



**FOREST IN WOMEN'S HANDS (FEM4FOREST)**

**NATIONAL REPORT  
ON  
AWARENESS RAISING ACTIVITIES**

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## Imprint

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- ✓ NOWA Training Counselling Project management (Austria)
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- ✓ Forest Owner Association Styria (Austria)
- ✓ PRIZMA Foundation for Improvement of Employment Possibilities (Slovenia)
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### **Disclaimer**

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## 1. Introduction

This chapter in the Transnational Report will be prepared by FAST Pichl (general points)

- Aim of awareness raising campaigns
- Target groups
- Strategy and principles
- description of activities
- minimum requirements
- process of selection

***Each partner country is asked to complete the following report for its selected activities.***

## 2. National Report on Awareness Raising Activities

### 2.1 Postcards

#### 2.1.1 Description, Main Idea and Aim

→ **postcards** (number of different motifs, subjects, content ...)

We prepared 5 different postcards with 5 different motifs and messages. In addition, one bookmark was prepared using the motifs and messages from the already prepared materials.

→ **basic idea** behind

The idea was to promote women in forestry and to raise awareness on a fun and creative way. Therefore, we decided to make three postcards with funny illustrations and important messages and on the other two postcards, we printed beautiful forest motifs, with powerful messages. The bookmark format was used also to reach some additional channels for distribution like libraries.

→ **main aim**

The aim was to get the attention of the public and raise awareness about women in forestry sector. We wanted to point out that not only equal treatment, but also equal possibilities are important as well and that equal treatment and equal possibilities are not the same thing.

→ **target groups**

General public, forest professionals, forest decision makers, ...

→ **ways of distribution**

We distribute postcards on different events, where different stakeholders from forest sector were present, especially people from Slovenia Forest Service, and on forest walks, mentoring workshops. Also bookmark was disseminated on different events related to forestry but also in different libraries.

→ **possibly cooperation partners**

The idea of postcards was discussed with partners from PRIZMA, translation and drawings were used by some other project partners.

#### 2.1.2 Target achievement

→ **number of produced and distributed postcards**

We produced 250 pieces of each postcard and 500 pieces of bookmark.

→ **reached target groups / organizations (incl. numbers if possible)**

The postcards were and will be used in events where forest professionals from Slovenian forest service are present, they were published at our FB where we have more than 300 followers. FB posts with postcard reached > 600 people.

*2.1.3 Feedback, success factors and obstacles*

→ give your **feedback to the postcard activities** from your point of view

The postcards were very well accepted. The main message used for these postcards is the need for equality in forestry and sending out a message that also women are working in forestry. For these messages drawings were used, and this idea was accepted well among different target groups.

→ **success factors**

The success factors were positive feedbacks from all people, who received the postcards. They were asking us to get more, as they wanted to share the postcards with more people.

→ **obstacles**

One of the obstacles was that during the COVID pandemic traditional – printed postcards were in many cases replaced by digital postcards – used only for promotion on social networks. We believe that with organization of events in person this will change and postcards will be used again for sending a message out to our friends.

→ **external feedback** (if given)

We noticed that also other partners liked the postcards, so therefore we decided to translate some of them and prepare also English version.

*2.1.4 Further needs and recommendations*

At the moment we still have enough postcards to distribute among people. We are still planning to organize some forest walks, where we will distribute postcards, and they will be available as a promotion material at the final conference.

2.1.5 Evidences





FEM4FOREST – National Report on Awareness Raising Activities



**Interreg**  
Danube Transnational Programme  
FEM4FOREST

Z uporabo prilagojenih sredstev in poti lahko vsi dosegamo enako visoko ceno in enako zadovoljstvo na delovnem mestu.



**Interreg**  
Danube Transnational Programme  
FEM4FOREST

Za skupne uspehe v gozdarstvu ni dovolj enaka obravnava, pomembnejše so enake možnosti.

