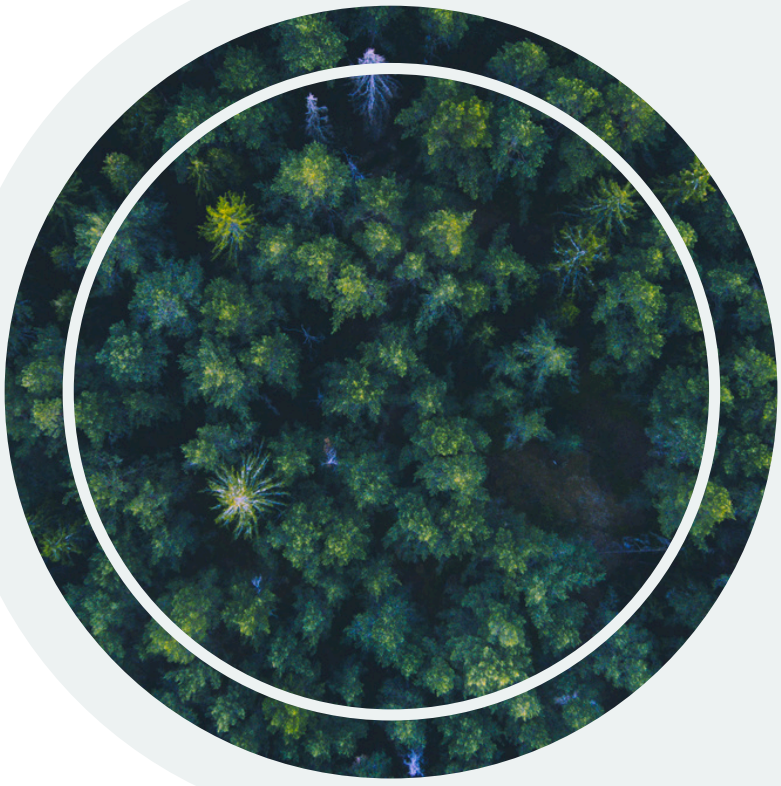
Interreg Danube Region

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Fem2forests

Booklet for the implemented pilot actions



2026

May

Overview of practical initiatives across partner regions that provide students with tangible pathways into the forestry sector.

Interreg Danube Region

Co-funded by the European Union

Fem2forests

This document has been prepared and issued by the consortium of project partners implementing the Fem2forests project, with contributions from the following organisations and their respective authors:

- Slovenian Forestry Institute (SFI, Slovenia): Nike Krajnc, Darja Stare, Polona Hafner, Katarina Flajšman
- Foundation for Improvement of Employment Possibilities PRIZMA (PRIZMA, Slovenia): Mateja Karničnik, Tatjana Pavlič, Ema Šumenjak, Sabina Majerič
- University of Ljubljana, Biotechnical Faculty (UL(BF), Slovenia): Špela Pezdevšek Malovrh, Zala Uhan
- Bavarian State Institute of Forestry (LWF, Germany): Helena Eisele, Leonie Wagner, Nico Martin
- Forest Trainings Center PICHL (FAST Pichl, Austria): Dagmar Karisch-Gierer
- NOWA Training Counselling Project management (NOWA, Austria): Eva Janusch, Heidi Gaube
- Agency for sustainable development of the Carpathian region "FORZA" (FORZA, Ukraine): Lesya Loyko, Natalya Voloshyna
- Forestry and Environmental Action (FEA, Bosnia and Herzegovina): Ajla Dorfer, Aleksandra Babić Demir
- University of Belgrade-Faculty of Forestry (UNIBG-FOF, Serbia): Jelena Nedeljković, Marina Nonić, Dragan Nonić
- University Ştefan cel Mare of Suceava (USV, Romania): Ramona Scriban, Cătălina Barbu
- Czech University of Life Sciences Prague (CZU, Czech Republic): Petra Palátová, Markéta Kalábová, Ratna C. Purwestri, Marcel Riedl, Vilém Jarský, Roman Dudík
- Croatian Union of Private Forest Owners Associations (CUPFOA, Croatia): Irina Suša, Miljenko Županić
- Croatian Chamber of Forestry and Wood Technology Engineers (HKIŠDT, Croatia): Silvija Zec, Maja Merc Kiš
- Foresta SG (Foresta SG, Czech Republic): Zuzana Pavlíčková
- Ukrainian National Forestry University (UNFU, Ukraine): Orest Kiyko, Oksana Peluykh, Andrii Lipentsev

May 2026

Disclaimer

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About this booklet

01

Within the Fem2forests project, partner countries tested a series of pilot actions–small-scale, real-world experiments designed to spark girls' interest in forestry careers and strengthen the position of women already on the path. This booklet offers a concise look at two flagship approaches "Tools for students" and "Career orientation" that have proved both popular and replicable across the consortium. Connecting innovation areas and different measures to promote gender equality across the Danube region.

