

Digital resource pack

#InvolveMen seminar

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About CEMR's work on gender equality

Advancing gender equality in politics and, more broadly, in local life has always been a key focus for CEMR and its member associations. 2006 marked a decisive turning point, with the launch of the European Charter for Equality of women and men in local life.

The Charter is both a political document and a practical instrument. It encourages local and regional governments to make a public commitment to equality and to implement the principles listed in the Charter.

More information on the Charter, its signatories and local good practices available at:

www.charter-equality.eu

Men and gender equality

The quest for gender equality is founded on women's battle for equal rights and opportunities. Since gender inequality is the outcome of a historical power imbalance between men as a group and women as a group, gender equality work must also involve boys and men, and challenge the notions of masculinity (as well as norms for femininity) that are a barrier to true equality.

Gender equality initiatives that change restrictive and harmful masculinity norms can provide considerable benefits for both women and men and for society as a whole. It can lead to greater security, improved health, more equal relationships and reduced violence, while increasing the quality in schools, health and social care. It can also help to open up the gender segregated labour market and broaden recruitment to the public sector.

The promotion of positive forms of masculinity can improve the lives of both men and women. If gender equality is to be achieved, men and boys need to be involved as change agents as well as beneficiaries of transformative initiatives.



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It's time to #InvolveMen in gender equality

CEMR's seminar "#InvolveMen: Redefining masculinities" was co-organised with CEMR's member associations SALAR and EUDEL.

Participants emphasised that adherence to perceived 'traditional' gender norms can be harmful to both men and women, being associated with dangerous driving, unhealthy eating and drinking, violence and academic underachievement.

In the keynote address, Sandy Ruxton, an independent policy advisor and researcher, provided an overview of how masculine identities are formed and reinforced by culture and social institutions. He argued that society can move towards gender equality by promoting positive images of masculinity – such as active male parenting and fitness – or by “disinvesting” in masculinity altogether.

Local and regional representatives showcased an inspiring array of projects which are promoting gender equality on the ground. These ranged from awareness-raising campaigns to mentoring and professional retraining programmes.

During the event, CEMR's Standing Committee for Equality adopted a Statement affirming the importance of involving men and boys in gender equality and challenging certain notions of masculinity (see page 14).

Speakers

- Welcome and opening by **Emil Broberg**, Chair, CEMR Standing Committee for Equality
- Keynote by **Sandy Ruxton**, Independent Policy Advisor and Researcher (see p. X)
- **Åsa Nihlén**, Technical officer on gender and human rights, WHO Regional Office for Europe - presenting the WHO Regional Office for Europe (2018) Strategy on the health and well-being of men in the WHO European Region. (page 18)
- **Halliki Voolma**, Policy Officer, DG Justice, Unit D2 – Gender Equality - presenting the priorities and orientations of the European Commission on men and gender equality

Good practice n° 1

Redefining Masculinity

short film series

Swedish Association of Local Authorities and Regions (SALAR)



From the short film "Youth prevent violence in Botkyra"

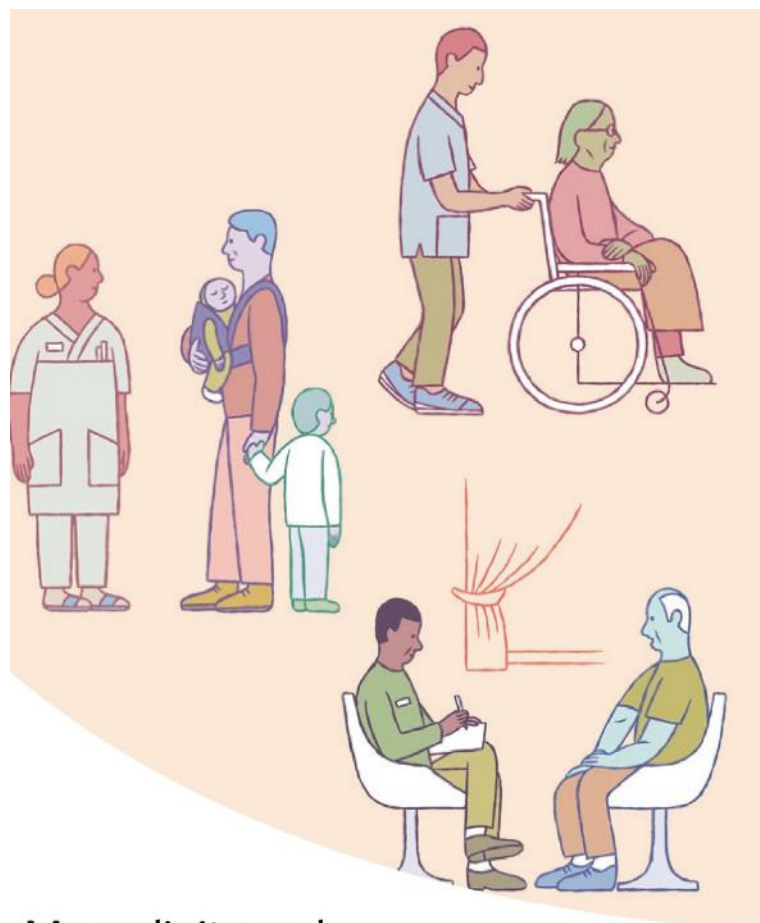
SALAR, in cooperation with a number of Swedish regions and municipalities, created a series of short films called "Redefining Masculinity" about challenging and changing norms for masculinity. The videos address:

- Violence prevention in the class room
- Men and mental Health
- Stereotypes
- Healthcare & fatherhood
- Becoming a father
- Talking about sex and relationships
- Norm critical pedagogy for better school results
- Men working in preschool
- Men and suicide
- Entitled to your own emotions

A link to the videos can be found under 'Additional resources', p. 15

Masculinity and gender equality book series

This series of five books from a two-year project, the Swedish Association of Local Authorities and Regions (SALAR) presents facts and strategies for change, regarding men and gender equality, gender-based violence, men and mental health, gender-equal parenting, and gender-equal school.



Masculinity and gender equality

AN INTRODUCTION TO TRANSFORMING MALE NORMS



Masculinity and gender equality: An introduction to transforming male norms

Masculinity and mental health: Strategies for improving health and social care

Masculinity and the gender-equal school: Towards a more secure learning environment and better school results

Masculinity and gender-equal parenting: Towards more active parenting for fathers

Changing violent men: Improving the quality of batterer interventions

*All of the publications can be downloaded in English or Swedish at:
<https://webbutik.skl.se/sv/artiklar/masculinity-and-gender-equality.html>*

Good practice n° 2

Gizonduz initiative

Basque Association of Municipalities (EUDEL) and Emakunde Institute presented by Ander Bergara and Eukene de Miguel

In the Basque Country, the regional government and Emakunde – the Basque Institute for Women – have been raising awareness about gender equality among men for a decade.

Gizonduz is a forerunner initiative launched in 2007 and promoted by Emakunde to involve men in the promotion of equality and action to counter violence against women. It also seeks to increase the number of men who are:

- Sensitive and committed to equality
- Trained in equality
- Co-responsible for domestic work

Gizonduz activities include feminist and diversity perspectives and complement women's empowerment through questioning of masculine power and privileges. They aim to promote personal growth and a fairer, more egalitarian and peaceful society.

- "The Charter by Basque men for equality and against violence against women" (2008, EUS) signed by 10,300 men
- Specific Training Programme on men, equality and masculinities (2009-2019) - 8,00 men have participated
- "Backpacks for fathers" (2008-2011)- around 30,000 backpacks with awareness-raising materials have been distributed to parents to foster equal and shared parenting
- "Gizonok esan eta egin "MEN AND EQUALITY: FROM WORDS TO ACTION" (2018-2019) campaign for collecting commitments to action in favour of equality and against sexist violence – 225 commitments made



Male politicians engaged for equality

Creating a safe space for men politicians to speak to each other about gender equality

In 2017 a new initiative was launched by Emakunde to work with men politicians on gender equality and empower them to integrate a gender perspective in local politics. Two groups were created, one at the municipal level and one at the regional level with the Basque government.

The groups create a space for training, exchange and reflection. These spaces are modest, diverse and discrete; in short, a safe place to encourage personal and collective involvement of the politicians in the cause of gender equality.

"It has allowed political representatives with different ideologies to reflect on an issue that is common to us all: achieving equality."

So far 22 politicians have participated in the programme. Participants expressed that following the working groups, they felt more confident handling gender equality, putting it on the political agenda and tackling topics such as macho violence, power and privilege.