Čas je, da spodbudimo sposobnosti žensk, njihovo uveljavitev in zaposelnost v gozdarskem sektorju.



**Interreg**  
Danube Transnational Programme  
FEM4FOREST

Čas je, da spodbudimo sposobnosti žensk, njihovo uveljavitev in zaposelnost v gozdarskem sektorju.



**Interreg**  
Danube Transnational Programme  
FEM4FOREST




Ženske v gozdarstvu so kot listavi v iglastih gozdovih – redke, a nepogrešljive za drugačno in pestrejšo prihodnost.

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FEM4FOREST



**Interreg**  
Danube Transnational Programme  
FEM4FOREST

Za zadovoljstvo na delovnem mestu ni dovolj enaka obravnava, pomembnejše so enake možnosti.

Polež žensk v različnih gozdarskih organizacijah

- Zveza za gozdarstvo Slovenije: 15 %
- Gozdarski inštitut Slovenije: 36 %
- MGGP, Direktorat za gozdarstvo in kmetstvo: 28 %



**Interreg**  
Danube Transnational Programme  
FEM4FOREST

Zagotvijo enake možnosti vsem pri zaposlovanju in razvijanju kariere v gozdarstvu.



**Interreg**  
Danube Transnational Programme  
FEM4FOREST



## 2.2 Videos

### 2.2.1 Description, Main Idea and Aim

We made one video in which we presented women from different parts of forest sector. Another video is under preparation and will be ready in the beginning of November, covering topic on education and career paths related to forestry.

#### → Videos (number of different motifs, subjects, content...)

We made one video for awareness raising campaign, the second one is under preparation. The first video is made from several short clips with short statement from women from forestry sector – the Fem4forest project leader Nike Krajnc, employee at Slovenia forestry service Kristina Sever, forest manager and forest owner Marija Jakopin, Veronika, forestry student Zala Uhan and researcher from Slovenian Forestry Institute Katarina Flajšman.

The second video will include short clips with statements from 3 women with education and career related to the forestry. The first one is a student at Higher vocational college for wood and design, Julija Čerček, the second one is an experienced representative for the Stihl brand in Slovenia, Marijana Dajčman, and the third is young entrepreneur making jewelry and similar small items from wood, Maruša Polajnar. The main idea of the video is to present also education and career paths connected to the forestry in order to open the range of professions that the forest makes possible.

#### → basic idea behind

The idea was to share the message of Fem4Forest project, which strengthens the capacity of the forest sector at local, regional, and interregional levels through the increased involvement and skills of women.

The main ideas behind were: How are women and girls impacting forests? Why is #GenderEquality key? What can you do to #FlipTheScript and support solutions for women, by women?

#### → main aim

The aim was to promote Fem4forest project on a new, creative way and to reach a broad audience, not only in Slovenia, but also on a European level.

#### → target groups

FB and Instagram followers of Foresteurope are forest professionals, forest owners and forest students and general public as well.

#### → ways of distribution

The first video was published on Facebook and on Instagram of Foresteurope within their Grow green jobs campaign. It was shared by different social media users.

→ **possibly cooperation partners**

The first video was produced by Slovenian forestry institute team and the second one by Foundation Prizma team.

2.2.2 *Target achievement*

→ **number of produced and distributed videos**

We made one video, another one is under preparation. In total two videos.

→ **reached target groups / organizations** (incl. numbers if possible)

- FB and Instagram followers of Foresteurope are forest professionals, forest owners and forest students and general public as well. We shared the video on our Facebook page, where it reached 276 people.

2.2.3 *Feedback, success factors and obstacles*

→ give your **feedback to the videos** from your point of view

The video shed light on the career of women in the forest area and made them more visible. Based on our experience so far, it could be argued that many people, especially women, believe that there are not many women employed in forestry and that careers in forestry are not attractive for women. Videos with women's stories can change these beliefs.

→ **success factors**

The video, especial the short form, made from short video clips in an interesting, fun and creative way to share the message you want to tell.

