



**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine

Open Call for Proposals for Forestry Promotion Projects for 2025/2026

Application Form and Evaluation Plan

DEADLINE FOR SUBMISSION OF COMPLETED APPLICATIONS:

**Monday 28 April 2025
at 5pm**

in PDF format via email to

ForestrySupportFunding@agriculture.gov.ie

**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine



For Office use

Reference No:

Forestry Promotion Projects 2025/2026 Application Form

Title of Project: Mná na Coille (Women of the Woods)

Name of Organisation: Mná na Coille

Address: Bartra, Enniscrone, Co Sligo (C/O Marina Conway)

Contact Name: Marina Conway & Olive Leavy

Contact Telephone No: [REDACTED]

Email Address: [REDACTED]

Signature [REDACTED] **Date:** 25/04/2025

Overview of proposed project

Short description of proposal – (50 words or less for use in reporting)	Mná na Coille will bring together women across all areas of forestry - foresters, forest owners, ecology, conservation, academia, sawmilling, policy to provide collaborative space to share knowledge, experiences, insights related to forests. The group will explore barriers limiting women's participation in forestry and develop practical, inclusive solutions to empower greater female engagement in forestry, both professionally and informally.
Theme: 1, 2, or 3	Theme 3
What is the target audience for this project?	Professional female foresters, female forest owners, ecologists, engineers, forest owner family members (e.g. wives, daughters, mothers, sisters), academics, administrators, those in the sawmill industry, finance, conservation – all women who work with trees or forests or in the forest industry, who voluntarily want to come together, and discuss issues important to them. Women have a different perspective, and it is important that this perspective is heard and seen. Forestry is traditionally a male dominated sector, and this can intimidate some women from getting involved or voicing their opinions. Mná Na Coille aims to offer all women a voice. This will be a forum for women to come together and provide insights as to how we have more women participating in forestry.

<p>Quality and experience of those involved in the promotion activity (to include CVs of all principals involved in the project)</p>	<p>[Redacted content]</p>
<p>Set out key performance indicators with dates of delivery for this project and the extent to which the proposal meets</p>	<p>Aims of Mná na Coille</p> <ol style="list-style-type: none"> 1. Raise the profile of women in forestry 2. Explore the main barriers to women taking a career in forestry or owning and managing a forest 3. Answer the question, why are so few women involved in forestry?

<p>DAFM requirements for the theme</p>	<ol style="list-style-type: none"> 4. Discuss how forestry can be more inclusive as a career to encourage more women into forestry 5. Identify skills/supports female owners need to manage their forests 6. Discuss options for female-only courses such as forestry skills, knowledge transfer groups etc <p>KPIs of Mná na Coille will be:</p> <ul style="list-style-type: none"> • Organise 3 in person half day meetings regionally located (e.g. Kilkenny, Athlone, Sligo). Aim for attendance of approx. 90 women <p>Delivery – August, November, March</p> <ul style="list-style-type: none"> • Put out a call through existing forestry, farmer and environmental networks (Society of Irish Foresters, ITGA, IFA, INHFA, IFO, IWP, Pro Silva Ireland, CIEEM, IEN, DAFM, Teagasc, Coillte, UCD, SETU etc) to invite people involved in or interested in forestry to participate <p>Delivery – prior to each meeting</p> <ul style="list-style-type: none"> • Develop a website portal, social media, information video <p>Delivery – Q3 & Q4 2025</p> <ul style="list-style-type: none"> • Create a mission statement and a vision for Mná na Coille <p>Delivery – Q3 2025</p> <ul style="list-style-type: none"> • Design and widely distribute a survey to gather insights on women's attitudes and perceptions around forestry <p>Delivery: project duration</p> <ul style="list-style-type: none"> • Engage with the Society of Irish Foresters and Irish third level institutions in exploring ways to involve more women as professional foresters <p>Delivery – Project duration</p> <ul style="list-style-type: none"> • Explore different interest groups e.g. technical working group, career group, forest owner group, forestry personnel <p>Delivery – Project duration</p> <ul style="list-style-type: none"> • Provide ongoing support/expertise/networking <p>Delivery – Project duration</p> <ul style="list-style-type: none"> • Deliver an action plan for Mná na Coille • Delivery – Project end
--	--

<p>Outline how the project will deliver value for money for the Department</p>	<p>Forestry in Ireland remains a male-dominated sector, with women significantly under-represented at all levels.</p> <ul style="list-style-type: none"> • Of 179 foresters registered with DAFM (16/04/25), only 8 are women - just 4%, far below the 13% average participation of women in agriculture. • 17% of entrants to the afforestation scheme over the past 18 years were female and anecdotally, women are often involved in the administrative side of forest ownership. However, their involvement is generally not visible. • Women are also largely absent from senior decision-making roles. <p>Historically forestry is seen as a male profession. This lack of representation is not due to lack of ability or interest by women, but possible structural, cultural, and perceptual barriers that have yet to be fully understood or addressed. Like other traditionally male-dominated sectors, such as engineering and agriculture, forestry stands to benefit greatly from broader female participation by bringing unique knowledge and perspectives.</p> <p>Mná na Coille proposes a dedicated initiative to explore why women are not engaging in forestry as a profession, land use choice, or leadership pathway. By bringing together women from across the sector, we will identify barriers, challenge misconceptions, and co-develop practical solutions to support meaningful female participation in forestry.</p> <p>This proposal offers DAFM value for money by laying the foundation for long-term, inclusive growth in the sector - ensuring forestry becomes a viable, visible, and welcoming space for women.</p>
--	---

The incentive Effect Declaration – please confirm:

The work described herein, would not have been undertaken if it was not for the financial support provided under State Aid rules. Without this aid, there would be no change to current activities.

