Interreg
Danube Region

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Fem2forests

Good Practice Examples of Career Orientation in Forestry

Collection of good practice examples that help to counteract stereotypes and spark curiosity about the world of forestry

June 2025

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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): Andrea Skiba, Leonie Wagner and Helena Eisele
- 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): Lejla Hukić
- 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): Miljenko Županić
- Croatian Chamber of Forestry and Wood Technology Engineers (HKIŠTD, Croatia): Silvija Zec, Maja Merc Kiš
- Foresta SG (Foresta SG, Czech Republic)
- Ukrainian National Forestry University (UNFU, Ukraine): Orest Kiyko, Oksana Peluykh, Andrii Lipentsev

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Disclaimer

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About this booklet

Forests are not only our green lungs—they are living classrooms, workplaces, and homes for future careers. Across the Danube region, we are witnessing a growing recognition of the vital role that women and young people can play in shaping a more inclusive and sustainable forestry sector. The Fem2forests initiative was launched to turn this recognition into action.

Through this initiative, we are proud to present a diverse collection of practices that inspire, empower, and activate change. These good practices are centered around career orientation, demonstrating how it can serve as a powerful tool to broaden the career choice spectrum, and support the development of career paths for girls and young women in forestry.

The good practice examples are presented in order according to their target groups—starting with initiatives for the general public, followed by those designed for preschool and primary school children, then secondary and high school students, and finally university students and employees in the forestry sector.

Career orientation is not a one-time intervention—it is a lifelong process. Many of the practices showcased here begin as early as kindergarten, planting seeds of interest and awareness, and continue through primary, secondary, and vocational education, helping individuals make informed decisions at every life stage. By engaging learners early and continuously, these practices help counteract stereotypes and spark curiosity about the world of forestry.
This collection includes both practices aimed at specific target groups, and those designed for the general public—all with the common goal of creating a clearer, more relatable picture of careers in forestry. From classroom workshops to immersive forest experiences, from digital tools to community engagement, the approaches are as diverse as the region itself.

Based on shared challenges and distinct national contexts, this booklet offers a common ground for innovation, shaped by a gender-aware and participatory approach. It reflects the potential of inclusive career orientation to help forestry evolve into a more dynamic, equitable, and future-facing sector.

This booklet is not only a celebration of success stories—it is an invitation to replicate, adapt, and innovate. Let us root the future—together.

Good Practice Examples

Career orientation is a process of guiding individuals to make informed decisions about their professional life, considering their interests, skills, values, and opportunities. Good practices in career orientation not only help individuals find a career path that suits them, but they also empower them to navigate their professional journey effectively.

This booklet presents a selection of good practices identified through the Fem2forests initiative, showcasing diverse approaches to forestry-related career orientation across the Danube region. Practices share core values of early engagement, experiential learning, and sector collaboration.

More detailed descriptions of good practice examples are available in the COMPILATION OF GOOD PRACTICE EXAMPLES.

The collected good practice examples reveal shared features as well as distinctive approaches across different initiatives.

Similarities:

- *Early engagement:* Many practices begin outreach in kindergarten or primary school.
- *Experiential learning:* Hands-on activities such as workshops, field visits, and forest exploration are common.
- *Promotion of forestry careers:* Most initiatives aim to raise awareness of the diverse opportunities in forestry and related fields.
- *Collaboration:* Programs often involve multiple stakeholders including universities, research institutes, NGOs, and industry partners.
- *Scalability:* Several practices are adaptable across regions and sectors.

Differences:

- *Target groups:* Some target broad audiences (e.g., families or general public), while others focus specifically on students or young women.
- *Gender focus:* Some practices explicitly target women or girls, while others maintain a gender-neutral approach or have no dedicated gender strategy.
- *Methods:* Vary from mentoring (Austria) to digital media campaigns (Ukraine), structured camps (Slovenia), and single-day exposure (Germany).
- *Intensity and duration:* Ranges from one-day events to year-long mentoring programs.

BOSNIA AND HERZEGOVINA

LET'S DO IT - A MILLION SEEDLINGS IN ONE DAY

Learn more

A large-scale volunteer campaign aimed at planting one million tree seedlings in a single day across Bosnia and Herzegovina. The initiative promotes environmental restoration, raises awareness of forest ecosystems, and engages youth and communities in hands-on conservation and educational activities.