→ **obstacles**

We didn't encounter any obstacles.

→ **external feedback** (if given)

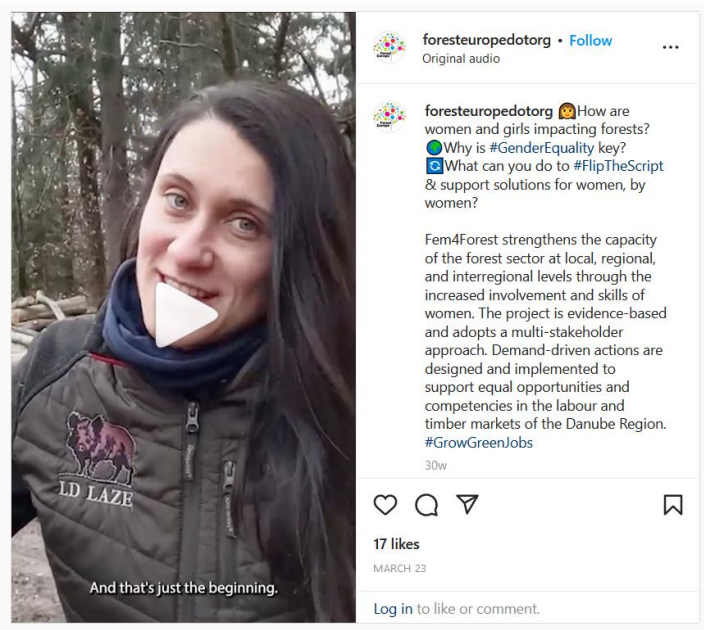
2.2.4 *Further needs and recommendations*

We believe that it would be good to make some more short videos and share them on the social media as an interesting video can make a great impact on people and help us to share the message that we want to tell.

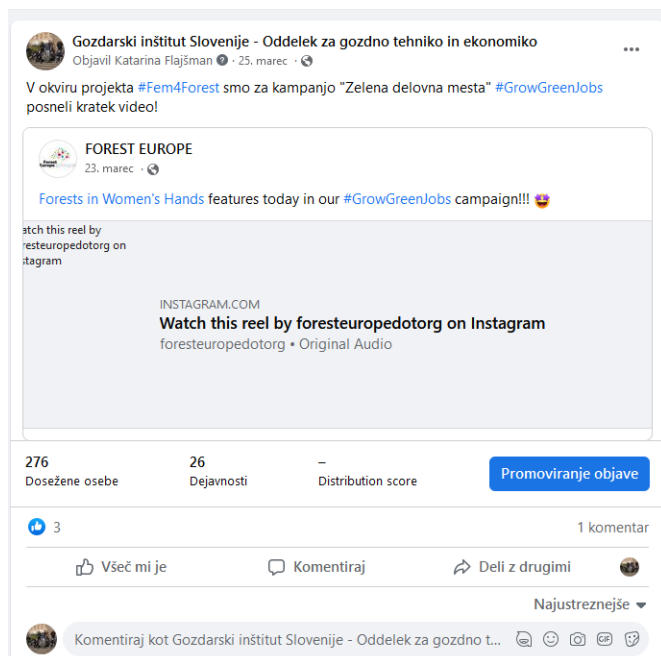
2.2.5 Evidences

Link to the video:

[https://www.instagram.com/reel/Cbb\\_UQjKq6d/?utm\\_source=ig\\_web\\_copy\\_link&fbclid=IwAR3JKmEnqcLLkzoozWnoiNCwjCOYDsjTNYFTQdAx1oOk2ZABLefw1buZZM](https://www.instagram.com/reel/Cbb_UQjKq6d/?utm_source=ig_web_copy_link&fbclid=IwAR3JKmEnqcLLkzoozWnoiNCwjCOYDsjTNYFTQdAx1oOk2ZABLefw1buZZM)



## FEM4FOREST – National Report on Awareness Raising Activities



## 2.3 Printed Articles

### 2.3.1 Description, Main Idea and Aim

By now, we prepared two printed articles, third is in preparation.

