an improvement in the working environment.

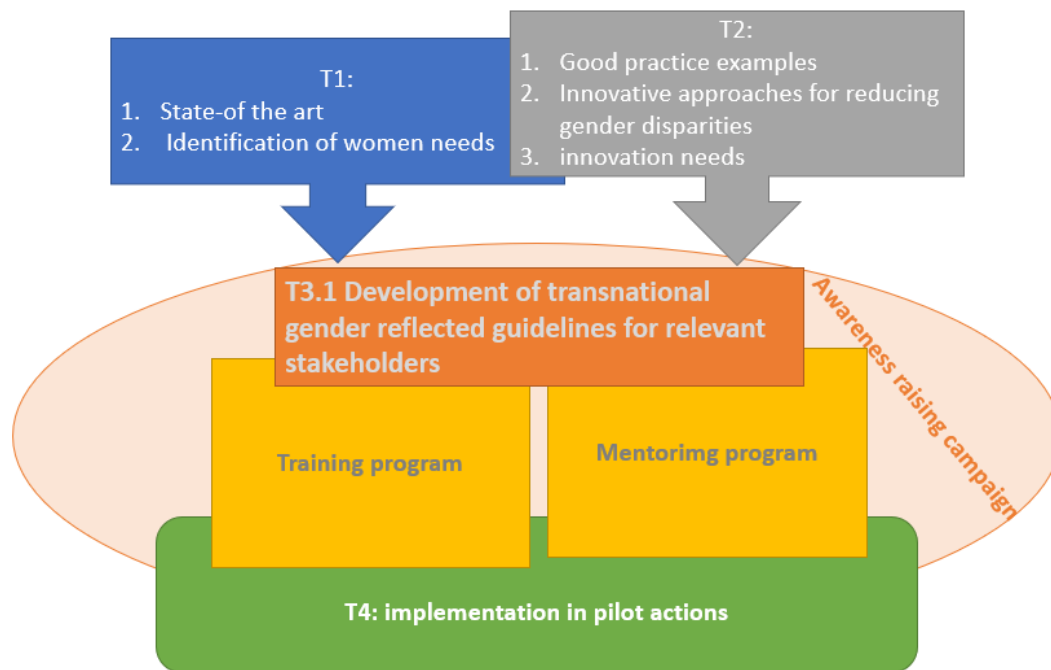
The awareness-raising campaign model will consider the findings from the T1 and identify weaknesses and opportunities concerning gender equality in the forestry sector (T2).

The awareness-raising campaign model provides a strategy, and the framework for activities developed under a gender perspective to be used in the forest sector and tested in T4. 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 model will be provided in English to all partners in September 2021, the campaign will start in December 2021 in all Fem4Forest partner countries.

Partners will translate the campaign model and develop and implement tailor-made campaigns on national level following the framework and minimum requirements of this 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.



2 Initial Situation

Women, in all their diversity, experience marginalization in multiple and intersecting ways, depending on their social status, ethnicity, age, class, income level, health level, disability etc. and gender identity, amongst others.

They face systemic barriers, from patriarchal social norms, gender stereotypes and prejudices that exclude them from the decision-making process to discriminatory laws and practices that prevent their access to land and forests.

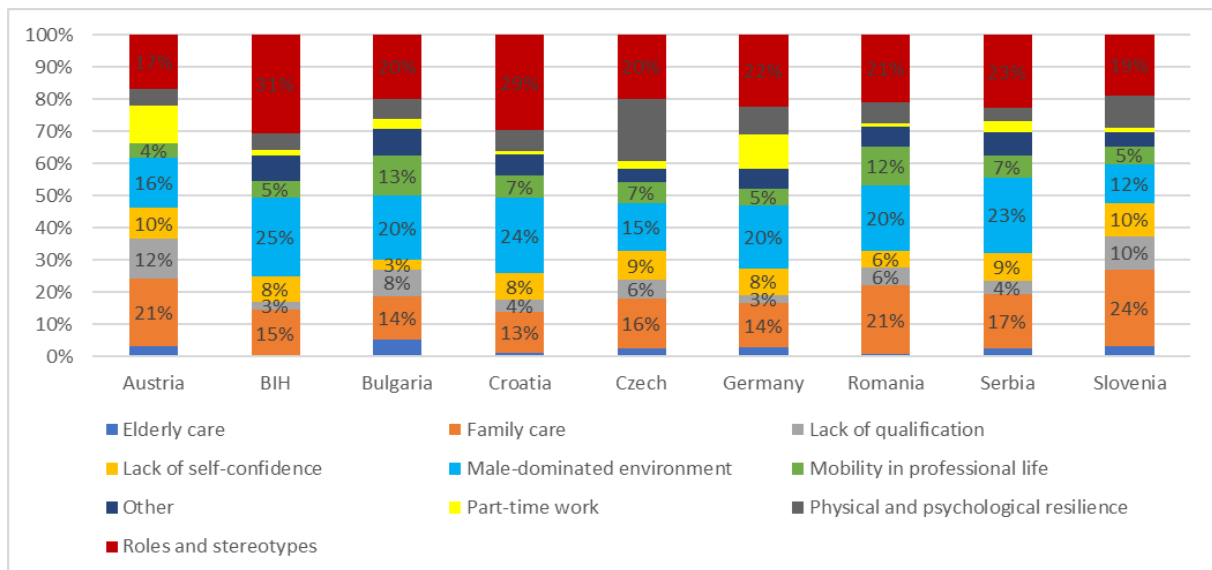
Women working in male-dominated professional environments as the forestry sector face a variety of challenges (see also: Report "Collected needs of women and wider gender perspective in forestry sector")

