15 YEARS OF GIZONDUZ
"THE ROAD TRAVELLED"
Title: 15 YEARS OF GIZONDUZ: THE ROAD TRAVELLED
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The GIZONDUZ programme is a ground-breaking initiative by the Basque Government that was launched in 2007, led by Emakunde/the Basque Institute for Women with the aim of promoting the awareness, participation and engagement of men in supporting equality between women and men. It follows a feminist, human rights-based and diversity-inclusive approach.

Its aims are to increase the number of men who are aware of, training in and committed to equality and who are against violence against women, and to increase the shared responsibility of men in household chores and care work.

The whole aim of this is to make the ethical values and practice of caregiving commonplace among men and boys, to promote their personal development and well-being and that of others, and to prevent gender-based inequalities and violence and risky behaviours that are harmful to people and the environment and associated with the prevailing model of masculinity.

Numerous international organisations have spoken about the need to engage men in promoting equality. The Declaration made at the 4th World Conference on Women, held in Beijing in 1995, which was a turning point for the global gender agenda had already encouraged “men to participate fully in all actions towards equality between women and men”. The 2030 Agenda for Sustainable Development, approved in 2015 by the United Nations, also states that “all forms of discrimination and violence against women and girls will be eliminated, including through the engagement of men and boys.”

15 years have passed since Gizonduz was launched and the purpose of this dossier is to present the programme’s main milestones and most significant achievements.
THE GIZONDUZ PROGRAMME IS LAUNCHED: Equality is not possible without the participation of men.

2007

2008

2009

2010

2011-2013

Awareness-raising and training key to changing behaviours.

Gizonduz consolidates its position and leads the work to raise awareness among men.

Effectiveness of the measures and reporting.

Active engagement for a new social model.

Individual and collective involvement of men.

Innovation to Overcome new challenges.

Let's do our part

THE FIRST STEPS: If men won't move closer to equality, let's bring equality closer to men.

2010

2014-2015

2016-2017

2018

2019-2021

2022

15 years of commitment to equality
Conceptual framework. Theoretical elaboration on masculinities and equality and justifications for the planned actions.

Political commitment. Initiative of the lehendakari Ibarretxe and Emakunde.

Specific budget. A new budget was allocated for the programme.

Extensive experience in the development of equality policies.

Trained personnel to develop it. There were male trainers who implemented the programme.

Favourable public opinion.

Alliances with sectors of feminism and the pro-equality social movement.

Structured and planned intervention.

Impact indicators and evaluations.

Alliances with strategic areas of...
International Conference on Masculinity and Everyday Life held in Donostia/San Sebastian and attended by around 400 experts from different countries.

Launch of the “Equality makes you more of a man” awareness-raising campaign, targeted specifically at men, to promote their active commitment to promote equality, consisting of broadcasting an advertisement on Basque Public Radio-Televisión (EiTB).

THE GIZONDUZ PROGRAMME IS LAUNCHED
Equality is not possible without the participation of men

ACHIEVEMENTS

The launch of the Gizonduz programme is an achievement in itself as it is a ground-breaking institutional achievement that promotes the engagement of men in supporting equality.

Since its inception, Gizonduz has been supported by men’s equality groups and feminist movements when it has implemented policies aimed specifically at men in the Basque Country.

This initiative follows the recommendations of international organisations regarding the role of men in equality policies and it is aligned with the provisions of the law and the regional plan for equality between women and men.
THE FIRST STEPS:
If men won’t move closer to equality, let’s bring equality closer to men

The then Basque regional president, Juan José Ibarretxe, presents and publicly signs the Basque Men’s Charter for Equality and Against Violence Against Women. The Charter is supported by representatives from the worlds of politics, sport and the media, among others.

A specific website is created for Gizonduz with extensive information about the initiative in different media, and sections with interviews, documents, a bibliography, videos, links to websites and a blog, providing a place for the public to express their opinions, thoughts and comments about current issues related to equality, men and masculinity.

We start distributing the Gizonduz backpack with awareness-raising materials to promote equality and shared responsibility in parenting to men who are going to be fathers, through the midwives at Osakidetza-Basque Health Service and the adoption services of the provincial councils.

On 25 November, the Museum of Fine Arts of Bilbao holds the event entitled "Basque men against violence against women", hosted by the Basque regional president and attended by over 200 people, mostly men, from various sections of Basque society, such as politics, culture, sport, the media, the world of economics, social movements, etc.

ACHIEVEMENTS

The impetus provided by the Basque regional president and the support from the Board of the Emakunde demonstrate the strong public commitment with which the programme has started.

The Basque Parliament and numerous city councils and other public and private institutions help to disseminate the Charter and collect signatures.

High-quality materials and content are prepared about men, equality and masculinity and made available to the general public.

The wide variety of profiles of the men who sign it and attend the events is notable. Men from politics, culture, sport and the media take part in these activities.

As a result, over 10,000 Basque men sign it within the first year.
Launch of the Gizonduz Awareness-Raising and Training Programme, consisting of a set of courses, both face-to-face and online, which are free of charge, covering a wide area of subjects and are highly adaptable and flexible.