Innovation areas

Innovation for a more inclusive, resilient forest sector covers every fresh idea—whether a new practice, policy tweak, financing tool, cross-sector insight, or women-led network—that breaks down barriers and strengthens female representation. The five innovation areas below highlight where such efforts can most effectively empower women in forestry.

1

Private life / family

Creating real choice for female forestry professionals starts with societal change and supportive framework conditions. When structural, societal and familiy supports are in place, women (and men) can invest in their careers without sacrificing family well-being.

2

Personal development

Targeted coaching, mentoring and leadership programs equip women with the confidence and skills to seize senior roles and well-publicised success stories demonstrate what is possible.

3

Education

Gender perspectives must be woven into forestry curricula and vocational training so every learner encounters equality from day one. Just as crucial are visible female role models—teachers, researchers, and practitioners—who make career possibilities tangible, along with structured mentoring schemes that guide women through key transitions and reinforce their sense of belonging in the sector.

4

Working world and environment

Companies and authorities can institutionalise equality through dedicated bodies for reporting grievances, proactive hiring and advancement measures, and visible promotion of women's expertise in events and media. Flexible work models, respect-based teamwork and clear communication of the benefits of mixed teams foster a culture that supports both work–life and career–life balance.

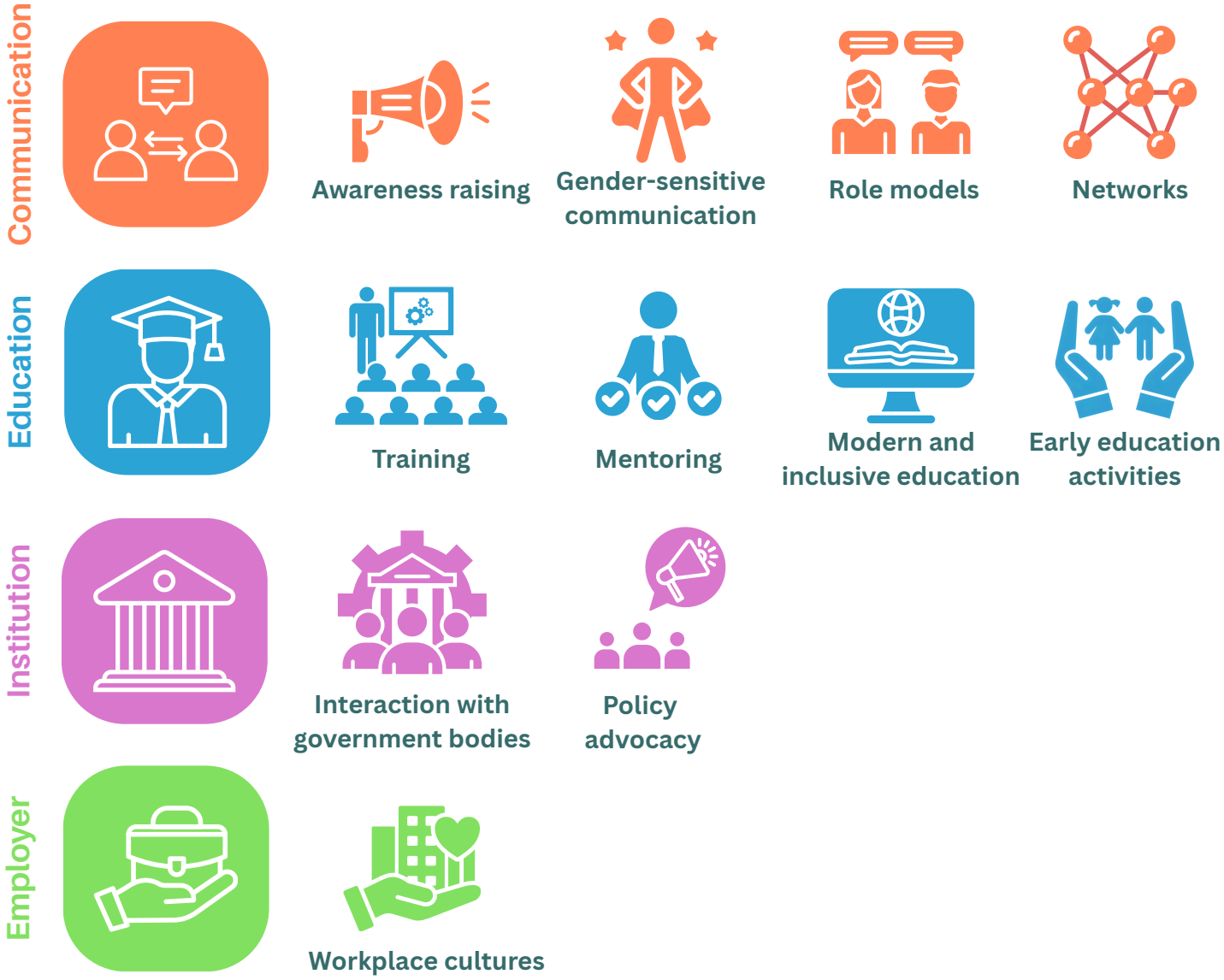
5

Entrepreneurship environment

Fostering an inclusive business landscape through connecting women forest owners and professionals through associations and digital platforms launching women-focused entrepreneurship programs, especially in underrepresented forestry niches.

