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
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
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

<table>
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<tr>
<th>Maintenance</th>
<th>Build enthusiastic, public support from managers, HR and senior leaders</th>
<th>Frame support for male allyship as benefiting men, women and everyone (not ‘zero sum’)</th>
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<td>Design</td>
<td>Design programs for the workplace and employees you have, and make it a <strong>core part</strong> of people’s work</td>
<td>Engage MAI champions who are consistent, trusted and motivated</td>
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<td>Outset</td>
<td>Build a persuasive rationale for program - what’s our why?</td>
<td>Develop clear goals, objectives and timeline, linked to broader organizational objectives</td>
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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%
“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.
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

65% Consider gender diversity important when investing

25% Ask about gender diversity in due diligence

15% AND Senior investment teams are gender balanced

20% Gender balanced teams have better returns

INSTITUTIONAL INVESTORS

Committing capital to funds

PRIVATE EQUITY VENTURE CAPITAL FUNDS

Photo Credit: IFC
Gender equity could add as much at $12 trillion to the world economy.

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Companies with gender-diverse boards outperform those with no women during times of crisis or volatility.
Being satisfied with the level of child involvement can be beneficial in all areas of men’s lives.
[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.”

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?

NUMBER OF COMPANIES THAT RESPONDED WITH:

- Weaker Paid Leave Policies
- Stronger Paid Leave Policies

NEGATIVE IMPACT
UNSURE OF IMPACT
NEUTRAL OR NO IMPACT
POSITIVE IMPACT

CARING IN THE PANDEMIC: study of 40 countries (US)
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!