

RESEARCH ON WOMEN'S PERCEPTION OF EMPLOYMENT IN HUMANITARIAN MINE ACTION: KEY BARRIERS

Report on the Results of a Sociological Survey



February-March 2025

CONTENT

Key findings and Recommendations	3
Background and Context of the Research	5
Methodology	7
Research Results	8
Chapter 1.	
Perception of the profession: motivations and barriers	8
Chapter 2.	
Employment in the sector: search and key challenges	19
Chapter 3.	
Assessment of working conditions for women in the sector	28
Chapter 4.	
Gender aspects in humanitarian demining	35
Chapter 5.	
Typology of study participants	40
Recommendations	47

Key findings and Recommendations

Among the main factors that motivated women working in humanitarian mine action to start working in the field were: a desire to help the country and Ukrainian society in the context of the war, having a stable job with decent pay and appropriate conditions, an interest in acquiring new knowledge and skills, as well as a readiness for challenges. The aspiration to be useful to the country and to contribute to meaningful work was a unifying factor for all women working in the field when choosing a job. The results of the quantitative phase confirm that all key motivational expectations of the respondents were realized during their direct work in this field.

The majority of women currently working in the field indicate that they found their jobs through job search websites or through recommendations from acquaintances. According to the survey results, 51% of respondents first learned about the opportunity to work in mine action specifically from friends or through personal connections. In contrast, among those not involved in the field, the vast majority of women had not encountered such vacancies and did not consciously seek such work. This may indicate that information about employment opportunities in humanitarian mine action is not sufficiently accessible to the general public.

The opportunity to be useful to society and make a significant contribution to the security of their own state were cited by women as key advantages of working in humanitarian mine action. At the same time, participants in the qualitative phase of the study noted a friendly atmosphere in the team, team support, and respectful, humane treatment from management as important factors in their job satisfaction. According to the quantitative survey results, all respondents expressed a positive attitude towards their work and satisfaction with it.

Women already working in the field of humanitarian mine action emphasize that this profession requires not only physical endurance and a willingness to work in difficult conditions, but also high moral resilience and emotional balance. Respondents not involved in this field unanimously have a positive assessment of female deminers: they are characterized as brave, purposeful, and responsible, with developed psychological resilience and physical endurance.

However, despite respect and admiration, women who do not work in mine action mostly do not identify themselves with such roles. They perceive them rather as strong and exceptional women, to whom it is difficult to relate.

The main barriers to the involvement of women in the field of humanitarian mine action are a number of factors. In particular, a lack of general awareness and understanding of the essence of the work forms stereotypes and exacerbates fears about the profession. Many women who could potentially work in mine action perceive this profession as permanently risky due to a lack of a clear understanding of how the work process is actually organized. According to 39% of respondents, the lack of general information about the specifics of working in this field is a significant barrier to starting a career in humanitarian mine action. More than half of the respondents who participated in the survey also believe that the widespread perception of mine action as a male-dominated profession is the main barrier to the involvement of women in this field. Some women believe that they do not have the necessary physical training, knowledge, as well as sufficient psychological resilience to work in the field. There are also fears that the training will be too difficult or too short to develop the necessary competencies. Potential resistance from family members is a significant obstacle for women to join the field, and personal fear of field conditions, long assignments, and physical exertion only exacerbates these concerns.

Based on the research, the following key recommendations were identified for employers to attract women to the field of humanitarian mine action. Informing about the field as such through the strengthening of information and awareness-raising activities: it is worth conducting open lectures, webinars, introductory sessions, and open days, which will help to dispel fears and overcome stereotypes surrounding this profession. It is also important to clearly communicate that newcomers undergo training and are not involved in tasks without preparation. To attract more women to the field, it is necessary to clearly emphasize the principles of gender equality and openness to the employment of women, overcoming the perception of this profession as exclusively male. An accessible and consistent gender-sensitive policy of employers can become one of the decisive motivators for potential female candidates. No less important aspect that can positively influence the involvement of women is transparent and decent working conditions and pay.

In job advertisements, it is worth detailing working conditions, including the duration of assignments, salary level, medical insurance, etc. - all of this can be a powerful incentive for attracting women to the field.

Background and Context of the Research

Following the start of the full-scale invasion of Ukraine, a significant portion of the territories was mined, creating long-term threats to the lives of the civilian population, particularly women, children, and other vulnerable groups. In response to these challenges, humanitarian mine action has become a priority area for the country's recovery. The large-scale contamination of territories with explosive remnants of war threatens the lives of the population, complicates the return of internally displaced persons (IDPs), hinders agriculture, and slows down post-war reconstruction processes.

As of the beginning of 2025, **over 4,000 deminers are working in the field of humanitarian mine action in Ukraine, involved in the activities of more than 70 mine action organizations.** Of these, the proportion of women has increased to 33%, indicating a gradual increase in gender balance in this sector^[1].

According to research by the Danish Refugee Council^[2], **women are still underrepresented in field teams:** approximately 30% of employees in the humanitarian mine action sector in Ukraine are women, of which only 12% are involved in field work (female deminers, information providers, medics), while the majority occupy administrative or support positions. However, even under such conditions, women face a number of barriers, including limited access to vacancies, gender stereotypes, and insufficient awareness of training and employment opportunities.

Despite this, there is a significant shortage of qualified specialists and technical resources. This is due to the high cost and long duration of the process of demining large territories, which is complicated by a lack of personnel and specialized equipment^[3].

^[1]<https://armyinform.com.ua/2024/11/06/chastka-zhinok-u-gumanitarnomu-rozminuvanni-ukrayiny-zrosla-do-33/>

^[2]https://drc.ngo/media/zragvjlp/drc_ukr_gendered-perceptions-on-participation-in-the-mine-action-sector.pdf

^[3]<https://texty.org.ua/articles/109880/ne-vidkryvaty-rozminuj-yaksho-zmozhesh-choho-ne-vystachaye-dlya-humanitarnoho-rozminuvannya/>

The main problems in the field of mine action include:

- **Funding:** The deficit of funds slows down the development of the humanitarian mine action market and limits the possibilities of attracting modern technologies, such as drones and demining machines^[4].
- **Bureaucracy:** Excessive bureaucratization of demining processes at both national and international levels, which delays the execution of work and the utilization of resources^[5].
- **Access to modern technology:** A limited amount of modern equipment and machinery necessary for the effective and rapid demining of territories.

Along with this, the participation of women in demining processes is considered not only a matter of justice, but also a practical necessity. The involvement of women in non-technical survey, community liaison, logistics, and field work contributes to increasing the effectiveness of activities, particularly due to better interaction with the local population and wider coverage of dangerous routes^[6].

In light of these challenges and opportunities, this empirical research was conducted by the NGO "Girls" with the support of FSD in February-March 2025, which is dedicated to the analysis of gender aspects of women's participation in humanitarian mine action.

The aim of our research is a deep understanding of the motivations, barriers, expectations, and experiences of women already working in this field, as well as potential female employees who are considering the possibility of joining it.

Therefore, gender integration in the field of humanitarian mine action is extremely necessary. Studying the barriers, motivations, and experiences of women in this sector allows us to formulate recommendations for improving access to the profession, overcoming stereotypes, and creating an inclusive, safe, and professional environment in the field of humanitarian mine action in Ukraine.

^[4]<https://deminingua.com/novyny>

^[5]<https://texty.org.ua/articles/109880/ne-vidkryvaty-rozminuj-yaksho-zmozhesh-choho-ne-vystachaye-dlya-humanitarnoho-rozminuvannya/>

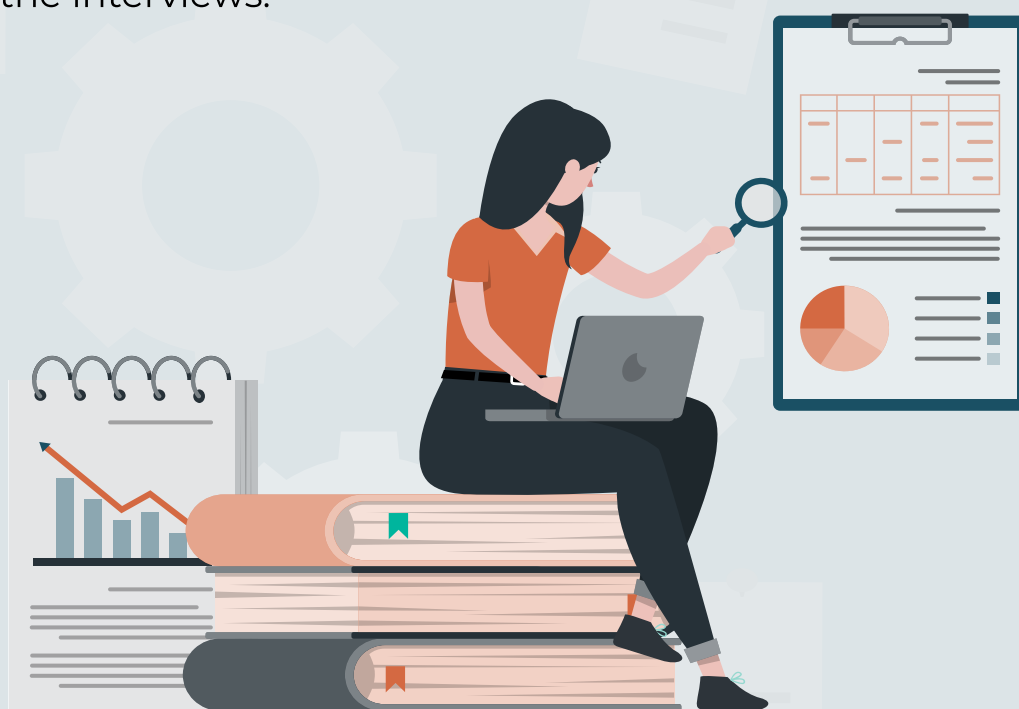
^[6]<https://www.uda.org.ua/genderna-priorityzatsiia-v-rozminuvanni/>

Methodology

This research included qualitative and quantitative phases. Within the qualitative phase, 16 online in-depth interviews were conducted with women from the Kharkiv and Chernihiv regions. Among them, half of the respondents are currently working in the field of humanitarian mine action (workers), and the other half are not working in humanitarian mine action but are potential workers (potential workers). The quantitative phase involved a survey of 122 female humanitarian mine action workers, including: 47% women from field teams (deminers, information team members, medics), 22% from administrative staff (HR, finance, translators, logistics, occupational safety), 17% women in key managerial positions (supervisors, coordinators, project/program managers, administrative managers), and 14% from senior management (team leaders, heads of structural departments).

The survey was completed by employees of FSD (64%) and the Ukrainian Deminers Association (36%). The empirical research was conducted by the NGO "Girls" team during February-March 2025.

Challenges and Limitations: Within the qualitative phase of the research, the security situation in Ukraine posed a constant threat to both respondents and moderators. Air raid sirens sounded from time to time during the interviews.



RESEARCH FINDINGS

CHAPTER 1

Perception of the profession: motivations and barriers



The study found **that most women — including those who later joined the HMA sector — initially had a stereotypical and simplified view of the profession, largely due to limited information. Women perceived through the lens of danger** — for some, an interesting challenge; for others, a key part of meaningful work; and for some, a complete barrier. It is precisely the lack of accessible information about the profession, the absence of an understanding of the actual work process, as well as the established "media" perception of the activity that hinders the positioning of the sector as safe.

