

**Interreg
Danube Region**



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Fem2forests

D.3.2.1

Concept for transnational Ambassador Program

TRANSNATIONAL AMBASSADOR PROGRAM IN FORESTRY

March 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

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March 2025

Disclaimer

This paper was supported as part of Fem2forests, an Interreg Danube Region Programme project co-funded by the European Union.

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1. Requirement and framework for the Female Ambassador Program

1.1. Introduction

- Girls and young women are needed to create a good future for the forestry sector.
- Girls and young women need role models to take an interest in the forestry sector and make a decision.
- Role models need tools to act as ambassadors for girls and young women.

This is where this program comes in. The Female Ambassador Program will outline strategies, activities, methods and contents required to engage women as ambassadors in the forestry sector as well as to reach, inform and motivate girls and young women.

Female ambassadors actively approach girls and young women, inform, strengthen and motivate them and act as experts in their respective fields of activity in the forest sector. Female ambassador programs support a framework for young women to exchange and discuss challenges, obstacles and concerns about the role of women in the forestry sector.

This leads to making gender-related challenges visible and discussable for being able to find suitable strategies and implement them. The leading goal of this activity is to make the forestry sector accessible and attractive for young women and girls. Ambassador's as role models, pioneers, lobbyists and multipliers are needed to anchor the topic of equality in forestry in the long term.

1.2. Participatory Approach

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

In Fem2forests girls and young women are included as a target group and act as experts of their respective situation in the needs-surveys and in the development of activities and solutions. The participatory approach is the basis for all activities developed in the project and will also be used in the Ambassador Program.

1.3. Initial Situation

The joint report *“Barriers and needs for inclusion of girls and young women”* pointed out that the forestry sector faces significant challenges, particularly for women, due to gender stereotypes, misconceptions about the profession and concerns about the safety and physical demands of the workplace.

There is a widespread lack of awareness and information about forestry careers in all project partner countries. In particular, students without a forestry background often have limited knowledge of the sector. Many believe that forestry offers limited opportunities, involves mainly hard physical labor and is unsuitable for women. These misconceptions discourage girls and young women from pursuing a career in forestry. The presence of female role models is crucial to inspire and guide girls and young women on their educational and career paths. Role models are vital in helping them develop a vision for their careers and receive concrete assistance in achieving their goals.

Girls and young women need female ambassadors featuring successful women in forestry and guide them on their way.

1.4. Goal

The program will cover how to address girls and young women and how to present this field of works to them in an interesting way by using gender-reflected methodology and didactics. The program will also address matching girls and young women and relevant actors in the forestry sector. The common transnational concept will form the basis for national ambassador programs. A framework for the ambassador's program will be set up in all participating countries.

This goal will be achieved in 2 steps:

➔ **Capacity Building in Transnational Train the Trainer program**

Women working in the field of forestry will gain knowledge to act as ambassadors for gender equality in the forestry sector

➔ **Anchor the project results in the long term on national level**

Transnationally trained female ambassadors act as multipliers at national level.

After the transnational training Female Ambassadors in Forestry...

- enjoy passing on their professional experience
- have the necessary theoretical and practical background
- know about the activities and tasks of an Ambassador in Forestry
- are strengthened in their ability to act and their personal competence
- encourage girls and young women to consider a career in the forestry sector
- contribute to the realization of gender equality at the various levels of the forestry sector

1.5. Target Group

Detailed requirements for the target group of the program were developed in a participatory process involving all partners using the 'persona' method.

Women working in the forestry sector

Female Ambassadors promote the forestry sector as a career option for girls and young women and advocate for the integration and sensitization of gender equality in the forestry industry.

They have a forestry background and are female experts with relevant studies or occupation.

They have an enthusiasm for nature and forestry and an understanding of the value of forests and the role they play in maintaining biodiversity and preserving our environment.

What they like about their work is the connection between nature, technology and people.

They should

- ➔ have the motivation to appeal to girls and young women and inspire them to enter the forestry sector
- ➔ be willing to share and pass on professional experience and knowledge
- ➔ be willing to present and explain technical content in an understandable way
- ➔ have a supportive attitude and tolerance towards innovative approaches and different areas in the forestry sector
- ➔ be willing to build networks and contact other women in the forestry sector

Required Soft Skills

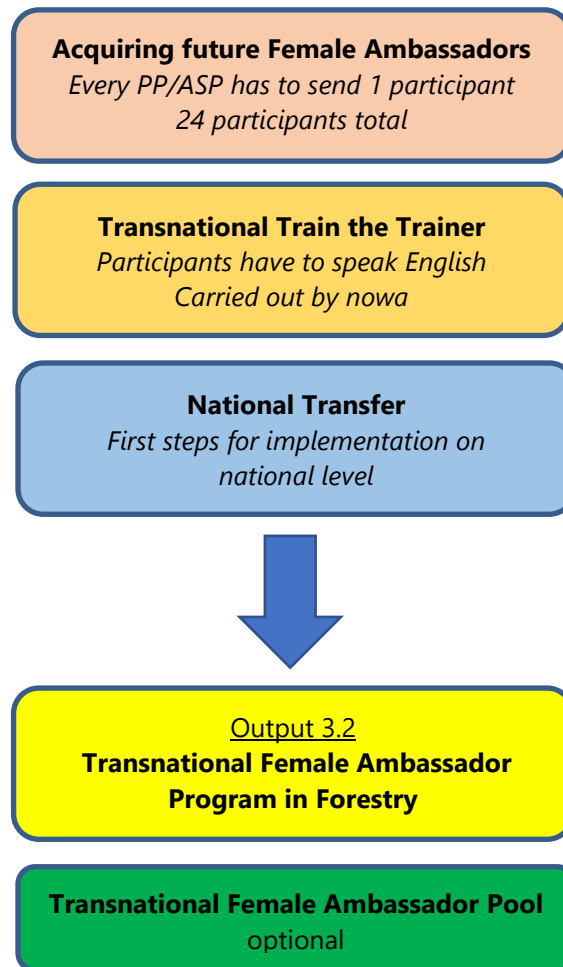
- Communication
- Problem solving
- Emotional intelligence
- Empathy
- Leadership skills

