

# JADRANKA ROŠA

## ROLE MODEL IN FORESTRY SECTOR

### ABOUT JADRANKA

Jadranka is the head of Product Certification Service within Croatian Forest Company d.o.o. From 2021 she is also a professor at the University of Applied Health Sciences teaching the class: Ecological production control and certification on what she looks at as a crown of her career. She was always interested in ecology and nature protection and was never afraid to take a new challenge and start building things from scratch.

### HER CAREER

Jadranka graduated from the Faculty of forestry and wood technology in 1981. She started her career in the state company "Croatian forests d.o.o" working in forest management. When computerization started in the forestry sector she transferred to the IT department introducing information technology in forestry. After 6 years, she started working in the Ecology service, where she saw herself the most, even in her university days. She graduated Molecular Biology from the Faculty of Science in Zagreb, Department of Biology, and started working in the newly established Product Certification Service, where she works today as the head of the service. As a crown of her career, in the autumn of 2021, she started working as a professor at the University of Applied Health Sciences teaching the class: Ecological production control and certification.

### PERCEPTION ABOUT THE ROLE OF WOMEN IN FORESTRY

Inequalities in the salary between men and women do exist, and often in the positions that don't offer big salaries, you will find more women. That is because women's motivation for work more often lays in accepting new challenges, learning new skills rather than the money factor. Women are also patient in waiting to see the effort of their work.

Men and women with the same amount of education are not valued the same in this sector. Women have to work harder and educate themselves, often more, to prove their worth. But that is not only the case in forestry, and shouldn't be a discouragement.

### EXPERIENCES WITH WOMEN WORKING IN THE FORESTRY SECTOR

Women have the quality to be flexible and adjust more easily to new situations and work opportunities. Without the support of my female colleagues, this service wouldn't be what it is today. They stood by me, even in hard times, and I am grateful for their hard work and support.





## WHAT SHOULD BE DONE FOR BETTER INTEGRATION OF WOMEN IN FORESTRY SECTOR?

In forestry, there is still a certain closedness present towards women. There is a lack of workshops that would acquaint women with all areas of forestry and a lack of networking community for women in the sector. There are not many opportunities to meet other women in the sector, get to know them better, exchange information and knowledge.

Also, taking good practice examples of some other countries in accentuating employees' hobbies and interests is a great way to meet your co-workers better. It would create a space where a person can use and show all their capacities.



## WHAT ARE FACTORS FOR A SUCCESSFUL CAREER?

Few factors need to overlap for a "successful" career. For me, those were: **continuous education, research, and support I got from my surroundings.**

From those, I think **education is the most crucial factor for success**, especially for women in this sector.

I was always looking into areas of forestry that weren't developed at the time. Looking for challenges and continuous education made my career progression possible.

Throughout my career, I was surrounded by people who gave me the chance where I could prove myself. That is also extremely important.

## KEY MESSAGES FOR YOUNG FEMALE IN EARLY CAREER

*Don't give up and don't surrender in front of the obstacles and challenges.*

*Always continue to educate yourself.*

*Surround yourself with people who are going in the same direction as you are, be supportive to each other.*

*Don't look at your colleagues as your competition, work together towards a mutual goal.*

*Women should be uncompromising, continuously work on themselves, and don't let anyone disrespect them.*



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