Measures

Building on the five innovation areas, the Fem2forests team conducted participatory research that brought together stakeholders from forestry education, young women entering the field and seasoned female professionals. While the spotlight was on education—the gateway through which future forest experts pass—the dialogue naturally linked back to Private Life & Family, Personal Development, Working Environment and Entrepreneurship. The outcome is a set of evidence-based ideas that translate broad innovation goals into actionable steps for integrating and advancing women in forestry. To keep implementation clear and focused, these measures are grouped into four practical dimensions: Communication, Education, Institution and Employer.



Measures





Awareness raising

Targeted awareness campaigns in forestry schools—delivered through short workshops, seminars and social-media storytelling—challenge stereotypes, spotlight the value of gender diversity and equip students, educators and industry partners to build an inclusive sector.



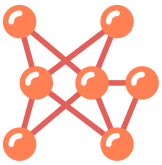
Gender-sensitive communication

Gender-sensitive language in all forestry communications—from job ads and reports to social media—by choosing inclusive titles, balanced pronouns and visuals that feature women in varied forestry roles is a practical lever for cultural change, ensuring that everyday communication signals openness, counters stereotypes and shows women and men alike that they belong in the forest sector.



Role models

Promoting female role models in forestry is vital for inspiring the next generation of women in the field. By showcasing successful women in various forestry-related roles, educational institutions can help break down stereotypes and encourage young women to pursue careers in this area.



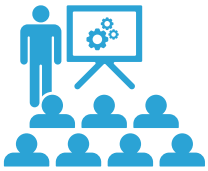
Networks

Creating dedicated networking platforms—both in-person and online—gives women in forestry a space to share expertise, mentor one another and access peer support. Regular meet-ups, thematic webinars and mixed-experience working groups accelerate knowledge transfer, spark collaboration and strengthen professional confidence. Over time, these networks become a visible talent pool and advocacy force, amplifying women's voices across the sector.

Education



Measures



Training

Targeted programs can boost women's self-confidence, communication and leadership skills, preparing them for decision-making roles in forestry. Gender-equality courses for teachers and educational leaders embed inclusive values across the learning environment and help recognizing and challenging bias and gender stereotypes.



Mentoring

Establishing mentoring programs that connect experienced professionals who understand the unique barriers faced by women in forestry, with students and young professionals can provide invaluable support and guidance. Mentoring relationships can help women navigate the challenges of the forestry industry, build networks, and develop essential skills.



Modern and inclusive education

Updated curricula should give women and men alike equal, hands-on experience while adding future-focused topics—carbon sequestration, climate-resilient forestry, sustainable land use, and digital tools like GIS, drones and AI—to create engaging and inclusive forestry education.



Early education activities

Many students choose their career paths with little exposure to modern forestry, and girls rarely meet relatable role models. Interactive "Forest Days," classroom visits by female professionals, and early mentoring programs give pupils, parents and teachers clear, engaging insights into today's diverse forestry roles. Together, these measures broaden awareness and help young people — especially girls — consider forestry when planning their futures.

Institution

Measures

Interaction with government bodies

Stronger cooperation of educational institutions with government bodies to develop frameworks that support diversity and inclusion in forestry education.

Policy advocacy

Stronger policy action is needed to make forestry's framework conditions truly gender-equal: flexible hours, childcare and elder-care support, equal-pay safeguards and well-resourced women's networks. At the same time, replacing informal hiring with transparent recruitment and expanding career guidance—especially in rural or otherwise underserved regions—will open doors for more women to enter and advance in the sector.

Employer

Measures

Workplace cultures

Employers can build truly inclusive workplaces by using gender-neutral language and diverse visuals in job ads, offering flexible or location-adapted roles for parents, and actively promoting women into leadership while showcasing their achievements. Targeted training for HR and managers on gender sensitivity and inclusive leadership can promote lasting cultural change.

02

Tools for students:

Gender-responsive information tools map clear pathways into forestry. Short videos, social media campaigns, QR-code posters and interactive web portals show which qualifications lead to which jobs—from forest ecology to timber engineering—while highlighting success stories of women in each role. Complementary dialogue forums and classroom workshops let students quiz practitioners and explore study options in real time. By making educational routes transparent and relatable, these tools empower young women to make informed choices and see forestry as an accessible, forward-looking career.