→ **printed articles** (kind of articles, content...)

We prepared two different articles for two different printed journals. One was for Kmetovalec and the other for the journal Eko dežela. In the articles we described the Fem4forest project and to promote the idea of forest walks.

The third article will present the role models from forestry sector and career opportunities that the forest provides.

→ **basic idea** behind

The idea was to present the Fem4 forest project and new forms of cooperation – forest walks.

→ **main aim**

By the time, the articles were published, we just started with the new cooperation model for women in forestry – forest walks, so this was a nice way to promote forest walks, to reach more women from forestry sector and to invite them to join.

→ **target groups**

The readers of Kmetovalec and Eko dežela – Diversity of private forest owners, farmers, associations, enterprises, general public.

→ **publishing media**

Journals Kmetovalec and Eko dežela.

→ **possibly co-authors**

The authors of the articles were Nike Krajnc and Katarina Flajšman.  
The third article is being prepared by Janja Viher and Mateja Karničnik.

### 2.3.2 Target achievement

→ **number of published articles**

We published two articles.

→ **reached target groups** (incl. circulation figures)

Diversity of private forest owners, farmers, associations, enterprises, general public.  
It reached approximately 20000 people.

### 2.3.3 *Feedback, success factors and obstacles*

→ give your **feedback to the articles** from your point of view

Articles are good way to reach out to forest owners, forest professionals and other interested in forestry. We have our networks established but with articles you can reach out of this established networks and find also other outside this networks – for example with the article about forest walks we got several replays and requests for information from female forest owners across Slovenia.

→ **success factors**

→ **obstacles**

We didn't encounter any obstacles.

→ **external feedback** (from readers, editors, organizations...if given)

### 2.3.4 *Further needs and recommendations*

The printed articles were a nice way of spreading information about forest walks and we would also use this way of spreading information in the future.



2.3.5 Evidences



Gozdni sprehodi (forest walks) – zanimiva in uspešna oblika povezovanja v gozdarstvu

V gozdarstvu Slovenije je v zadnjih letih zelo pomembna dejavnost, ki povezuje gozdarstvo s turizmom in rekreacijo. Gozdni sprehodi so ena izmed bolj zanimivih in priljubljenih aktivnosti za ljudi, ki želijo spoznati gozdne ekosisteme in njihovo raznolikost. Pri vseh teh aktivnostih ne pozabimo tudi na varnostno oprejo in usposobitev vodnikov sprehodov, kar zagotavlja varnost in uspešnost dejavnosti.



Na Gozdarskem inštitutu Slovenije izvajamo mednarodni projekt GARDnet v različnih državah: Francija (France) in Nemčija (Germany), ki je vključena v sklopu programa Interreg Danube Transnational Programme. V projektu je vključenih 14 partnerjev iz 10 držav: (Slovenija, Hrvaška, Avstrija, Nemčija, Bosna in Hercegovina, Srbija, Romunija, Češka, Bolgarija, Ukrajina). Projekt povezuje in izmenjuje izkušnje pri izvajanju gozdnih sprehodov in omogoča bolj dejavno vlogo žensk v vseh segmentih gozdarstva, vključno s promocijo in mednarodno mrežo za območje Podonavja na lokalnem, regionalnem in mednarodnem nivoju. Eden izmed primerov za domovino tega cilja je aktivno promocijo razpisov za gozdarstvo, kar povezuje gozdarstvo s turizmom in rekreacijo.