Respondents who do not work in mine action spontaneously **perceive the work as dangerous and extremely risky, but very important and relevant,** and somewhat less frequently described the profession as **interesting.** It should be noted that all women admit to having insufficient knowledge regarding the nuances of the profession and the details of the work, with a prevalent stereotypical perception of "walking through a field with a metal detector": the respondents do not understand what exactly deminers do, how their safety and training are organized, etc. Respondents believe that working as a deminer requires rather lengthy specialized training - it is not enough to be "just anyone off the street," as noted in one of the interviews. In addition, the respondents assume that the profession is highly paid.

“*The first association is women with metal detectors walking through fields looking for mines. But apart from that, I don't really know the details or responsibilities*”
Woman, Chernihiv, potential candidate, IDN⁹¹¹

“*Interesting, a little scary first and foremost. And I think training is offered, because I'm not sure there are many professional specialists*”
Woman, Chernihiv, potential candidate, IDN⁹¹²

Most women who do not work in mine action are unaware of humanitarian mine action organizations. Among the organizations whose names were mentioned by respondents in this context, the SES (State Emergency Service of Ukraine) was most frequently recalled, followed less often by FSD and UDS.

At the same time, it is important to emphasize that women already working in mine action mostly did not perceive this work through the prism of danger and absolute risk, but **rather the specifics of the work were perceived rationally and with interest.**

The majority of female workers note that after training and a more detailed familiarization with the nuances of the work, all potential fears were dispelled: if you know what to do, it's safe.

“ *There were absolutely no fears. I love adrenaline*
Woman, Sloviansk, junior deminer, IDINº5 ”

“ *It was scary at first. We have our own safety measures, we have our own standard operating procedures that we adhere to very strictly, and rules. If you follow them, everything is fine and safe*
Woman, Kharkiv, GFO team lead, IDNº2 ”

“ *I understood where I was going, what I would be doing. I went consciously. Fears did not arise, but rather more desire and more interest*
Woman, Sloviansk, deminer rescuer, IDINº3 ”

Women currently working in the field of demining note that potential deminers should **be physically enduring** and prepared, as the work often takes place in difficult conditions, as well as **morally resilient and psychologically balanced**, since this work is associated with responsibility for the lives of other people. In addition, potential deminers, according to the respondents, should possess such traits as attentiveness, discipline, courage, decisiveness, responsibility, commitment, as well as a willingness to learn and develop. Some respondents, despite the absence of gender stereotypes regarding the profession, emphasized that a potential female deminer should be courageous, with a "male character".

“ *Decisive, brave, ready to develop, acquire new knowledge, ready to communicate with men and other segments of the population. Not a little princess*
Woman, Kharkiv, GFO team lead, IDINº2 ”

“ *Firstly, a woman should be persistent, disciplined, responsible, so that a group or certain individuals can rely on her*
Woman, Sloviansk, deminer rescuer, IDINº3 ”

At the same time, the respondents also noted cases in which, in their opinion, one should not go into the field of demining. Thus, a barrier can be the categorical rejection by relatives (especially a husband) of a woman's desire to enter the profession, since instead of support, she will receive condemnation and misunderstanding. In addition, the presence of young children, according to some respondents, can also become an obstacle to working in demining, as the profession involves regular absence from home.

Not all married women will be able to do it, because not all men like it when a woman goes on long business trips. This can lead to divorce

Woman, Sloviansk, junior deminer, IDINº5

I wouldn't recommend it to everyone. Because if a woman has young children, it will be hard for them. More attention needs to be paid to the children

Woman, Kharkiv region, senior deminer, IDINº8

If relatives or a husband are an obstacle, she won't be able to rest at home. It's very important that family and loved ones understand and support

Woman, Kryvyi Rih, deminer-rescuer, IDINº7

Speaking about women who do not work in the field of humanitarian mine action, all respondents expressed an **unequivocally positive attitude towards women working in this field. Most often, they were described as courageous, purposeful, and responsible women who have high psychological resilience and physical endurance.** In addition, female deminers are perceived as those who are not afraid of difficulties, strive for new knowledge, and want to have an impact on the country's recovery process.

Despite the unequivocally positive perception of women as deminers, the respondents rather did not associate themselves with them: they treat them with respect and admiration, but consider them "different." In particular, women emphasize that they most likely lack the necessary physical attributes and psychological resilience for the profession, as well as the willingness to be separated from their families, unlike female deminer workers.

I am also a strong woman, but not strong enough to go there

Woman, 37, Kharkiv, potential candidate, IDINº16

These must be women who are physically and morally resilient, responsible. Perhaps this job is not for me, because I am not ready for such conditions. And of course, there are risks, it's dangerous
Woman, Chernihiv, potential candidate, IDINº12

Motivation to work in the sector

The majority of women working in demining had left their places of residence and were internally displaced persons (IDPs) at the start of the full-scale invasion. Most of them started working in demining after returning to their communities. None of the female workers had previous experience in humanitarian mine action, and their education was not related to this field. Among the key aspects that motivated the respondents to start working in demining, they highlighted **the desire to help the country and Ukrainian society in a difficult time, the pursuit of stability, good working conditions** (comfortable schedule, stable weekends, social benefits package) **and salary, the opportunity to learn and master a new field, as well as the desire to experience adrenaline and drive.**

The desire to be useful to the country and involved in an important cause was mentioned by all respondents, either as the key motivation for joining the field or as one of the main criteria when choosing a job. It is precisely the ideological commitment and the desire to be involved in helping their country that not only unites the female deminers who participated in this study in both the qualitative and quantitative phases (for 85%) but also largely characterizes them. For these women, the feeling of personal importance through the desire to be useful to others and to the country is also valuable. In addition, some respondents mentioned that they had long dreamed of employment related to helping the country and society, and therefore rather perceive working in demining as a calling.

I was looking for an alternative to the Armed Forces, because I wanted to be useful. I was useful anyway, but I wanted to find a compromise with myself, because I did want to be a soldier
Woman, Kryvyi Rih, deminer rescuer, IDINº7

“ Basically, I needed something to eat and I needed money.
And I wanted the work to be useful, not just something.
For me, for my peace of mind, and for the state as well
Woman, Kharkiv, GFO team lead, IDIN² ”

For the respondents who participated in the in-depth interviews, the **opportunity to gain new knowledge**, although important, was not one of the key motives for choosing to work in humanitarian mine action. However, **for the women who completed the survey, this aspect became one of the main ones:** more than half of the respondents in the quantitative phase (54%) indicated that the opportunity for training and mastering a new field was one of the key motives for choosing to work in the sector.

The vast majority of respondents during the in-depth interviews also noted that they sought **career development** and a change from their previous job, to **find a better employment option** that would offer a higher salary, a stable and comfortable schedule, loyal treatment from management and colleagues, interesting tasks, and the opportunity to develop. The desire for professional fulfillment and career development, as well as dissatisfaction with their previous job, became an additional driving force for most of the women surveyed to join the field of humanitarian mine action. In turn, a **good salary** was one of the key motives for choosing to work in humanitarian mine action for 36% of the women who participated in the survey.

“ And that (previous job) wasn't 100% mine, I encountered
some not very correct people and I kept thinking about
leaving, but it dragged on for two years ”

Woman, Kharkiv, mine survey specialist, IDIN³

“ Everything was clear and uninteresting for me there (at
the previous job) for 10 years, I like to develop and learn
throughout life, because it's boring in one place ”

Woman, Kharkiv, chief technical survey specialist, IDIN⁴

During the in-depth interviews, it was revealed that the need to earn money and have a **stable income** (although the respondents did not indicate it as the key and decisive motivation to join the field) was, nevertheless, one of the important reasons for seeking work in general.

Indeed, the loss of previous employment, the absence of work in the населений пункт (populated area), the return from abroad, and other circumstances caused by the full-scale invasion created a need to resolve the financial issue.

I started looking after I returned with the children from abroad, got divorced from my husband, and started looking for work because I simply needed something to eat and I needed money

Woman, Kharkiv, GFO team lead, IDINº2

The desire for extreme and drive was not directly voiced by the respondents in the qualitative phase as a motivation to join the field, but it became a decisive factor for some women to dare and try themselves as deminers. Due to the stereotypical perception of demining work and insufficient awareness of the nuances of the profession at the time of job searching, some respondents associated the field with an interesting and desirable extreme for themselves. Such women paid less attention to rational factors, focusing on emotional impulses and sensations.

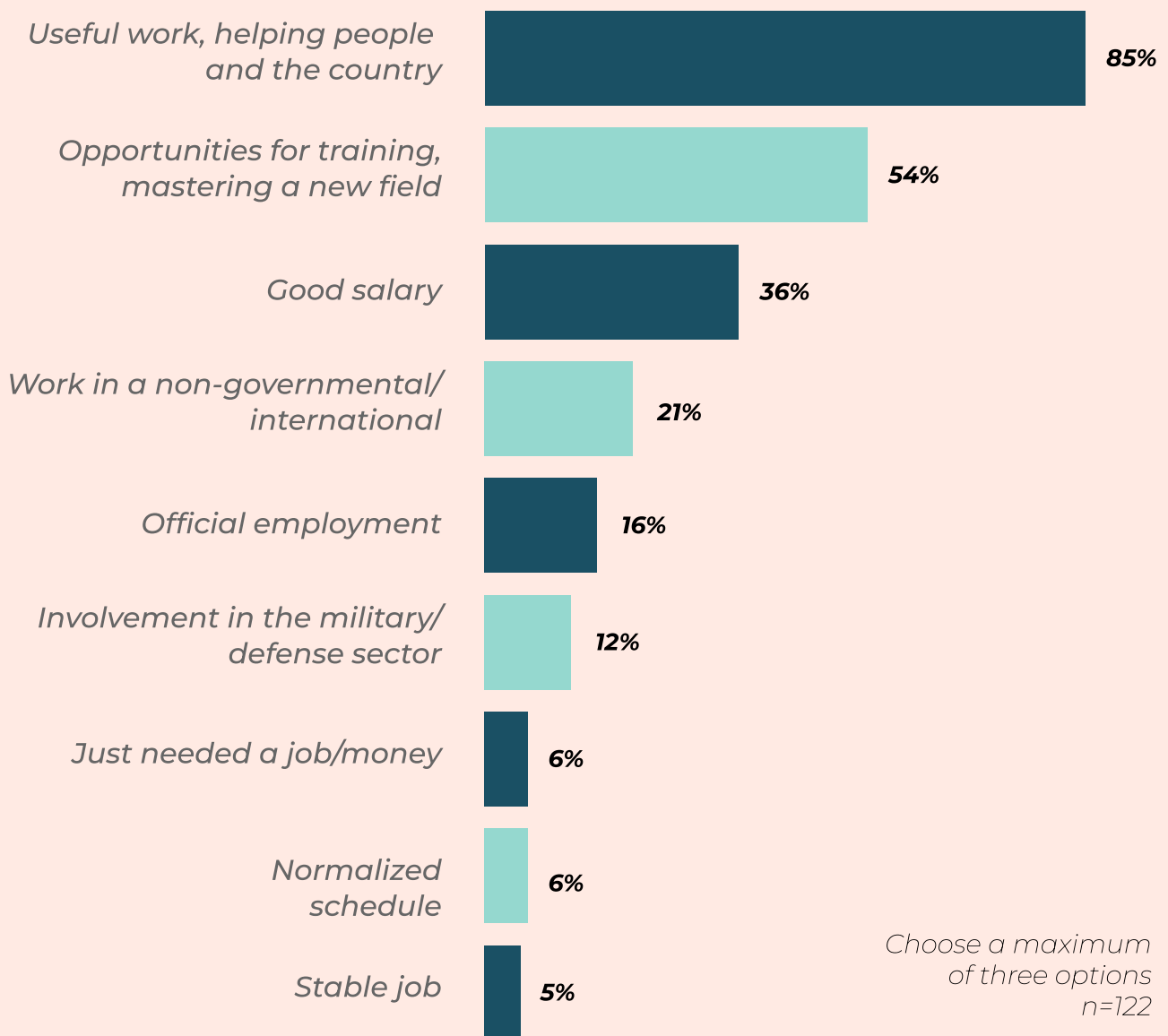
I didn't even think about it. When they offered it to me, I immediately said I would go, because intuitively I felt it was mine and I had dreamed of such a job since childhood. I had been waiting my whole life to work in this field

Woman, Sloviansk, junior deminer, IDINº5

Additional motives for choosing to work in humanitarian mine action, which women noted during the survey, also included the opportunity to work in a non-governmental/international organization (21%), official employment (16%), and involvement in the military sphere/defense (12%).