Directly supports reforestation, biodiversity, and flood prevention. Promotes sustainable forest management and connects participants with the ecological and economic value of forests.

Inspires youth through direct action and education on the importance of forests. Introduces potential career paths in environmental sciences, forestry, and sustainability through engagement and role modelling.

Adaptation:

Easily scalable and adaptable to urban or rural contexts. Can be tailored to local ecological needs and paired with forestry education or career guidance activities.

Target group:

Youth, volunteers, schools and universities, environmental NGOs, media, government bodies, private sector, and the general public.

© Let's do it organisation

Innovative features:

- Nationwide one-day planting event
- Strong public–private partnerships
- Extensive media and eco-education campaigns
- Leadership opportunities for young women

Key takeaways:

- *Hands-on action drives environmental awareness*
- *Youth engagement creates future stewards of the forest*
- *Collaboration and media amplify impact*
- *Environmental initiatives can serve as entry points to forestry careers*

CZECH REPUBLIC

LESÁRIUM – THE FORESTRY EXPOSITION

Learn more

Lesárium is an interactive forestry exhibition at Kostelec nad Černými lesy that invites visitors to experience the forest through all senses. Combining educational panels, audiovisuals, and hands-on exhibits, it presents the work, challenges, and innovations of the forestry sector in an engaging way for all ages.

The exposition highlights forestry activities, innovations (e.g., bioeconomy, hydrogels, CT scanning), and environmental challenges, building public understanding and interest in the sector.

Raises awareness of diverse forestry roles by showcasing real-life applications and innovations, encouraging young people to consider forestry careers through immersive learning.

Adaptation:

Transferable to other regions with suitable venues and resources. Best aligned with forest pedagogy efforts and outdoor education programs.

Target group:

Families with children, school pupils, students, the general public, and forestry professionals.

Innovative features:

- Multisensory experience (indoor & outdoor)
- Children's research room
- Interactive trail with 15 experiential elements
- Integration of cutting-edge forestry technology

Key takeaways:

- *Sensory learning creates strong emotional and educational engagement*
- *Experiential formats appeal to all age groups*
- *Combines entertainment with education and career exposure*
- *Strengthens visibility of forestry as a modern, dynamic sector*

ROMANIA

GREEN WEEK & ALTERNATIVE SCHOOL

Learn more

"Green Week" and "Alternative School" are national programs promoting eco-education and experiential learning through hands-on activities, environmental field trips, and partnerships with forestry institutions. While not focused on career orientation, they increase student exposure to forestry and sustainability topics.

Green Week fosters forest-related awareness, sustainability, and conservation attitudes. Students explore forests, biodiversity, and climate change—laying the foundation for future interest in forestry and environmental fields.

Visits to forestry faculties and participation in forest-related activities informally spark curiosity and provide students with early exposure to forestry study paths and professions.

Adaptation:

Easily adaptable in any national context with cross-ministerial collaboration. The model is scalable via school networks, public funding, and local institutional partnerships.

Target group:

Preschool to high school students and their families, across all counties.

Innovative features:

- Nationally funded, flexible format
- Outdoor experiential learning (planting, green corners, rooftop gardens)
- Visits to faculties and forest institutions
- Emphasis on real-world environmental challenges

Key takeaways:

- *Experiential eco-learning nurtures early interest in sustainability*
- *Faculty visits offer indirect career insights*
- *Suitable for all educational levels*
- *Strong model for environmental citizenship and green skills*

SERBIA

SCIENTIFIC PICNIC "THINK GREEN"

Learn more

The Scientific Picnic "Think Green," hosted in the Arboretum of the Faculty of Forestry in Belgrade, is an annual event combining science, nature, and education. With interactive workshops, exhibits, and performances, it raises environmental awareness and promotes forestry as a career to thousands of young people and families.

Organized by the Faculty of Forestry, it directly educates the public on forestry's role in biodiversity, climate change, sustainability, and wood sciences—encouraging youth to pursue forestry-related studies.

Strongly promotes forestry careers via hands-on learning, visible role models (especially female students), and direct exposure to academic and research institutions and their real-world impact.