English language skills are required for participation in the transnational training to become a Female Ambassador.

The requirements listed here are common basic requirements that are necessary for the transnational training within the framework of the Ambassador Program.

These profiles can be expanded and adapted according to the developed personas to the respective national needs and circumstances in the national implementation of the program.

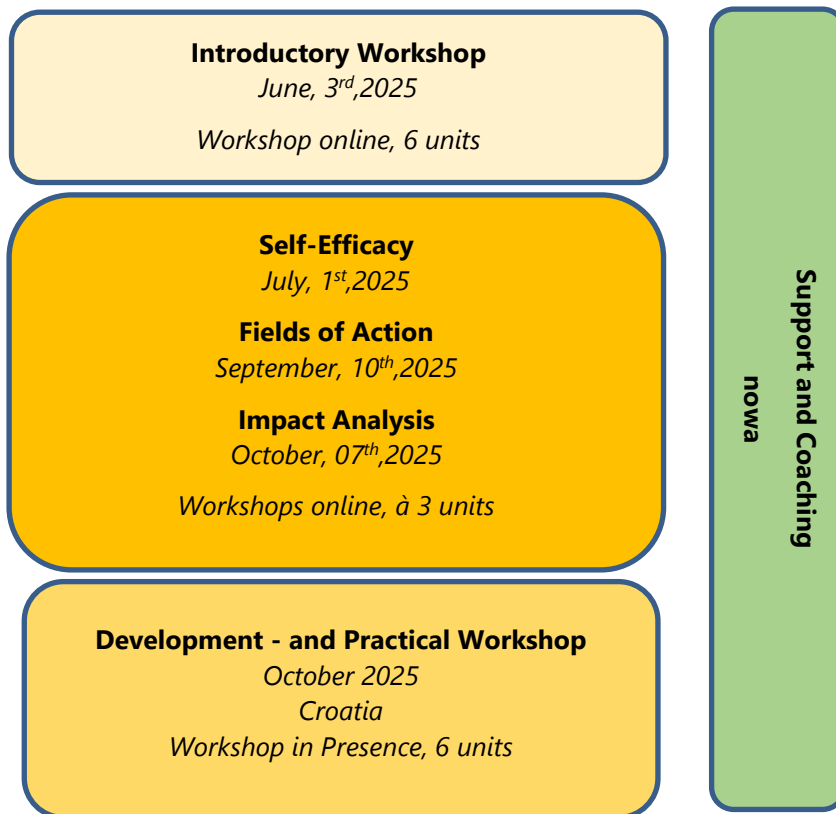
1.6. Procedure and Expected Results



2. Transnational Train the Trainer

Transnationally qualified participants are **Female Ambassadors in Forestry**. They act as multipliers on national level (train the trainer principle).

Structure



2.2. Content

Introduction Workshop

- Gender equality
- Participatory approach

Self-Efficacy

How to become aware of your own strengths and making them visible

- Competences
- Self-reflection
- Exchange

Fields of Action

How to reach, inform and motivate girls and young women

- Contents
- Framework
- Tools, Methods

Impact Analysis

How to recognize that actions are effective

- Introduction to the topic
- Defining impact - analyzing impact - identifying needs
- Impact in your own field of action - tips and tricks for practice

Development - and practical workshop

- Review
- First steps to national transfer
- Transnational Ambassador Pool

2.3. Minimum Requirements

Implementing of Ambassador Program is mandatory for all partners.

Each project partner and each ASP has to send **1 female participant** to the transnational training. In total **24 women from the forestry sector** must participate in the **transnational train the trainer program**.

The first round of the Ambassador Training is implemented on transnational level.

The **Transnational Introductory Workshop** is online and gives the participants the opportunity for interactive exchange, learning and networking.

Training content such as **Self-Efficacy, Fields of Action, Impact Analysis** - are also implemented online.

In the **Transnational Exchange Workshop**, a face-to-face meeting is essential; only then results assurance, transfer, networking and collegial advice can take place effectively.

The workshops will be held in **English**. For the efficient implementation of the program participation in all workshops is obligatory.

4. Transnational pool for Female Ambassadors in Forestry (optional)

The transnationally qualified Female Ambassadors in Forestry not only act as multipliers on national level, they can also be deployed transnationally within the framework of the project partnership and beyond.

With the consent of the trained women, a catalog of available ambassadors with their professional focus, areas of work, professional skills and language skills will be compiled. A personal message and contact details complete the respective profile.

These ambassadors can then be requested throughout the project area and beyond, especially virtually, and a sustainable broad impact of the project results is guaranteed.