Yes

Detailed Funding Proposal Table

Note: If you would prefer to present this information in your own format, or include additional detail of timelines and deliverables, please do so. This information will be compared against receipts received at payment stage so should correspond as closely to the format of the receipts as possible.

Action proposed	Funding Year 2025 and/or 2026	Frequency once-off/ number/ ongoing/ other	Expected Delivery Date/s	Cost (Excl. VAT)	VAT Rate	% sought from DAFM	Total € funding sought from DAFM inclusive of VAT
Facilitation, content development, event organisation, administration and project management	2025 & 2026	Ongoing	End of project	€10,500	0	100%	€10,500
In-person events	2025 & 2026	Three	Mar 2026	€2,50	23%	100%	€3,137
Website	2025	Once off	Q3 2025	€900	23%	100%	€1,107
Promotion video	2025	Once off	Q4 2025	€2,000	23%	100%	€2,460
Social media	2025 & 2026	ongoing	End of project	€500	23%	100%	€615
Total Funding Sought from DAFM							€17,819

Declaration by applicant of consent from Data Subjects (where applicable)

The applicant as “Data Controller” in respect of any personal data provided by it in its proposal, is required to confirm that all personal data (CV’s for example) relating to “Data Subjects”, (where “Data Controller” and “Data Subject” has the meaning given under the Data Protection Laws), as provided to them (the Applicant) in the course of preparing the proposal, has the consent of those “Data Subjects” to the processing of such personal data by the Applicant and DAFM for the purposes of participating in this call for proposals or that the applicant otherwise has a legal basis for providing such personal data to DAFM for the purposes of its participation in this call for proposals.

Name of “Data Controller”	Compliant with requirements under GDPR Yes/No or N/A
Marina Conway	Yes

Please return completed application form by email to: ForestrySupportFunding@agriculture.gov.ie or by post to Promotions Unit, Forestry Division, Department of Agriculture, Food and the Marine, Johnstown Castle Estate, Co Wexford by **Monday 28 April 2025.**

Appendix 1 Evaluation Plan to form part of the application

The Evaluation Plan should be prepared before the project starts. The Plan should detail what will be considered ‘success’ for the project and how it will be measured. The information supplied on this plan will not be used as part of the assessment of the project during the selection process.

Evaluation Plan

Title of project:

Mná na Coille

Author of plan:

Marina Conway & Olive Leavy

Date plan drawn up:

25/4/25

1. Project Objectives: These should be SMART (Specific, Measurable, Attainable, Relevant, Timely)

1. Organise three in-person half-day meetings
2. Engage with all available networks to publicise the events
3. Develop a web portal, social media pages and information video
4. Create a mission statement and vision for Mná na Coille
5. Design and widely distribute a survey to gather insights on women’s attitudes and perceptions around forestry
6. Engage with the Society of Irish Foresters and Irish third level institutions in exploring ways to involve more women as professional foresters
7. Develop an action plan for Mná na Coille

2. Project Plan

Identify and describe the key elements of the project and the information to be collected. The Outcomes and Impacts may be more difficult to identify but should be considered and incorporated into the project planning in so far as is possible.

Inputs	Activities	Outputs	Outcomes	Impact
Human, financial, organisational, and community resources.	What the project is going to do. What processes, tools, events, technology and actions form part of the program implementation.	Essential data collected on the activities carried out, to enable assessment of whether the programme delivers to the intended audiences and at the required level.	Results expected with target audience. Short to medium term changes in knowledge, skills, attitudes, aspirations and behaviour of individuals.	The fundamental intended or unintended change occurring in organisations, communities or systems (outside the programme participants) as a result of programme

Open Call for Proposals for Forestry Promotion Projects for 2025/2026 – Application Form

				activities
Organisation, administration and project management inputs from project leads	Run 3 in-person events	Number of meeting participants	Raise the profile of women in forestry	Increase applications/enquiries from women for forestry courses
Engagement and support from a wide range of stakeholders	Engage with a wide range of stakeholders	Number of survey participants	Create awareness of forestry as a career option for women	Increased attendance of women at forestry events
Videographer and website designer	Develop website portal, social media platforms and information video	Website visits, video views and social media engagement	Understand barriers to female participation in forestry	Female-only courses
Voluntary time from women who attend the events and complete surveys	Create mission statement and vision		Engage more female forest owners in education and training events	More women in senior decision-making roles
Financial support from DAFM	Design and widely distribute a survey			A more holistic approach to forest management and forestry in Ireland
	Develop an action plan			

3. Project Evaluation

A project evaluation will be required to be submitted with the final funding claims for all successful projects. The Project Evaluation will take the same form as the Project Plan, with an update to be provided under each of the five headings above.

Consideration should be given at Evaluation Planning stage to the following:

- What will the main areas of focus of the impact evaluation be, how will it be evaluated and who will carry it out?
- Methods used to collect data for the evaluation (KPIs, tools e.g. surveys/questionnaires, who from, is specialist input required?)
- What resources will be needed to carry out the evaluation (finance, people, information)?
- How will the results of the evaluation be reported and disseminated and who will be consulted?
- Learnings, follow-up actions and implementation.
- Where appropriate, the Department will require projects to share an online questionnaire with participants.