Main reported challenges:

- Discriminating stereotypes
- Societal expectations and beliefs about a woman's role in society
- Lack of mentoring and career development opportunities

These challenges are the reason why we need this campaign. We want to disseminate insights and awareness of opportunities for women, present all structures and mindsets in the forest sector to the target groups, because it is important that key players in the processes in the forest sector work towards the implementation of gender equality.

Which challenges and barriers do women in the forestry sector in DR face to pursue their career in work life?



Source: Report “Collected needs of women and wider gender perspective in forestry sector”, Fem4Forrest, June 2021)

2.1 What is the goal of the campaign?

We will announce all the activities of the project to invite participants from the forestry sector, including the public sector, to promote the topic and generate interest in the training and mentoring programs.

A lot of data and evidence is assembled in order to disseminate the message that action for gender equality is needed and provide insights for useful measures. This is the knowledge we use to raise attention.

Awareness raising for relevant actors, multipliers, decision-makers and civil society is essential to reach the goals of this campaign. Aim is to name gender stereotypes and make them visible, to develop attitudes and to design structures in order to inspire and encourage women and support them in planning their professional life within the forestry sector. (Also see: “Transnational gender-reflected Guidelines”)

To achieve the most effective motivation, simplicity in messaging and purpose is important. We must communicate only one thing at a time and use a simple and friendly, but still unambiguous “call to action”, which requires no explanation.

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.

2.2 Why is such a campaign needed?

The campaign will change the gender stereotypes that are unfortunately attached to some jobs in the sector. We wish to 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.

We want representatives of the target groups, to stand behind the campaign and convince relevant actors to share their encouragement and thoughts through social media platforms, using hashtag #Fem4Forest.

Example:

#women in Forestry ... united to form a single voice and partner countries coming together....

With this campaign, we point out the fact that women are still being treated differently in jobs and paid less than men for doing similar work in engineering and forestry (See: Report "Collected needs of women and wider gender perspective in forestry sector")

On the other hand, it is possible to make women visible, with their skills and competencies for all fields of work, including best practices and role models.

With this campaign, we hope to highlight not just an exciting new time in regards to gender equality but also to open the door for a future generation of female inventors, scientists, and engineers.

3 Target Audiences

The establishment and development of continuous relations with the key audience (selected target groups) lead to the success of the campaign.

Identification of target audiences helps to set up communication objectives and stages of involvement for target audiences. This campaign will target the same audiences as the project itself.

The table below presents the main target groups (TG).

1. The main target groups (TG)

TG	Target value
Local Public Authority	30 organizations
National Public Authority	10 organizations
Sectoral Agency	30 organizations
Interest groups including NGOs	50 organizations
Higher Education and Research	30 organizations
Education/Training Center and School	25 organizations
Enterprise, excluding SME	20 organizations
SME	200 organizations
Business support organizations	40 organizations
General Public	200.000 population

Due to the various needs of the forestry sector, the campaign will address not only women, but also public authorities, employers, education/training centers, interest groups, sectoral agencies, SMEs and larger enterprises as well as business support organisations and the general public. The partners have already built connections to these target groups and use their existing networks on national level. They involve experts not only from forestry sector but also from education and training as well as gender experts according to national requirements. During the project, each partner will build its own network of stakeholders, which will be connected through direct communication and other channels such as social networks, media and other sources.

4 Campaign Strategy

4.1 Guiding Principles

Our campaign must 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. If that happens, campaign participants or supporters will be ready for more actions.

The campaign aims at changing the status quo of the perceived gender inequality in the forest sector.

