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Fem2forests

D.3.1.2

Transnational Awareness raising campaign

TRANSNATIONAL AWARENESS RAISING CAMPAIGN

June 2026

This document is issued by the consortium formed for the implementation of the Fem2forests project by the following partners:

- Slovenian Forestry Institute (SFI), Slovenia
- Foundation for Improvement of Employment Possibilities PRIZMA (PRIZMA), Slovenia
- University of Ljubljana, Biotechnical Faculty (UL(BF)), Slovenia
- Bavarian State Institute of Forestry (LWF), Germany
- Forest Trainings Center PICHL (FAST Pichl), Austria
- NOWA Training Counselling Project management (NOWA), Austria
- Agency for sustainable development of the Carpathian region "FORZA" (FORZA), Ukraine
- Forestry and Environmental Action (FEA), Bosnia and Herzegovina
- University of Belgrade-Faculty of Forestry (UNIBG-FOF), Serbia
- University Ștefan cel Mare of Suceava (USV), Romania
- Czech University of Life Sciences Prague (CZU), Czech Republic
- Croatian Union of Private Forest Owners Associations (CUPFOA), Croatia
- Croatian Chamber of Forestry and Wood Technology Engineers (HKIŠTD), Croatia
- Foresta SG (Foresta SG), Czech Republic
- Ukrainian National Forestry University (UNFU), Ukraine

Lead partner of the project

Gozdarski inštitut Slovenije/
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June 2026

Disclaimer

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1. Introduction

The project successfully implemented a transnational awareness-raising campaign aimed at promoting the inclusion of girls and young women in the forestry sector.

By informing, sensitizing, and motivating key stakeholders, including educational institutions, companies, forest organizations, and interest groups, the campaign contributed to fostering more positive attitudes towards gender diversity in forestry.

While addressing specific national needs and contexts, the campaign combined targeted messaging, stakeholder engagement, and a multi-channel communication approach. Through the promotion of female role models, knowledge sharing, capacity-building activities, and strong partnerships, the campaign helped raise awareness and supports efforts to increase the representation of women in the forestry sector.

The basis for the development of the campaign was a participatory approach following the key principles of participatory processes:

- We don't talk about our target group(s), we talk with them
- Our target group(s) is/are the expert(s) in its/their life situation
- Multipliers and stakeholders are valuable door openers and have "insider knowledge" about the needs and reaching of the target group

Following this participatory approach, students from forestry schools developed campaign contributions. These contributions focus on gender equality from the perspective of girls and young women who are currently undertaking training in the forestry sector, and provide a cross-national insight into the motivations and circumstances of girls and young women in the forestry sector.

Furthermore inclusion of Stakeholders and pedagogues in national juries guaranteed a stronger identification of this target group with the topics and require a higher assumption of responsibility.

The different contributions were wide spread to Stakeholders/multipliers, pedagogues, girls from non-forestry schools and general public with the aim to create a widespread understanding of the value and benefits of girls' and young women's involvement in the forestry sector, ultimately promoting gender equality in the field.

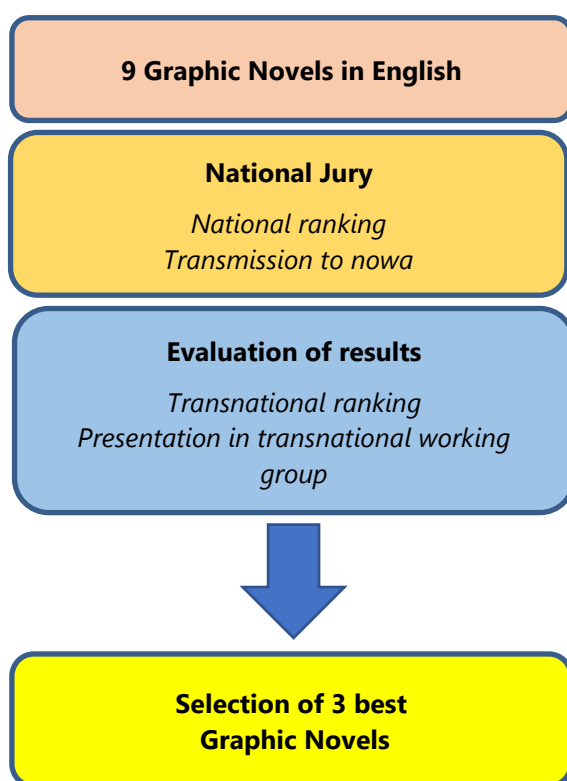
2. Development process

Girls from eight partner countries created contributions for the transnational awareness-raising campaign in the form of graphic novels or short animations/clips. Throughout the process, they were supported by tutors at the national level.

To encourage participation and make the activity attractive for the girls, a transnational award was organized.

All submissions were ranked by national juries consisting of one teacher, one multiplier/stakeholder, and two students from forestry schools or universities in each country.

Based on these national rankings, an overall ranking was created.



All contributions were presented during an international online event attended by participating students, teachers, stakeholders, and tutors. During the event, the final ranking was announced.

At the final conference of the Fem2forests project, prizes were awarded to the schools of the top three ranked teams. In addition, all girls who contributed to the development of the campaign materials received promotional packages containing items from all partner countries.

