Masculinities, care and gender equality: engaging young people and men in non-violent trajectories
What We Do

• We carry out **internationally recognized Researches** on issues related to gender, masculinities, violence, and health, informing our program designs and measuring the impact of our work.

• This **allows** us to develop our **Programs and Methodologies** that support our workshops and structured group education.

• And also creating **Campaigns** where we ask people to challenge violence and harmful stereotypes, and to act as agents of change in their communities.

• Through **Policy Advocacy**, we create the legal, structural, and social environment to support these community and individual changes and to give them a national and global impact.
Our Approach

We seek for all our programming to be gender transformative. Why is this something we seek and work with our partners to achieve?

• Men and boys are also enmeshed in gender norms, social expectations and power dynamics

• Gender is relational and intersects with other dimensions of difference

• Some social norms of masculinity are harmful to both men and women, boys and girls

• Therefore, gender equality can bring benefits for women, children and men themselves

• Men can be—and are—agents of change
Key Premises of Our Work

• Men’s multiple roles and identities
  ✓ Men can, and often do, want to prevent and challenge violence

• Violence as a learned behavior
  ✓ Men are not inherently violent

• Enabling change through Research ➔ Programming ➔ Advocacy
Why working with masculinities?

Addressing gender-based violence is of urgent concern. However, there is still a large gap in analysing and addressing the role of gender-norms in the socialization of boys and men. In other words, in looking at models of masculinity and understandings of what it means to “be a man”.
**Gender Norms**

- While there are common norms across society (e.g. men should be strong, women are caretakers) each society have distinct set of norms that influence behaviours and practices (e.g. dress codes, casual relationships between men and women)

- Must keep in mind that norms must be assessed at the beginning of each program as problems, challenges, beliefs and values may be different from group to group even within same country or municipality

- Norms are not static and can be positive or negative- they guide behaviours but evolve.

- Look to uphold or reinforce positive norms while challenging or questioning negative norms
Norms are produced and reinforced at multiple levels

...so we must work at multiple levels
How are Harmful Gender Norms Reinforced at Each level?

- **Individual**
  - Men in need to be dominant

- **Relationship Level**
  - Familial expectation that wife/mother will be primary caretaker; husband/father provides financially

- **Community Level**
  - Business owner does not provide flexible work schedule

- **Societal level**
  - Land policy and legislation usually favors sons over daughters
Key Recommendations for Promoting Gender Equitable Norms with Men & Boys

- **Community-based collaboration** and broad-based partnerships

- Working with Women’s Organizations can promote **accountability**

- Work with public institutions e.g. schools and engage other institutions (such as the workplace) **where norms are constructed** and reinforced

- Promote perspectives on **change already happening**
What has shown impact so far?

- Questioning what it means to be a man as central component
- Consistently implemented groups with well-trained facilitators
- Longer duration

- Multiple components/levels
  - Encouraging participants to speak out/act
  - Well-designed community campaigns
  - Advocating for policy and structural changes

- Contextual adaptation
  - Engaging beneficiaries since the design phase
Gender Transformative Programs WITH Men

- Allow men to come together to **become aware of, question and redefine** the roles and behaviors that a given community considers appropriate for men and women.
- Examine the costs of ‘manhood’ on men, women, and communities thru research.
- Actively challenge racism, homophobia and other forms of oppression that limit men from achieving social justice.
Gender Transformative Programs WITH Boys & Men

- Engage men in social action to challenge the existing gender norms that perpetuate violence and poor health.
- Allow men to focus on being allies to women in the fight for gender justice and equality.
• Approaches that **actively strive** to examine, question, and change rigid gender norms and imbalance of power as a means of reaching development objectives.