Austria

Visiting the World of Forestry

The activity was organized as a half-day, on-site program combining information, hands-on experience, and personal exchange. It began with a short introduction to the forestry school, its educational programs, and career opportunities in the forestry sector.
Participants then took part in a guided tour through specialized classrooms, such as surveying, wood science, and nature conservation. These sessions included practical demonstrations and interactive elements, allowing the girls to try out basic tools, explore materials, and better understand ecological and technical concepts.

The main purpose of the activity was to support career orientation by giving girls early, practical insights into the forestry sector. It aimed to raise awareness of educational and professional opportunities that are often unfamiliar and to help participants make more informed career choices.
A key objective was also to challenge gender stereotypes by encouraging girls to consider technical and environmental professions traditionally dominated by men, while highlighting female role models in the field.

Innovation measure:

Role models

Networks

Mentoring

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Transferability:

The core concept—an interactive, guided visit to a vocational or educational institution—can be readily replicated in other forestry schools, technical colleges, or environmental training centers. The structure is simple, modular, and does not require complex infrastructure beyond existing teaching facilities.

Target group:

- Girls aged 13-18
- their parents

Bosnia and Herzegovina

Inspiration Hub – Stories from the Faculty of Forestry

This activity aimed to raise awareness of forestry careers among young people—especially women—by showcasing authentic digital stories of successful forestry professionals.
In cooperation with the Faculty of Forestry, University of Sarajevo, nine career stories (six women, three men) were presented in a dedicated "Student Career Stories" section on the faculty's website, highlighting diverse paths in research, academia, public institutions, private companies, and international organizations.
QR codes linking to the stories were distributed across eight vocational secondary schools, combining easy offline access with digital content. Video animation and digital storytelling were also used to engage younger audiences and present the faculty as a launchpad for diverse personal and professional journeys.

The overall objective is to increase visibility of forestry careers and inspire young women to explore their potential in the sector.

Innovation measure:

Role models

Networks

Mentoring

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Transferability:

Under the pilot action, this approach proved easily transferable, combining digital stories and QR codes with school-based posters to increase student accessibility.

It can be applied across sectors to engage young people, especially women, making it a simple, scalable, and effective tool for career promotion.

Target group:

- High school students (15–18 years old) in vocational secondary schools with forestry or related programs
- University students (18–25 years old)
- Young forestry professionals interested in career inspiration

Croatia

Building networks through dialogue and storytelling

The activity was organized as a full day event during which students visited both the forest and the forest management office, gaining insight into everyday tasks in forest management, as well as employment and professional development opportunities in forestry. The students had the opportunity to learn about the practical aspects of the profession, ask questions, and exchange experiences in an informal setting. Special emphasis was placed on building a support network among future forestry professionals, which will encourage long-term cooperation and a sense of community within the profession.

The pilot action aims to make the forestry profession more appealing to young women and to increase the visibility of female forest professionals by providing them with a platform to act as mentors and inspire future generations to pursue a career in forestry.

Innovation measure:

Role models

Mentoring

Networks

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Transferability:

This model is intentionally simple and does not require complex infrastructure, making it both cost-effective and highly transferable. It relies on the engagement of motivated students and volunteer mentors, and can be easily implemented by forestry schools, academic institutions, or professional bodies in partnership with forestry enterprises.

Target group:

- Female forestry students
- Forestry professionals

Germany

Talks with role models

Under the pilot action “Talks with Role Models,” four evening events were held in November and December 2025 at a student venue in Freising to showcase the careers of leading women in Bavarian forestry. Senior figures—from a ministry department head to managers in state forests, conservation and education—spoke informally with bachelor’s and master’s students about their paths, challenges and opportunities.

The relaxed bar setting encouraged lively discussion and more than a hundred students attended, 90% of them women. Satisfaction was high and participants valued the candid insights, practical career advice and networking chances. Success factors included the speakers’ diverse backgrounds, students’ strong need for career guidance and the informal atmosphere that lowered barriers to asking questions.

Innovation measure:

Role models

Networks

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Transferability:

The format is both low-cost and partnership-friendly: with only a modest venue and volunteer speakers, it can be organised by universities, vocational schools or professional bodies. Collaboration with student unions, gender-equality officers and forestry ambassadors supplies built-in channels for promotion, logistics and speaker recruitment.

Target group:

- female foresty students
- female forestry professionals

Ukraine

Find your path in forestry: career roadmap for girls

The goal is to increase the interest of young girls (and children in general) in forestry and wood-related professions, strengthen the awareness of students, teachers, and parents about forestry education and career opportunities, and promote early engagement and curiosity toward nature, forests, and related professional pathways.