3. Dissemination

All partners disseminated at least their own Graphic Novel but also used contributions of other countries for communication activities in different channels.

4. Presentation of Results of each partner-country

In the following section, the contributions and illustrative examples carried out by all partner countries are presented.

They provide an overview of the creative work, engagement, and achievements of the participating girls, schools, tutors, and stakeholders, highlighting the diverse approaches and experiences that contributed to the success of the transnational awareness raising campaign.

4.1 Austria

Presentation of the result

The Austrian contribution was developed and designed by girls from a forestry school that is also a strategic partner in the project. The girls were supported by a tutor from project partner FAST Pichl as well as by their teachers.

The girls were actively involved in the project from the very beginning. Before the campaign was developed, they participated in a focus group where they shared their views on the position of girls and young women in the forestry sector. They also discussed what is needed to promote gender equality in this field.

The Austrian contribution aims to encourage girls to consider a career in forestry. In a short and memorable way, it shows what girls can do – and, most importantly, that they can do it. They can play an active role in forestry, build successful careers, and contribute their skills and potential to the sector.



Stihl supported the awareness campaign by offering prizes for the top three places in the transnational award. The prizes were presented to the respective schools – or, on their behalf, to the project partners from each country – during the closing conference in Graz.

Key Messages

Women in forestry – there are no limits

Changing the Narrative: Promoting Women and Attracting Young Talents to Forestry

Tailor-made awareness raising activities

Activity 1

The Austrian contribution was promoted through the networks of the two Austrian project partners. It was presented at various meetings and shared through social media channels and the websites of nowa and FAST Pichl.

For example, it was presented and discussed during the closing event of the mentoring programme at BOKU in Vienna, attended by mentors and mentees from the forestry and wood sector. It was also



presented at an Open Space event for women entrepreneurs from the rural, green, and creative economy.

In all presentations, the main message of the contribution was highlighted. Based on this, the participatory approach used in developing the campaign and its objectives were explained. The campaign message was further reinforced through promotional materials, such as a tote bag featuring the design, which was very popular among participants. This helped to keep the message visible and memorable even after the events.

Activity 2

The campaign, including all national contributions, was presented to an international audience during the International Fem2forests closing conference „Women in Forestry: Connecting Across Borders and Generations“.

The presentations addressed the still predominantly male narratives within the forestry sector and challenged them through the contributions created by the girls. Although the Austrian contribution was not among the top three entries, it received a very positive response from participants. In addition, the promotional materials featuring the Austrian design ensured strong visibility beyond the official presentation.



4.2 Bosnia and Herzegovina

Presentation of the result

As part of the Fem2Forests project and the Transnational Awareness Raising Campaign, FEA – Forestry and Environmental Action, as the project partner from Bosnia and Herzegovina, worked with female students from the High School for Environment and Wood Design in Sarajevo. Through a series of interactive workshops and mentoring activities, the students actively collaborated with the project team, developing ideas, discussing challenges and opportunities in the forestry sector, and exploring creative ways to promote the role of women in forestry.

The activities encouraged the students to reflect on gender equality, equal opportunities and the importance of women's participation in sectors that have traditionally been perceived as male-dominated. Through open discussions, teamwork and creative expression, the students gained greater confidence and a stronger understanding that women are equally capable of pursuing successful careers across all areas of forestry and environmental management. As a result of their dedication and creativity, the students took part in an international graphic novel writing competition and achieved an impressive 6th place among participating teams. This accomplishment demonstrated not only their talent and commitment, but also the positive impact of engaging young women in awareness-raising activities related to forestry and sustainability.

Following the award ceremony, student Asija Baručija and Fem2Forests Communication Manager Aleksandra Babić Demir were invited to a local television programme, where they shared their experiences and spoke about the importance of encouraging girls and young women to explore educational and career opportunities in forestry. Their appearance further amplified the project's message, helping to raise awareness about gender equality, equal opportunities and the value of creating a more inclusive and diverse forestry sector.



Key Messages

1. A girl who is encouraged today can become the forestry leader who inspires the next generation tomorrow.
2. The future of forestry grows stronger when everyone has a seat at the table. Empowering young women today means creating the leaders, innovators and changemakers of tomorrow.

Tailor-made awareness raising activities

Activity 1:

Inspiring young women to explore forestry through creativity and participation

As part of the Fem2Forests Transnational Awareness Raising Campaign, FEA worked with female students from the High School for Environment and Wood Design in Sarajevo to increase awareness about gender equality and women's opportunities in forestry. Through a series of workshops and mentoring activities, students were encouraged to explore the forestry sector from a new perspective and reflect on the role women can play in its future development.

Rather than being passive participants, the students actively contributed their own ideas, experiences and perspectives. Through discussions, teamwork and creative exercises, they addressed topics such as equal opportunities, overcoming stereotypes and the importance of women's visibility in traditionally male-dominated sectors. The activities created a safe and supportive environment where the students could express themselves, build confidence and recognize their own potential as future professionals and leaders.

The knowledge and inspiration gained through these activities led to the creation of a graphic novel that was submitted to an international competition. Competing alongside participants from several countries, the students achieved an impressive 6th place, demonstrating not only their creativity and commitment, but also the value of investing in young women's voices and ideas.



