

GIZONDUZ INITIATIVE

What exactly is Gizonduz initiative?

Gizonduz is a pioneering programme launched in November 2007 by the Emakunde-Basque Institute for Women, which is the gender equality agency of the Basque Government. It aims to promote the awareness, participation and involvement of men in supporting equality between women and men.

The Basque term “Gizonduz” strives to transmit the idea that equality makes men become more “manly”, in the sense of more human and better individuals.

What are the objectives?

The objectives of Gizonduz are as follows:

- Increase the number of men who are sensitive and committed to equality between women and men and against gender based violence.
- Increase the number of men who receive training on equality between women and men.
- Increase the level of responsibility that men have in domestic and care work.

What is the philosophy?

The philosophy of the program is based on the ideas below:

- Equality is a right and an obligation.
- Equality is not possible without the involvement of men.
- It is easier to involve men if you work with them in a specific way.
- Awareness and training are the key to change human behaviour.
- It is a program framed within institutional feminism.
- Work with men must be done by respecting and taking into consideration their diversity.

What activities have been carried out?

So far these have been the main activities carried out:

- The international Congress on Masculinity and Everyday Life (2007).
- “Equality makes you more of a man” publicity campaign (2007). It consisted of TV and radio ads broadcasted in the Basque Public Radio and Television.
- The Charter by the Basque men for equality and against violence against women (2008).
- Ceremony for Men against Violence against Women (2008).
- The “Backpack for Fathers” campaign to promote an equal fatherhood (2008-2011).
- Equal Father's Day campaigns (2015 & 2017).
- Annual seminars on masculinity with national and international experts (since 2009).
- Specialized website and social networks (since 2008).
- Publications (since 2008).
- Awareness and Training Program (since 2009).
- The “Youth for equality 2.0” project for the prevention of violence and sexism (since 2016).
- Gizonduz’s 10th anniversary ceremony (2018).
- The “From words to action” campaign (since 2018).
- The “Men politicians for gender equality” project (since 2017).

- “In coronavirus time, + care. Let's do our part” campaign (2020).

What are the achievements?

The most important achievements of the program have been the following:

- 10,300 men have signed the Charter by the Basque men for equality.
- 30,000 fathers have received the Gizonduz backpacks for equality.
- Over 8,500 men have participated in Gizonduz’s training courses (policemen, civil servants, politicians, students, teachers, company owners, union members, NGO members, social service users, inmates...) with a high level of satisfaction (8.3 points out of 10). 85% of the participants have said that they have already applied or they intend to apply what they learnt in the courses.
- 5,000 people (60% of them are men) follow the Gizonduz Facebook page and 2,000 the Gizonduz Twitter account.
- Women’s associations and local equality officers rate the work with men done by Emakunde positively (7 points out of 10).
- Gizonduz has contributed to the increase in the number of groups of men for equality in the Basque Country.
- It has reached many and diverse organisations and men.
- It has been considered a good practice by other institutions and organizations.
- Good quality material has been made available for the citizens.
- Innovative solutions have been applied to overcome difficulties like the fact that in general men are not interested in gender equality issues.
- Thanks to the programme the international norms and recommendations on working with men to foster equality and prevent violence against women have been fulfilled.
- Working specifically with men has become a consolidated strategic line of action of the gender equality policies in the Basque Country and Gizonduz has become a benchmark for many men willing to support gender equality.

What are the challenges?

The principal challenges for the future are the following:

- Improve the evaluation in order to know more about the effectiveness of the work being carried out.
- Reach out to more men and in a way that achieves their effective commitment to equality.
- Continuously review the work done and turn criticisms into opportunities for improvement.
- Find consensus on how to work with men for equality.
- Increase alliances with different sectors of feminism, with groups of men for equality and with other institutions and organizations with common interests and objectives.

Contact us

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Further information

[Annual report. The Gizonduz initiative. Emakunde.](#)

www.euskadi.eus/gizonduz