

JÄMLYS

A GENDER EQUALITY ANALYSIS OF THE
FOREST INDUSTRY IN VÄSTERBOTTEN

Skogslänet Västerbotten is a collaborative forum where official and private actors work together to develop businesses with the forest as a starting point, as well as giving more people knowledge on what possibilities and resources the forests are. The forum is administrated by the County administrative board of Västerbotten and The Swedish Forest Agency, with input from the forest industry as well as trade organizations.

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Länsstyrelsen
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Introduction

This is a short version of the report JämLYS which is a gender equality analysis of the forest industry in Västerbotten. The report gives an overlook of how the business has been working with gender equality throughout the years, and what ambitions the future holds. During the last 10 years several activities has been carried out and knowledge on the importance of gender equality has increased. Both new and current employees are now expecting gender equality to be a corner stone of the industry's strategical work. However, the report shows that even if the demand and the ambitions in the forest industry are high, gender equality needs to be integrated in everyday work and leadership to be successful.

The foundation of this report are the goals of the Swedish Gender equality policy. The County Administrative Board's governmental mission is to regionalize these goals, which are then used as a starting point for analysis, conversations and decisions concerning the county's future.

The overarching goal of the gender equality policy is that women and men are to have the same power to shape society and their own lives. Six sub-goals have also been specified:

- Gender-equal division of power and influence
- Economic gender equality
- Gender-equal education
- Gender-equal health
- Gender-equal distribution of unpaid housework and provision of care
- Men's violence against women must stop