Gozdni sprehodi so ena izmed bolj zanimivih in priljubljenih aktivnosti za ljudi, ki želijo spoznati gozdne ekosisteme in njihovo raznolikost. Pri vseh teh aktivnostih ne pozabimo tudi na varnostno oprejo in usposobitev vodnikov sprehodov, kar zagotavlja varnost in uspešnost dejavnosti.

na gozdnih sprehodih obsevanosti letno izboljšuje leta, so vpe, jablo, divovskih vrst, saj so, naga, rdeča, črna, naravnost obsevanja ni.  
Tudi v naši sosednji državi Avstriji so gozdni sprehodi zelo priljubljena dejavnost. Organizacija jih izvaja kar nekaj gozdnih strokovnih strokovnjakov, kateri cilji je spodbujati zanimanje za gozdarstvo in jih usposobiti za gozdarstvo in gozdarstvo. Gozdnih sprehodov se vedno bolj priljubljen, bodisi lastnik gozda, lastnik kmetijskih, lastnik gozdnih in druge živali, ki ji gozdarstvo ustrezno.  
Tudi v Sloveniji bomo v okviru projekta GARDnet in kmetijskih strokovnjakov (Slovenija in Nemčija) Hradišča v letu 2022 leta projekta in organizacijo gozdnih sprehodov. To bodo predstavi na različnih lokacijah po Sloveniji in v sodelovanju s gozdarstvom, kmetijskim gozdom in drugimi strokovnjaki iz gozdarstva sektorja. Cilj je, da se tudi pri nas na dolgi rok ustvari aktivnost žensk, ki bodo med seboj delile izkušnje in izboljšale ter se uspešno vključile v gozdarstvo sektorja.  
Za več informacij o projektih aktivnosti, nas kontaktirajte na [www.facebook.com/gardnet](mailto:www.facebook.com/gardnet), če se želite aktivno vključiti aktivnosti, pa nas pišite na [info.krpan@gozd.si](mailto:info.krpan@gozd.si).  
Katerina Poljanec  
Mila Krpan  
Gozdarica inštitut Slovenije



AVGUST 2022

# PAMETNO PODEŽELJE

Ne le digitalne rešitve, za pametno podeželje potrebujemo predvsem pametne ljudi

**INTERVJU:**  
Dr. Emilija Stopnenaova Duš: Na vlak digitalne preobrazbe moramo stopiti čim prej

**KMETIJSTVO:**  
Vse večji stroški vhodnih surovin, ki jih odkupne cene ne pokrijejo

**GOZD IN LES:**  
V gozdarstvu je avtomatizacija in robotizacija še v povojih

## Na sprehod v gozd po novo znanje in poznanstva

**Gozdni sprehodi, ki so namenjeni ženskam (Forest Walks) in so v nekaterih evropskih državah uveljavljeni kot način in spopet občila povezanosti v gozdarstvu, si odprejo pot tudi v Sloveniji.**

**Autorki: Katarina Hračman, Nika Krnjac, Gozdarski inštitut Slovenije**

Zastopnice žensk v gozdarskem sektorju v Sloveniji in v zadnjem času vedno večja, je kljub temu gozdarstvo še vedno preobsej v domeni moških. Tako pa povezovanje in vključevanje žensk na tem področju še ni bilo toliko pomembno. Različne oblike udeleževanja in inovativnega povezovanja žensk v gozdarstvu se že izvajajo v nekaterih evropskih državah. Primeri tovrstnih dobrih praks so povezovanja žensk v obliki različnih združenj, mentorstev in različnih organiziranih aktivnosti. Ena izmed bolj zanesljivih in priljubljenih aktivnosti so ti gozdni sprehodi (Forest Walks). Pri vseh teh aktivnostih ne poudarjamo boja za enakopravnost spolov, temveč izmenjavo znanj in izkušenj.

V mednarodni projekti #Gozdovi in ženskih rokah Fem4Forest (Forests in Women's Hands) je vključenih 14 partnerstev iz 10 držav (Slovenija, Hrvaška, Avstrija, Nemčija, Bosna in Hercegovina, Srbija, Romunija, Češka, Bolgarija, Ukrajina). Projekt prouča nov in inovativen pristop pri izobraževanju in mentorstvu z željo spodbuditi in omogočiti bolj dejavno vlogo žensk v vseh segmentih gozdarskega sektorja. Cilji projekta je okrepiti gozdarski sektor na lokalnem, regionalnem in mednarodnem nivoju s pomočjo večjega vključevanja žensk.

