

2024 WEPs deep-dive series

#2. Breaking boundaries: Men as allies for gender equality

Wed 21 February 2024



08:30 – 9:45 AM New York
14:30 – 15:45 PM Paris/ Geneva
15:30 – 16:45 PM Johannesburg
20:30 – 21:45 PM Jakarta

**WOMEN'S
EMPOWERMENT
PRINCIPLES**



Welcome Remarks



Mihwa Park

WEPs Coordinator

WEPs Secretariat

UN Women

Opening Remarks



Anna Falth

Global Head
WEPs Secretariat
UN Women

Presentation – Equimundo



Chris Hook

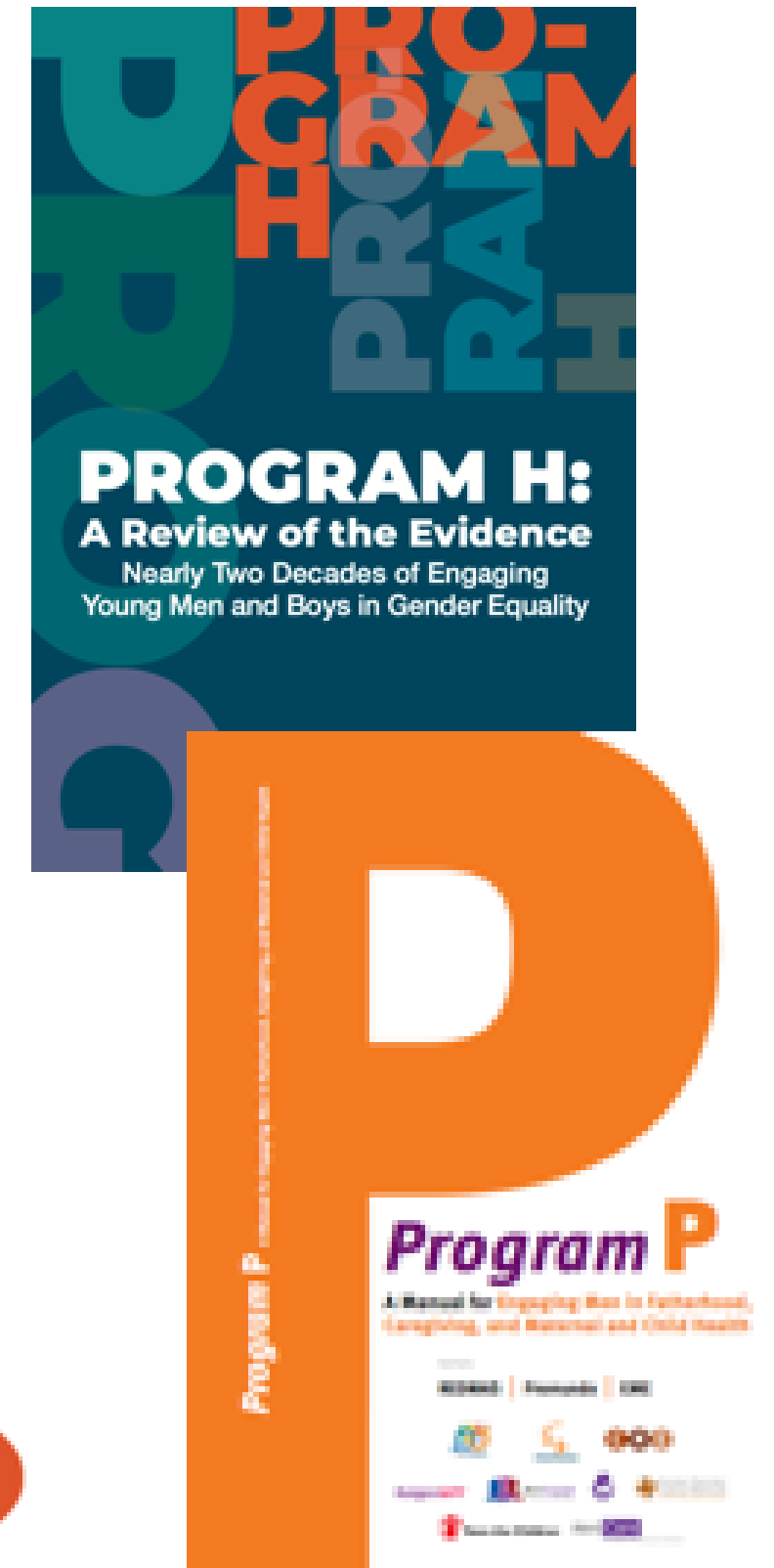
Private Sector Engagement Lead
Equimundo