During the quantitative phase, women also indicated, by assessing in percentages, the extent to which each of their chosen motivations was realized and the extent to which they actually got what they wanted. Interestingly, **absolutely all of the key motivations mentioned by the respondents for choosing to work in humanitarian mine action were, in fact, fully realized.**

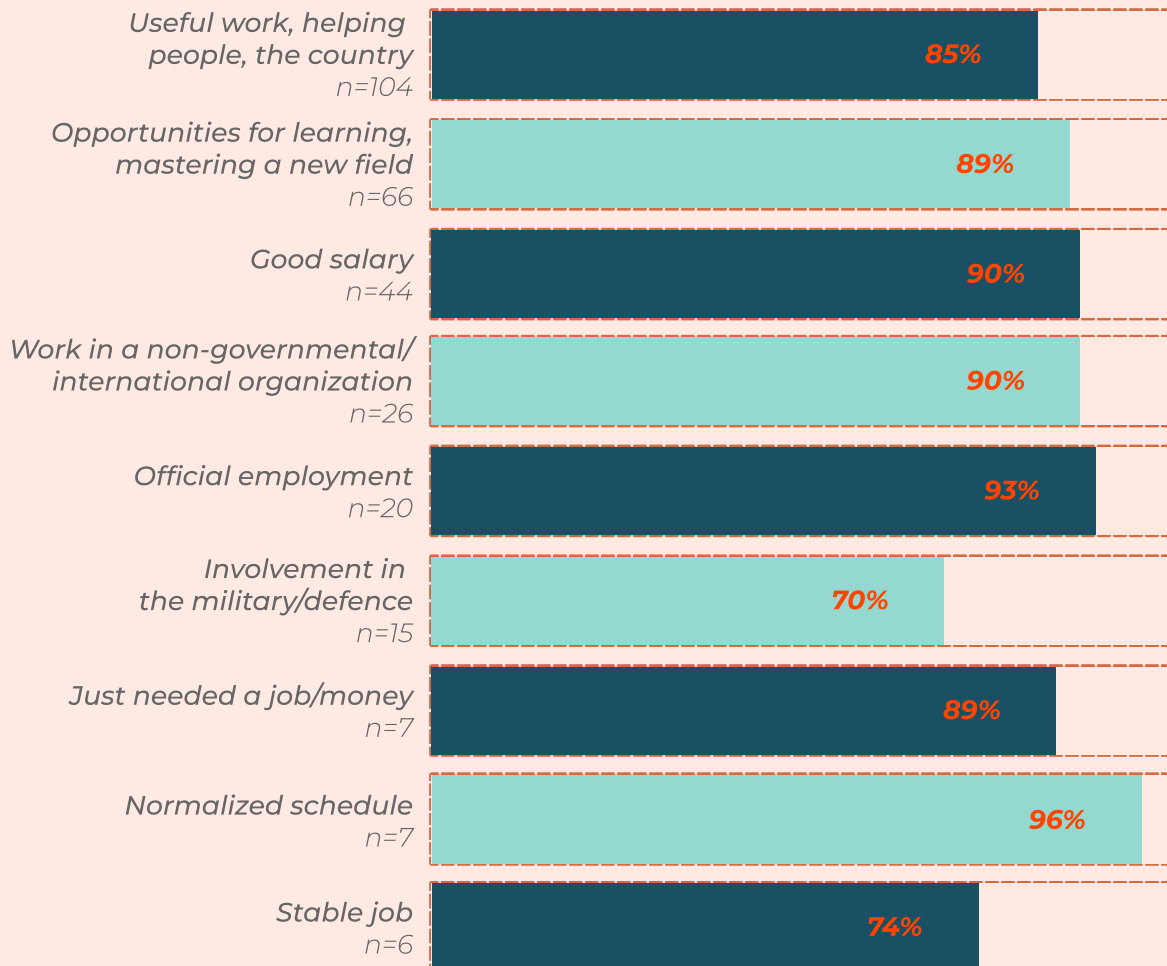
Q. What was your key motivation for choosing to work in humanitarian demining?



This indicates that women's expectations regarding aspects of work important to them were met in practice. The highest percentage of realization was among such motivations as a normalized work schedule (95% realized), official employment (93%), and working in a non-governmental/international organization (90%) - it is according to these criteria that female workers actually received what they wanted. In turn, involvement in the military sphere/defense, although still having a fairly high rate of actual realization (70%), nevertheless shows a comparatively lower percentage, which may indicate some mismatch in women's perceptions of the field.

Q. To what extent was this motivation realized/to what extent did you get what you wanted? Please rate on a scale from 0% - not at all (disappointed), 100% - got exactly what you wanted.

The graph shows the average percentage for each motivation, for n<50 the data is only for understanding the trend.



According to the study conditions, the vast majority of respondents who do not work in the field of humanitarian mine action have jobs at the time of the study, but are considering looking for new ones. **The main motive for changing jobs is low wages;** isolated reasons mentioned include unstable employment, the threat of redundancy, burnout (due to constant communication with people), and the feeling that it is not their profession. Among respondents aged 40+, there were beliefs that finding a job is much harder with age, and the choice of professions is smaller. Interestingly, potential female employees, while expressing a preference for work that matches their specialty, are also ready for a career change.

Barriers to working in the sector

The most common spontaneous fear among the surveyed potential female employees regarding demining work was the **fear of a threat to life**. Despite the fact that women acknowledge the important safety role of professional training and personal responsibility, the very perception of the profession as a constant danger became a key barrier for the respondents, since this work, according to those surveyed, cannot exclude risks to life and health at any level of training. It is worth noting that the respondents **assume the potential impact of their own lack of knowledge about the nuances of the work on their fears regarding this profession**: they may not take something into account, exaggerate, etc.

At the moment, yes, because I have no idea how it happens. In my imagination, they give you a device and you go to a certain area, you walk and you'll step on a mine. But I understand it's not that simple. So, right now, the fear is due to a lack of knowledge

Woman, Chernihiv, potential candidate, IDIN^o12

Probably, like everyone else, that I won't see something, and my life will end

Woman, 28, Kharkiv, potential candidate, IDIN^o15

In addition to the fear of direct threat to life and health, respondents voiced other spontaneous barriers. In particular, among the key barriers were the **necessity of business trips and separation from family** – many women have children and believe that demining work requires constant absence from home. At the same time, **unclear working conditions and nuances of training** also became barriers for women who do not work in demining. For example, a lack of information about the duration of training and the work contract, work schedule, working conditions, and safety conditions negatively affects women's perception of demining work.

“

Of course, you have to work away from home. Well, it's not so much a fear, as you might say. Well, at the moment it's not entirely convenient for me
Woman, Bakhmach, potential candidate, IDINº10

”

“

Two months of training is very little to be a good specialist. You can't learn to be a specialist in two months

Woman, 37, Kharkiv, potential candidate, IDINº16

”



RESEARCH FINDINGS

CHAPTER 2

Employment in the sector: search and key challenges



Common criteria when searching for a job for both current and potential deminers were salary and a comfortable schedule. Indeed, a satisfactory financial reward is a different amount for all women (on average, 25,000 UAH), but the stability and regularity of payment is an important and common criterion for all respondents. For women with preschool and school-aged children, the issue of business trips became critical: they should be infrequent (once every three to six months) and short-term (up to a week), as well as a schedule that ideally provides for fixed mandatory days off and clear working hours during the day. At the same time, women with older children mostly showed greater flexibility regarding the issue of business trips. **The possibility of training and professional development is also important** for many women in both groups.

“ *Good salary, stable schedule, full social benefits package, thirst for something cognitively new*
Woman, Kharkiv, chief technical survey specialist, IDN⁴ ”

“ *For me, the possibility of career growth is important. I became interested in international companies because there are broad opportunities, more interesting working conditions, so I want to learn English. Salary is also important, it should be 20-25 plus*
Woman, Chernihiv, potential candidate, IDN¹² ”

At the same time, **differences in job search criteria** were also identified. For example, for those women who do not work in the field of humanitarian mine action, the following aspects were also important: **the territorial location of the workplace** (not far from home) and guarantees from **the employer** (official employment, social benefits package).

“ *So that it's convenient for me, so that it's not too far from home. Because I have a child, so I need to especially dedicate time and attention to her now, because the school year is ending and we need to decide on her future.*
Woman, Bakhmach, potential candidate, IDN¹⁰ ”

Salary, social benefits package, and safety. I need to be officially employed to have sick leave. And of course, I'm interested in the salary. Official salary, official employment

Woman, 43, Kurin', potential candidate, IDNº9

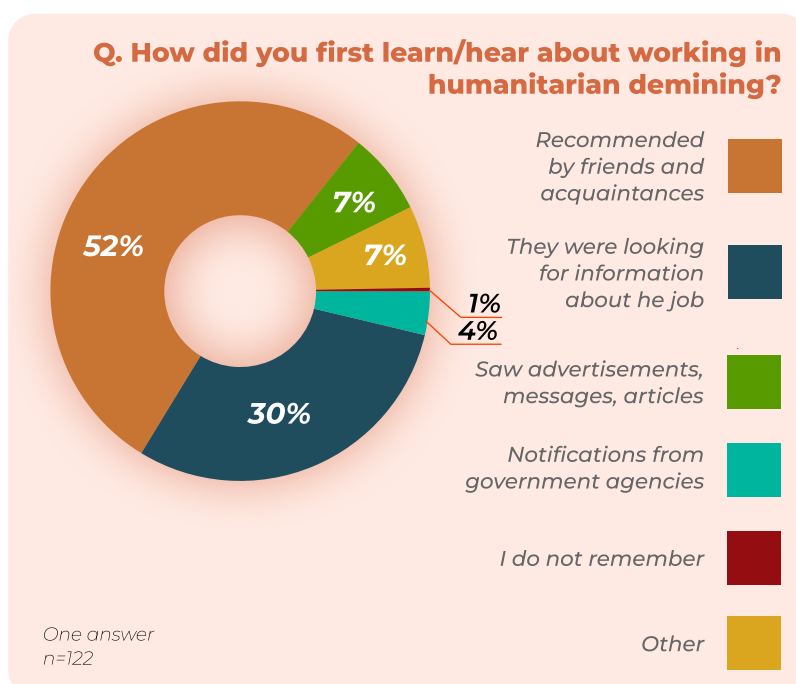
Most women currently working in the field of humanitarian mine action mentioned in interviews that they learned about the job through acquaintances working in the field. And they found their current job either through job search websites (WorkUA or RobotaUA) or through acquaintances. Interestingly, only one respondent added a resume to a job search website without applying for a specific vacancy - most respondents did the opposite, finding a vacancy first. **Thus, we can talk about a certain inaccessibility of information regarding demining work, since the respondents either took targeted steps** (specifically looked for such a vacancy) **or stumbled upon a vacancy through random circumstances** (through stories of acquaintances).