Inside, there are 20 career cards—standardized professional profiles that serve as guides to better understand the existing positions in modern forestry. Each one is a "cheat sheet" for a different job. We've organized all of them the same way so girls can easily compare and find what position fits them best. From each description, they can learn what the education requirements, required experience, knowledge and skills, duties and responsibilities, and opportunities for career advancement are.
Each profile is more than just a job description; it is a tool that can help girls turn a love of nature into a real, successful professional trajectory and understand their future role in the industry.

Innovation measure:

Early education activities

Awareness raising

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Transferability:

This concept—describing the professional profiles of positions in the forestry sector to inform girls in an understandable and concise way can be easily replicated in any country. The structure of the description is simple and does not require any infrastructure or special budget allocation. It might be distributed both in electronic format and as printed flyers.

Target group:

- girls from middle and high schools
- female university applicants
- 1-2 graders in colleges and universities

Ukraine

Excursion to the Wood Museum—career orientation for 2nd grade students

The goal is to increase the interest of young girls (and children in general) in forestry and wood-related professions, strengthen the awareness of students, teachers, and parents about forestry education and career opportunities, and promote early engagement and curiosity toward nature, forests, and related professional pathways.

The activity combined hands-on learning (exploring wood samples, tools, and exhibits), storytelling, and direct interaction with forestry students and professionals. This approach allowed children to engage with real-life examples and better understand the importance of forests and wood in everyday life. The activity also involved teachers and parents, contributing to broader awareness and support for forestry-related education.
This activity used interactive and participatory approaches to encourage engagement and experiential learning.

Innovation measure:

Early education activities

Awareness raising

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Transferability:

The museum-based excursion model can be adapted to other natural history or forestry-related institutions, providing experiential learning opportunities for young students. The approach requires minimal resources and relies primarily on collaboration with local educational institutions and museum staff.
Key success factors for transferability include strong institutional cooperation, interactive methodologies, and adaptation of content to local contexts and target groups.

Target group:

- Primary school students;
- Primary school teachers;
- Parents.

Career orientation:

03

From “Forest Days” in primary schools to open-house events at state forest agencies, career orientation initiatives immerse children, parents and teachers in the diversity of modern forestry. Female professionals lead workshops, games and storytelling sessions, dispelling stereotypes and illustrating concrete career possibilities. Early, repeated exposure to real role models and hands-on activities helps girls picture themselves as future foresters, while employers gain a direct channel to the next generation of talent.

Czech Republic

Forestry Day

Presentation of project findings and professional exchange within the forestry sector.

The pilot action "Forestry Day" was implemented on 11 September 2025 at the Faculty of Forestry and Wood Sciences, CZU Prague, as a one-day hybrid event.

The program included a presentation titled "Gender in forestry – findings of the Fem2forests project in international comparison", followed by an in-person discussion. The event provided a platform for sharing project results and for exchange between representatives of the forestry sector, research, and educational institutions.

More than 100 participants attended the event.

Innovation measure:

Awareness raising

Networks

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Transferability:

The activity can be implemented within professional or educational events.

Its core elements – presentation of results and facilitated discussion – are easy to replicate in different institutional contexts.

Target group:

- Companies and associations in the forest-based sector
- Clusters
- Research and educational institutions in forestry

Czech Republic

Open Days

Presentation of study opportunities and collection of feedback from prospective students.

The pilot action "Open Days" was implemented on two dates (21 November 2025 and 17 January 2026) at the Faculty of Forestry and Wood Sciences, CZU Prague, as full-day events.
The program included the presentation of key findings of the Fem2forests project, distribution of promotional materials, and direct communication with visitors.
A questionnaire was also conducted, focusing on sources of information about forestry, motivation to study, and perceptions of future career opportunities. The questionnaire builds on previous findings of the Fem2forests project (surveys and round tables), which identified limited awareness of forestry career options and the influence of stereotypes on study choices.

More than 150 participants attended the events, and 37 questionnaires were collected.

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Innovation measure:

Awareness raising

Networks

Transferability:

The activity can be easily integrated into existing open day events at educational institutions.
Its key elements:

- presentation,
- direct interaction, and
- questionnaire-based feedback

are simple to replicate and adaptable to different contexts.

Target group:

- Prospective students (18+) – main target group
- Parents – secondary target group

Czech Republic

Short film: GIRLS & FORESTS

The pilot action "Short animated film: Girls & Forests" goes beyond a standalone audiovisual output and functions as a **tool for early career orientation in forestry.** The short animated film (46 seconds) is fully non-verbal, based on visual storytelling.

The implementation showed that the highest impact is achieved when the film is embedded in a broader educational context. It is therefore used as part of a **school-based module** for primary school pupils (grades 3–5, age 9–12), which first introduces forests and their importance, then presents forestry professions and the system of forestry education, and finally communicates that forestry is a field open to both boys and girls, offering diverse career opportunities.

