

**Interreg
Danube Region**



Co-funded by
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Fem2forests

D.3.1.1

Comprehensive awareness raising campaign plan

TRANSNATIONAL AWARENESS RAISING CAMPAIGN

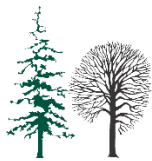
February 2025

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/
Slovenian Forestry Institute



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- Forest Trainings Center PICHL (FAST Pichl), Austria

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Disclaimer

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1. Introduction

The transnational awareness-raising campaign of the project aims to inform, sensitize, and motivate stakeholders, including educational institutions, companies, forest organizations, and interest groups, to support the inclusion of girls and young women in the forestry sector. The campaign's objective is to influence attitudes and behaviors, ultimately increasing the representation of women in forestry.

The campaign will be tailored to address national needs.

It will encompass the following key aspects

- campaign messaging
- target audience engagement
- multi-channel approach
- showcasing female role models and success stories
- collaboration and partnerships
- knowledge sharing
- capacity building

2. Target Group

The basis for the development of this campaign, as in the entire project, is 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

In line with the participatory approach, this plan distinguishes between 2 different target groups:

1. Students from forestry schools for the purpose of discussion and participatory development of campaign contributions.

Stakeholders and educators in a national jury - they guarantee a stronger identification of this target group with the topics and require a higher assumption of responsibility.

2. 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.

3. Strategy –

Participatory development of campaign content

Campaign contributions in the form of short **Graphic Novels*** are developed by students from forestry schools with the support of external experts if necessary, accompanied by tutors.

**graphic novel - a type of text combining words and images—essentially a comic, we define this term very broadly, clips, animations, cards, etc. are also possible here.*

9 short Graphic Novels are to be developed in English (1/country) and are transmitted to nowa in digital form.

The 3 best contributions are awarded and presented internationally, especially on the WOFO website.

3.1 Possible Content of Graphic Novels

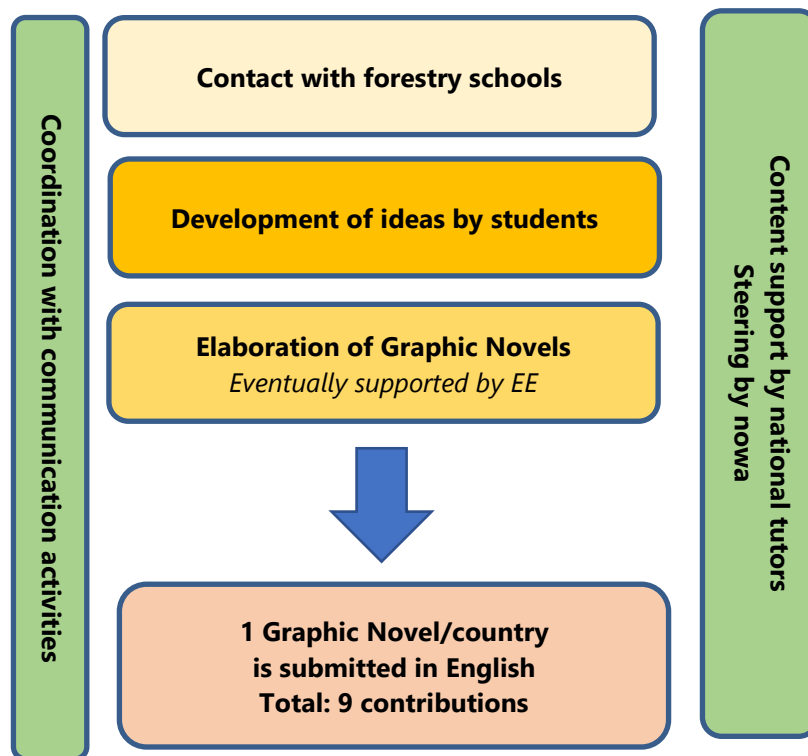
- Role Models
- Success Stories
- Collaboration/partnership/network
- Knowledge Sharing
- Capacity Building
- ...