Our campaign has to be a route, a trail, steppingstones, a critical path. It has to consider national requirements and frameworks.

Directly or indirectly, the campaign consists of persuasion, not only persuading people, that we are right, but convincing people to take some form of action because we are right.

5 Campaign Planning and Implementation

Forest ecosystems are crucial to maintaining countless diverse but interconnected systems. 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 Fem4Forest campaign makes use of existing cooperation networks.

To reach a wide range of people, we will use so-called Multiplier Actors, organizations that have a good presence on social media and/or in the field of forestry. We must identify these potential multipliers, defining the target audience for each step.

Each partner has to identify at least 5 organizations/individuals (multiplier actors) that are engaged in the forestry sector, rural development, future women’s professions, social entrepreneurship. After that, the partners should contact them, pitch the Fem4Forest project, and ask them to support us.

The multiplier actors contacted should be foremost the ones that we know well and already have established cooperation with us to ensure their commitment.

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

Here some examples to be used directly or adapted:

- *Forest in Women's Hands MAKES THE FOREST ECONOMIC SECTOR MORE SUCCESSFUL AND MORE COMPETITIVE.*
- *Forest in Women's Hands means: WE LEARN AND CREATE TOGETHER FOR THE FUTURE OF HUMANITY, NATURE AND FORESTS.*
- *Forest in Women's Hands means: WE WORK TOGETHER!*

We wish to communicate in pictures, not just words

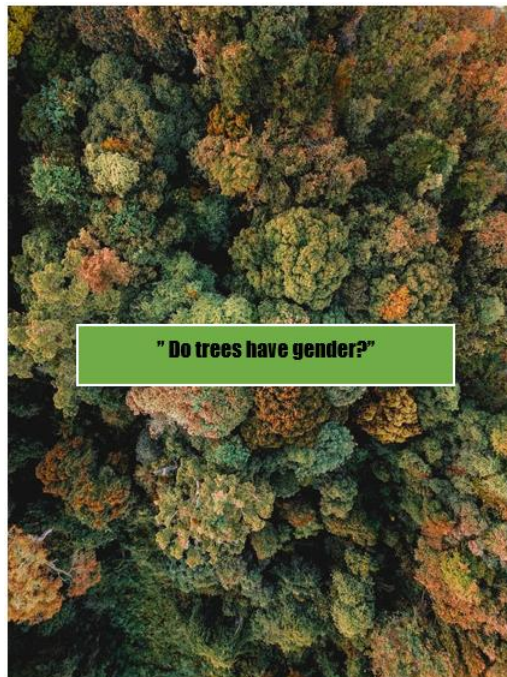


Source: [Pexels](#) (image at the top left corner); [iStock by Getty Images](#) (image at the top right corner) and [iStock by Getty Images](#) (image at the bottom), July 2021



Equal presence – best results/solution!

Source: [iStock by Getty Images](#), July 2021



Source: [Pexels](#) images, July 2021

Forest in women's hands

#womeninfores#



Do you want to go for green? Study forestry and know better how to live in the forests with forests.

Source: [Pexels](#) images, July 2021

Pictures are far more powerful than words. A good one tells a story, and the best need no caption at all. They can provide an opportunity for a broader interpretation that resonates with the experiences of the respective addressees.

Short up to 1-minute videos with women in policy, foresters, wood designers, teachers, agricultural consultants, etc. in the forestry sector should be produced, depending on the project's financial capabilities.

One of the campaign's potential outputs will also be postcards presenting the role models in the forestry sector. Each partner country has its own personas!

All materials produced within the campaign will follow the visual identity of the Fem4Forest project and have the logo of the project and mention of the fund displayed at a visible place.

5.1 Campaign Channels

The communication channels of the campaign are listed below.

5.1.1 Printed and digital publications

The role and power of printed and digital publications are reflected in reaching an external audience, which increases interest and raises awareness about the subject. For the additional presentation of analyses on current situation and position of women in forestry sector in Danube region, within the promotional activities from the communication work package and with the aim of supporting awareness-raising campaign, a booklet will be created, entitled “Facts and Figures regarding women in forestry in Danube region”. This output will be produced in both, English and national languages, to support national awareness-raising campaigns and to raise awareness among local stakeholders. The booklet is going to be published on all communication channels.

Next to the booklet, a newsletter can be used as an effective way to maintain contact with all target groups and raise awareness among them. An electronic newsletter is preferred since it is in line with the environmental-friendly policy of DTP. Fem4Forest online newsletter will be published annually (for each year the project has been active) and will provide an update on project progress, activities, and produced outputs/deliverables.