• Foster **critical examination** of gender norms, roles and relationships

• Challenge the distribution of resources and allocation of duties **between men and women**

• Address the **power relationships** between women and others in the community (e.g. service providers)

These programs are designed to seek to:

✓ **Recognize and strengthen** positive norms that support equality and an enabling environment

✓ **Promote** the relative position of women, girls and marginalized groups

✓ **Transform** the underlying social structures, policies and social norms that perpetrate gender inequalities
Accomplishing Gender Transformativity

We seek for all our programming to be gender transformative. Why is this something we seek and work with our partners to achieve?

- Norms and attitudes affect behaviors
- More likely to result in long-term, permanent changes
- Butterfly effect: slight changes in belief can affect multiple behaviors
- Promotes ongoing growth and development
How Do We Promote Gender Transformation?

- Identifying and discussing Harmful gender norms
- Presenting and discussing Positive alternative norms
Thematic Areas

- Youth and Equality
- Media and Masculinities
- Fatherhood and Caregiving
- Early Childhood Development
equiX

ENGAGING YOUTH IN THE PROMOTION OF NON VIOLENT AND EQUITABLE MASCULINITIES
The EQUI-X Team
The EQUI-X Project

- EQUI-X is a Rights, Equality and Citizenship Programme of the European Commission funded project, taking place across 5 EU countries, Portugal (CES/Promundo PT), Spain Fundación CEPAIM, Belgium (Beweging tegen Geweld - vzw Zijn), Germany (Dissens - Institut fur Bildung und Forschung) and Croatia (STATUS: M).

- The objectives include bringing to the EU new approaches preventing gender-based violence amidst girls/women and boys/men, from different ages and backgrounds; promoting innovative-strategies that empowers both girls/women and boys/men, addressing the construction of gender and promoting non-violent models of masculinity.
Synergies

- Together with the partners of the consortium, we will seek the adoption of the national manuals in schools, youth detention centres, refugee centres, youth groups, etc.

- European Campaign (Don’t Go Bananas) This allows us to develop our Programs and Methodologies that support our workshops and structured group education.

- The final conference took place in Brussels, Belgium (26th to 28th November) Launch of the EQUI-X’s national manual.

- The official launch of the EQUI-X’s national manual happened in Lisbon and Coimbra with the Secretary of State for Equality and Citizenship in December 2019 and January 2020.
Campaign in Portugal
(De)Coding Masculinities: Towards an enhanced understanding of media’s role in shaping perceptions of masculinities in Portugal

- First-ever comprehensive study on Media and Masculinities in Portugal;
- Project aim: identify and critically analyze representations of masculinities that are (re)produced by both mass media and online social media in Portugal;
- Why are these gendered representations used? In what way are they appropriated, co-opted and contested by audiences? Do they promote gender-equitable or non-gender-equitable masculinities among audiences and content (re)producers?
- Project research: core study (selected case studies & focus groups) + 6 thematic areas;
Thematic Areas

Environment and Climate Change
Fatherhood, Household Roles and Caregiving
Labour Issues and Professional Aspirations
Militarized Masculinities
MeToo
Populism and Extreme Masculinities
Project Outputs

• Academic publications (scientific articles; book chapters; reports; special issues...);

• Presentations at academic events + Events organised by DeCode/M;

• Media and Masculinity Literacy Toolkit/Manual for media production groups to promote media literacy around harmful masculinities;

• Toolkit/Manual on media literacy for teachers and/or for non-formal education contexts;

• “Gender Messaging in the Media” Module to be integrated as part of Equi-X in Schools;

• Videos, infographics, memes, and opinion-editorials aimed at wider audiences.
Project website: https://decodem.ces.uc.pt
PARENT:
Promotion, Awareness Raising and Engagement of Men in Nurture Transformations
PARENT brings a gender-synchronised approach (Program P) aiming to tackle the challenges of prevention and eradication of violence against women and children. By engaging men in co-responsible parenting and caregiving and promoting an equal share of unpaid care work in 4 EU countries: Portugal, Italy, Lithuania and Austria.