Future development of the initiative will be to make information and documentation easy to share among participants and the creation of a guide for male politicians and groups of local male politicians.

Good practice n° 3

"Real Man" campaign

Region Värmland, Sweden

presented by Kajsa Sundström Van Zeveren

SPRID BUDSKAPET

FAKTA OM MANLIGHET

OM ENRIKTIGMAN.SE

INTERVJUER

APP

SAMTALSLÅDA

REGION VÄRMLAND PRESENTERAR
EN RIKTIG MAN

HUR ÄR DET ATT VARA MAN?

En riktig man är en app med frågor om manlighet. Vad tror du förväntas av dig som man? Hur påverkas du av det? Läs vad andra män och killar känner – och bidra gärna med ett eget svar.

UTMANA DIG SJÄLV

"A Real Man" is a gender equality initiative for men by the Värmland Region. The campaign seeks to challenge stereotypes of masculinity and start discussions by asking what it means to be a man? Is it manly to endure, fight and dare to take risks? Is it impossible to cry, to ask for help and show vulnerability? How are we all affected by the prejudice and restrictive stereotypes pushed by the idea of the "real man"?

A mobile app and discussion box were produced to facilitate discussions amongst men about masculinity norms. Questions include: What do you think is expected of you as a man? How are you affected by it? In the app, users could read what other men feel and contribute their own answers.

<https://enriktigman.se/>

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Good practice n° 4

Men in health care professions

Trondheim Municipality, Norway
presented by Marit Tovsen

Men in health care professions is a programme run by the Norwegian Association of Local and Regional Authorities (KS) in cooperation with NAV (work and welfare directorate), the Health directorate and county governors.

The project targets unemployed adult men between 25 and 55 years old and offers them a professional retraining education programme in the health care sector. Those who successfully complete the 2.5 condensed training—which covers theory and practice—earn a degree and certificate to work as an auxiliary nurse (health care worker). During the education the participants are titled “Health Recruits” and they receive either benefits from the state or a salary from their municipality.

These are men who used to work as car mechanics, industrial workers, carpenters, shop assistants and much more. For some reason or other they ended up unemployed and were forced to think of alternative careers. By joining as health recruits in the project, they challenge occupational segregation by gender and enter a field that has been traditionally “feminine”.

By the end of 2019, over 300 men will have received a vocational certificate. Over the duration of the project (nearly 10 years), 1,871 men have been health recruits.



Good practice n° 5

City of Nürnberg, Germany

The City of Nürnberg has been active working with boys and men through a number of local initiatives over the years that address an array of topics, such as: occupational segregation, health and safety, parenting and gender stereotypes.

Bavaria boys and men association

The City of Nürnberg hired a specific focal point/"support person" to work with boys and men; part of their mission was to create a structure to raise awareness about the concerns and needs of boys and men.

For example, already in kindergarten care must be taken not to overlook gender stereotypes which can lead to a limitation of the individual shaping process of children and their freedom of action. In the context of school, a new gender-differentiated view is necessary which means competence-oriented individual perception and other forms of teaching.

The position of the "support person" within the city was evaluated in 2017 and included interviews with 4 elected city councillors, 5 people from the city in charge of gender equality. The interviews analysed the 3 main working fields: counselling (e.g. questions regarding the custody for shared children and men who are victims of violence), creating legal frameworks to ensure gender equality (and to improve topics such as parental leave) and coordinating all of the available activities.

Those interviewed appreciated the work done by the support person and were favourable to maintaining the position. This new position also had an internal impact (raising awareness about gender equality by contributing to job interviews, working with the department for health regarding the health care of men).

Boys' Day

The objective of this project is to expand the range of career choices for boys and to offer them more flexible male role models. Many make their career choice depending on gender, shaped by social role models. The campaign day supports young people in finding the right profession - free of clichés, according to their interests and abilities. Boys' Day provides participants with a wide range of information and insights into professional practice. It is aimed at pupils from the 5th grade onwards to get to know professions in which few men are working.

Project successes are documented as statistically measurable effects. With the start of Boys' Day in 2011, the nationwide participation has steadily increased. To date more than 44,500 campaigns have been carried out with 255,000 places offered.

Movember

Nürnberg participates in "Movember", a worldwide awareness-raising project regarding the health of men. In particular, it focuses on the fact that men have a shorter life expectancy than women and that they are at greater risk to commit suicide and to have (mental) illnesses.