It was my volunteer acquaintance (now a colleague) who said they were hiring, because he saw my burnout. And I thought it was time. I sent my resume to this acquaintance, and then a vacancy opened up on RobotaUA

Woman, Kharkiv, mine survey specialist, IDNº1

According to the survey results, more than half of the women, specifically 52%, first learned or heard about work in humanitarian mine action through friends or acquaintances, and somewhat less often (30%) the respondents themselves searched for information about the work and found a vacancy. Only a few (7%) noted that they saw advertisements, messages, or articles about such work and then looked for more details.

Individual women mentioned that they came across work in government agencies (social services, employment service, etc.) or received an offer on their resume directly from the organization.



Among women who do not work in the field of demining, the vast majority have not seen deminer vacancies and have not been interested in them. Only a few women have come across vacancies on job search platforms (e.g., Work.ua, Robota.ua) or heard about humanitarian demining from acquaintances, but they did not inquire about them in more detail and most likely did not consider them as an option for themselves. Respondents **spontaneously tend to identify the profession as "male"**, allowing women more readily as medics or lecturers, but not as direct deminers. In a more detailed discussion, the respondents assume that women can be involved in the profession (based on the example of the Armed Forces of Ukraine), but constitute a minority compared to men.

Are there many women? Well, the women's movement is being popularized now, and we have quite a few women in the Armed Forces of Ukraine. So, I think maybe 50%, most likely, but maybe around 30% are there
Woman, Chernihiv, potential candidate, IDN^o11

I actually thought, until this interview, I thought it was more of a man's job
Woman, Liubotyn, potential candidate, IDN^o13

After reviewing the job description for a deminer (the description was provided during the interview), some women remained skeptical, despite the fact that some of them were still interested in the possibility of training and mastering a new field, as well as being involved in a cause beneficial to the country and society, **while others were categorically opposed and frightened.** These women, after a detailed review of the vacancy, admitted that such a profession was rather for 'others': women who are more physically resilient, morally stable, undemanding of comfort, braver, and with previous relevant experience. Overall, the respondents were rather cautious about the proposed vacancy, expressing doubts or concerns.

The key aspect of concern was the safety component: a pronounced fear for life and health. Women expressed some spontaneous distrust of the safety nuances despite the availability of training and protection, as they have limited knowledge and understanding of them. The safety aspect raised doubts and concerns even among those women who generally do not rule out the possibility of trying themselves in the field.

How much do the protective equipment provided by the employer protect? What do they protect against and to what extent? There should be a more specific description of what exactly, what these means are
Woman, 43, Kurin', potential, IDINº9

In addition to this, **concerns regarding the job description also arose regarding the working conditions**, leaving a number of aspects in question. In particular, the following points remained unclear: the work schedule (working hours and availability of days off), the level of comfort in 'field conditions' (what 'field conditions' entail in general), the frequency and duration of business trips, shared accommodation or living arrangements with male colleagues, contract terms, etc. The potential unwillingness to adapt to the specifics of the profession, which, in the women's opinion, involves discomfort and physical difficulty, as well as the need for separation from family, became barriers for many respondents.

It's still unclear how safe it is, what field conditions are. Because living in a tent after working in the field - that's a no. Probably this job is not for me, because I'm not ready for such conditions.
Woman, Chernihiv, potential, IDINº12.

Living in field conditions doesn't really appeal to me. I haven't been in such conditions for a long time and I don't know if I would cope with it. The fact that it's far from home.
Woman, Bakhmach, potential, IDINº10

Questions also arose regarding remuneration as one of the aspects of working conditions in general. In particular, the pay, on the one hand, seemed insufficient to the women for this type of activity, and on the other hand, unclear due to the wide range (from 10,000 to 40,000 UAH). The conditions on which the actual salary depends turned out to be incomprehensible to the women, and therefore the potential salary is more likely to be associated with the lower amount.

In which zone will I receive 10,000, and in which will I receive 40,000 or more, as it is written there. What does the salary depend on?
Woman, 43, Kurin', potential, IDINº9

Barriers to Women's Involvement in the Field

According to all respondents, a number of factors prevent women from applying for such vacancies and trying themselves as deminers. In particular, a **lack of awareness about the profession as such or a stereotypical perception of it, which provokes fears and a false perception of the work as extremely dangerous.** Many potential candidates associate demining work with constant risk to life due to a lack of understanding of how the process actually takes place. And **a lack of general information about working in the field of demining** is a barrier for women to start working in the humanitarian demining sector, according to 39% of respondents.

First of all, it's the safety issue and a lack of understanding of how it all works. I think there's a stereotype that demining is something very scary and that men should do it. There is some general lack of awareness about what this profession is and what exactly needs to be done there.

Woman, Chernihiv, potential, IDIN⁹12

Along with this, the respondents suggest the existence of a stereotypical **perception of the profession as 'masculine'**, and therefore women are less likely to consider the field as an option for themselves. Thus, **more than half (54%) of the surveyed respondents who completed the questionnaire consider the notion that this is a job for men to be a key barrier for women to start working in the humanitarian demining sector.** As is the lack of information about opportunities for women in this field, according to 37% of respondents. Some women still believe that demining is exclusively a matter for men, as it requires physical strength, endurance, and technical skills, and there is a societal bias that women are not capable of working in such stressful conditions or that they may 'distract men'. Some respondents suggested that there is a fear among women of working in a male-dominated team due to the threat of discrimination or bullying.

Probably fears that I won't succeed, that there are many men, that everyone will bully me, saying 'you're a woman, where did you climb?' That's why I advise trying, you can always leave this position

Woman, Kharkiv, team lead of the GFO team, IDINº2

Doubts about their own abilities and insecurity are also among the reasons that prevent women from trying themselves as deminers. Many women believe that they lack the necessary knowledge and skills for such work, and some believe that the training will be too difficult or not long enough for them to feel confident in the job. Thus, 16% of respondents suggest that the perception of the need for military training is a barrier for women to start working in the humanitarian demining sector.

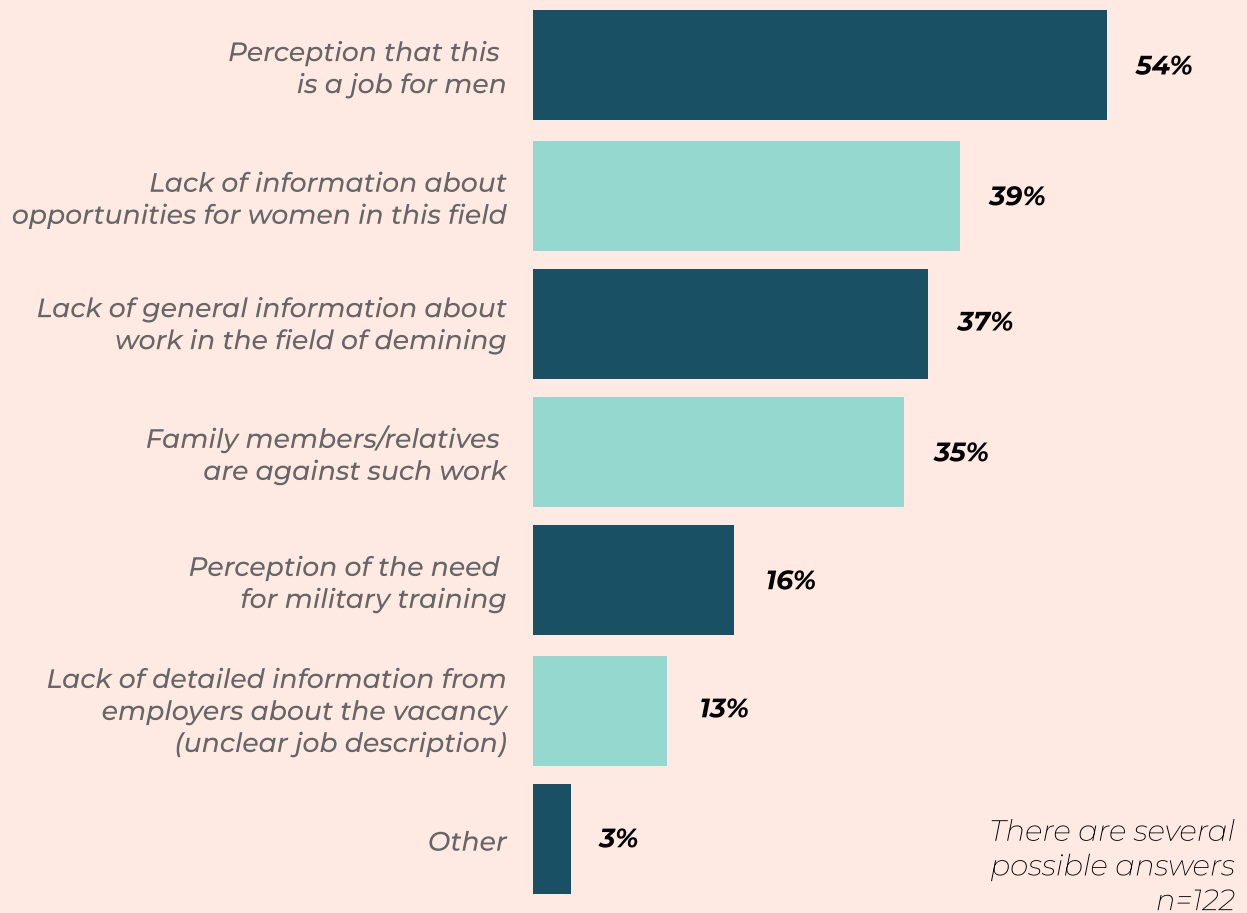
Insecurity, stereotypes, lack of knowledge that this is, in principle, normal for women.

Lack of knowledge that there are many women there, they are hired and trained'

Woman, Chernihiv, potential, IDINº11

The perception of long-term deployments, living in field conditions, physical discomfort, and workload are also significant barriers, especially for women with families and young children, as women often have to combine work with family responsibilities, which would be more difficult to achieve in the case of demining work. In particular, the lack of detailed information from employers about the vacancy (unclear job descriptions - working conditions, the essence of the work, etc.), according to 13% of respondents, is one of the barriers for potential female employees to apply for vacancies in the field. No less important a factor that may deter women from demining work, according to the respondents, is **resistance from family**. Husbands, parents, and other relatives often try to dissuade women from this profession, considering it too dangerous or unacceptable for women. Indeed, 35% of respondents suggest that the situation where family members / relatives are against such work is a significant obstacle for women.