Activity 2:

Promoting positive female role models through media outreach

To extend the campaign's impact beyond the classroom, FEA used media engagement to highlight the achievements and experiences of young women involved in the project. Following the international competition, student Asija Baručija and Fem2Forests Communication Manager Aleksandra Babić Demir appeared on a local television programme, where they shared the students' experience and The television appearance provided an opportunity to bring the conversation about gender equality and equal opportunities to a broader audience. By presenting a real success story and showcasing young women actively participating in forestry-related initiatives, the activity challenged common stereotypes and demonstrated that forestry offers opportunities for everyone, regardless of gender.

To further amplify the message, a media article covering the television appearance and the students' achievement was published, helping to reach additional audiences and raise awareness of the project's objectives. The story was also actively promoted through social media channels, where it reached a wider public and encouraged discussions about the role of women in forestry, equal opportunities and the importance of supporting young women in pursuing careers in traditionally male-dominated sectors.

Through a combination of television, online media and social media communication, the campaign successfully increased the visibility of women and girls in forestry, inspired young people to explore opportunities within the sector and reinforced the message that diverse perspectives are essential for building a more inclusive, innovative and sustainable future for forestry.



4.3 Czech Republic

Presentation of the result

The awareness raising campaign contribution was prepared as a short video. This contribution combined a tradition reflecting the deep roots of forestry (the video showed a ceremony in a church, formal event with forestry uniforms) and the modern vision and creativity (video, only young females participating in its creation). The video confirms that women in forestry do not constitute 50 % of all forestry students, but they are nature part of the field, and they belong there since they are bringing different viewpoints and qualities.

Key Messages

Girls in forestry are a nature part of the field in the Czech Republic.
Forestry is a traditional sector that reacts to current challenges and brings multiple benefits for society.

Tailor-made awareness raising activities

Activity 1

The Czech awareness raising contribution was shared on Youtube by employees of the high school of forestry in Hranice (students from this school were participating in the awareness raising campaign). This Youtube link was used for preparation of QR code. This QR code was incorporated into a promotional material – practical calendar with post-it notes and project logo. This promotional material was shared during on-site project events and disseminated to acknowledge the involvement of participating students. As an additional channel, Foresta SG published the video on its website, further extending the reach of the campaign.

Activity 2

Another tailor-made awareness-raising activity targeted primary school children, broadening the campaign's reach to a younger audience. The contributions created by the female students of secondary forestry schools were brought to primary schools as part of Pilot Action 3 – Short Animated Film, delivered within a 45-minute presentation about forests and forestry. During the presentation, the children received an origami envelope containing four (4) QR codes that linked to the Awareness Raising Campaign contributions – namely those from Czechia, Romania, Slovenia and Austria. The presentation took place at three primary schools, where a total of 180 children (age 9 - 12) watched the four campaign contributions. As the presentation also introduced the structure of forestry education and the opportunities for girls to build a career in the forestry sector, the campaign contributions fit its concept perfectly.



Awareness raising activities in Czechia are combination of multiple ways of spreading information. First, we can see that in-person contact is very important (that led to decision of pilot action activities like open days and forestry day with Fem2forests contribution and finally, the presentation about forests and forestry, during which the short animated film "Girls and Forest" was screened), but we are also aware that we need to target multiple target groups. The most important one is female potential students from young age – we targeted them with a short animated film GIRLS and FOREST that is available on social media, shared and reshared by CZU and Foresta SG, a.s. (<https://www.youtube.com/watch?v=5cySCDuoc8w>).

We also do not underestimate the need to be in close touch with the already forestry studying students through in-person workshops, but we also think that the reach must be broader, even to target the future employees to inform them about the topic.

In this sense, the tailor-made activity was a series of articles in forestry professional journal *Lesnická práce*, where we prepared and published 3 articles about different project activities. This is very important because *Lesnická práce* is a professional journal with 3500 subscribers (professionals in forestry, educational institutions, employers) and they also run a webpage where this information is later available to ensure that it has a wide impact.

4.4 Croatia

Presentation of the result

The awareness raising campaign in Croatia was built around a graphic novel produced by forestry students. In total, 10 graphic novels were submitted at the national level, and a video created by a forestry student was voted the best among entries from all eight participating countries.

In a one-minute video, the student showcased various aspects of forestry and provided viewers with a glimpse into her life as a forestry student. Through the creation of this video, she made a significant contribution to breaking stereotypes about forestry as an exclusively male profession. Challenging such stereotypes is essential for the development of a modern, sustainable, and inclusive forestry sector, which is one of the main objectives of the Fem2Forests project.

The video highlighted the diverse nature of the forestry profession, reminding viewers that forestry is not only a physically demanding occupation but also a vocation that involves caring for wildlife, nurturing young seedlings, and protecting forests from pests and diseases. The video stood out for its quality, creativity, and powerful message, which led to it being recognized first as the best entry in Croatia and later selected as the winner of the international competition.

Following its success, the video was featured on national television, covered in newspaper articles, and shared across various online platforms, reaching more than 300.000 viewers.

In addition, social media platforms were used to share good practice examples from across the Danube region, including Bavaria's Girls' Day initiatives in forestry, Austria's Holz macht Schule campaign, and programmes of the Faculty of Forestry and Wood Technology. These initiatives aim to inspire young people—especially girls—to explore careers in forestry through practical experiences, education, positive role models, and strong partnerships with the forestry sector.