2009
INVEST IN GENDER EQUALITY
(EDUCATIONAL MOVIE)



2010
WHO OWNS THE FOREST AND
WHO WORKS IN IT?
(WORKSHOP IN SKELLEFTEÅ)



2012
SKOGSKOLLO,
FOREST SUMMER
CAMP



2012
JÄMLYS,
GENDER EQUALITY
ANALYS OF THE FOREST
INDUSTRY



2014
FOREST CONFERENCE
"SKOGSNOLIA" HAD A
GENDER EQUALITY THEME



2014
THE CONFERENCE G14 (GENDER 14)
WHERE THE FOREST INDUSTRY
WAS A GOOD EXAMPLE



2015
THE CONFERENCE "SUSTAINABLE
FOREST INDUSTRIES IN THE FUTURE"



2017
HEARING ON THE RESIDENCE
OF THE COUNTY ADMINISTRATIVE
BOARD ON THE GENDER EQUAL
FOREST INDUSTRY IN THE FUTURE



2016
THE DECLARATION OF
INTENTION "A GENDER
EQUAL FOREST INDUSTRY"



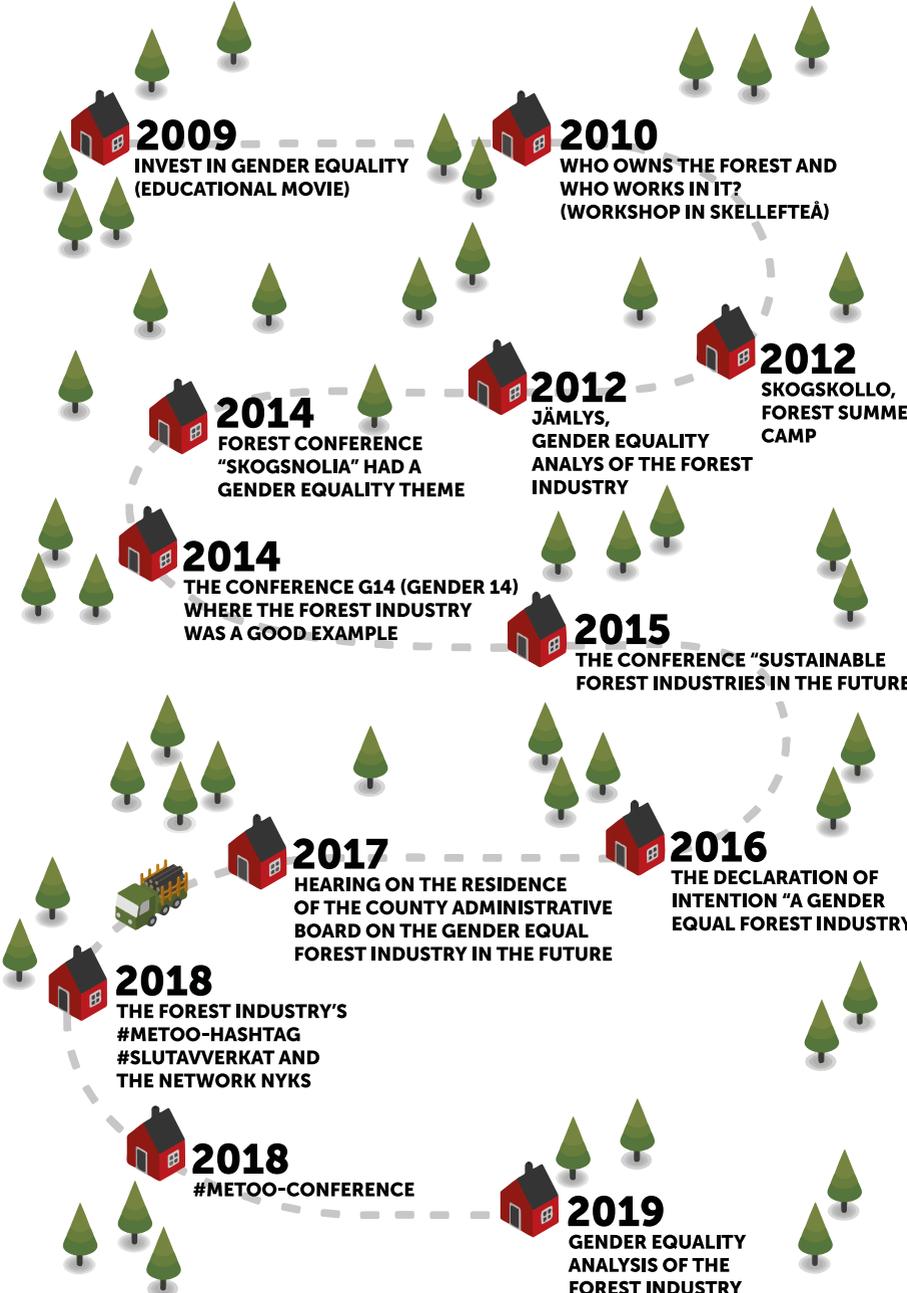
2018
THE FOREST INDUSTRY'S
#METOO-HASHTAG
#SLUTAVVERKAT AND
THE NETWORK NYKS



2018
#METOO-CONFERENCE



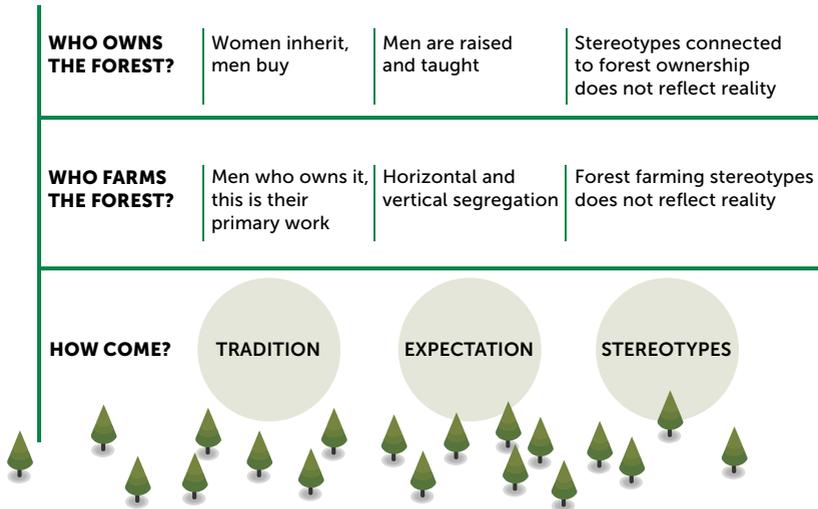
2019
GENDER EQUALITY
ANALYSIS OF THE
FOREST INDUSTRY



What's going on in the forest?

Who is the forest for, who owns it and who works in it? Many different actors have contributed to collect information and data regarding these questions, and many have also analyzed it from a gender equality perspective. This has led to discussions on if and how gender equality work could broaden the view of who have access to the forest and in what ways. These discussions have sometimes been challenging to initiate and to develop further, within such a traditional industry.

GENDER EQUALITY IN THE FOREST INDUSTRY

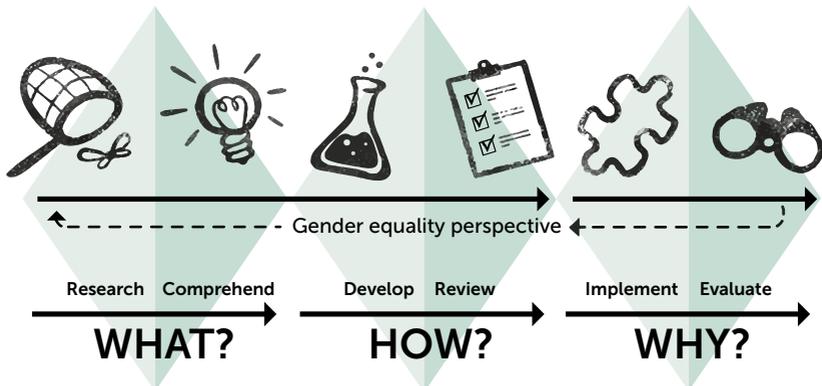


The Västerbotten Model: Declaration of intention and gender equality revision

During many years the County administrative board of Västerbotten, The Swedish Forest Agency and many of the county's forest businesses have worked together to actively change structures and perceptions that effects women and men's possibilities to own, work and visit the forest. As a result, many actors have signed a declaration of intention which is administrated by the County administrative board of Västerbotten:

“We accede to work for a gender equal forest industry together with Skogslänet Västerbotten. We take responsibility to work actively within our own business, as well as in partnership within the county's industry as a whole. As partners, we work to change structures and perceptions that limits women and men's possibilities to own, work and visit the forest. We want to be a relevant part in nuancing the image of the forest industry to make it a future-relevant industry for both women and men in Västerbotten”

Process model



Fast-tracking Gender Equality

The questions used in previous versions of JämLYS (2012) are also used as a background in this updated version. These are:

In which ways does gender operate within the labor market of the forest industry?