PARENT intends to contribute to the prevention of domestic and intra-family gender-based violence and violence against children. It seeks to promote change in social attitudes and behaviour regarding gender roles in caregiving.

https://parent.ces.uc.pt/
Activities

- Training health care and education professionals using Program P-ECD (Parenting and Early Childhood Development)
- Consciousness raising education groups for fathers and their partners
- National campaigns to promote gender-equitable caregiving and active and engaged fatherhood
- 300 Health and education professionals
- Fathers and their partners, including refugees and migrants - 120 people
- National and European health policy makers and gender equality counsellors/advocates
- Academia and NGO’s that work on gender-equality issues across Europe
Expected results

- Increased awareness and activities on the importance of engaging men in active fatherhood and gender-equitable caregiving to promote the eradication of violence against women and children
- Increased engagement of men as fathers, more gender-equitable attitudes and behaviors in caregiving and a decrease in violence against women and children

**Type and number of deliverables to be produced:**

- 4 National level Program P-ECD
- 24 Training Courses
- 8 Education groups: 2 in each country
- 4 National Campaigns: 1 in each country
- 1 International MenCare Campaign
The Campaign: first steps
Tackling gender stereotypes in education and early childhood: building a Gender-Responsive Pedagogy in Children’s Education
CES UC/Promundo Portugal and our partners CEPAIM (Spain) and Status M (Croacia) will start a new and innovative project in January 2021.

Financed under the Justice Programme (JUST) Rights, Equality and Citizenship Programme (REC), KINDER - Tackling gender stereotypes in education and early childhood: building a Gender-Responsive Pedagogy in Children’s Education aims to tackle the urgency of developing an effective and innovative program and training curricula for professionals working with children at preschool (aged 3-6) and from the first cycles of basic compulsory education (7-12 years old).
KINDER will provide teachers, educators and other staff with gender-responsive and transformative tools, allowing them to respond to the specific needs of girls and boys in the teaching and learning processes from a gender equality perspective.

Our strategy will equip teachers with knowledge, skills, and attitudes for a gender-responsive pedagogy (while promoting a behavioural change of the sometimes unconscious transmission of gender stereotypes by these professionals). KINDER will thus support school management and national public authorities to mainstream gender issues at early age levels.
KINDER

3 country-map analysis (PT, ES, HR) and 1 EU map-analysis of the recent trends and state of implementations of gender mainstream in early education;

3 national adapted Program K for educational professionals, with two distinct curricula targeting children between 3 to 6 years old and another targeting child from 7 to 12 years old);

1 EU Program K (online and paper);

1 Event of good practices exchange among educational professionals; Online and face to face training sessions, with professionals from the education system, in a total of 1215 professionals (180 by country in the piloting phase and 225 during the training implementation);

3 national campaigns designed and implemented in collaboration with national public authorities;
KINDER

These products target gender stereotypes and negative gender roles. The training activities will also be adapted to a digital hub to guarantee the sustainability of the project and adapting it to a new digitalized changing world.

Also, KINDER pedagogical approach fosters the equal sharing of care and will target the gender segregation in career and occupational choices.
MenEngage Iberia

- The MenEngage Global Alliance is an international network of civil society organizations composed of non-governmental organizations, research centres, UN agencies and independent practitioners that brings together more than 700 entities, working in more than 70 countries around the world to engage men in gender equality.

- The MenEngage Iberia Network was created to promote the first permanent space for communication, coordination and cooperation between organisations and groups from Spain and Portugal with a focus on men and masculinity.

- On 13 and 14 December, MenEngage Iberia Network organized in Lisbon its first meeting, with the theme is "Masculinities and Equality: Strategies, Networks and Challenges".
FUTURE

Programs/Campaigns
• Join Children/Youth Campaign targeting boys (Boyhood Initiative https://boyhoodinitiative.org)

Research
• ManBox in Portugal (see first ManBox Research here)
• SOPF 2021
• SOEF 2020