Two decades of Equimundo's programmatic work: *Gender transformative group education consistently shows positive shifts in attitudes; some impact on behavior*

- **Structured group education and discussions with trained facilitators**
- **Key points:** quality of facilitator; creative recruitment strategies; building into systems rather than stand-alone
- **Achieving a tipping point** with enough men reinforcing each other
- **Opt-out** approaches using workplace, school, health sector to recruit men making participation highly encouraged or obligatory



manhead 2.0



CARING FOR MEN'S VULNERABILITIES IN WORKPLACE SETTINGS CAN LEAD TO MORE CARING, ALLIED MEN

- 1/5 US adults experiences a mental health issue per year; men half as likely to seek help compared to women (NIH)
 - Nearly 40% of adult men have thought about suicide in the past 2 weeks (Equimundo)
 - Men's loneliness, the friendship crisis, the sex recession – all more severe among men
 - A US study found that 94% of men experience ***masculine anxiety*** at work – meaning they believe they don't live up to what is expected of them as men (Catalyst)
- Not only should we engage men for their own well-being, they want to be allies for better manhood and better workplaces – if we articulate their stake***



Strategies of successful programs

Maintenance

Build enthusiastic, public support from managers, HR and senior leaders

Frame support for male allyship as benefiting men, women and everyone (not 'zero sum')

Design

Design programs for the workplace and employees you have, and make it a **core part** of people's work

Engage MAI champions who are consistent, trusted and motivated

Outset

Build a persuasive rationale for program - what's our why?

Develop clear goals, objectives and timeline, linked to broader organizational objectives



Male Allyship study

Men are doing everything they can to advance gender equality in the workplace

What % of women 25-40 in the U.S. agreed or strongly agreed with this?

41%

I am doing everything I can to advance gender equality in the workplace

What % of men 25-40 in the US agreed or strongly agreed with this?

77%

(RE)FRAMING ACCOUNTABILITY IN MALE ALLYSHIP *to Accountability with Compassion*

“What if accountability wasn’t scary? It will never be easy or comfortable, but what if it wasn’t scary? What if our own accountability wasn’t something we ran from, but something we ran towards and desired, appreciated, held as sacred? What if we cherished opportunities to take accountability as precious opportunities to practice liberation? To practice love?”

Mia Mingus, writer, educator and trainer for transformative justice and disability justice.



Outcomes

Organisations adopt values and practices that create an enabling work environment in which all women can meet their full professional potential

Impact

Workplaces are psychologically safer for everyone

Male leadership is more empathic, aware and knowledgeable

Organizational policies, procedures & culture are more aligned with gender equality principles