Adaptation:

Easily replicable at forestry faculties, botanical gardens, science parks, or public spaces; scalable through institutional collaboration and volunteer engagement.

Target group:

Preschool, primary, secondary school, and university students, families, general public.

Innovative features:

- Held in a living arboretum
- Interactive demos (tree ring aging, flood defense, biodiversity)
- Student-led, music-integrated format
- Partnership with telecoms to explore tree communication

Key takeaways:

- *Blends education, science, and nature accessibly and memorably*
- *Female student involvement counters stereotypes*
- *Early exposure builds curiosity and career interest*
- *Parental awareness boosts career promotion*

CROATIA

OPEN DOORS DAY

Learn more

Each year, the Croatian Forest Research Institute organizes Open Doors Day, engaging around 1,000 students and teachers through workshops, lectures, and guided tours. The event introduces forestry careers, scientific research, and environmental topics in interactive and inspiring ways for young audiences.

Connects young people directly with forestry professionals and research, showcasing practical forestry work and its environmental importance, while promoting career paths in the field.

Sparks interest in forestry from a young age, helping students imagine future careers by experiencing real forestry tasks and meeting inspiring professionals, especially women.

Adaptation:

Highly scalable and easily replicable in other institutions or countries. Requires coordination with educators, forest experts, and local partners.

Target group:

Children and students of all ages (including kindergartens, primary and secondary schools), and their teachers.

Innovative features:

- Hands-on workshops and guided nursery tours
- Tree-climbing demos and science explained by researchers
- Art and literary contests with national participation
- Collaboration with parks and forestry chambers

Key takeaways:

- *Interactive, fun formats boost learning and engagement*
- *Early exposure is key to shifting career perceptions*
- *Gender-inclusive framing encourages girls' participation*
- *Annual model keeps momentum and visibility high*

AUSTRIA

WOOD MAKES SCHOOL / HOLZ MACHT SCHULE

Learn more

"Holz macht Schule" is an educational initiative by proHolz Styria that sensitizes children, youth, and educators to the importance of forests, wood, climate protection, and related careers. Through hands-on activities, digital tools, and tailored materials, it sparks early interest in forestry and wood-based professions.

The practice fills a knowledge gap about forestry and wood-related professions, correcting misconceptions and presenting sustainable forest management as essential for climate protection and the economy.

Early exposure and engaging materials raise awareness of forestry-related careers and inspire young people—especially girls—to consider these fields through positive role models and real-world experiences.

Adaptation:

Transferable across regions and countries with language/content adjustments. Teaching materials are adaptable and scalable if resources allow.

Target group:

Preschool children, school pupils, (prospective) teachers and educators.

Innovative features:

- Digital learning (apps, augmented reality)
- Cooperation with a mobile wood workshop
- Gender-inclusive workshops led by female scientists
- Cooperation with vocational orientation networks (e.g. IBOBB)

Key takeaways:

- *Career orientation in forestry must begin early—ideally before age 12*
- *Combine digital tools with tactile, real-life experiences*
- *Female role models and inclusive language are crucial for engaging girls*
- *A foundational understanding of forests and wood is a prerequisite for career interest*

CZECH REPUBLIC

FOREST PEDAGOGY / LESNÍ PEDAGOGIKA

Learn more

Forest pedagogy is a structured national program where specially trained foresters educate children directly in forest settings about ecosystems and sustainable forest management. Through hands-on outdoor learning, it fosters early environmental awareness and introduces forestry as a potential career path.

The program connects young learners directly with forest professionals and sustainable forestry practices, building foundational knowledge and appreciation for forestry as an essential and viable profession.

By providing real-world exposure to forest ecosystems and roles, it gently introduces forestry careers through experiential, age-appropriate methods and role modeling by professional foresters.

Adaptation:

Easily adaptable in other countries through structured training systems and collaboration with forestry institutions. Builds on European PAWS cooperation.

Target group:

Children of preschool and school age.