Chiara Gašparac dokazuje da šumarstvo nije samo muški posao

29.01.2026. | 07:00 | Autor: Ines Strlič/M.M./Regionalni dnevnik HRT



U skladu s trendom sve većeg interesa učenika za strukovna zanimanja, prije četiri godine u Srednjoj školi Delnice obnovljen je smjer šumarstva. Djevojke čine tek četvrtinu upisanih, ali njihov je rad svakako zapažen. Na međunarodnom natjecanju Fem2Forests, čiji je cilj potaknuti i promovirati prisutnost žena u šumarskoj struci, učenica Chiara osvojila je prvo mjesto i dokazala da šumarstvo nije samo za muškarce.

Najnovije



prije 13 dana
Izrael i Ir uzvratiti



prije 13 dana
Erlić uoči i smo, pred turnir



prije 13 dana
BiH: Formli koalicija p' Europske p'



prije 13 dana
U Saboru r Zakonu o s neprijavlje

FEM2FOREST Maturantica šumarskog smjera SŠ Delnice prva na međunarodnom natjecanju

Chiara Gašparac svima pokazala da je ženama mjesto u šumarstvu

Video maturantice Chiare Gašparac, nakon što je osvojio prvo mjesto na nacionalnoj razini među radovima učenika hrvatskih šumarskih škola, proglašen je pobjedničkim i na međunarodnoj razini, u konkurenciji osam europskih zemalja

Šumarka KRMFOTEC

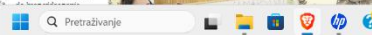
na žene može biti zanimljivo zanimanje, pogotovo ako su žene, a ne samo muškarci. Uostrot, među se nalaze i žene koje su se odlučile za šumarstvo. Chiara Gašparac, maturantica Srednje škole Delnice, osvojila je prvo mjesto na nacionalnoj razini među radovima učenika hrvatskih šumarskih škola, proglašena je pobjedničkom i na međunarodnoj razini, u konkurenciji osam europskih zemalja. Chiara Gašparac, maturantica Srednje škole Delnice, osvojila je prvo mjesto na nacionalnoj razini među radovima učenika hrvatskih šumarskih škola, proglašena je pobjedničkom i na međunarodnoj razini, u konkurenciji osam europskih zemalja.



Zastavici razred šumarstva Srednje škole Delnice



Chiara Gašparac u međunarodnom natjecanju



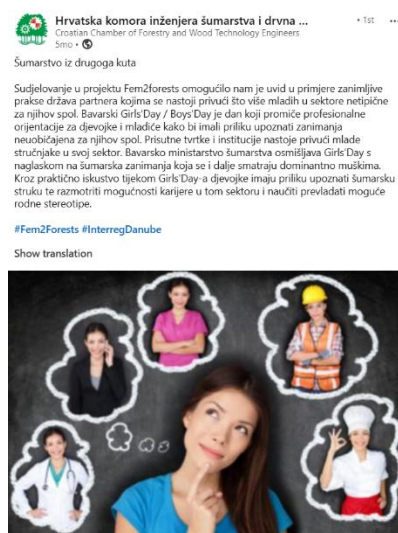
Chiara Gašparac u međunarodnom natjecanju

Key Messages

Breaking gender stereotypes in forestry encourages more young women to explore careers in the sector and helps build a more diverse, inclusive, and sustainable future for forestry.

Tailor-made awareness raising activities

Activity 1 - Graphic novel video shared across national television, daily papers and many social media platforms
The video highlighted the diverse nature of the forestry profession, reminding viewers that forestry is not only a physically demanding occupation but also a vocation that involves caring for wildlife, nurturing young seedlings, and protecting forests from pests and diseases. The video stood out for its quality, creativity, and powerful message, which led to it being first recognized as the best in Croatia and later selected as the winner of the entire international competition. The video was later on shared on the national news and an article in the newspaper and various platforms and has reached more than 300.000 viewers.

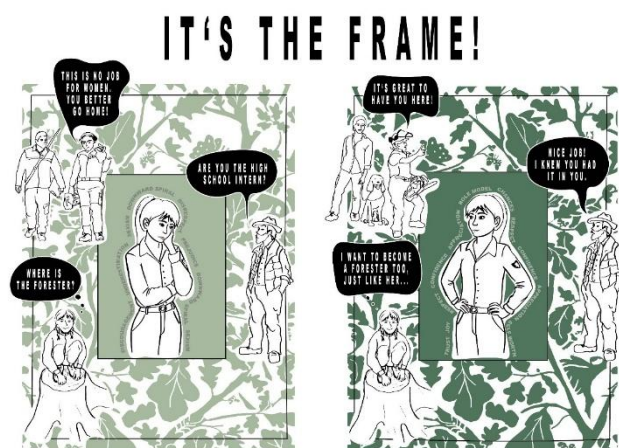


Activity 2 - Good practice examples across Danube region
We have used a social media platform to share good practice examples across the Danube region, such as Bavaria's Girls' Day initiatives in forestry, Austria's Holz macht Schule campaign, and programmes of the Croatian Faculty of Forestry and Wood Technology, all aimed at inspiring young girls to explore careers in forestry through practical experiences, education, role models, and strong partnerships with the sector.