This message is delivered in a sensitive way through the screening of the animated film, and through materials from the Awareness Raising Campaign (contributions created by female students). The film serves as an entry point for discussion on the role of women in forestry and helps to challenge existing stereotypes.

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Innovation measure:

Early education activities

Awareness raising

Gender-sensitive communication

Transferability:

- The activity is easily transferable and low-cost.
- The non-verbal nature of the animated film allows its direct use across all partner countries.
- Experience from the pilot shows that the highest impact is achieved when the film is embedded in a structured educational context.

Target group:

- Primary school pupils (grades 3–5, age 9–12)
  = main target group
- Teachers and schools
  = secondary target group
- Older primary school pupils and secondary school students = potential target group (with adapted content)

Romania

Forestry Pathways for Girls: University and Field Experience

The activities were organized in two formats to provide both practical and theoretical learning experiences. The first took place in the field, within a forest area managed by the Râșca Forestry District, where forestry students regularly conduct hands-on training. The second activity involved high school students joining an online phytopathology class delivered by one professor from the Forestry Faculty. The field activity was particularly well received, with many of the girls expressing a strong interest in participating in similar experiences in the future. During this session, they gained practical knowledge in pedology and dendrology, enhancing their understanding of forest ecosystems.

Participants in the field activity came from different grade levels, ranging from ninth grade to final-year students, while the online session included 24 participants, among them a few boys. Overall, both activities were considered engaging and valuable learning experiences by students and teachers alike.

Innovation measure:

Early education activities

Awareness raising

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Transferability:

This dual-format approach combining field-based practice with online learning is highly adaptable and resource-efficient. Field activities can be organized in collaboration with local forestry districts or training sites already used for student practice, requiring minimal additional infrastructure. At the same time, online sessions allow institutions to expand access to specialized topics, such as phytopathology, without geographical limitations.

The model can be easily replicated through partnerships between high schools, universities, and forestry professionals, enabling flexible participation and broader student engagement.

Target group:

- girls from high schools

Romania

Young Voices in Forestry

The activity took place at one of the most well-known forestry high schools in Romania, bringing together students and professionals for an engaging and informative event. Two young women working in the forestry sector were invited as speakers to share their professional journeys. They discussed their career paths in detail, highlighting the obstacles, challenges, and opportunities they encountered during both their studies and their professional development. Representatives of the local state forest administration and forestry research institute, INCDS "Marin Drăcea" – Câmpulung Moldovenesc, have been present at the event.

The speakers led a lively and interactive discussion focused on the realities of pursuing a career in forestry as a woman. They addressed common barriers, such as gender stereotypes and limited representation, while also emphasizing the growing opportunities within the field. Drawing from their own experiences, they encouraged the students to remain open to new opportunities and to actively engage in diverse activities, as each experience can contribute to personal and professional growth.

Innovation measure:

Role models

Networks

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Transferability:

This format is low-cost and easy to replicate, requiring only a modest venue and volunteer speakers. It can be readily implemented by forestry high schools, universities, vocational institutions, or professional organizations. Collaboration with state forest administrations, research institutes, student groups, and gender equality advocates provides effective channels for promotion, coordination, and speaker engagement, making the initiative both practical and scalable.

Target group:

- female foresty students
- female forestry professionals

Serbia

The Forest as a Classroom – From students to engineers

The pilot action ·Meeting the Profession – Students and the Faculty of Forestry at the Teaching base on Goč ("The Forest as a Classroom – From students to engineers") took place on October 10, 2025, at the University of Belgrade – Faculty of Forestry teaching base on Goč Mountain as a one-day, in-person event. The program combined (1) an introductory session with key stakeholders, (2) presentations and an interactive discussion on forestry studies and career pathways, featuring contributions from "Srbijašume" ltd. and "National Park Kopaonik" ltd. (highlighting a nature-protection perspective), (3) an educational field walk ("forest walk") led by experts, and (4) an informal networking lunch.

The **main goal** was to to provide students of the Secondary Forestry School from Kraljevo a direct insight into the forestry profession and an opportunity to gain a better understanding of career development possibilities in this field through direct interaction with university professors and forestry professionals, and to increase girls' motivation by showcasing female role models and emphasizing that forestry careers are equally accessible to women.

A total of **45 participants** attended, including 29 students, 10 of whom were girls.

Innovation measure:

Awareness raising

Networks

Role models

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Transferability:

The action is highly transferable and can be easily replicated through existing cooperation among secondary schools, universities, and employers. Using a simple, low-cost structure (career presentation, Q&A, practitioner input, guided field visit, and short on-site evaluation), it is adaptable to local contexts and suitable for other forestry schools, training centers, teaching bases, and protected areas.

Target group:

Primary: secondary-level forestry students, with a dedicated focus on girls.