Q. What are the challenges for women to start working in the humanitarian demining sector?



The motivation to join the field among potential female employees who hesitate and feel fear depends on a combination of various aspects. **Most women need more detailed information and want to be sure that their lives are not in constant danger;** they need a thorough explanation of safety measures, protective equipment, as well as quality professional training. Along with this, **it is important for women to better understand the working conditions that await them:** work schedule, duration and frequency of business trips, territorial location, social benefits package, contract details, etc. Some women avoid long-term deployments or permanent stays in field conditions, and therefore comfortable working conditions, among other things, can motivate women to consider the vacancy. In addition, **a competitive salary and the possibility of career growth** can also be a great incentive to try oneself in the field of humanitarian demining. If these factors are ensured, more women who are skeptical and hesitant or afraid can potentially be involved in the field of humanitarian demining.

The salary should be 30-35 thousand plus. It is important to understand the conditions: is it going out to the field and working 8 hours or how? Or are there already some modern devices? It is important for me to understand that it is as safe as possible. The possibility of career growth and exchange of experience is also important, so that there is training from employees, including the exchange of experience with foreign specialists, because only with practice is it possible to catch up on all the knowledge that might be overlooked in theory
Woman, Chernihiv, potential, IDIN^o12.



RESEARCH FINDINGS

CHAPTER 3

Assessment of working conditions for women in the sector



Among **the main advantages of their current work** in humanitarian demining, the women who participated in the interviews primarily mentioned **helping the population and the benefit they bring through their activities:** neutralized explosive devices no longer pose a threat, the land is not dangerous for future generations, etc. No less important, and related to the previous point, is self-realization, which manifests itself through a sense of pride in their work and contribution to building a safe future. In addition, most respondents noted that important positive aspects of the work also include a **favorable atmosphere in the team, team spirit, and humane treatment from management** (in contrast to disrespectful treatment and abuse of power in previous jobs), which is manifested in particular in the responsibility for the physical safety and high-quality technical support of employees. Some women also highlighted, rather as additional advantages of their current job, the possibility of training and professional development, as well as comfortable working conditions and good salary.

What motivates me to work is that this is my homeland, I grew up in the Izium region. I want to walk with my child, visit my grandmother, and not be afraid that my child will run somewhere after a ball and an unpleasant incident might happen. This is my personal motivation
Woman, Kharkiv, chief technical survey specialist, IDIN^o4

I like my colleagues, my team, because we have become very close-knit. I really appreciate our communication, our friendship
Woman, Kharkiv, mine survey specialist, IDIN^o1

I see the attitude of our management. Currently, our manager is not Ukrainian, how they are here with us, helping. These funds are replenished, people also pay taxes, and they support us in every way
Woman, Kharkiv region, senior sapper, IDIN^o8

The respondents had experience in completing the necessary training for the job. In particular, basic courses on demining and working with explosive objects, EOD training, medical training, psychological support training, gender equality training, and English language courses were mentioned in the interviews. Although most women received quality training, many of them need additional training, and some respondents noted that they do not neglect self-study. **Among the requests voiced were training in psychological support, both for the war-affected population and for employees, as well as in-depth courses in medicine and tactical medicine.**

I now want to learn psychological training, how to support people affected by the war. I would like psychological debriefing training

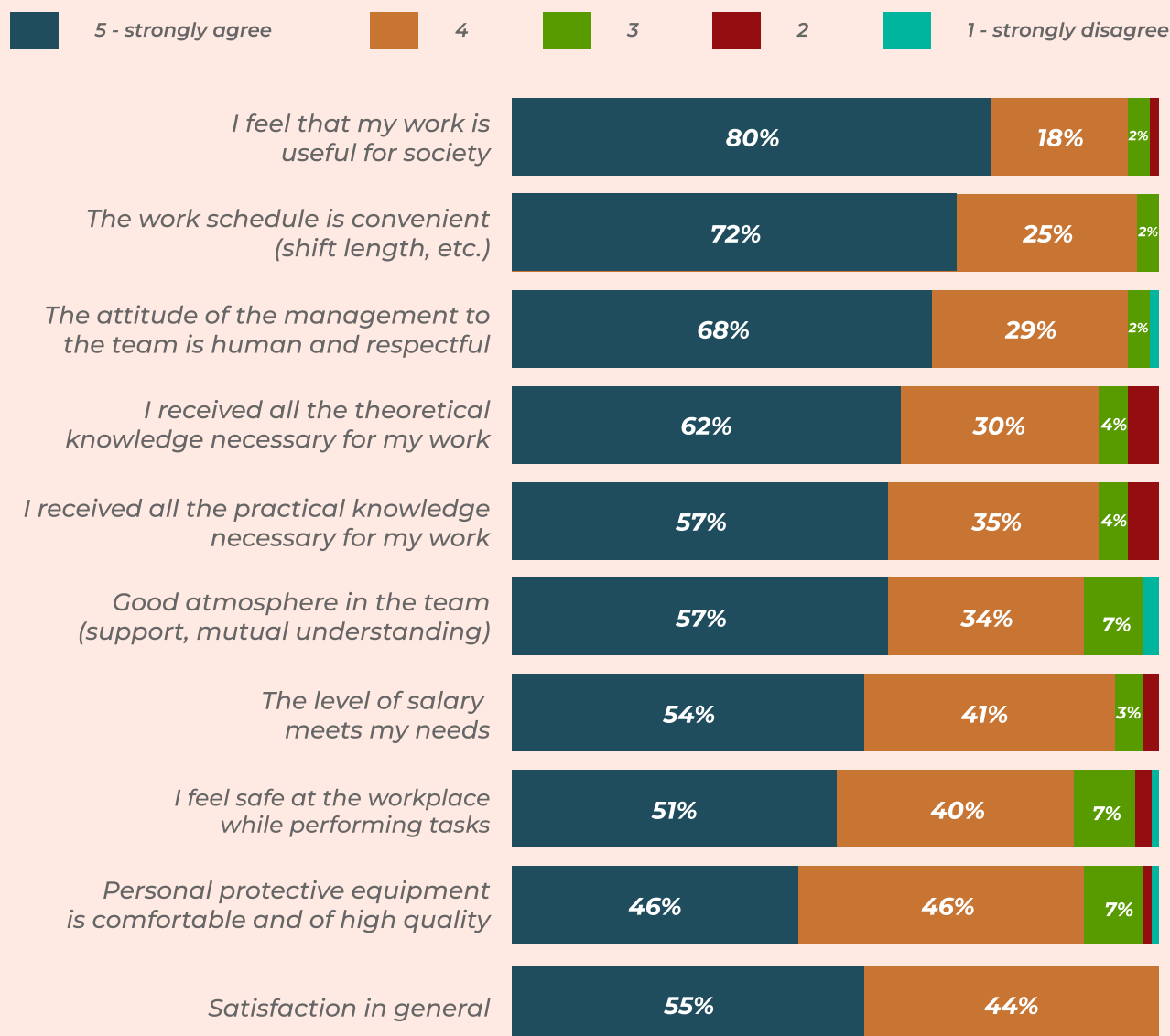
Woman, Kryvyi Rih, community liaison and survey specialist, IDIN°6

According to the results of the quantitative research phase, all the women surveyed are either completely satisfied (55%) or satisfied (44%) with their current work. At the same time, 93% of respondents stated that they received all the **theoretical knowledge** necessary for their work. For the rest of the respondents, the reasons for disagreeing with this statement include independent study of the theory and the availability of a prior knowledge base. Similarly, the majority of women, namely 93%, noted that they received all the **practical knowledge** necessary for their work. Among those who somewhat disagreed with this statement, the following points were voiced in particular: 'insufficient support in obtaining practical knowledge from the NGO', 'there is no methodological base', 'I do almost everything myself', 'there are no special trainings'. About 5% of respondents believe that the **level of wages** rather does not meet their needs due to 'the lack of salary increases despite their long service', as well as 'too low pay compared to the salaries of colleagues and similar companies'.

Despite the fact that 91% of respondents in the survey confirmed the existence of a **good atmosphere in the team** (support, mutual understanding, etc.), the rest admitted that they had encountered conflict situations, insults, unhealthy competition, sexism, etc.

Q. Please assess how well these statements apply to your current job.

1 - strongly disagree, 5 - strongly agree



According to 96% of respondents, **the management's attitude towards the team is humane and respectful**. It is important to note that 97% of respondents **consider their work useful for society**. At the same time, some women shared the following negative comments regarding this: 'Compared to the military, the SES, the SSTS, and other organizations, we clear very few territories', 'Unfortunately, this is a very long and sometimes senseless process, and when locals are dissatisfied with our work, they are mostly right, and we understand them', 'The demining process is very slow, and at the moment, the help does not feel significant'.

Although about 96% of the female respondents who completed the survey noted that **personal protective equipment is comfortable and of high quality**, the rest either remarked that due to their position (administrative staff, instructors) they do not have personal protective equipment, or expressed complaints about unsuitable sizes or the need to purchase equipment themselves. **The work schedule is convenient** (duration of shifts, etc.) for 97% of respondents, while the rest expressed dissatisfaction with irregular hours and an insufficient number of days off. 90% of women **feel safe in the workplace, while performing tasks**, while others emphasized that they do not feel safe in general during the war.

Despite the fact that some respondents in in-depth interviews noted that in practice they rarely encounter difficulties in their work, certain problematic aspects were still identified. Thus, **among the key difficulties mentioned were unfavorable weather conditions**, which create physical discomfort during the direct performance of job duties. They also spoke about a certain kind of psychological discomfort, as some women felt **fear due to the potential danger of working with explosive objects**, especially in the early stages of their professional activity. In addition, a community liaison and survey specialist noted that she sometimes encounters **skepticism and rejection from local residents** who, against the background of their own experience with explosive devices, are rather dismissive of educational activities. A language barrier, which manifests itself in communication with foreign management, was also mentioned.