4.5 Germany

Presentation of the result

The contribution by students Isabelle Winkler and Silja Wedekind (HSWT) together with Anna Kutscher (TUM) offers a critical look at the framework conditions and stereotypes affecting women in the forestry sector—earning second place in the international ranking. With plenty of creativity and a clear grasp of reality, the students highlight where action is still needed and inspire reflection on gender equality and equal opportunities in forestry.



The cartoon, titled “It’s the Frame!”, is split into two contrasting panels set against stylised oak-leaf patterns:

In the left panel a young woman in forester’s attire stands pensively, framed by words like “downward spiral – stereotyping – isolation – self-doubt – exclusion.” Around her, male figures make belittling remarks in speech bubbles. A small girl sits on a tree stump, head lowered – a silent witness to the lack of encouragement. In the right panel the same woman now stands tall and confident, hands on hips, encircled by empowering words such as “role model – creativity – resilience – confidence – trust – joy.” Supportive voices surround her and the little girl looks up, inspired: “I want to become a forester too, just like her...” A diverse group—including a female colleague with a dog—illustrates an inclusive work environment.

The cartoon powerfully illustrates how the “frame” of social attitudes determines women’s experiences in forestry:

- Gender equality – Negative stereotypes and casual sexism (left panel) undermine women’s confidence and limit their professional identity, whereas positive recognition (right panel) validates their competence.
- Equal opportunities – When women are met with bias, their career paths narrow; when institutions foster respect and support, talent can flourish and inspire the next generation.

Social inclusion – Shifting the narrative from exclusion to encouragement not only benefits individual women but enriches the forestry sector as a whole, creating a more diverse, collaborative and innovative professional community.

- By contrasting two realities side by side, the students highlight the urgent need to dismantle harmful stereotypes and build inclusive frameworks where everyone—regardless of gender—can thrive in forestry and related green professions.

Key Messages

Negative stereotypes and casual sexism confine women’s potential—change the frame to unlock their talent.

- Supportive, inclusive work cultures boost confidence and encourage equal opportunities for everyone in forestry.
- Visible female role models inspire the next generation, proving that diversity strengthens the entire forest sector.

4.5.3 Tailor-made awareness raising activities

Activity 1

The LinkedIn post features the national contribution and to raises awareness of gender inequality in the forestry sector by a clear call-to-action. By publicly praising the student team and openly condemning the cyber-pornographic incident, the LWF account positions itself as an ally for women in forestry and signals zero tolerance for discrimination and sexism: in the working environment and also in the digital space.. The LinkedIn Post about Online Award Ceremony gained 37 Reactions, 1 Repost and 1179 impressions. LinkedIn is a professional network where many forestry professionals are connected. The LWF account has 3720 followers and reaches many forestry practitioners.

The post amplifies the message far beyond the award event itself. Quoting the keynote speaker “Be brave, follow your heart and break the barriers!” speaks directly to female foresters and personalises the issue and encourages individual responsibility for change. The cartoon visualizes how workplace culture can either exclude or empower women, making the abstract topic of equality tangible for practitioners. Celebrating both the Bavarian runners-up and the Croatian winners shows that gender-inclusive forestry is a global movement, inviting professionals worldwide to join and share best practices.

👏🌲 Competition by #Fem2forests: Bavarian forestry students make a statement for greater gender equality in the forest sector with a thought-provoking cartoon.

🧑🏫 Isabelle Winkler, Silja Wedekind and their tutor Anna Kutscher from Weihenstephan-Triesdorf University of Applied Sciences use their cartoon to spark reflection on equality and equal opportunities in forestry – combining plenty of creativity with a clear view of reality.

👏 Hats off to you for boldly naming current shortcomings and for your willingness to help shape change in the forestry sector!

🗣️ Or, in the words of keynote speaker Iza Pigan (Poland) at the online award ceremony: "Be brave, follow your heart and break the barriers!"

🏆 First prize in the creativity competition goes to the team from Croatia. According to the jury, they impressively showcased task diversity in forestry professions, team spirit and women's empowerment in the forest with stunning photos and video clips. Congratulations to Croatia! 🌲

🗣️ And finally, the unspeakable – which we will say LOUD and clear: Unknown individuals hacked the online award ceremony and broadcast pornographic content. A shocking incident that reminds us all: we must take a firm stand – not only against cybercrime, but also against sexism. This is no prank. This is discrimination! And we at LWF say LOUD and CLEAR:

! Any statements or behaviours that demean women have NO place here !

👉 That is why we are not sweeping this ugly incident under the rug, but are making it public on our LinkedIn channel.

👉 To all of you: let's stand together! Projects that promote equality for everyone are vital – in forestry and beyond! Diversity makes the difference – not only in forest management!