Fathers' Week

The first Fathers' Week in the City of Nürnberg was organised in 2017 with the aim of encouraging fathers to spend more time with their children.

During this week several activities are offered for fathers with and without their children, and also for grandfathers and their grandchildren.

The second edition of Fathers' Week took place in 2019.

Network for boys and men

The City of Nürnberg has a network of contacts and programmes available for boys and men in the metropolitan region. It includes institutions, associations and persons who work professionally for and with boys and men, organising special activities and providing advice about various young and male-specific concerns.



Good practice n° 6

A campaign to tackle gender stereotypes

City of Frankfurt upon Main, Germany

The Department of Women's Affairs in Frankfurt is planning a campaign to tackle gender stereotypes towards becoming a gender equal city.

The aim is to construct non-stereotyped gender roles, images and expectations, through:

- Raising awareness of gender bias and the consequences of stereotypes
- Presenting new and diverse images and ideas of leadership, representation in media, politics, science etc.

The following actions are planned for the two-year campaign:

- In 2019, the photography project "This is what a feminist looks like in Frankfurt" was started. Photographs and statements will be published online. Furthermore, an exhibition and a print publication are planned.
- Campaign to support single parents
- Publication of a recommendation paper on how to use gender-inclusive language (inside and outside the city administration)
- Publishing campaign material: Billboards, Postcards, comics, calendar, etc.
- Events: seminars, workshops, developing formats for participation

Political Statement

*Seminar statement from the CEMR
Standing Committee for Equality
Brussels, 19 Nov. 2019*

The quest for gender equality is founded on women's battle for equal rights and opportunities. But since gender inequality is the outcome of a historical power imbalance between men as a group and women as a group, gender equality work must also involve boys and men, and challenge certain notions of masculinity (as well as norms for femininity) that are a barrier to true equality.

There are notions about how boys and men act and how they should act, which counteract the trend towards gender equality and adversely affects both men's and women's circumstances and conditions.

In recent decades, research on men, masculinities and power has developed dramatically. There are also a number of successful, practical processes promoting change concerning men, boys and masculinity norms, which promote gender equality and contribute to better fulfilment of goals in various European

and international frameworks such as the 2030 Agenda for Sustainable Development. The Council of European Municipalities and Regions (CEMR) has therefore taken an initiative to organise a seminar on the importance of redefining masculinities and to #InvolveMen in gender equality work.

We, representatives of local and regional governments in Europe and members of CEMR's Standing Committee for Equality, look forward to contributing to the implementation of a new, holistic, European Gender Equality Strategy that also involves men, boys and masculinities in the work for gender equality.

We call for such a Strategy to recognise the important work already being done by municipalities and civil society in this respect by ensuring continued political and material support for their actions. We commit ourselves at CEMR to follow up this first seminar and continue working in this direction to address the issue of men and gender equality.

Additional resources

CEMR article about the #InvolveMen seminar:

<https://ccre.org/en/actualites/view/3949>

VIDEOS

Men Engage alliance: <https://vimeo.com/111230906>

"The Mask You Live In" film <http://therepresentationproject.org/film/the-mask-you-live-in-film/>

Redefining Masculinity short film series: <https://www.youtube.com/playlist?list=PLvEhEsfu2D-TXkbRQ4pEivE6uZAADJhNM>

Gizonduz "Male politicians for gender equality": <https://youtu.be/LtPhxpU26a4>

Gizonduz initiative 10-year anniversary: <https://youtu.be/QEm7tWq-hZg>

PRESENTATIONS FROM THE SEMINAR

Sandy Ruxton:

<https://www.ccre.org/bibliotheques/getFile/0c08b7178b1e587c6f8edcb02cdbc36eddc2f3ac>

Gizonduz initiative (Emakunde, EUDEL):

<https://www.ccre.org/bibliotheques/getFile/4a2048163b5ab93f34d5200ddcb34fe3216d250b>

"Real Man", Värmland:

<https://www.ccre.org/bibliotheques/getFile/c930cea760e9e20978401dcba6bac2a408e0dbe3>

Men in health care professions, Norway:

<https://www.ccre.org/bibliotheques/getFile/498a3342efe02e4d23aa500cfd87e5c7eb493653>

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Thanks

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