Men at different levels take concrete actions as active allies

Long-term Outcomes

Women perceive their male colleagues as allies

Men feel a sense of injustice/unfairness about women's workplace experiences

Male employees are more aware of workplace discrimination and bias, of all kinds

Intermediate Outcomes

Gender-balanced teams are more profitable and successful

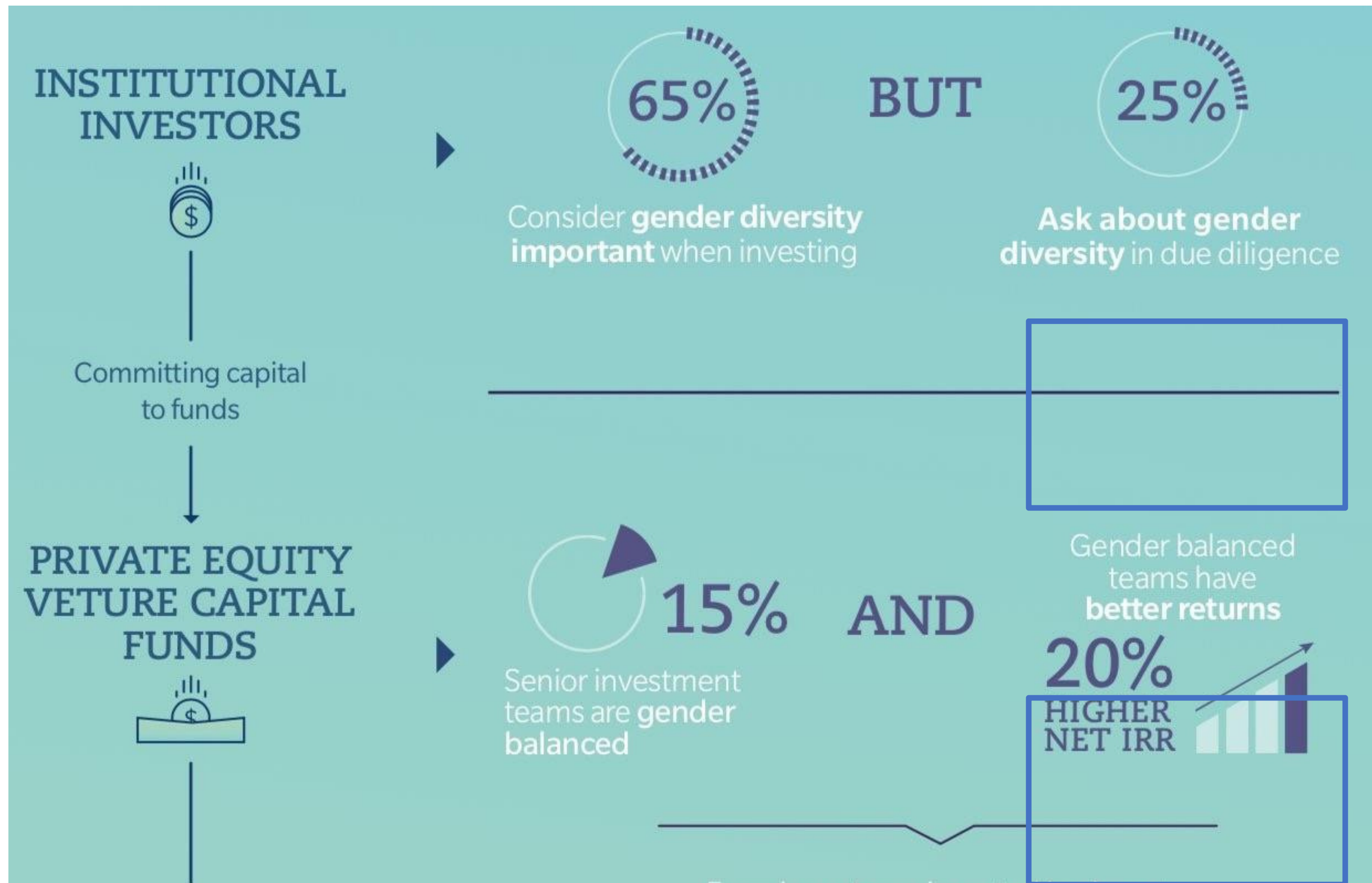
In OECD countries, a 50 percent **reduction in the male-female employment gap** is estimated to lead to a GDP gain of 6 percent by 2030

Companies with more **gender-inclusive senior leadership**— particularly women-owned businesses—often rank higher on key environmental, social, and governance risk management indicators

Companies in male-dominated sectors that have **gender diverse executive leadership teams** are 47% more profitable

Companies with **gender-diverse boards** outperform those with no women during times of crisis or volatility.

Source: Foreign Policy. (2020) “Women as Levers of Change.”



Gender Balance in Private Equity and Venture Capital

The Business Case for Female Leadership

- Gender equity could add as much as **\$12 trillion** to the world economy.
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Being satisfied with the level of child involvement can be beneficial in all areas of men's lives