Eden izmed pristopov za dosego tega cilja je aktivno povezovanje zainteresiranih gozdaric, kmetic, gozdaric in študentk gozdarstva v obliki gozdnih sprehodov ali kafev na drugo obsele gozdarstva. Projekt je sofinanciran v sklopu programa Interreg Danube Transnational Programme.

**Sprehodi vključujejo v Nemčiji in Avstriji**

Tovrstni gozdni sprehodi že dalje časa potekajo v Nemčiji (sprednjem Bavarsku) in so zelo priljubljeni predvsem med mlajšimi gozdaricami. Organizirani so s strani lokalnih gozdarskih svetov skupaj z ženskimi lastnicami gozdoc, za večjo pripornost in odzivnost, pa jih včasih organizirajo v sodelovanju z ženskimi izven gozdarstva.

Napovedane gozdarske teme, ki jih bodo na gozdnih sprehodih obravnavali tekom letošnjega leta so opazna drevesnih vrst, skajenje, nega mladice, svetloba, senca, odpora, voda, klimatskih sprememb itd.

V Avstriji in Nemčiji so gozdni sprehodi ustvarjena praksa. Organizirajo jih Zveza lastnikov gozdoc Avstrijske Štajerske, katere cilji je spodbujanje žensk za večje vključevanje v gospodarstvo in gozdarstvo in večje zanimanje za gozdarstvo v celoti. Gozdnih sprehodov se vključujejo lastnice gozdoc, bodi lastnice gozdoc, lastnice kmetij, lastnice gozdoc in druge ženske, ki ž gozdarstvo zanimajo.

**Začetki tudi v Sloveniji**

Tudi v Sloveniji, smo v okviru projekta Fem4Forest v letošnjem letu prišli z organizacijo gozdnih sprehodov. Ti potekajo na različnih lokacijah po Sloveniji in v sodelovanju z gozdaricami in lastnicami gozdoc. Koncem junija smo na Ribniški hudi na Polturju organizirale prvi Gozdni sprehod. Sprehoda se je udeležilo 17 gozdaric, lastnic gozdoc ter tiskih, ki jih gozd navdušuje. Ker je bil to prvi sprehod na tem je pripravila Dagmar Karlič - Genter iz Slovenije Avstrije, ki je organizirala že več kot 100 takih sprehodov. Sprehode smo namenili način izvedbe gozdnih sprehodov in se dogovorile, da postanejo naša stalnica. Bilo je sprejetih tudi gozdov in tudi zahteva.

Naslednji sprehod, ki bo v zbiranju vedno večje, bo potekal na Magličniku, tema tega sprehoda pa bo lokalna drevesa za gozd.

Cilji tovrstnih sprehodov in celotnega projekta Fem4Forest je, da se tudi pri nas ustvari skupnost žensk, povezanih z gozdarstvom, ki bodo med seboj delile znanje in izkušnje, ter se skupno vključevale v sektor.

Za več informacij o prijetnih aktivnostih nas spremljajte na [www.facebook.com/f4giste](http://www.facebook.com/f4giste). Če se želite aktivno priključiti pa nam pišite na [nika.krnjac@gozd.si](mailto:nika.krnjac@gozd.si).

**HITREJŠI. MOČNEJŠI. ZANESLJIVEJŠI.**

## 2.4 Posts on social media

### 2.4.1 Description, Main Idea and Aim

#### → posts (reason, content...)

We made 16 posts about Fem4forest project, women in forestry sector, etc.

#### → basic idea behind

The idea was to share the message of Fem4Forest project through social media posts and reach the public, which is present on social media – mostly younger forestry students, but also older, forestry professionals.

#### → main aim

The aim was to promote Fem4forest project through social media.