📺 Competition entry "It's the frame" by Isabelle Winkler and Silja Wedekind
LWF #Forestry #WomenInForestry #ForestWomen

Activity 2

To celebrate the second-place success of HSWT students Isabelle Winkler, Silja Wedekind and Anna Kutscher in the transnational Fem2forests Graphic-Novel Contest, the Faculty of Forestry will host a 45-minute on-campus meeting. During the event, the LWF team will formally present certificates, prizes and a high-quality print of the cartoon "It's the Frame!" to Dean of Studies Prof. Dr. Christian Zang. The students will give a short artist talk explaining how their two-panel drawing contrasts exclusionary stereotypes with an empowering, inclusive work culture—thereby turning the artwork into a vivid starting point for a discussion on gender equality, equal opportunities and social inclusion in forestry.

LWF will then share recent survey findings showing that 68 % of female forestry students still experience gender-based stereotypes. Together with the Dean, the Gender Equality Officer, study advisers, student representatives and the Fem2forests project team, participants will reflect on concrete ways to create a respectful, supportive learning environment.

Possible follow-up actions

- Establish feedback channels that allow students to report equality issues confidentially.
- Integrate diversity modules and external resources such as the ForGEDI MOOC into existing courses.

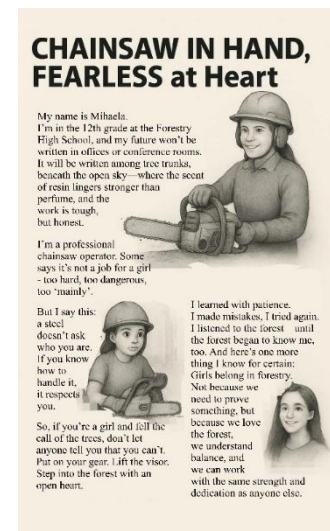
The meeting is expected to raise awareness of gender issues among HSWT community members via follow-up social media posts and short notice in LWF aktuell. The discussion will strengthen the faculty's commitment to gender-responsive teaching and empower female students by showcasing their achievements. It also lays the groundwork for continued collaboration between LWF, HSWT and the wider forestry network to advance diversity and inclusion across the sector. The contents and their development have to be based on the current legislation of the EU and the respective partner countries.

4.6 Romania

Presentation of the result

Romania's awareness raising campaign placed a strong emphasis on elevating young women in forestry through compelling storytelling and visually engaging communication. At the heart of the campaign stood Mihaela Boca, a 12th grade student at Colegiul Silvic "Bucovina", whose graphic novel became both a creative highlight and a symbolic statement. Her artwork portrayed themes of strength, resilience, and belonging in a professional field often perceived as "too hard" or "too dangerous" for girls. Through her narrative, Mihaela challenged long standing stereotypes and demonstrated that competence, passion, and perseverance are far more defining than gender.

The campaign built around her contribution created a supportive environment for girls interested in forestry, combining school based engagement, guided participation, and accessible communication channels. Teachers, mentors, and project partners worked together to encourage girls to express themselves, explore forestry related skills, and gain confidence in pursuing careers in the sector. By showcasing Mihaela's achievement and amplifying her message, the campaign helped shift perceptions and inspired a new generation of young women to see forestry as a space where they can thrive, lead, and innovate.



Key Messages

Key Message: A chainsaw doesn't ask your gender only your skill.

Tailor-made awareness raising activities

Activity 1 Presentation of the Graphic Novel Competition at Colegiul Silvic "Bucovina"

The Romanian team introduced the Graphic Novel Competition during an in person meeting with students. Nine girls expressed interest in participating. A WhatsApp group was created to support them with guidance and reminders. One student, Mihaela Boca, submitted a complete graphic novel representing Romania at the international stage. Impact: increased visibility of girls in forestry education, strengthened confidence, and creation of a supportive micro community.

Activity 2 Awareness-Raising Through "Silvicultura la feminin"

The campaign made extensive use of the Silvicultura la feminin communication platform to showcase women's contributions to the forestry sector, highlight their achievements, and create a positive narrative around female leadership in traditionally male dominated fields. Through regular posts, visual storytelling, and updates about the Graphic Novel Competition,

the platform helped maintain public interest and ensured that Mihaela's work reached a wider audience. The communication efforts strengthened the visibility of women in forestry, encouraged girls to explore educational and career pathways in the sector, and contributed to a broader public understanding of the importance of gender equality in environmental professions.

In addition, Mihaela's graphic novel contribution was printed on a promotional tote bag, transforming her artwork into a tangible and widely circulated symbol of empowerment. This simple yet impactful action amplified her message, increased recognition of her achievement, and further promoted the idea that girls and young women have a meaningful place in forestry.

Additional Element: Egger Toolkit Contribution

Egger supported the awareness campaign by offering toolkit prizes for all eight participating countries. In Romania, these toolkits were used to:

- Motivate participation in the Graphic Novel Competition
- Reward engagement and creativity
- Reinforce the message that industry partners support women's involvement in forestry

Activity 3 Promoting positive female role models through media outreach

On 11 May 2025, we organized a remarkable event dedicated to celebrating female role models in the forestry sector, bringing together inspiring women from industry, NGOs, and education. The date was chosen with intention and symbolism: 11 May marks the birthday of Aurora Gruescu, the first female forester in Romania and one of the earliest female foresters in Europe. By holding the event on this day, we aimed not only to highlight contemporary role models, but also to honor Aurora Gruescu's pioneering legacy and the path she opened for future generations of women in forestry.