People who saw the occupation, who saw UXO, and they have misunderstandings with us. They understand that we are in a safe territory, we were not involved in this, we don't understand what it was like. There is psychological discomfort in the fact that people don't take us seriously when we convey information. People are skeptical because they have already seen it, they don't understand that it is a danger

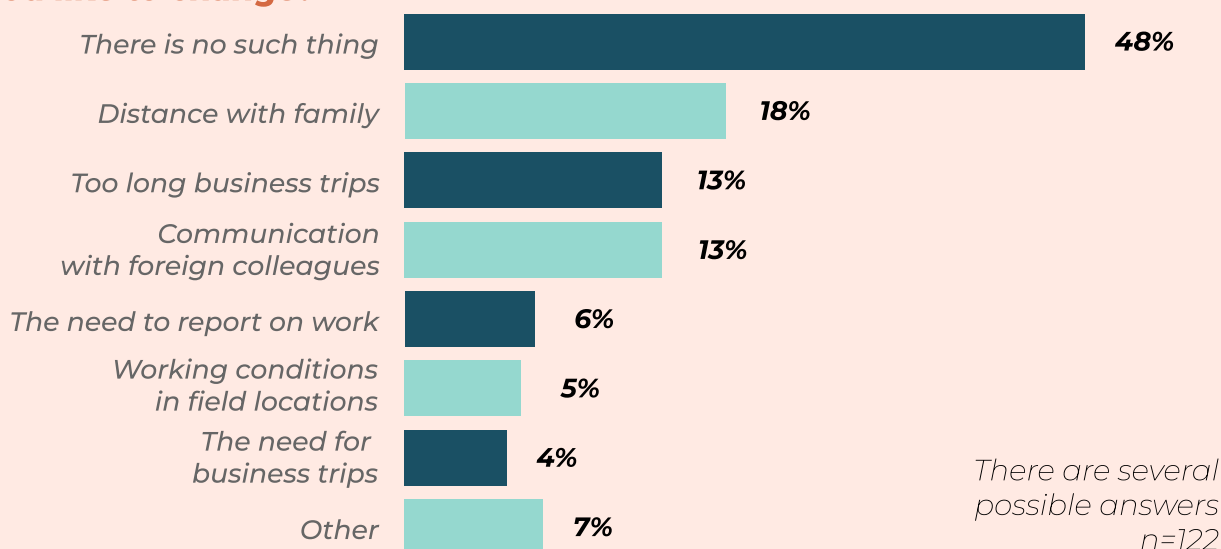
Woman, Kryvyi Rih, community liaison and survey specialist, IDIN^o6

The most difficult thing turned out to be when I saw an OZM-72, to overcome my fear. It wasn't even me who saw it, but a deminer, he froze, our psychologists worked with him. Later, I began to understand, to learn, and this fear gradually receded

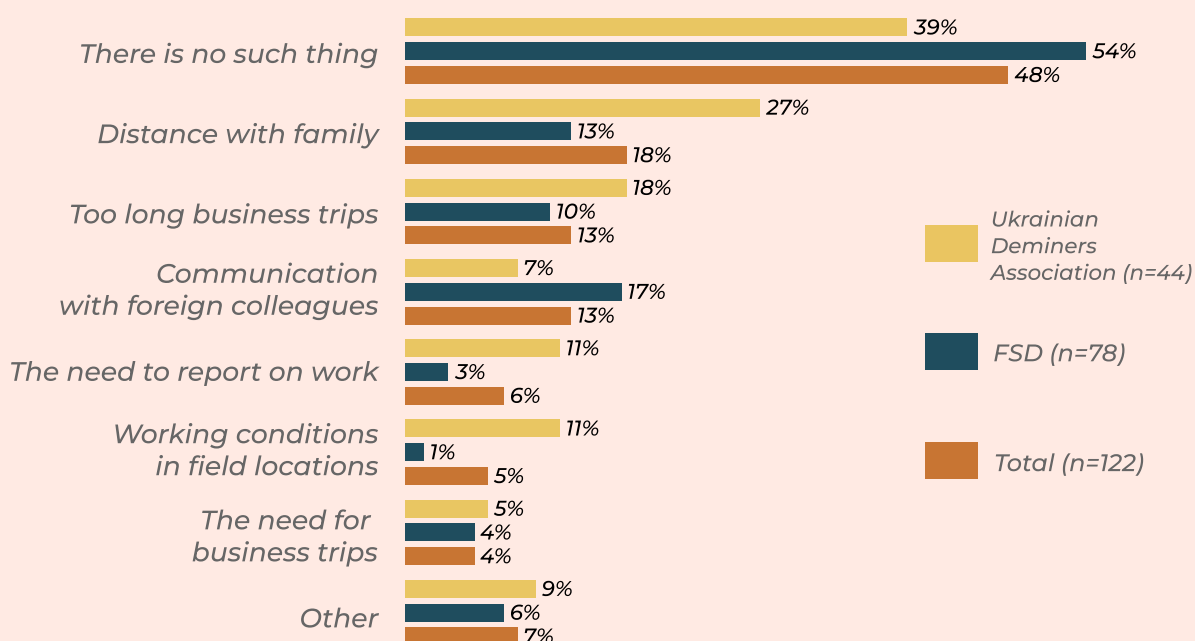
Woman, Kharkiv region, senior sapper, IDIN^o8

Speaking about the quantitative research phase, although 48% of women stated that **they would not want to change anything** in their work, for 18% the problematic aspect is the distance from family, for 13% it is communication with foreign colleagues, and for the same number of women - too long business trips. Much less frequently, respondents mentioned difficulties such as the need to report on work (6%), working conditions in field locations (5%), and the need for business trips (4%). The following problematic aspects were also mentioned in isolation: constant attachment to office work, as well as uncertainty about their financial future due to pauses between contracts.

Q. What is the most difficult thing for you in your work now / would you like to change?



By organizations (Data to understand trends. The number of respondents per organization is not enough to draw statistical conclusions)



Among the open answers “Other”, FSD employees indicated:

- *“Constant connection to work from the office”*
- *“Being tied to work from the office”*
- *“Attitude to women and career development”*
- *“Gaining more experience in a new position”*
- *“Unjustified accusations and threats from the management. I really like the organization itself, but the management on the ground is not engaged in demining !!!!”*

Among the open answers “Other”, the employees of the of Ukrainian Deminers Association indicated:

- *“Living in a group of 10 people in a house with 1 kitchen and bathroom”*
- *“Unfortunately, it is a very long and sometimes meaningless process and when the locals are not satisfied with our work, they are mostly right and we understand them.”*



RESEARCH FINDINGS

CHAPTER 4

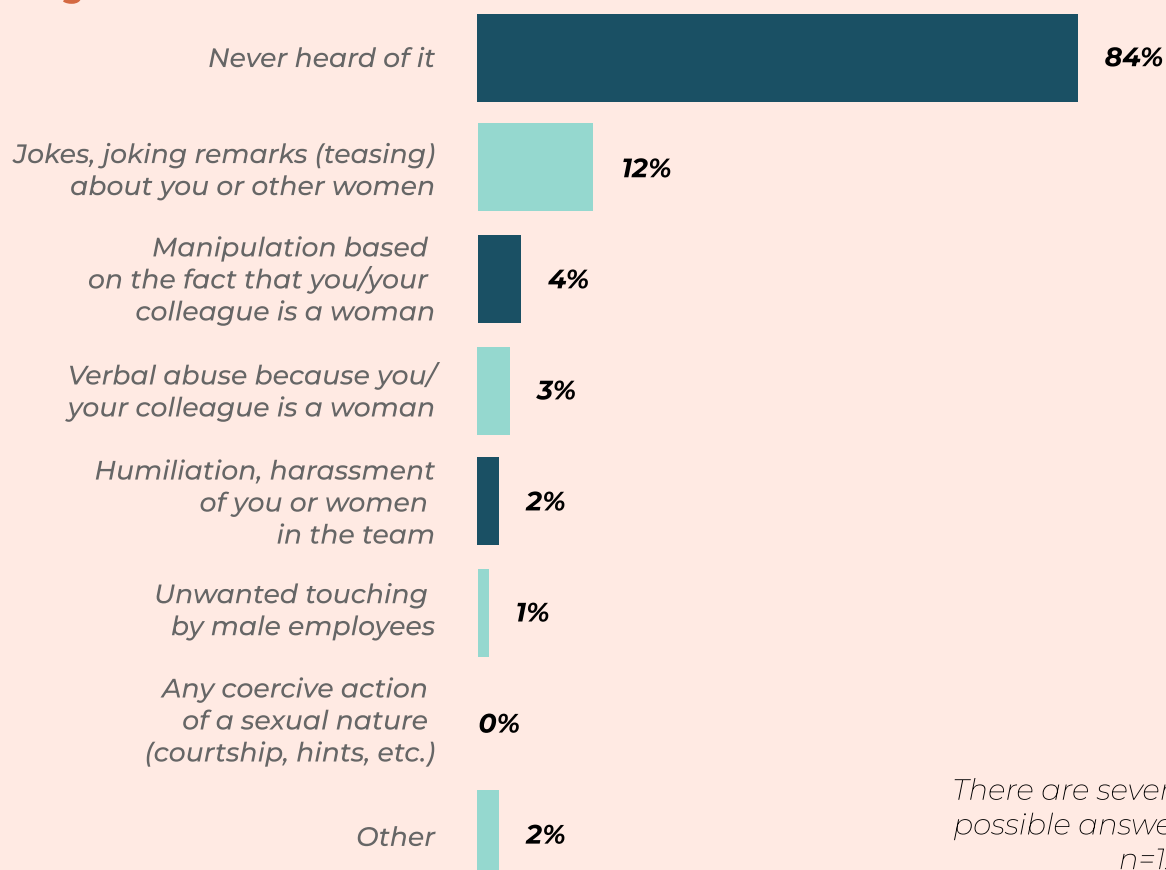
Gender aspects in humanitarian demining



Regarding gender stereotypes directly at work, **none of the women who participated in the in-depth interviews and the vast majority of those who completed the survey (84%) did not encounter gender discrimination from colleagues.** Despite the fact that male colleagues may help women physically (lift something, load something, etc.) or provide moral support, the respondents did not note any manifestations of gender inequality within the organization. Thus, **the respondents of the in-depth interviews did not encounter discriminatory stereotypes at work, nor did they encounter barriers to career advancement.** However, women in the quantitative phase reported experiencing gender discrimination, particularly in the form of jokes or humorous remarks (teasing) directed at them or other women (12%). Less frequently, they encountered manipulation (4%) or verbal insults (3%) due to being a woman or having a female colleague.

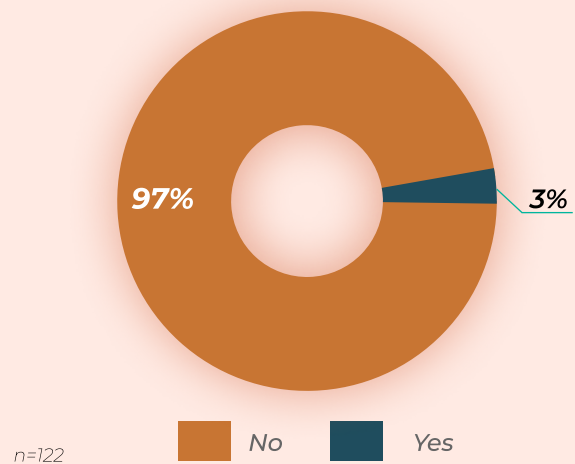
The vast majority of women (97%) in the quantitative phase do not cite examples of situations where male employees were given any advantages over female employees, and the following situations were mentioned in isolation: priority in leadership positions, respect for male colleagues.

Q. Have you ever heard the following in your team / from your colleagues:

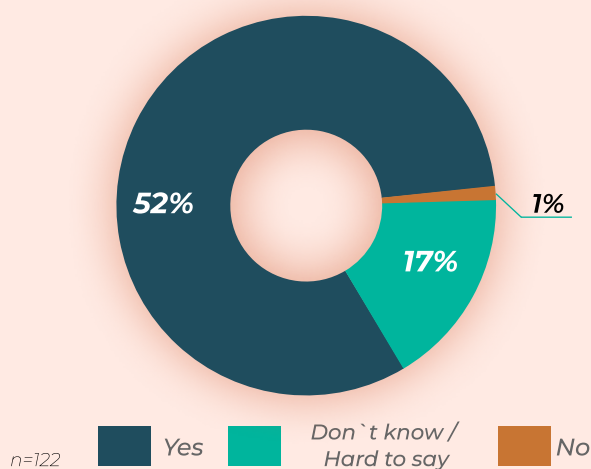


All participants in the in-depth interviews and the vast majority (82%) of those who completed the questionnaire and hold positions with the potential for promotion expressed a desire to advance their careers in the future, based on their acquired knowledge, skills, and experience. At the same time, according to the results of the quantitative phase, 10% of women rather do not understand or do not know how to move to a higher career level within the organization.