Innovative features:

- Outdoor experiential learning
- Forest professionals as educators
- Accredited pedagogical training for forest pedagogues

Key takeaways:

- *Early, hands-on exposure nurtures lasting interest*
- *Professional foresters serve as impactful role models*
- *Easily embedded in school curricula*
- *Scalable model for other countries*

ROMANIA

FOREST VAN / CARAVANA PĂDURII

Learn more

The Forest Van brings interactive forestry workshops directly to schools across Romania. With hands-on tree planting, identification activities, and digital learning, the project builds responsibility, environmental awareness, and early interest in forestry careers—especially in underserved or remote schools.

Promotes forestry knowledge, conservation values, and potential career paths by delivering expert-led, practical experiences directly into school environments.

Raises visibility of forestry professions through engaging activities and role models with forestry degrees, supporting informed career exploration from a young age.

Adaptation:

Scalable and transferable to rural and urban schools in other countries. Requires mobile infrastructure, partnerships, and forestry-trained educators.

Target group:

Primary, lower secondary, and high school students across Romania.

Innovative features:

- "Forest on wheels" model for mobile education
- Hands-on tree planting + take-home seedlings
- QR-code linked digital content
- Planned use of VR, tree scanning, forest theatre, audiobooks

Key takeaways:

- *Bringing forests to schools increases accessibility and excitement*
- *Early, hands-on engagement supports long-term interest*
- *Strong potential for integration with digital and STEM learning*
- *Popular and growing: 4300+ pupils and students reached within first year*

SLOVENIA

FOREST OF EXPERIMENTS

Learn more

The "Forest of Experiments" is an educational initiative led by the Slovenian Forestry Institute that promotes environmental awareness and forestry through forest pedagogy. Using hands-on, outdoor learning, it engages children, educators, and students in activities that spark curiosity about nature, sustainability, and forestry careers.

It fosters early awareness of forestry, presenting forest ecosystems, biodiversity, and forestry professions in an engaging way—thereby inspiring future forestry professionals and ecologically aware citizens.

Through direct experience and engagement with real forestry professionals, the initiative raises awareness of diverse career paths in forestry, encouraging young participants to consider it as a viable and rewarding profession.

Adaptation:

Highly adaptable across regions, ages, and topics. Activities are tailored to specific groups and themes such as climate change or forest technology. Transferability depends on applying forest pedagogy principles and local contextualization.

Innovative features:

- Application of forest pedagogy principles
- Ongoing development of creative activities aligned with current forestry topics
- Integration of forestry science into child-friendly educational formats
- Researchers as educators

Target group:

Preschool and school children, educators (teachers, scout leaders, etc.)

Key takeaways:

- *Early and experiential exposure builds long-term interest in forestry*
- *Practical engagement with researchers bridges science and education*
- *Forest pedagogy offers a replicable model for inspiring young people*
- *Hands-on methods foster environmental stewardship and career interest*

SERBIA

FOREST PEDAGOGY – LEARNING ABOUT THE FOREST

Learn more

Implemented by the Forestry School Kraljevo, this project engages primary school students in hands-on forest pedagogy workshops on ecology, biodiversity, forest management, and nature conservation. Through outdoor learning and practical activities, it fosters awareness and interest in forestry careers.

Directly connects young learners with forest ecosystems and forestry professions, while building foundational knowledge in biodiversity, sustainable management, and forest product use.

Introduces 14–15-year-olds to diverse forestry careers at a key decision-making age. Promotes forestry through practice-based engagement and demystifies the profession, especially for girls.

Adaptation:

Easily scalable and adaptable to other schools and local ecosystems. Activities can be customized based on local forest types and institutional partnerships.

Target group:

Primary school students (grades 7–8) and their teachers.

Innovative features:

- "Forestry Tea" workshop (herb collection and packaging)
- Multi-topic outdoor sessions (mushrooms, seeds, tracking wildlife)
- Teachers also trained ("train-the-trainer" element)

Key takeaways:

- *Outdoor learning fosters strong engagement*
- *Practical forestry skills build early interest in green jobs*
- *Educator participation ensures long-term knowledge transfer*

GERMANY (BAVARIA)

GIRLS'DAY

Learn more

Girls'Day is a nationwide action day promoting gender-neutral career orientation. It offers girls hands-on exposure to careers traditionally dominated by men—such as forestry—through interactive programs designed to challenge stereotypes and open new career horizons.