5.1.2 Public Events

Organization of the public events makes it possible to send messages more directly to the target public, with the possibility of additional acquaintance and information about the project's activities. All the public events will be organized in accordance with the national guidelines regarding the Covid-19 pandemic.

In the timeframe of the project, it is planned to organize two public events – one at the beginning and one at the end of the project duration. Also, the partnership should participate in other conferences and/or workshops related to the subject of women in the forestry sector. These events usually have strong media coverage and are a great opportunity to promote the ideas and messages of the campaign even further and reach a larger audience.

5.1.3 Online channels: webpage and social media platforms

Campaign description and news about implementation of the campaign will be available on the [official webpage of the project](#) and webpages of the partner's organizations. Online communication will be one of the main ways of communication, given that new media are conquering the market and a large number of young people get basic information using social networks, and the media often use them as a source

of information. The social media campaign will be carried out using the official social media channels of the project ([Facebook](#) and [LinkedIn](#)) as well as partner's social media channels (Facebook, Twitter, Instagram, YouTube, etc).

Social media posts and articles for the website used for promotion during the campaign will be prepared by Prizma/NOWA in possible collaboration with the Communication WP leader – FEA.

5.1.4 "Analogous" channels: press articles, events, cards, flyers, posters, ...

Due to the fact that not all relevant actors have equal access to digital media, there has to be the possibility of disseminating information in an "analogue" way. It depends on the national circumstances/framework and the financial and infrastructural resources to what extent this approach is used.

5.2 Campaign Tasks

Partners must post their messaging following the communication plan of the project and the minimum requirements of the campaign model.

Minimum requirements are*:

- Use project logo
- Mention project funding
- Use project colours if possible (blue, yellow, green)

(* see also: "Visual Identity Guidelines for Projects" of DTP:

<https://gozdis365.sharepoint.com/sites/Fem4Forest/Shared%20Documents/Forms/AllItems.aspx?viewid=bf8ddacc%2Df033%2D4dac%2D93aa%2D79890c6da718&id=%2Fsites%2FFem4Forest%2FShared%20Documents%2FCommunication%2FVisual%20identity%2Epdf&parent=%2Fsites%2FFem4Forest%2FShared%20Documents%2FCommunication>)

Timeframe and content depend on target groups, the national framework and circumstances and is the choice by partners.

The design of materials, such as posters, flyers, etc., have to be unified on a project level. Additional national contributions are possible.

5.2.1 Requirements for minimum activities

These Requirements have been developed and agreed with Leadpartner and WP-Leader WP T4 and C.

Each partner has to implement campaign-activities in their country. The respective indicators (number of implementations) depend on the selection of the activities. Each partner must select at least three activities from the list below for implementation in their own country. The indicators that are assigned to the respective activities can also be found in this list.

Type of activity	indicators (minimum number of implementations)
Postcards	at least 3
Posters	at least 3
Video has to last at least two minutes or more short videos; Videos have to address and present the 3 Key Messages of the campaign	at least 1
Printed Articles	at least 3
Flyers	at least 3
Posts in Social Media	at least one per month
Articles on Website	at least 5 own posts
Meetings and Project-Presentations	at least 5

Activities implemented have to be documented at the end of the respective reporting period. First deadline for reporting the activities is in December 2021.

5.3 Implementation Support for partner

5.3.1 Support by Prizma and WP C/FEA

Prizma and FEA are the supporting partners for all content-related questions in the context of the campaign.

Prizma will prepare the draft templates that all partners will use for the social media posts. They will share it on the story timelines of the project. For this purpose, gifs, videos, and photos will be used. In each post, all the partners will be tagged.

Posts will include: running training, workshops insights, save the date informations, social network posts every 14 days short/photo/message value, etc..

Prizma will prepare mockups for analogue posters and flyers with the basis of the text to be translated into all languages in the project.

Project Partners will share, copy or translate posts prepared by Prizma. Country-specific information can be added to posts.

Partners have to tag the project. When sharing the posts, partners should use the the official hashtags of the project:

#fem4forest

#ForestsInWomensHands

#interregdanube

#danubeconnects

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5.3.2 Involvement of external experts / reallocation of budget

All planned and necessary budget reallocations of the individual partners should be prepared and carried out in autumn 2021.

So the individual partners have to consider and decide how they want to reallocate their budget. It is possible to reallocate budget e.g. from travel expenses to external experts, to printing costs, but also to personnel costs. The exact procedure and any requirements will be communicated at the partner meeting in September.

5.3.3 Knowledge transfer/exchange between partners

Partners report and exchange their campaign activities by

- tagging Fem4Forest official social media account for every post
- sending a campaign-report at the end of each reporting period using the provided template