Gizonduz enters the world of social media through Facebook, Twitter and a YouTube channel.

Grants are set up for men’s associations that promote equality and mixed associations to enable them to carry out activities to promote equality and combat violence against women, such as awareness-raising campaigns, training programmes, seminars, conferences, etc.

ACHIEVEMENTS

We prepare important training material specially aimed at men who either individually or collectively want to learn about or deepen their understanding of what equality between women and men means and how they can work to support it.

Flexible or “à la carte” training formats are launched, designed to be a training tool that is tailored to the needs of public institutions, social groups, businesses, NGOs and educational centres; it is very well received.

Gizonduz’s visibility is increased along with the reach of various movements through their presence on social media.
We take part in a work session at the Committee on Social Affairs, Family, Youth and Sport of the Navarra Parliament, to present the programme.

We focus our efforts on increasing the participation of men in the Emakunde’s Forum for Equality, the initiative with the highest number of awareness-raising activities on equality between men and women in the Autonomous Community of the Basque Country.

Advice relating to equality, masculinity and Gizonduz’s various areas of activity is further consolidated both for individual people and for agents of equality, equality organisations, city councils, sporting federations, associations, trade unions, businesses, etc.

ACTIVE ENGAGEMENT
for
a new social model

ACHIEVEMENTS

The programme serves as a model for the Navarra Parliament to unanimously approve a parliamentary initiative to promote public equality policies aimed at men.

The percentage of men taking part in the Forum for Equality is doubled prior to the programme in 2007, men represented 9% of the participants and in the 2010 version, this reached 22%.
The Masculinity and equality: multidisciplinary study is published, aimed at anyone who wants to gain a deeper understanding of issues related to men’s values and behaviours, equality and masculinity and such disparate topics as health, care, human rights, male violence, violence against women, road safety and preventing drug addiction and criminality.

The awareness-raising and training programme is widely implemented, targeting areas of key strategic importance, such as teachers, are reached. In the 2012 and 2013 editions of the 60-hour online course on masculinities, 100 places were reserved for teachers.

The first steps are taken for international collaboration with the European Institute for Gender Equality (EIGE).

Measures are implemented to prioritise men to be given access to online courses and actively seek potential users in male environments.

GIZONDUZ CONSOLIDATES its position and leads the work to raise awareness among men

ACHIEVEMENTS

The programme becomes more popular, with more men attending and greater emphasis being placed on courses aimed at people whose work or presence in society means that they can help to have a knock-on effect. The number of students falls, but men have a greater presence.

61,75% of all students
The first assessment is made of the Gizonduz process and its results (2007-2015), analysing the main achievements made by this initiative and showing that this programme is having a positive impact on the people who attend the training.

The Aitak + online campaign is launched, aimed at the general public and in particular fathers, to build a space for engagement and reflection on social media that promotes ideas and practices that favour equality and shared responsibility in parenting.

ACHIEVEMENTS

Measuring the achievements made allows us to continue improving the programme. This evaluation shows its positive impact and provides a better and deeper understanding of our outcomes and allows us to determine the extent to which the objectives set by the Gizonduz Initiative have been met.

HIGH-IMPACT campaign, through which we are continuing to further promote equality and shared responsibility in parenting.
Launch of the “Gazteak Berdintasunean 2.0” project, including a video game and a variety of educational materials aimed at increasing the awareness and engagement of teenagers and young people, and in particular men, to support equality and combat violence against women, through the use of innovative educational tools.

We start a strategic and far-reaching collaboration with the Basque Police and Emergency Service Academy (Arkaute), attached to the Basque Government’s Department of Security.

We organise the Conference on men, masculinity and new ways of exercising power, with the aim of bringing together people from different sections of Basque society, primarily men, to analyse, discuss and propose strategies for social transformation towards equality between women and men.

ACHIEVEMENTS

Gizonduz continues to broaden the profile of the men at whom it is aimed. This allows us to meet the need to specifically target young people, through innovative technologies that had not previously been used by Emakunde.

Committed men, with extensive experience and belonging to various sections of society are involved in reflecting on social transformation strategies for equality.

There is also further collaboration with sectors that are highly male-dominated and of special interest due to their influence in promoting equality, e.g. the Basque Regional Police Force.
A strategic and **stable line of collaboration with the University of the Basque Country** is initiated.

Men’s political groups are created to support equality and combat violence against women, in the Basque government and at a municipal level, in conjunction with EUDEL. These are spaces for training, reflection and exchanging ideas, aimed at encouraging these men to promote equality within their sphere of influence and, in particular, to foster the individual and collective commitment of other men to that cause.

The **“Basque Men for Equality” conferences** are held to mark the 10th anniversary of the Basque Men’s Charter for Equality and Against Violence Against Women.

Emphasis is placed on engaging men with the **“Gizonok esan eta egin” campaign** which aims to get Basque men to commit to carrying out a series of actions that support equality in their daily lives. The initiative was presented by the Basque regional president, Iñigo Urkullu.