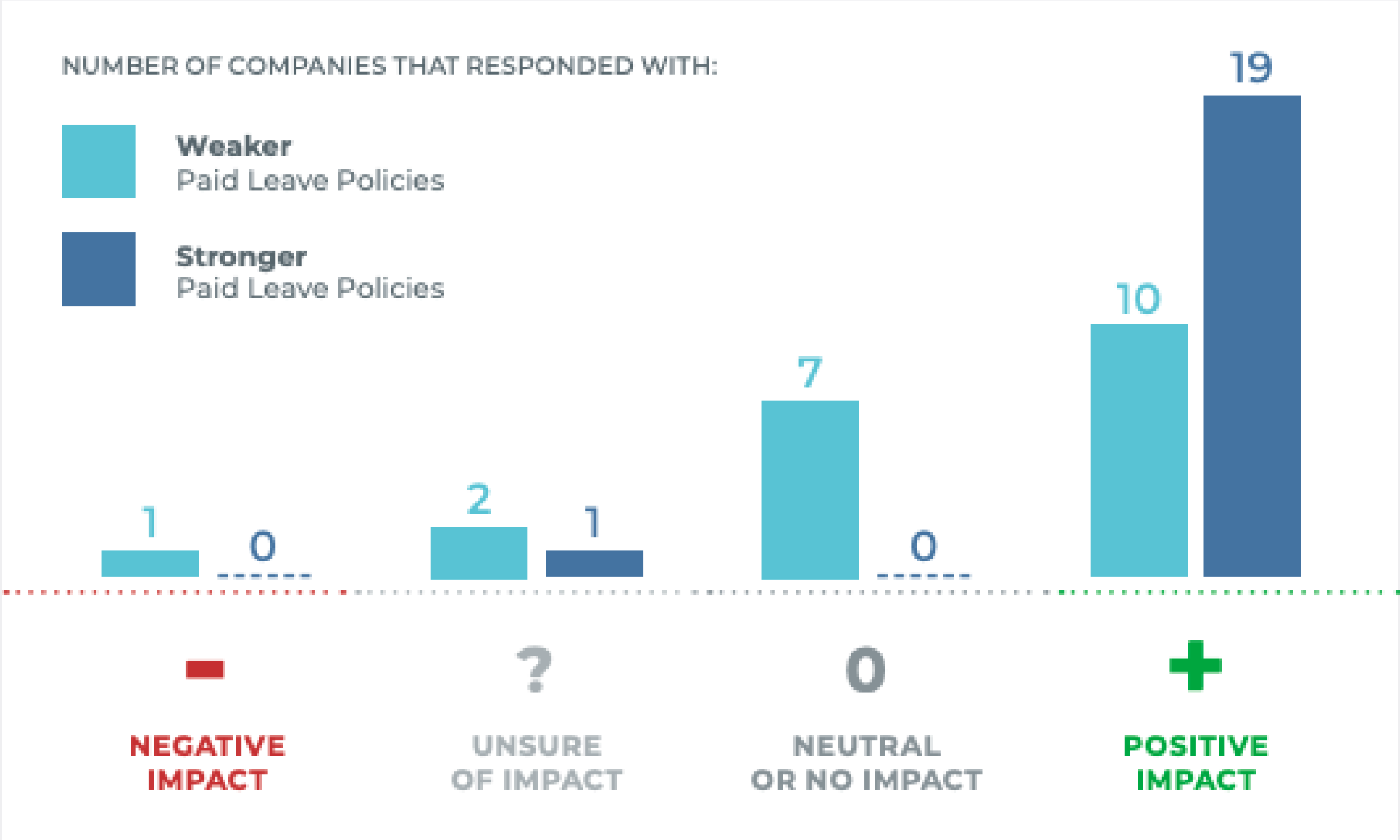
United States, 2018

[Paternity leave] led me to changing my network to work more closely with other parents who have similar focus, identifying sponsors who can help plan a path back that balances both family and career.”

“It was an opportunity to take a step back and get my head above water, to get some sort of perspective. It was incredibly valuable for me to remember what I really like about the job and stay in the job.”

[A fresh look at paternity leave: Why the benefits extend beyond the personal \(McKinsey, 2021\).](#)

What impact do you feel your company's paid family leave policy has had on the company's ability to respond and adapt during the pandemic?



Presentation – Gender at Work



Ahmad Hegab

Board Member

**HarassMap International/ Gender at
Work**

Presentation – VINCI



Claire Dioszegi

Design Project Manager
Balfour Beatty VINCI



Emmanuel Costes

Regional Director,
North
Balfour Beatty VINCI

Q&A Session

Closing Remarks



Anna Falth

Global Head
WEPs Secretariat
UN Women

Thank you!