



Interreg



Danube Transnational Programme

FEM4FOREST

FINAL PROJECT FLYER

Forests in Women's Hands





FEM4FOREST PRESENTED STATUS AND POSITION OF WOMEN IN FORESTRY SECTOR IN DANUBE REGION

The aim of the FEM4FOREST project was to strengthen the forest sector at the local, regional and interregional levels, through increased involvement and ability of women actors in forestry sector in the Danube region. To achieve this, several steps needed to be taken.

Initially, the project presented the current situation and position of women in forestry in the Danube Region (DR). The needs of women and wider gender perspectives in the forestry sector were gathered through the organization of round tables, multilingual online surveys, and guided interviews. These activities targeted women as forest owners, forest professionals, teachers, forest advisors, and representatives of supporting organizations. The most important results were:

1. Integrated know-how on the labor market and social inclusion of women in the forestry sector in a form of benchmarking study investigating the involvement of women in different stages and roles in the forest sector;
2. A joint comprehensive collection of existing literature and overview of the situation of women in forestry in DR;
3. Survey among women in the forestry sector and Interviews with key stakeholders (leaders of forest owners associations, key persons in the advisory process);
4. Good-practice examples selected.

The three most important lessons learned through the process carried out in Croatia were:

- Women in forestry are a great value that strengthens the sector at different levels, but they are still in the minority in management and leadership positions. Only 21% of certified forestry and wood technology engineers are women, while in the company Hrvatske šume d.o.o. 18% of women are employed.
- In Croatia, women's interest in forests and forestry is growing. Available data indicate a trend that leading positions in the forestry sector could go to more women in the future. This is supported by the fact that the share of women in forestry education is already significant. In the school year 2018/2019, the proportion of girls enrolled at the Faculty of Forestry and Wood Technology in Zagreb was as high as 42%.
- Companies, organizations, and private forest owners with an approach directed towards gender equality are more successful in the long term and ensure a faster return on investment. The consequences of this are greater competitiveness in the market and increased attractiveness of employment with such an organization

WE DELIVERED DEMAND – DRIVEN ACTION PLANS TO INCREASE COMPETENCE OF WOMEN IN FORESTRY SECTOR

Following the collected knowledge through initial activities, the project delivered a tailor-made Transnational Innovation Roadmap and Action Plans for each partner country. Transnational Innovation Roadmap spread-out innovative approaches for increasing women's competence in forestry and supporting their entrance into the labor market. The Action Plans are a powerful instrument to overcome gender inequalities in the forest sector in the Danube region.

The main focus of the Action Plan for Croatia was on the recognition and adequate evaluation of the "invisible work" of women in rural areas and the adoption of legal acts that will regulate the position, valorize the work of women, and enable their participation in decision-making. The importance of lifelong learning and improvement of skills necessary for personal and professional development and increased visibility of women in the forestry sector was also highlighted as important for the future growth towards a more equal environment



WE FOUND INNOVATIVE APPROACHES AND PATHWAYS FOR REDUCING GENDER DISPARITIES AND EFFICIENT INVOLVEMENT OF WOMEN IN THE SECTOR

The project came up with innovative tools and measures as a basis for making the field of forestry more attractive for women. These tools and measures were created to raise awareness of senior executives and relevant players from forestry companies, institutions, and interest groups (preparing awareness-raising campaigns), with a focus on strategies, structures, and culture of respective forestry companies and interest groups, especially on terminology and structural conditions.

The main results were:

1. Gender-reflected guidelines that improved the representation of women at all levels of forestry and reduced vertical de-segregation and awareness-raising campaign;
2. Training packs, mentoring programs, and new forms of cooperation outline to support women to develop their position in the work environment, reflect on their careers, and successfully use their professional, mental, and communication skills to position themselves in the labor market (LM).

WE TESTED SUPPORT MODELS FOR WOMEN

Important steps in changing the position of women in forestry and behavior change were tackled through awareness-raising activities. The selected awareness-raising activities in Croatia were a campaign on social media, the creation of videos and articles for the web, and resulted in the following:

1. An awareness campaign carried out on social media resulted in increased visibility of women in the forestry sector
2. Forestry sector actors were educated about gender equality and its importance
3. The video created as part of the project conveyed the key messages of the project to the general public

To test innovative tools and methods to support women, project partners opted for the implementation of the training and/or mentoring program and the development of new forms of cooperation models for women in the forestry sector. The selected pilot activities in Croatia were the implementation of a training program and the establishment of an informal association for women in forestry. The main results of the implemented activities were:

1. The training programs provided the opportunity to improve communication, leadership, and personal skills to the participants.
2. Founding of the informal association "Forests in the hands of women", created a space for female forestry professionals and female forest owners where they can communicate freely, provide support to each other and discuss topics important to the forestry sector.



WE COMMUNICATED EACH STEP

Various communication activities ensured multi-actor approach and a continuous dialogue with those who can benefit from and influence on higher engagement of women in forestry. Through multiple avenues and communication for all, project partnership delivered vast portfolio of communication deliverables, presented in a form of printed and digital communication materials.

The main results of communication within the Fem4Forest project were:

1. created visual identity of the project;
2. created and implemented Communication Plan;
3. created communication toolkit;
4. synchronized and facilitated common dissemination work of communication activities;
5. facilitated engagement of relevant target groups into various project steps;
6. results published online.

More active involvement of women in the forestry sector opens the door to better practice at the national and regional level

It is crucial to create favorable political conditions for women in rural areas for better integration and encouragement of female entrepreneurship.

Women in the forestry sector are a great asset that strengthens the sector at different levels.

Continuous education is the most important success factor in the forestry sector, especially for women.

Women in rural areas are crucial for the survival and progress of villages and rural activities.

Find out more:

www.interreg-danube.eu/approved-projects/fem4forest

www.facebook.com/Fem4Forest

www.linkedin.com/company/forests-in-women-s-hands