In what way does gender effect women and men's possibilities to become active forest owners?

How is gender equality relevant to long term capacity building and supply of competence for the forest sector?

How can the forest industry in Västerbotten systematically develop their gender equality work?

In the report, a total of seven key factors are presented which can be used to kick-off gender equality work which should have good chances to last over time.

1. Gender Equality work governed by the management
2. Research and development
3. The overall view of the industry
4. Gain new (and more) competences to the industry
5. Work environment
6. Masculinity

Masculinity and the #metoo movement

“When it comes to creating a more gender equal forest industry, it’s not our opinions that matter but how we act. And it’s men that needs to do the work” – Jesper Fundberg

The forest industry needs to

- Become (more) secure in gender theory
- Practice on how to initiate conversation about men with power...
- ... and about women with and without power...
- ... and how that affects individuals, structures and development possibilities for staff, products and services within the forest industry.

Doing masculinity

LIMITING:

Boys don’t play with dolls // Boys don’t wear pink // Man up //

Boys don’t cry // Don’t be a such a pussy/faggot //

You play like a girl // Between us men

RESPONSIBILITY FREE:

Boys will be boys // It’s just locker room talk // He was drunk //

Don’t be so sensitive, he was only joking //

He’s only doing that because he likes you

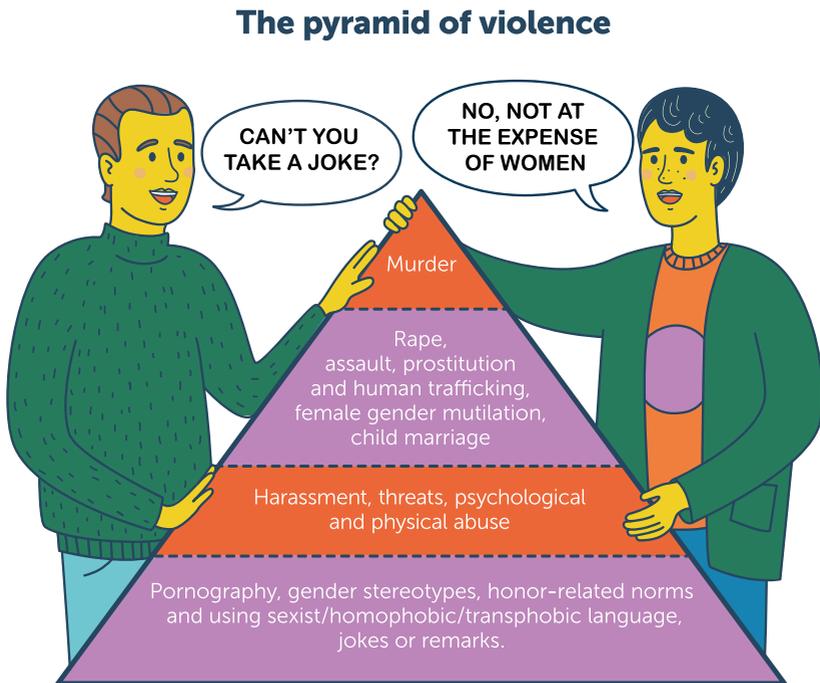
Phrases like these are often used as explanations and excuses for boys and men’s behavior, which have negative effects on their lives and on gender equality in the broader sense. It’s limiting, sexist and consolidate stereotypes.

On December 17th 2017, the forest industry got their own hashtag as a part of the #metoo movement, called #slutavverkat. Women shared experiences concerning a jargon and a culture deriving from toxic

masculinity, which lead to women being excluded in workplaces and in forest education programs. One of the reasons behind this behavior is pointed out as forceless leadership. Experiences of sexual assaults and harassment within the forest industry were also shared under the agricultural sector's hashtag #skiljagnarnafrånvetet

The pyramid of violence

What is usually described as workplace culture can be found in the base of the pyramid. This is what the forest industry should focus on. If we work together – on all workplaces, in all teams – we can prevent violence before it happens.



Recommendations on how to continue to work towards gender equality in Västerbotten

- Collect gender equality methods and tools applicable to the forest industry
- Continuously evaluate the on-going gender equality work and adjust if necessary
- Make sure more actors sign the declaration of intention
- A biennial conference to extract and share knowledge on a gender equal forest industry
- A new movie on a gender equal forest industry

Read more about a gender equal forest industry in the report JämLYS av skogssektorn i Västerbotten, which can be downloaded from The County administrative Board's webpage.