Forestry is still male-dominated; Girls'Day gives companies a platform to attract female talent and increase diversity by presenting real career opportunities in the sector.

Practice enables students to experience lesser-known professions directly, raising awareness and interest in forestry through immersive experiences and personal interaction with professionals.

Adaptation:

Easily scalable at local, regional, or national levels; can be adapted to rural contexts or specific sectors, including forestry, through tailored activities and partnerships with employers.

Target group:

High school students, especially girls.

Innovative features:

- Sector-specific, hands-on workshops
- Custom programs for girls to overcome gender stereotypes
- Digital or in-person participation
- Targeted employer–student engagement

Key takeaways:

- *Gender-specific exposure breaks stereotypes*
- *High potential to attract girls to forestry*
- *Interactive format boosts engagement and curiosity*
- *Proven positive shift in student interest post-event*

CROATIA

PROMOTION OF FORESTRY PROFESSION IN HIGH SCHOOLS

Learn more

The Faculty of Forestry and Wood Technology runs a national outreach program in Croatian high schools to raise awareness of forestry careers, particularly among girls. It connects young people with study opportunities and future employers while promoting environmental sustainability and inclusivity.

Promotes enrollment in forestry education, links students to forest-related careers, and helps address gender and workforce gaps in the sector.

Raises interest in forestry careers through direct school engagement, clear education-to-employment pathways, and tailored support for underrepresented groups.

Adaptation:

Highly adaptable to other countries or regions with forestry education programs and strong employer networks. Can be customized to local labor market needs.

Target group:

High school students (ages 17–18), with a special focus on girls and students from diverse backgrounds.

Innovative features:

- National-level school visits
- Career counselling tied to individualized study paths
- Integration of eco-tourism, urban forestry, and conservation topics

Key takeaways:

- *Early outreach supports informed study choices*
- *Personalised guidance improves student motivation*
- *Employer partnerships boost relevance and job readiness*

SLOVENIA

SUMMER FORESTRY CAMP

Learn more

Held in the Kočevska Region, the Summer Forestry Camp immerses Slovenian high school students in forestry through a week of fieldwork, workshops, and expert-led excursions. It fosters understanding of sustainable forest management, biodiversity, and career opportunities, all in a hands-on and inclusive outdoor setting.

The camp directly engages youth with forestry science, policy, and practice, raising awareness of forest ecosystems, wildlife, wood production, and sustainable management.

Offers structured exposure to forestry careers and study programs. Participants engage with professors, professionals, and institutions, fostering early interest in forestry professions.

Adaptation:

Scalable and adaptable to other regions and participant groups. Needs local curriculum, partner institutions, and logistical adjustments for larger audiences or new locations.

Target group:

Slovenian high school students (3rd and 4th year).

Innovative features:

- Week-long immersive, field-based format
- Career path presentation by Slovenia Forest Service
- Wolf howling, forest entomology, dendrology, and forest ecology activities
- Combines academic, experiential, and adventure learning

Key takeaways:

- *Outdoor learning deepens understanding and engagement*
- *Early exposure to real-world forestry builds motivation*
- *Diversity of topics shows the breadth of forestry careers*
- *Flexible, replicable format with high educational value*

UKRAINE

WELCOME TO THE WORLD OF WOODWORKING AND FURNITURE TECHNOLOGIES

Learn more

This animated promotional video by the Ukrainian National Forestry University introduces young people—especially girls—to careers in woodworking and furniture technologies. It highlights study opportunities, entrepreneurship, and international collaboration in a creative, engaging format designed to attract new students.

Highlights green careers in the woodworking and furniture sectors—important branches of the forest-based economy—thus promoting sustainable industry development.

Increases visibility of forestry-related study paths and green professions. Provides clear, engaging information on what students can expect from a forestry-based career in a digital-native format.

Adaptation:

Easily adaptable to other forest sector specializations and contexts. Suitable for national or international use with language/cultural adaptation.

Target group:

Young people finishing secondary school, especially girls.