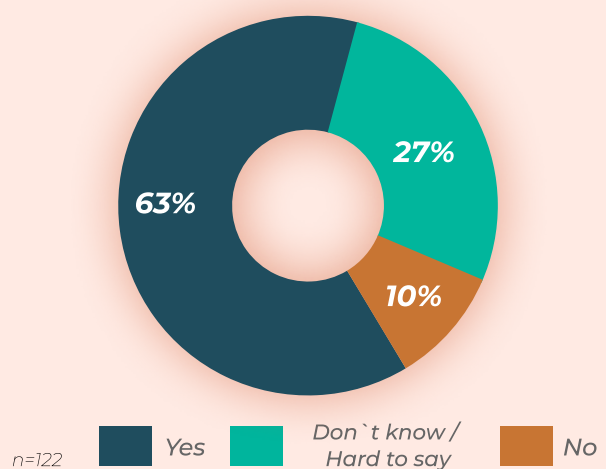
Q. Can you give examples of situations where male employees were given any advantages over female employees?



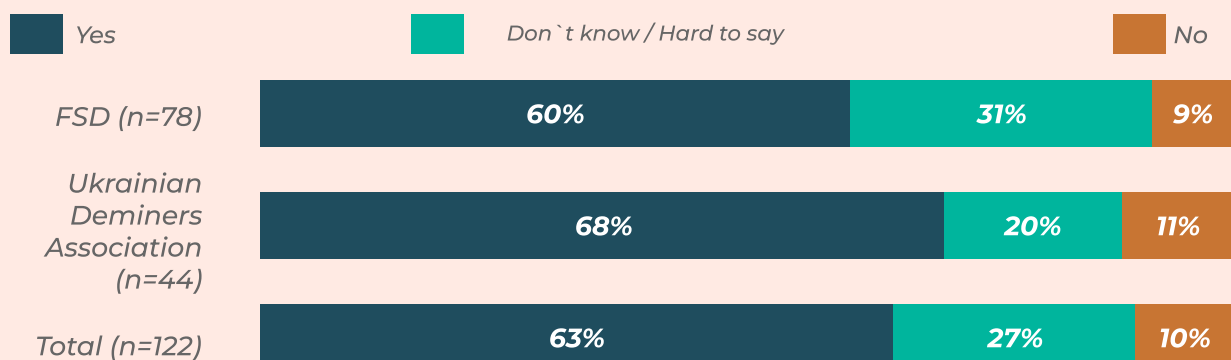
Q. Are you personally interested in further career development in the field of humanitarian demining?



Q. Do you know/understand how you can move to a higher career level in this company, what you need to do for this?



By organizations (Data to understand trends. The number of respondents per organization is not enough to draw statistical conclusions)



Some of the respondents in the qualitative phase noted that they still had experience with prejudice and gender stereotypes from their close circle, the local population, or employees of other related organizations. In particular, women faced being ignored, mansplaining, as well as a lack of acceptance of the fact that women are involved in military affairs. Among the key stereotypes encountered by the respondents were the following: 'this is not a woman's profession', 'a girl in such a job', 'she went there to find a husband'.

During communication with beneficiaries: with farmers, with ordinary people, there is such a thing as "what are you telling me, I have seen and heard everything". There was a case when I was telling them something, and they seemed not to hear me and talked to my adult male colleague.

Woman, Kharkiv, mine survey specialist, IDIN^{o1}

As for the team, there are no stereotypes towards female sappers. Full gender equality, there is no "you're a girl, you don't do this". Here, even if a girl whines, they will say to her "what's wrong with you, everyone here is equal"

Woman, Kryvyi Rih, rescue sapper, IDIN^{o7}

During the in-depth interviews, it was revealed that the reaction of the respondents' surroundings to their work in demining was varied. Despite the fact that the close ones and relatives of some female deminers accepted the fact of their involvement in the field of humanitarian demining with understanding, acceptance, and support, most respondents faced the opposite. **For the most part, the closest relatives of many deminers were against their work, perceiving it as extremely dangerous due to a lack of information.** It is worth noting that in all cases, the situation was managed to be changed after detailed information and reassurance of relatives by the respondents themselves.

Mom, grandmother, everyone started grabbing their heads, where are you going? It's dangerous. They are not familiar with the topic, they don't understand
Woman, Kharkiv, team lead of the GFO team, IDIN^{o2}

“

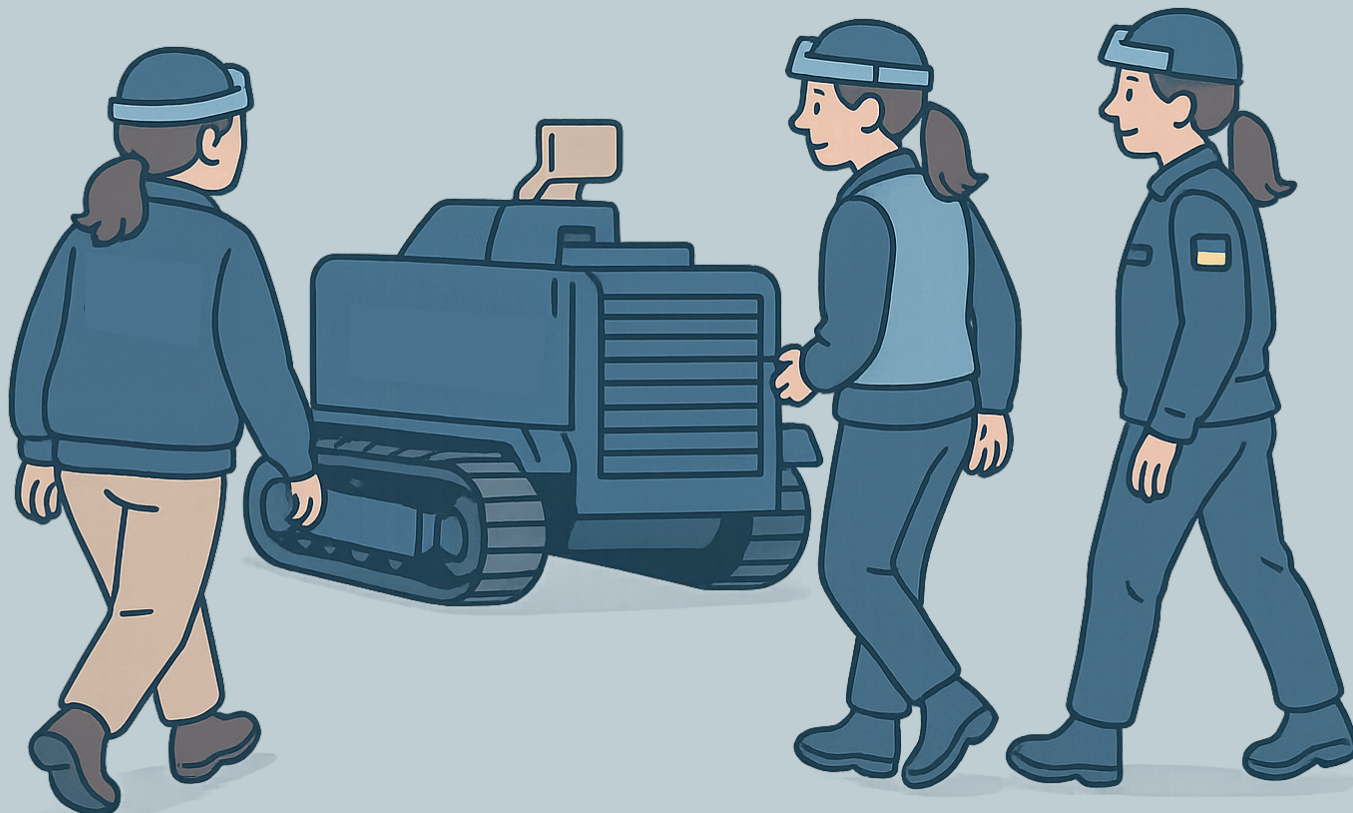
*My husband was against it. My brother, who is currently serving, shouted: 'What are you doing?'
Woman, Kharkiv region, senior sapper, IDINº8*

”

“

*With caution. They did not have complete information about this place, this organization, as it is new in the city. Now they perceive it normally
Woman, Kryvyi Rih, community liaison and survey specialist, IDINº6*

”



RESEARCH FINDINGS

CHAPTER 5

Typology of study participants



Based on the in-depth interviews conducted, five typical segments of women who perceive work in humanitarian demining differently were identified. These groups differ significantly in their **motivation, emotional attitudes, behavioral patterns, level of openness to new experiences, and willingness to work in conditions of potential risk**. It is worth noting that these groups may not cover all possible types, as they were identified based on the interviews conducted - additional groups may exist beyond them.

This approach to typologization allows for a better understanding of the **internal logic of decision-making, the identification of barriers and stimulating factors** influencing career choice, as well as the development of **effective communication and engagement strategies for women in the field of humanitarian demining**.

This section presents five main segments:

- **Professionals by Vocation** — women who perceive demining as a mission and strive to contribute to the safety of society.
- **Rational Pragmatists** — those who focus on stable employment, clear conditions, and social guarantees.
- **Challenge-Oriented** — women who consciously choose challenges, seeking dynamism, action, and thrills.
- **Hesitant Candidates** — potential candidates who show interest but have doubts and need more support and information.
- **Wary** — women who, due to strong prejudices or fears, do not consider this profession acceptable for themselves.

Each of these groups has its own system of motivations, fears, and beliefs that determine its behavior and decisions regarding entering the profession. In the following subsections, each segment will be considered separately — with an analytical description and direct quotes from interviews that illustrate the key features of representatives of each group.

Segment

'Professionals by Vocation'

These are women with a strong intrinsic motivation, for whom working in humanitarian demining is primarily a way to help people, contribute to the country's recovery process, and realize their values. They often have experience in related fields (civil service, medicine, social work) and a high willingness to work in difficult conditions.

Their decision is dictated by a sense of responsibility, patriotism, and a desire to be useful. What is important to them is not only professional fulfillment but also the awareness that their activities have a deep social meaning.

“ *This is my internal motivation to help the country and Ukrainians*
IDINº1.docx ”

“ *I get great satisfaction when my reports are validated and accepted by the Mine Action Center*
IDINº1.docx ”

“ *Well, yes, of course, to contribute some help to what is happening now with the war. To demine... so that children, the elderly feel more or less protected*
IDINº3.docx ”

This segment perceives demining work as a form of service to society and best responds to messages about the value of the profession, its impact on communities, and the safety of people.

Segment 'Rational Pragmatists'

This group of women approaches career choice pragmatically. They are interested in stable, official work with clearly defined conditions, training opportunities, and social guarantees. They often change their field of activity due to economic circumstances or a lack of opportunities in their previous profession.