3.2 Team

- Transnational Project Working group - min. 1 participant per partner country + Tutors - min. 1 tutor per partner country (project partner staff member)
- Students from forestry schools –1 school per partner country
- External Experts on national level if necessary

4. Activities

4.1 Development process



4.2 Requirements

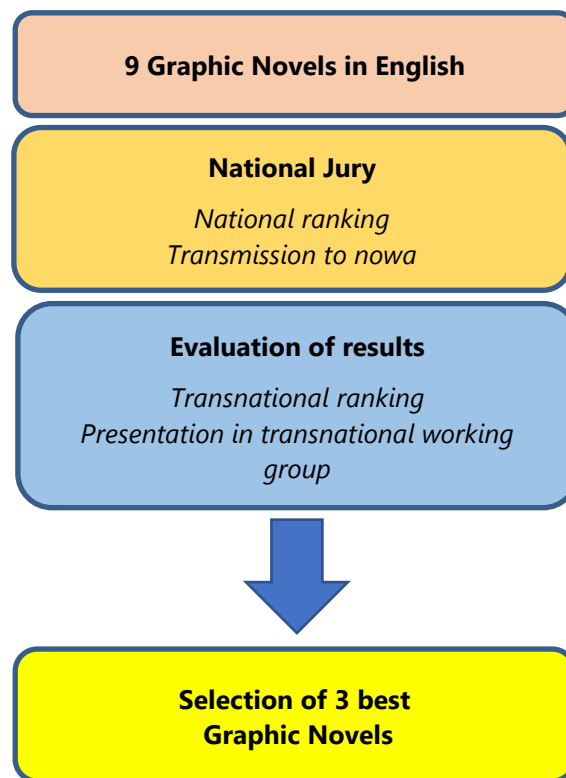
- Max. 2 pages per Graphic Novel
- Max. 1 minute per animation/clip
- 1 Graphic Novel per country digitally submitted in English

4.3 Evaluation and Award

National Jury

- 1 multiplier/stakeholder of the forestry sector per country
- 1 teacher/trainer of the forestry sector per country
- 2 students of forestry schools/universities per country

**English language skills are necessary*



nowa sends 9 Graphic Novels (1 per country) and a template for ranking to partner countries.

The national juries rank the contributions submitted and forwards this to nowa.

nowa will get the national rankings, evaluate the results and present them to the transnational project working group. The 3 highest rated graphic novels will be awarded and presented internationally. In the event of a tie or ambiguity, the members of the transnational working group will decide.

The results will be announced in an online event* with all participating students, teachers, stakeholders and tutors, and the award-winning graphic novels will be presented.

**English language skills are necessary*

4.4 Prizes

The three best contributions will be presented internationally (via the project website, WOFO, ...) and awarded with non-cash prizes for the respective school.

The designs of winners are printed on bags that will be distributed to all participating students. These bags are also used as promotional material.

5. Dissemination

The partners disseminate at least their own Graphic Novel; contributions of other countries can be translated and used on request.

The following communication channels should be used:

- Social Media (Facebook, Instagram, ...)
- YouTube - Animations
- Print – cards, papers, flyers
- Presence and online events

Additional promotion material can be produced and disseminated by the partners according to national needs.

6. Resources

6.1 Legal and Financial Framework

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

Documents for Consent to publish products and results and a Statement on the transfer of material copyright are provided by the Lead Partner.

All partners have a budget for external expertise and service costs. From this budget line, project partners cover all costs in their countries related to the implementation of the campaign. These costs can be justified under the item a) Studies or surveys (e.g., evaluations, strategies, concept notes, design plans, handbooks) or b) Other specific expertise and services needed for the given project (see Manual on eligibility of expenditure, p. 17).

To justify the eligibility of the costs, it is important that all procedures are properly followed. When selecting an external expert, it is essential to adhere to the instructions in the "Manual on eligibility of expenditure."

- ➔ External Experts for schools - workshops, costs for print, catering, etc.
- ➔ Costs national judgement – catering, travel costs
- ➔ Travel costs tutors
- ➔ Production costs for promotion materials

6.2 Timeline

ACTIVITY	2025												2026						WHO	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN		
Development Process/Elaboration Graphic Novels	Selection/nomination of tutors																			All
	Contact with forestry schools																			All
	Development of ideas by students																			All
	Elaboration of Graphic Novels																			All/EE
Award	9 Graphic Novels in English submitted to nowa																			All
	Composition of the national jury																			All
Award	nowa sends 9 Graphic Novels for national jury																			All
	National evaluation process - results to nowa																			All
	Transmission of the ranking results to nowa																			All
	Consolidation of results																			nowa
	Presentation of results - transnational working group																			nowa
	Final decision - 3 highest rated graphic novels																			All
	Transnational online-event																			All
	Dissemination	International presentation of winners																		
Creation promotional materials																			All	
Distribution of prizes																			All	
Translation of GN into national languages/adaption																			All	
Implementation of national campaigns																			All	
Output 3.1.	Transnational Awareness Raising Campaign																			nowa