Innovative features:

- Cartoon-based promotional video
- Accessible online (370K+ views)
- Clear messaging on career benefits and international opportunities
- Highlights entrepreneurial and innovation aspects

Key takeaways:

- *Short, animated videos are powerful outreach tools*
- *Helps break gender stereotypes in technical forestry careers*
- *Can spark early interest and inform career choices*
- *Scalable and relevant for a wide audience of digital learners*

SLOVENIA

COMPREHENSIVE CAREER COUNSELING

Learn more

Zavod Sv. Stanislava implements a holistic career education model from kindergarten through secondary school, emphasizing self-awareness, flexibility, and real-life learning. Through job shadowing, experiential activities, and alumni mentoring, students gain skills and insights to make informed, confident decisions about their future.

Though not forestry-specific, the approach allows integration of forestry careers through job shadowing, expert talks, and project-based learning on sustainability, making it relevant for promoting green careers.

Provides early, personalized, and experiential career education. Encourages students to explore broad options—including underrepresented fields—while developing critical life skills for adaptability and decision-making.

Adaptation:

Highly scalable and flexible. Can be adapted to local resources and integrated with sector-specific priorities (e.g., forestry, STEM, health). Suitable for diverse schools, including rural or under-resourced areas.

Target group:

Children and young people (kindergarten to secondary school) at Zavod Sv. Stanislava.

Innovative features:

- Starts in kindergarten, continuous through adolescence
- Emphasis on flexibility and student well-being
- Real-world exposure (shadowing, excursions, social practicum)
- Integration of parents, alumni, and professionals

Key takeaways:

- *Early exposure normalizes career exploration*
- *Hands-on learning enhances student engagement*
- *Community (parents, alumni, professionals) involvement enriches career education*
- *Inclusive guidance meets diverse learner needs*

BOSNIA AND HERZEGOVINA

YOUR JOB

Learn more

"Your Job" is a youth employment program that enhances employability through vocational training, career counseling, entrepreneurship support, and internships. Although not forestry-specific, it is a flexible model that can be adapted to include forestry careers and sustainable development themes.

The program can be adapted to include forestry-focused training, internships with forestry and conservation organizations, and entrepreneurship in forest-based industries.

Builds essential skills and confidence for career decisions; potential for forestry career orientation if adapted with relevant modules and forest sector partners.

Adaptation:

Highly adaptable and scalable to forestry and other sectors; success depends on partnerships, localized training content, and gender-sensitive outreach.

Target group:

Unemployed youth (ages 15–29), including girls, jobseekers, and individuals seeking vocational training or entrepreneurship opportunities.

Innovative features:

- Tailored career counseling and mentorship
- Matching system linking youth to employers
- Financial and training support for entrepreneurship

Key takeaways:

- *Universal framework for vocational and entrepreneurial growth*
- *Easily expandable to forestry with targeted modules and outreach*
- *Strong impact when internships, mentorship, and funding are combined*
- *Promotes local employment and helps reduce youth emigration*

GERMANY (BAVARIA)

BAYERNMENTORING

Learn more

BayernMentoring at HSWT (University of Applied Sciences Weihenstephan Triesdorf) connects female forestry students with experienced mentors for a year-long one-on-one exchange. The program strengthens career orientation, personal development, and networking for women in forestry, supporting diversity and countering workforce shortages in the sector.

Addresses the gender gap and labour shortages in the forestry sector by fostering the professional growth of female students and preparing them for careers in forestry.

Provides insight into forestry careers through mentorship, supports career planning and confidence-building, and introduces students to real-world forestry environments.

Adaptation:

Scalable to other academic institutions or vocational forestry schools; adaptable across sectors facing similar diversity and workforce challenges.

Target group:

Female students at Universities of Applied Sciences, particularly in forestry and STEM fields.

Innovative features:

- Individual mentoring relationships
- Personal and professional development framework
- Access to mentor networks
- Long-term support embedded in academic environment

Key takeaways:

- *Mentorship boosts retention and motivation*
- *Female role models encourage career persistence*
- *Strengthens networks and employer connections*
- *Proven, adaptable model for inclusive career support*

AUSTRIA

MENTORING FOR WOMEN IN FORESTRY AND TIMBER INDUSTRY

Learn more

This long-term mentoring program supports women in Austria's forestry and timber sectors through tailored one-on-one mentoring, gender-sensitive training, and networking opportunities. It empowers participants to build career strategies, expand networks, and gain insights into real-world career paths.