Rational pragmatists tend to carefully weigh the pros and cons. Clear mechanisms for entering the profession, transparency of processes, and confidence in employer support are important to them.

“*The vacancy caught my attention because sappers are now socially useful people who clear territories of explosive objects. And they receive a decent salary*
IDINº10.docx”

“*I reviewed the vacancy, but it is important for me to understand that it is as safe as possible*
IDINº12.docx”

“*I was specifically looking for remote work; I don't like working from home*
IDINº12.docx”

This segment responds positively to communication that emphasizes stability, salary, working conditions, and official status.

Segment 'Challenge-Oriented'

The women in this segment consciously seek challenges. They are attracted to working in demanding conditions, the desire to be 'on the front lines', helping others not just in words but in deeds. They make quick decisions, **are prone to risk, and have experience in military, medical, or rescue services.**

These participants not only are not afraid of difficult conditions but also perceive them as additional motivation. They often emphasize their willingness to work 'on par with men' and overcome stereotypes.

“ *I love adrenaline, for me it's not an obstacle,
but a challenge*
IDINº7.docx ”

“ *I immediately decided that I would do this.
Looking at our guys, who are tired, dirty, haven't slept
for 2-3 days – I realized that I want to help*
IDINº8.docx ”

“ *I didn't even think about it.
When I was offered, I immediately said I would go,
because I intuitively felt it was mine*
IDINº5.docx ”

For this segment, emotional, energetic communication that emphasizes the challenge, the technological aspect of the profession, physical strength, and team spirit will be effective.

Segment 'Hesitant Candidates'

Women in this group show interest in the profession, but they are held back by **fears, doubts, or a lack of information.** They often have experience in less dynamic fields (education, administrative work) and hesitate about whether they can cope with the physical or technical aspects of demining.

This segment is open to changing their minds provided they receive detailed information, the opportunity to ask questions, and reassurance of their ability to complete the training.

“

I would first like to take some training courses or workshops to understand if this is for me

ΓΙΝ°10.docx

”

“

*I might even try,
but I need to understand how safe it is.
Is there a real risk?*

ΓΙΝ°16.docx

”

For communication with hesitant women, it is important to create a 'soft entry' — through open days, online meetings with current female employees, demo trainings, and a simple explanation of the learning process.

Segment 'Wary'

This segment is characterized by a high level of anxiety and a strong prejudice regarding the danger of the profession. In their perception, demining is exclusively a 'male', overly risky job that threatens life. Often, this fear is amplified by a lack of reliable information, as well as pressure from loved ones.

Women in this group do not consider demining as a real option for themselves, although they may respect or support others who are already working in this field.

“ *If I don't see a mine, and a person follows me – I will be guilty. I can't live with that*
IDINº14.docx ”

“ *I'm afraid I'll blow myself up. I just can't imagine how it all works, and I'm even afraid to think about it*
IDINº9.docx ”

Effective communication with this group should not be about persuading them to join humanitarian demining, but about informing them. Communication should be calm, simple, focusing on technological safety, the availability of modern equipment, clear protocols, and control by international organizations.

RECOMMENDATIONS



All respondents working in humanitarian mine action recommend that other women try themselves in this field, as they consider it interesting and in demand. Female deminers emphasize that a woman is capable of learning anything if she has the desire and courage to join this type of activity. **Involvement in a valuable and important cause, the opportunity to develop and receive decent financial rewards,** and for some respondents, specifically the opportunity for financial independence for women, **were the key arguments of female humanitarian mine action workers for the involvement of other women in the field.**

“ Firstly, it's not scary. In such companies, safety is paramount. They double-check everything twenty times before we go anywhere – they have a thing about that. Plus, the financial aspect. Why sit somewhere earning peanuts? Plus, it's cool ”

Woman, Kryvyi Rih, mine clearance rescuer, IDNº7

The respondents who participated in the study recommended changing certain aspects on the employer's side to encourage women to apply for deminer positions. For example, many women do not understand how humanitarian mine action works and consider it too risky, and they are concerned about the safety aspect of the job. That is why **additional information and awareness campaigns, open lectures, webinars, introductory events, and open days are necessary to help dispel fears and stereotypes surrounding the profession.** Job advertisements should include explanations of the real risks, as well as information about the safety aspects of the work, so that potential candidates immediately understand that the job includes training, safety measures, and social guarantees. It is also worth emphasizing that newcomers undergo training and are not allowed to perform dangerous tasks without the appropriate level of qualification.

“ The job posting should include details of the demining process itself: what exactly it entails, how it happens. So that a person for whom this is suitable is not afraid to apply. Because I think it's safer than we imagine. People haven't encountered this profession ”

Woman, Chernihiv, potential candidate, IDNº12

To attract more women to the field, it is worth outlining a **clear focus on gender equality and openness to hiring women**, with the aim of breaking down stereotypes about it being an "exclusively male sphere." It is worth clearly stating that the work is accessible to women, and explaining exactly what roles they can perform. The willingness to involve women should be communicated both in job descriptions (including through the use of feminine forms of nouns) and in the overall communication of the organization, which should be gender-sensitive: "because otherwise there's some feeling that it's for guys." In particular, information and communication campaigns should involve women who already work in the field of humanitarian mine action and their stories.

It needs to be written in red text that a woman can be needed, can realize herself not only as a mother, a homemaker. That the country needs our support specifically. It's a stereotype that a woman should sit at home, work as a nail technician. This needs to be advertised on an ongoing basis

Woman, Kryvyi Rih, public awareness and survey specialist, IDN^o6

A detailed description of the conditions of assignments and field conditions is also important in communication with potential female employees. Women are interested in how accommodation is organized during assignments, whether there is access to comfortable living conditions (for example, sanitary facilities, meals), and for some, a key factor is the possibility of returning home after a certain period of work, rather than long-term stays in field conditions. In this context, isolated recommendations were made to provide childcare options during long assignments or to provide social support for women with children, as well as psychological support.

Describe the working conditions, living conditions more clearly, talk about the risks in more detail so that women aren't so scared to come here. Maybe during the interview, reassure her, tell her how things work here.

Woman, Kharkiv, GFO team lead, IDN^o2

For many potential female employees, a competitive salary (from 30-35 thousand UAH) is a key factor when choosing a job, and therefore clear information about financial compensation is necessary. Women want to understand what the salary level depends on, what allowances there are for difficult conditions, and whether there are social guarantees. **Competitive wages, ensuring transparency regarding salaries and the conditions of their accrual,** can become one of the decisive motivators for potential female candidates.

Respondents recommend disseminating information about such work for women on social media, messengers (Facebook, Viber), **popular job search websites, via SMS, and through local communication channels** (media, employment centers, billboards). At the same time, on job search platforms, respondents recommend adding pop-up windows (like advertisements) so that the vacancy is visible not only to those who are specifically looking for it, but to all female users. In addition, those surveyed consider it **no less important to provide information directly about organizations** involved in humanitarian mine action, as familiarization with their activities can help increase trust among potential candidates, which, in turn, will contribute to greater interest in cooperation.

I wouldn't have thought to type 'deminer' into the search bar on a job website. Women need to be informed about this vacancy. These vacancies for women need to be made noticeable in principle, and not just for those who are already specifically looking. It's worth placing ads on social media, because everyone is on there now (Facebook, for example)
Woman, Chernihiv, potential candidate, IDN^o12

Taking into account the identified types of study participants, each segment requires a specific approach to informing and engaging. A successful communication strategy must consider the motivational attitudes, level of trust in the profession, key fears, and expectations of each group. The following outlines targeted communication approaches according to the typology.

Communication for the "Professionals by Calling" Segment

Key Motive: Serving society, desire to help, realizing civic position.

Behavioral Traits: Independent in their choices, have strong intrinsic motivation, focused on meaning.

Communication Strategy:

- Emphasis on the social value and impact of the work on community safety.
- Highlighting the opportunity to "make their contribution."
- Stories of women already working in the field and experiencing the significance of their work.
- Formats: Interviews, documentary videos, educational events in communities.

Communication for the "Rational Pragmatists" Segment

Key Motive: Stability, reliability, official employment, social guarantees.

Behavioral Traits: Analytical, focused on clear conditions, inclined towards balanced decisions.

Communication Strategy:

- Clearly written job descriptions with details of conditions, pay, and safety guarantees.
- Infographics about training, accommodation, and career prospects.
- Webinars, short "ask the employer" videos where specific questions can be answered.
- Formats: Job platforms, brochures, video instructions.

Communication for the "Challenge-Oriented" Segment

Key Motive: Seeking challenges, desire to act, to be "on the front lines," to feel strong.

Behavioral Traits: Courageous, emotionally charged, open to risk and non-standard paths.

Communication Strategy:

- Emphasis on the challenge, dynamics, and technological aspects of the work.
- Showing the work in the field: what a female deminer's day looks like, what tools and equipment are used.
- Stories of women who broke stereotypes and found fulfillment in the team.
- Formats: Dynamic videos (TikTok, Instagram), visual stories, reports.

Communication for the "Hesitant Candidates" Segment

Key Motive: Interest in the profession, but fear of making a mistake, lack of information, self-doubt.

Behavioral Traits: Inclined to cautious analysis, can change their mind with support.

Communication Strategy:

- Explanations "from scratch": what the training looks like, what to expect during the internship.
- Opportunity to experience the profession without obligation — for example, introductory training sessions.
- Visualization of processes: step by step, without dramatization.
- Formats: Online Q&A sessions, "my first day" videos, workshops, interviews with mentors.

Communication for the "Wary" Segment

Key Motive: Safety, stability, fear of risk, limitations due to personal or others' biases.

Behavioral Traits: High level of anxiety, low tolerance for the unknown, tendency to avoid.

Communication Strategy:

- Demystifying the profession through clear explanations of procedures, protective equipment, and protocols.
- Emphasis on technologies, control by international structures, and actual levels of risk.
- Answers to basic questions: "Can you get blown up?", "Who controls safety?", "What does a deminer's day look like?"
- Formats: Simple explanatory videos, articles, short clips with answers to frequently asked questions.

Summary: Interaction Format by Segment

Segment	Communication Focus	Recommended Formats
Professionals	Social significance, value of helping	Success stories, documentaries, forums
Rational Pragmatists	Conditions, guarantees, stability	Vacancies, infographics, webinars
Challenge-Oriented	Challenge, drive, technology	Field videos, TikTok, on-site reports
Hesitant Candidates	Safe transition, support, ease of entry	Workshops, "first steps" videos, Q&A
Wary	Calm, safety, technology, explanations	Explainers, text instructions, simple videos

NGO "Girls" is a nationwide feminist organization. We help, protect, and support women and girls in Ukraine, expanding their rights and opportunities through educational, social, and economic initiatives.

 @lectures4girls



 @NGO Girls



 @godivchata



 www.divchata.org

 @godivchata



 go@divchata.org

The FSD Team in Ukraine is part of the Swiss non-governmental humanitarian organization FSD (Fondation suisse de déminage). It has been working in Ukraine since 2015 and currently operates in the Chernihiv, Kharkiv, Donetsk, and Kherson regions. It surveys territories, conducts demining, and informs the population about the risks associated with mines and explosive remnants of war.

 @fsdinukraine



 @fsd.ukraine



 www.fsd.ch/en/operations/ukraine