**ACHIEVEMENTS**

Progress is being made in the generation of alliances with key sectors such as universities and politicians who, because of their activity, can have a multiplying effect in the promotion of equality.

The **work performed by Gizonduz** over more than a decade is publicised.

With **GIZONOK ESAN ETA EGIN**, a tool is provided to complement and continue the work done in training courses to encourage Basque men to make a greater commitment to quality.
The “In times of coronavirus, +care. Let’s do our part” campaign is launched to address the problems and needs identified during the COVID-19 pandemic.

The programme’s annual reports start to include a set of indicators to monitor and assess our activity.

We set up virtual awareness-raising and continuous training spaces for men in political office and a participatory process begins to prepare a guide for men in politics.

The training of the Gizonduz initiative has been included in the training offer offered by the IVAP for public employees.

ACHIEVEMENTS

We use the health crisis to reflect on the central role that healthcare plays in the functioning of society and the sustainability of life to make a positive change in men supporting equality.

We strengthen equality training among men who work in political decision-making roles and staff employed by the public sector.

International recognition of the work we have done with politicians, after it was judged to be good practice at the seminar of the Council of European Municipalities and Regions (2019) and in the State of the World’s Fathers 2019 report, produced by Promundo in conjunction with Save the Children, Oxfam, the MenEngage Alliance and the United Nations Foundation.

#involvement
It is the 15th anniversary of the launch of the initiative, whose mission increasingly important in view of the new provisions in the current Basque Equality Act.

We organise the *International Conference on Men, Masculinity and Public Policies. Commitment to Equality.*

The Gizonduz brand image is updated.

The *Gazteak Berdintasunean* project is updated, with a new project aimed at foreign young people being developed, and we create a board game to promote emotional education, in particular, among young men.

The presence on social media has increased, creating an Instagram account.

**ACHIEVEMENTS**

FOR 15 YEARS, continuing an initiative aimed at raising awareness, raising awareness, the participation and the engagement of men in supporting equality, in line with the international directives and the new provisions in the current Equality Act.

We strengthen our line of work focused on young people by updating some of our projects and implementing new areas of action.
THE PROGRAMME’S IMPACT

In one year, 10,000 BASQUE MEN signed the Basque Men’s Charter for Equality and Against Violence Against Women.

Between 2009 and 2022, 14,000 MEN and 9,500 WOMEN took part in the Awareness-Raising and Training Programme, with an extremely high satisfaction rating among students. Over 95% believe that the courses have been useful for both their personal and professional lives.

Between 2008 and 2011, 30,000 MEN received a backpack with awareness-raising materials to promote equality and shared responsibility in parenting.

Around 4,000 STUDENTS AND THEIR TEACHERS took part in the “GAZTEAK BERDINTASUNEAN 2.0” project aimed at preventing sexist and violent behaviour among young people.

More than 5,000 people follow the programme on Facebook and 2,000 on Twitter. Gizonduz’s YouTube channel has received 22,237 views.

Over 260 men have registered in the “Gizonok esan eta egin” application and committed to carrying out actions that support equality in their daily lives.

According to the latest assessment, the equality specialists in the Basque Country’s city councils and women’s associations have given a positive rating to the work performed by Emakunde to engage men in supporting equality.

We have helped to increase the number of men’s equality associations and groups in the Basque Country.

7 out of 10
THE PROGRAMME’S IMPACT

We have created **men’s political groups to support equality and continuous learning** paths specifically designed for them.

We have worked with a wide **variety of organisations** (governments, educational centres, NGOs, private companies, trade union and business organisations, etc.) and **profiles** (civil servants, teachers, police officers, migrants, young people, etc.).

We have publicised the initiative and **collaborated with international organisations, European projects, with countries** (Argentina, Chile, Uruguay...) **and regional governments in Spain.**

The programme **has been judged to be good practice** by various organisations within and outside the Basque Country.

As a result, Gizonduz has become a **key player in the institutional work to raise awareness and promote the participation and engagement of men in supporting equality** both within and outside our region.
To comply with the **Country Pact for equality** and the new provisions of the **Equality Act** which, in addition to **specific actions**, sets out the need for a **cross-cutting, multi-faceted approach** to equality policies aimed at men, and for greater intervention in the area of **secondary prevention**.

To continue increasing the number of men who are aware of and committed to equality, by working, from an intersectional approach, with new groups and key men in **strategic sectors** (politics, economics, culture, youth, etc.) to promote equality within their spheres of influence and produce a **knock-on effect** in the pursuit of individual and collective commitment to equality.

To increase the number of **partnerships with feminist groups and men’s equality groups**, and with **other organisations and institutions** to meet the modern needs and requirements of today’s society with regard to equality.

To perform more detailed **assessments and reporting** to ensure that the work that we do takes a transformative approach and is focused on continuous improvement.

Nevertheless, Gizonduz intends to continue working to **establish a critical mass of men who are involved in promoting equality in the Basque Country**, who question the prevailing traditional masculinity and opt for a more egalitarian way of life that serves as a model for other men and, above all, future generations.