The invited speakers shared their professional journeys, challenges, and achievements, offering students and young professionals authentic stories of determination and leadership. The panel included Alina Cuciurean, Georgiana Arsene, Alexandra Popa, and Florina Daniela Prădan, each representing a different facet of the forestry and environmental sector from fieldwork and conservation to education and community engagement.

The discussion was moderated by Teodora Metiu, one of Romania's most recognized voices in personal development and empowerment. Her presence added depth and coherence to the dialogue, helping connect the speakers' experiences with broader themes of confidence, resilience, and career growth for young women.

The event served as a powerful example of how visibility, storytelling, and authentic representation can inspire girls and young women to explore forestry and green-sector careers with confidence and ambition.

The event was supported by Plantăm fapte bune în România, the national tree planting initiative coordinated by the EcoAssist Organization, whose long standing commitment to environmental education and community engagement added significant value to the activity.

4.7 Serbia

Presentation of the result

Due to the ongoing student protests in Serbia at the time, regular school and academic activities, as well as student engagement, were substantially disrupted. As a result, it was not possible to prepare a Serbian graphic novel contribution or nominate a national representative for the transnational competition during the reporting period. However, the campaign materials and messages were actively used for communication and awareness-raising activities in Serbia to promote gender equality, equal opportunities, and social inclusion in forestry education and careers.

UNIBG-FoF used the campaign communication materials to inform and motivate students, colleagues, and broader stakeholders to engage with the transnational campaign and award ceremony. Invitations were sent by email to colleagues and students, while the invitation to the campaign award ceremony, including the Zoom link, was published through the Faculty's official communication channels: Facebook, Instagram, and LinkedIn of the University of Belgrade – Faculty of Forestry, as well as the Facebook page of the Department of Forestry and Nature Conservation.

Additionally, promotional materials were produced and used during national pilot activities to raise awareness among secondary school students, university students, teachers, and forestry professionals. These materials included Fem2forests flyers, backpacks, and glass bottles, which were distributed to participants in the pilot actions "Forest as a Classroom – From Students to Engineers" and "Protected Area as a Future Classroom." In this way, the campaign messages were integrated with direct career-orientation activities and helped make forestry more visible as an inclusive and attractive professional field for girls and young women.

Key Messages

Forestry can be a modern, inclusive and meaningful career path for girls and young women when they are given visible role models, accessible information and direct contact with education and practice.

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Activity 1: Dissemination of the transnational campaign award ceremony

UNIBG-FoF disseminated the invitation to the transnational campaign award ceremony via email and social media. Invitation emails were sent to colleagues and students, while the announcement and Zoom link were posted on the official Instagram, LinkedIn, and Facebook accounts of the University of Belgrade – Faculty of Forestry, as well as on the Facebook page of the Department of Forestry and Nature Conservation. This activity increased the visibility of the transnational awareness-raising campaign in Serbia and invited students and stakeholders to engage with gender equality messages in forestry.

Activity 2: Use of promotional materials during Serbian pilot activities

UNIBG-FoF used Fem2forests promotional materials during national pilot activities to promote forestry and nature conservation as attractive career paths, especially for girls and young women. Flyers, backpacks, and glass bottles were distributed to participants in the pilot actions “Forest as a Classroom – From Students to Engineers” and “Protected Area as a Future Classroom”. These materials supported awareness-raising by connecting the project’s gender equality messages with direct field-based learning, presentations, discussions, and interactions with forestry professionals.

4.8 Slovenia

Presentation of the result



This short graphic novel tells the story of Maya, a talented and curious student who dreams of working in nature and is considering enrolling in a forestry vocational secondary school. Along her journey, Maya encounters two persistent stereotypes: that forestry is not a suitable field for girls, and that high-achieving students are expected to follow an academic path by enrolling in a gymnasium rather than choosing vocational education.

With the support of career counselling and the inspiration of a female forestry role model, Maya begins to see forestry in a new light. She discovers a diverse and meaningful field that combines science, environmental stewardship, practical skills, and responsibility for future generations.

The story challenges limiting assumptions about both gender roles and educational pathways. It promotes gender equality, equal opportunities, and social inclusion, showing that vocational education can be an ambitious, valuable, and empowering choice—especially when it reflects a young person's interests, strengths, and aspirations. Maya's journey encourages young people to make informed decisions about their future based on their passions and values, rather than on stereotypes about gender, success, or prestige.

Key Messages

Don't let stereotypes choose your career path. Forests don't need more men or more women—they need more people who care.

Break stereotypes. Choose your future. Forestry is for everyone who cares about nature.

Tailor-made awareness raising activities

Activity 1

Social Media Awareness Post

The graphic novel was presented through a dedicated social media post shared across the communication channels of project partners. The post introduced Maya's story as a relatable example of challenging stereotypes related to forestry careers, gender roles, and vocational

education. It aimed to raise awareness among girls and young women, as well as parents, educators, and the wider public, that forestry is a modern, diverse, and meaningful field open to everyone.

Using a concise and engaging visual format, the post encouraged young people to explore career pathways based on their interests, talents, and aspirations, rather than on social expectations or stereotypes.

The contents and their development have to be based on the current legislation of the EU and the respective partner countries.

Activity 2

Graphic Novel Tote Bags for School Information Days

Key visuals and messages from the graphic novel were printed on reusable tote bags and distributed to prospective students during secondary school information days. The tote bags served as both a practical item and a visible awareness-raising tool, extending the campaign's reach beyond the events themselves.

