



# PROJECT CONCEPT INTRODUCTION

PRACTICAL EXAMPLE OF IMPLEMENTING GENDER CONCEPT ON LOCAL  
LEVEL IN MUNICIPALITIES OF NATIONAL PARK FRUSKA GORA

**Republic of Serbia**

**Ministry of Environmental  
Protection**

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The Ministry of Environmental Protection, in collaboration with UNECE, UNDP and UN Women in Serbia has conducted numerous activities for institutions, local authorities and regional agencies, supporting them in integrating gender perspective into environmental policies.

Mainstreaming gender at local level is crucial, since at this level decisions which are adopted at national level are implemented and affecting people's daily lives.

To demonstrate practical experience gained through previous workshops, [the National Park Fruška Gora](#), with the support of MEP and UN Agencies has created a draft project proposal to further support **women's network and other public and private stakeholders on the value of women's role and economic contribution to the environment and climate change at local level municipalities that are part of National Park.**

# PROJECT BACKGROUND



## Information on the Fruška gora National Park

The National Park enjoys special protection in accordance with the Law on National Parks and the Law on Nature Protection.

Fruška gora NP is managed by the Public Company "Fruška gora NP" whose founder is the Republic of Serbia.

The area of the Fruška Gora NP registered as internationally important bird habitats area and with its wider surroundings, it has been proposed for enrollment in the Botanically Important Areas of Serbia ("IPA in Serbia"). It is also a selected area for butterflies in Serbia.

## The project objective

- *to increase women's economic resources for more successful forms of adaptation to environment and climate change in local communities of NP Fruška Gora*

*The Project will be implemented in 8 municipalities of Fruška Gora Region:*

*Sremski Karlovci, Novi Sad, Beocin, Backa Palanka, Irig, Sremska Mitrovica, Sid, Indjija.*



# CONTEXT AND THE SITUATION ANALYSIS

## PROVIDING DATA AND THE ANALYSIS ON THE POSITION OF WOMEN IN THE ENVIRONMENT AND CLIMATE CHANGE



- ❖ Women face higher risks of poverty which reduces their economic resources for more successful forms of adaptation to climate change.
- ❖ Women in agriculture/forestry in Serbia are underrepresented among farm managers and managers. Climate change negatively affects food security among the population, particularly female population.
- ❖ At the same time, women have limited opportunities to decide on larger investments and thus implement changes in consumption practices that can mitigate the impact on the climate.



## Result 1

### IMPROVED KNOWLEDGE AND SKILLS OF MECHANISMS ON GENDER EQUALITY, ON THE VALUE OF WOMEN'S ROLE AND ECONOMIC CONTRIBUTION TO THE ENVIRONMENT AND CLIMATE CHANGE AT LOCAL LEVEL



*Some of the proposed activities will include:*

- **Organization of the research on women's economic activities from environment and climate change perspective**
- **Organization of workshop on gender issues in the context of environment and climate change;**
- **Activity 1.4. Preparing local initiatives to integrate gender into local legal acts**

**NOVI ZAKON**  
**O RODNOJ RAVNOPRAVNOSTI U KONTEKSTU EKONOMSKOG OSNAŽIVANJA ŽENA I UNAPREĐENJE RADNIH PRAVA**

14. jun | 11:00h – 13:00h

**RADNA PRAVA SU NAŠA PRAVA**

**BRANKICA JANKOVIĆ**  
Poverenica za zaštitu ravnopravnosti

**JELENA STOJANOVIĆ**  
zamenica Zastitnika građana

**Prof. dr. MARIJANA PAJVANČIĆ**

**MELANIJA LOJPUR**  
Savez samostalnih sindikata Srbije

**NATAŠA VUČKOVIĆ**  
Fondacija Centar za demokratiju

**MILOŠ DAIĆ**  
Centar modernih vestina

**Moderatorka: LJUSICA GOJGIĆ**  
novinarica

## **RESULT 2**

### ***RAISED PUBLIC AWARENESS ABOUT GENDER STEREOTYPES, DATA AND VALUE OF WOMEN'S ROLES, CONTRIBUTION AND ECONOMIC ACTIVITIES IN THE LIGHT OF ENVIRONMENT AND CLIMATE CHANGE AT LOCAL LEVEL***



- **Activity 2.1.** *Establishing cooperation with local municipalities, Green Councils, local women's CSOs, women's network*
- **Activity 2.2.** *Organization of education workshop on online marketing*
- **Activity 2.3.** *Organization of round tables in each municipality ( to disseminate the research results, trainings outcomes, campaigns effects, determination of local authorities to integrate and mainstream the research outcomes to local legal acts and decisions, and to disseminate recent findings to experts, media).*
- **Activity 2.4** *Media promotion*
- **Activity 2.5** *Designing online and marketing campaign on gender stereotypes, data and value of women's role (economy, agriculture, tourism) in the context of environment and climate change*

## *RESULT 3*

### *CHANGES IN POLICIES AND PROGRAMS AT LOCAL AND PROVINCIAL AND REPUBLIC LEVEL TO IMPROVE WOMEN'S GREEN ECONOMY, ECO – ENTREPRENEURSHIP AND INNOVATIVE SOLUTIONS FOR DEVELOPMENT OF ECO-TOURISM*



- ❖ **Activity 3.1.** Organization of education workshop on lobby and advocacy practice
- ❖ **Activity 3.2.** Preparing initiatives to provincial and republic gender equality public authorities
- ❖ **Activity 3.3.** Organization of the final event/ a round table in Novi Sad ...in order to award a “certificate of excellence to the best gender responsible municipality” – the municipality with the best results achieved during the Project (adoption of local acts/ decisions, conclusions, mainstreaming the values in key strategic documents.

## ACCESS TO OPPORTUNITIES, FUNDING AND SUPPORT FOR INTERESTED WOMEN TO SET UP A BUSINESS

- ❖ Women need to be supported through the entire startup business cycle
- ❖ Equip a part of the NP Information Center as a sales area for all domestic (environmental) products made by women from the municipalities that unite the project.
- ❖ Provide sales space and marketing support, at the most visited point (location) in the NPFG.
- ❖ Organize (monthly or annual) bazaars/fairs, that will be included in the regular event of 8 municipalities in the NP area, which will provide an opportunity to promote and sell eco and ethno products of women,
- ❖ Equip an office for women's education with adequate techniques and trainings that will enable them to improve knowledge about mitigation and adaptation to climate change, and to help them with marketing, sales,
- ❖ provide a mini bus that will be used to transport women to education centers, market places where they will be selling their products.







# FUTURE PLANS..

- ❖ Continue capacity building on gender mainstreaming in environmental policy at local, national and regional levels
- ❖ Organize Regional workshops on gender topics, to intensify multi-level collaboration of UN agencies, national and regional governments
- ❖ Share experiences and discussing challenges and opportunities on gender equality policy frameworks
- ❖ Explore practical approaches and possibilities for collaboration in joint regional pilot projects, showing how regional cooperation can support the achievement of SDG targets, including SDG 5, on achieving gender equality.