Secondary: school teachers, teaching staff and associates of the Faculty of Forestry; practitioners from forestry enterprises and protected area management organizations.

Serbia

Obedska Bara – "Protected Area as a Future Classroom"

On 17 October 2025, the pilot action Obedska Bara – "Protected Area as a Future Classroom" introduced secondary school students to forestry careers through learning day in the Special Nature Reserve Obedska Bara. Instead of focusing only on study programs, the visit **presented forestry in a broader "nature management" context**, highlighting daily work in protected areas and the connections between forestry, biodiversity conservation, eco-tourism, and cooperation with local communities. Students from the Secondary School of Chemistry, Forestry and Food Technology (Sremska Mitrovica) interacted directly with professors of the Faculty of Forestry and practitioners from public enterprise (PE) "Vojvodinašume" and the protected area and experienced the professional environment through guided field interpretation and on-site expert explanations.

A deliberate gender perspective was included through visible female role models and explicit messaging that the sector is open to women, aiming to reduce stereotypes and strengthen girls' confidence in considering forestry and nature conservation careers.

The event gathered **44 participants**, including 35 students, 10 of whom were girls.

Innovation measure:

Awareness raising

Networks

Role models

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Transferability:

This pilot action can be scaled by partnering with any protected area and its managing authority. The format: short introductory briefing, practitioner-led field interpretation, and immediate feedback collection, suits nature reserves and other protected areas throughout the region and can be integrated into regular school excursions with minimal additional resources.

Target group:

Primary: students of the "Secondary School of Chemistry, Forestry and Food Technology" in Sremska Mitrovica (Forestry Technician program), with a special focus on female students.

Secondary: school teachers; teaching staff and associates of the Faculty of Forestry; practitioners from forestry enterprises and protected area management staff.

Serbia

“Nature as a career”

(forestry, nature protection and public and civil sector cooperation)

The pilot action “Nature as a Career” took place on March 16, 2026, in Sremski Karlovci (Ecological Centre “Radulovački”) and the Special Nature Reserve “Koviljsko-Petrovaradinski Rit” as a one-day study visit. The **main goal** was to strengthen career orientation among forestry technician students from the Technical School “Mileva Marić-Ajnštajn” (Novi Sad) by demonstrating how forestry careers intersect with nature protection, project-based work, and public–civil sector cooperation. Unlike purely school-to-university outreach, the action intentionally included a peer-to-peer component: secondary-school students interacted with Faculty of Forestry students close to their age, as well as professors and practitioners. The day combined short thematic presentations (study programs, Fem2forests messages, practice examples from Public enterprise (PE) “Vojvodinašume”) with an expert-guided field visit and an interactive workshop, “Magic of the Forest,” delivered by the Vojvodina Environmental Movement (NGO). A total of **76 participants** attended, including 30 secondary-school students (15 girls) and 32 university students.

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Innovation measure:

Awareness raising

Networks

Role models

Transferability:

This format is easy to scale up because it combines two readily available resources: protected areas as “living laboratories” and university students as peer connectors. It can be replicated by pairing vocational schools with nearby universities and a local protected site, along with one NGO and public entity partner.

Target group:

Primary: students of the "Mileva Marić-Ajnštajn" Technical School in Novi Sad (Forestry Technician program)

Secondary: professors and students of the Faculty of Forestry; school teachers; practitioners from forestry enterprises and protected area management organizations and public service; civil society organisations

Slovenia

Summer Forestry Camp

The Summer Forestry Camp in Kočevski Rog introduced high school students—particularly girls—to forestry and encouraged them to consider careers in the sector through an immersive, week-long experience. The program combined hands-on learning, fieldwork and direct interaction with forestry professionals, offering insights into forestry careers and study opportunities. The camp was organised by the Biotechnical Faculty, Department of Forestry and Renewable Forest Resources, in the last week of August.

The camp included activities such as forest exploration, wildlife and game management, tree identification, and practical demonstrations, alongside interactive workshops and small group sessions with experts.

Beyond the camp experience, the activity serves as an experiential career guidance tool, helping young people explore career paths in a real-life environment and strengthening their interest in forestry education and professions.

Innovation measure:

- Awareness raising
- Gender-sensitive communication
- Role models

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Transferability:

The activity is transferable as a hands-on, experiential learning model that can be adapted to different regions or sectors. By combining field-based learning, professional interaction and structured programs, it can be integrated into career guidance, summer schools or outreach activities.

Target group:

- Primary: high school students (especially girls)
- Secondary: students interested in nature, environment and outdoor careers

Slovenia

Career brochure “My future in forestry”

The activity focused on the development and dissemination of a user-friendly career brochure presenting forestry as a diverse and accessible sector. It specifically aims to challenge gender stereotypes and promote forestry careers for women and girls by featuring testimonials of women in the field. The brochure combines career information, educational pathways and interactive elements (e.g. quiz, QR codes), and is available in both print and digital formats.