By featuring Maya's story and messages that challenge gender stereotypes and misconceptions about vocational education, the bags encouraged conversations among students, parents, and teachers about equal opportunities in career choice.

This activity contributed to increasing the visibility of forestry education, promoting the inclusion of girls and young women in the sector, and reinforcing the message that career decisions should be guided by personal interests and aspirations—not by gender norms or perceptions of educational prestige.

Activity 3

Career Brochure with Graphic Novel

The graphic novel was also integrated into the brochure "My Future in Forestry: Career Pathways, Education and Real Stories from Forestry", which was developed to provide young people with accessible and engaging information about forestry careers, educational pathways, and employment opportunities. The brochure presents forestry as a modern and diverse sector that combines nature, science, technology, sustainability, and work with people, while also featuring real-life stories of women working in forestry.

The inclusion of the graphic novel helped communicate key messages about gender equality and informed career choice. Through Maya's story, readers are encouraged to challenge stereotypes that forestry is a male-dominated profession. As part of the brochure, it served as an awareness-raising tool that promoted equal opportunities, increased the visibility of girls and women in forestry, and encouraged young people to make career decisions based on their aspirations rather than gender norms or perceptions of educational prestige.

4.9 Ukraine

Presentation of the result

Awareness raising campaign in Ukraine was implemented as per the methodology provided and guided by NOWA. In Ukraine, we had announced the Graphic Novel Competition among the students and teachers of various educational institutions, who teach forestry. We had an online meeting presenting the idea and the rules and deadlines of the Competition.

Announcements were posted and repeated at the Fb page.

We had received 4 works for consideration of the National jury at the National Stage, out of which our jury (teachers and non-forestry students, industry representatives) selected one video for the International contest.

Later we invited all contributors of Ukrainian works to the leadership training for female forestry practitioners, where we once again looked through all works of Ukrainian students and winners of the International Graphic Novel Competition.



Key Messages

MASTER THE POWER OF FOREST (reflective bags)

Caring for women who care for forests (cream and antimosquito spray)

Strong girl is the one, who is not afraid to get her hands dirty while taking care of the Earth (Graphic novel competition)

Tailor-made awareness raising activities

Activity 1: Online-meeting about Graphic Novel Competition for Ukrainian participants.

18th of June, 2025, online presentation of the Graphic Novel Competition to interested girls and teachers from forestry schools.

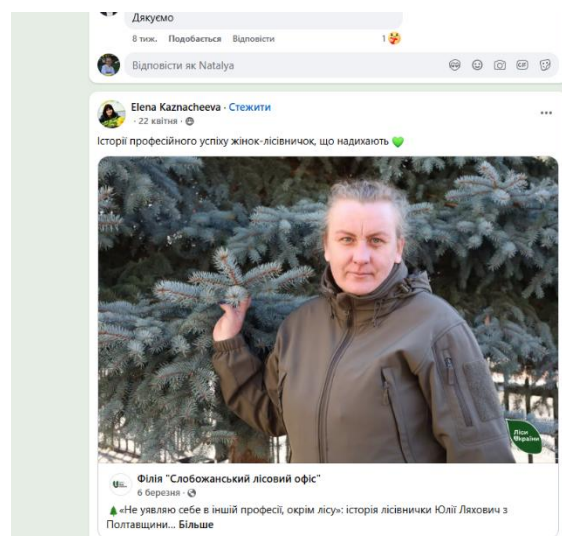
As a result, 4 teams of students have submitted their works for the national round of GN Competition.

Activity 2: Awareness raising through the Women in Forestry Facebook page.

140 participants of the Fb page, dedicated to women working in forestry and those studying forestry. Throughout the latter year of the project we had posted 69 information pieces, receiving 623 reactions of 115 active group participants.

At this group we continuously posted all project announcements and results; Graphic novel competition works, both Ukrainian and winners; stories from the field: women working in forestry as well as other information, related to opportunities for women in forestry.

FORZA produced following project promo items: reflective bags with the image of girl standing in front of forest (Master the Power of Forest); purchased set of creams and antimosquito/antitick spray (Caring for women who care for forests); notepad with logo; pencil with logo; posters with German graphic novel work (translated into Ukrainian); banner with informatin about the project.



5. Conclusion

The campaign successfully highlights the diversity, interests, talents, and ambitions of girls and young women on their way to forestry. At the same time the challenges and barriers they often face on this journey become visible.

A key strength of the campaign is its participatory approach. The stories, experiences, and opinions presented are not created by adults but come directly from the girls themselves. By giving them the opportunity to speak as experts of their own situation, the campaign ensures authentic and relatable messages. As content created by girls for girls, the contributions are especially effective in inspiring and motivating other young women to consider education and career opportunities in the forestry sector.

In addition, the campaign brings fresh perspectives and a new way of looking at forestry. By showcasing diverse voices and experiences, it helps to challenge stereotypes and contributes to building a more modern and inclusive image of the sector.

Finally, the campaign serves as a strong example of successful transnational cooperation. Through collaboration across countries and cultures, it demonstrates how shared efforts can create meaningful impact and support positive change in forestry education and careers.