#### → target groups

FB of department has different followers from forest professionals, forest owners and forest students to general public

#### → media channels

Facebook, Instagram

#### → possibly cooperation partners

The post were made in cooperation of Forestry institute of Slovenia and Foundation Prizma.

### 2.4.2 Target achievement

#### → number of posts

By now we made 16 posts within the awareness raising campaign.

#### → reached target groups / organizations (incl. numbers of pageviews)

The Facebook page, where we posted our posts, has 1720 total likes and 2664 total followers. FB page has different followers from forest professionals, forest owners and forest students to general public.

### 2.4.3 Feedback, success factors and obstacles

#### → give your **feedback to the posts** from your point of view

The posts were well accepted.

→ **success factors**

The posts were very successful, and we reached up to 10000 people.

→ **obstacles**

→ **external feedback** (number of likes, comments...)

2.4.4 *Further needs and recommendations*

We believe it is important to keep social media alive and to provide frequent social media posts and have constant activity that keeps the followers interested in the topic. It is important to find creative ways to present the topic. It was especially good when we reported from the events that we organized, especially forest walks. Those posts reached the most followers and received the most views.

2.4.5 *Evidences*

Two examples of Facebook post:



## FEM4FOREST – National Report on Awareness Raising Activities



Gozdarski inštitut Slovenije - Oddelek za gozdno tehniko in ekonomiko

Objavi Katarina Flajšman · 5. september ob 14:16 · 🌐

📌 <https://youtu.be/NW3rddqUYaQ>

V petek, 2. 9. 2022 je v okolici kočé na Magolniku potekal 2. gozdni sprehod. Zanimanje za sprehod je bilo zelo veliko, saj se je ga je udeležilo skoraj 50 udeleženk, ki so na različne načine povezane z gozdarstvom – od lastnic gozdov, revirnih gozdarj, raziskovalk, študentk gozdarstva, učiteljic, naravovarstvenic, ... Pod vodstvom Jožeta Praha iz Zavoda za gozdove Slovenije in še dveh revirnih gozdarjev, smo spoznale, kako poteka odkazilo dr... Prikaži več



1.249  
Dosežene osebe

240  
Dejavnosti

Promoviraj objavo

## 2. Evaluative summary of National Awareness Raising Activities, conclusions and recommendations

### 2.1 Evaluative Summary

Please rank the activities according to their goal achievement and effectiveness from the most effective to the least effective:

Ranking (1 = most effective)	Activity
1	Posts on social media
2	Postcards
3	Printed articles
4	Video

Please add your comments to this ranking, if wanted.

The posts at our FB helped us to send out regular information / messages to very diverse audience. With regular posts we manage to build a kind of community of followers that was reading our posts. It is efficient, it doesn't take much time and the outreach can be easy monitored.

Postcards are good way to spread some of the key messages. But some time is seems that they are outdated and that people do not use this kind of communication anymore.

Printed articles are the channel that is more orientated to professionals and less to general public. We have only few professional papers where we can publish articles like this. It takes some time to write an article but it has a specific targeted audience and large outreach.

Videos can be a good way to promote project ideas but we didn't decide to have a professional video. Video was prepared by us for the "Green job campaign" and we think that this was a unique opportunity to promote Fem4Forest project throughout Europe. The video is still available at ForestEurope web page (<https://foresteurope.org/workstreams/green-jobs/real-life-examples/>).

## 2.2 Conclusion and recommendations

Based on the experiences with the activities set in the project:

➔ Which three activities should be set in the future in order to be able to pursue the goals of the awareness raising campaign?

	Name of the activity
1	FB posts
2	Online Articles
3	Postcards

➔ Which adaptations should be made for these three activities to make them even more successful and effective?

Activity	Adaptions
1	FB posts – include more stories from women in forestry, personal experiences
2	Online articles – published also outside of the professional papers, to reach wider public
3	Postcards – to equip them with QR codes linked to other awareness raising activities like videos, articles, FB, F4F webpage ...