It directly strengthens female participation in the forestry and timber workforce, promoting gender equality and sector diversity, and addressing the underrepresentation of women in forestry professions.

The program enables mentees to formulate personal career goals, gain real-world insights, and build long-term professional relationships. Workshops and networking enhance visibility of diverse career paths in forestry.

Adaptation:

While scalability depends on mentor/mentee availability, the model is transferable to other contexts with institutional support. Key components (mentoring structure, gender-sensitive training, and peer support) can be adapted to national needs.

Innovative features:

- Gender-sensitive mentor training ("Art of Mentoring")
- Structured, year-long mentoring cycles with reflective tools
- Blended approach combining mentoring, workshops, and peer networking
- Institutional partnerships across research, training, and practice

Target group:

Women in forestry/timber industries, female students & apprentices in relevant fields, female forest owners, women re-entering the sector, male & female mentors from the industry

Key takeaways:

- *Career orientation begins with goal setting and mentoring reflection*
- *Real-life connections strengthen confidence and career clarity*
- *Gender-aware mentoring supports sector transformation*
- *Structured onboarding and active participation are key to success*

UKRAINE
DIIA.EDUCATION / DIIA.OSVITA

Learn more

Diia.Education is a national digital platform offering free, inclusive, and flexible online learning for youth, women, and marginalized groups in Ukraine. Through short video lessons, interactive simulators, and personalized learning paths, it promotes digital literacy, career orientation, and upskilling for the modern workforce.

While not forestry-specific, the platform includes relevant green economy topics (e.g., woodworking and furniture design) and could be adapted to promote forestry careers through its scalable, modular structure.

It empowers users—especially girls and young women—through self-paced career exploration, digital upskilling, gender-sensitive content, and exposure to diverse role models and practical pathways.

Adaptation:

Easily scalable and adaptable to other countries, sectors (like forestry), and audiences. Modular design allows tailored content development and localized implementation.

Target group:

Youth, students, women and girls, teachers, civil servants, adults seeking new skills, and vulnerable groups (e.g., persons with disabilities, internally displaced persons, ethnic minorities, rural populations).

Innovative features:

- Edutainment format (short, engaging video series)
- Career simulators and orientation quizzes
- Personalized learning paths based on user profiles
- Mobile-friendly, multilingual (Ukrainian and English)
- Digital skills testing and certification (ECTS credits)

Key takeaways:

- *Digital platforms expand inclusive career access*
- *Interactive content drives youth engagement*
- *Early digital upskilling boosts job readiness*
- *Flexible formats support lifelong learning*

Insights and lessons learned

The analysis of the collected practices across the Danube region has yielded valuable insights that can inform future career orientation initiatives in forestry. These lessons highlight what works, why it works, and under what conditions it may be successfully transferred to other contexts.

1. ***Start early and maintain continuity*:** Early career orientation helps dismantle stereotypes and establish positive associations with forestry. Sustained engagement throughout a learner's educational journey reinforces curiosity and builds relevant skills.

2. **Real-world exposure boosts engagement:** Field-based experiences and interactions with professionals bring authenticity to career guidance, helping young people better understand and connect with forestry roles.

3. **Visibility and representation matter:** Showcasing women in forestry as mentors, experts, and leaders challenges gender norms and broadens career aspirations.

4. **Innovation drives engagement:** Interactive formats, storytelling, and digital tools help make complex forestry topics understandable and appealing.

5. **Tailoring to local realities enhances relevance:** Context-sensitive practices reflect community values, making career paths feel accessible and achievable.

6. **Participatory approaches empower learners:** Youth engagement in shaping content and delivery enhances ownership and impact.

7. **Interdisciplinary and cross-sector collaboration increases impact:** Partnerships between educators, professionals, and community actors bring diverse expertise into the learning process.

8. **Sustainability adds meaning:** Framing forestry as a solution to global challenges reinforces its relevance and inspires values-driven career choices.

These insights collectively affirm that forestry career orientation must be holistic, inclusive, and responsive to the needs of all learners. The most promising practices integrate creativity, authenticity, and shared ownership—supported by strong systems and stakeholder collaboration.

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Let this be a starting point, not an end.
The future of forestry depends on who we invite into it - and how.