Beyond its informative function, the brochure serves as a practical career guidance tool that can be used in multiple contexts: as a support material during career workshops and counseling sessions, a self-exploration resource for students, and a promotion tool for schools and institutions during events such as open days and career fairs. Its design encourages active engagement and helps young people, especially girls, better understand career opportunities and pathways in forestry.

Innovation measure:

- Awareness raising
- Gender-sensitive communication
- Role models

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Transferability:

The activity is easily transferable due to its flexible, user-centred format, which can be adapted to different countries or sectors. By combining localised career information, storytelling and digital elements, it can be integrated into existing career guidance activities, school programs or awareness campaigns.

Target group:

- Primary: students aged 14 - 19 (with a focus on girls).
- Secondary: teachers, career counsellors and parents.
- Indirect: schools, forestry institutions and career guidance stakeholders.

Slovenia

Women in Forestry: HER Story

The activity increases the visibility of women in forestry and challenges gender stereotypes by presenting authentic stories of female professionals and students. Through the concepts *"I am a forester"* and *"I will be a forester,"* it highlights both role models and future generations, combining storytelling, visual communication and participatory engagement to inspire young women to consider forestry careers.

The activity features multimedia content (photos, short videos, testimonials) created through interviews and photoshoots and shared across social media, complemented by a photographic exhibition and an e-book.

Beyond awareness-raising, it serves as an inspirational career orientation tool, usable in workshops, events and educational settings, helping young people connect with real role models and better understand forestry career pathways.

Innovation measure:

- Awareness raising
- Gender-sensitive communication
- Role models

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Transferability:

The activity is highly transferable as it relies on storytelling and visual formats that can be easily adapted to other countries or sectors. By using local role models and multi-platform communication, it can be integrated into career guidance, awareness campaigns or educational activities.

Target group:

- Primary: girls and young women considering career choices.
- Secondary: forestry students, early-career professionals.
- Indirect: general public and sector stakeholders.

Ukraine

Career orientation for college students

The activity targeted female college students and aimed to increase their interest in forestry education and career opportunities, while promoting gender equality and strengthening the role of women in the forestry sector. It also sought to raise awareness of the importance of forestry in the context of sustainable development and green recovery.

The activity was implemented as a career orientation session combined with a presentation of the project and its key results. It included lectures on the forestry sector and career pathways, as well as practical exercises focused on female leadership. Interactive discussions were an essential part of the session, allowing participants to reflect on existing stereotypes, share their perspectives, and explore the advantages and opportunities for women in forestry.
The format encouraged active participation and open dialogue, helping students better understand their potential role in the sector. The involvement of teaching staff and institutional representatives further supported the relevance and impact of the activity.

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Innovation measure:

Awareness raising

Networks

Role models



Transferability:

The career orientation sessions for college students can be transferred to other vocational schools and universities, especially those with environmental, forestry, or sustainability-related programs. The inclusion of gender-focused discussions and practical exercises make the approach particularly relevant for promoting inclusiveness and diversity in traditionally male—dominated sectors.

Target group:

- female students;
- teaching staff;
- college director.

Lessons learned 04

Strengths - What worked well

Across countries, the pilots proved that modest budgets, volunteer speakers and informal settings can deliver high impact. Charismatic female role models, hands-on activities and early engagement (from primary schools to universities) consistently attracted large, motivated audiences. Collaboration with student unions, equality officers and sector ambassadors supplied ready-made networks for promotion, logistics and speaker recruitment, while diverse career stories and practical guidance met students' strong demand for real-world insights.

Weaknesses - Where gaps appeared

Several teams faced uncertainty over participant numbers, difficulty sourcing enough speakers or designers on short notice, and limited time windows in the academic calendar. Some pilots struggled with bureaucracy—room bookings, contracting external experts or navigating school regulations—while others noted that one-off events risk fading impact if there is no follow-up or sustained funding is secured. Digital products (e.g., VR content, videos) required technical skills and budgets that were not always available.

Lessons learned 04

Conclusions - Key take-aways for future roll-outs

1. Keep it simple and social: informal, low-cost events with inspiring speakers deliver strong engagement.
2. Start early, plan for continuity: embed pilots in existing school calendars and secure follow-up funding or student-led stewardship.
3. Invest in professional communication: visually appealing, gender-sensitive materials and tech-savvy tools raise both credibility and reach.
4. Build coalitions from day one: partnering with education providers, employers and equality bodies spreads workload, eases bureaucracy and anchors initiatives locally—paving the way for replication throughout the Danube Region and beyond.



We are not just observers of the landscape, we are its architects. Let these actions be the fingerprints that map out a more inclusive path for the forests of tomorrow.

Fem2forests project

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