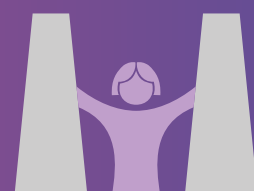


2030

STRATEGY

Gizonduz

Service for working with
men and masculinities
for equality



EMAKUNDE
EMAKUMEAREN EUSKAL ERAKUNDEA
INSTITUTO VASCO DE LA MUJER

Erakunde autonomiaduna

Organismo Autónomo del

EUSKO JAURLARITZA



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1. Foreword

1.1. Gizonduz's Origin and the Road Travelled

As set out in its founding document¹, Gizonduz was established in 2007 as a pioneering initiative to promote awareness, participation and involvement of men in favour of equalities between men and women². The objective is to increase the number of men who are aware of and trained in equality, and who are co-responsible for domestic and care work.

The rationale behind this initiative remains as pertinent as ever. In summary, the following factors drove the decision to launch this initiative:

- » Persisting inequalities between men and women.
- » There is a notable lack of male involvement in domestic work and in training and other activities aimed at promoting gender equality and combating violence against women.
- » It is imperative that men play an active role in achieving equality.
- » The achievement of equality has a positive impact on all individuals, regardless of gender, and offers a valuable opportunity for collective benefit.
- » There is a favourable legal and social framework within which to work towards achieving equality for men.

Gizonduz has engaged in a wide range of activities and actions, including campaigns, training, conferences, the production of materials, social media presence, and the implementation of specific projects targeting youth, the elderly, politicians, companies, and other key stakeholders. Additionally, Gizonduz has formed strategic alliances and partnerships with prominent entities in the Autonomous Community of the Basque Country, the Spanish State, and the international arena. This has established Gizonduz as the benchmark government programme for working with men and masculinities for equality in the Basque Country and beyond. These activities and the results obtained are included in the document [‘15 years of Gizonduz. The road travelled’](#) and, in particular, in the annual action reports, which are available at www.euskadi.eus/gizonduz, together with extensive and varied programme information.

It is worth noting that since the programme's inception, nearly 32,000 individuals have received training, with 60% of them being men. The training has been met with high satisfaction rates, with an average score of 8.3 out of 10. The data demonstrate that the training has had a notable effect on enhancing awareness (4.8 out of 6) and knowledge (4.9 out of 6) of the issue among male participants. Furthermore, approximately

¹ [Gizonduz “Equality will make a man of you”. Initiative to promote awareness, participation and involvement of men in favour of gender equality in the Autonomous Community of Euskadi](#). Emakunde-Basque Institute for Women, 2007.

² For the purposes of this document, the terms ‘women’ and ‘men’ are used to refer to any individual who identifies with these terms. It is our intention to include women and men of all ages and in all their diversity. We are aware that such a binomial does not capture the totality of existing identities.

95% of respondents indicated that the courses were beneficial to their personal and professional development.

Since Gizonduz started, and although there is still a long way to go, there have also been positive developments regarding some indicators such as:

- » The average time spent by men on domestic and care work has increased from 1.4 hours in 2008 to 1.7 hours in 2023. This represents a reduction in the difference compared to women, from 2.2 to 0.9 hours (women spent 3.6 hours in 2008 and 2.6 hours in 2023).³
- » The proportion of men among the total number of individuals who take childcare leave has increased over time. In 2007, it was 5.2%, while in 2023, it reached 14.4%.⁴
- » The proportion of men who agree or strongly agree that equality is important has remained consistently high, at 77% in 2007 and 99% in the most recent data set.

While there is no prior data to which we can compare this, it is also noteworthy that, on a scale of 0 ('not at all feminist') to 10 ('very feminist') regarding self-perception in relation to feminism, Basque men score an average of 6.4, which is not far behind the average score of women (7.1).⁵



3. Source: Time Use survey, Eustat, 2023.

4. Source: Statistics from the Spanish Ministry for Work and Social Security, 2023.

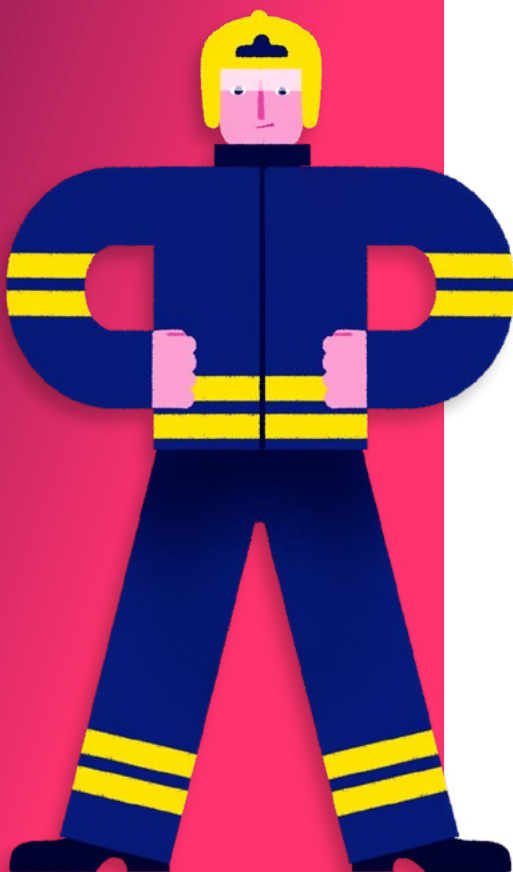
5. Source: Violencia contra las mujeres en Euskadi: percepción social y actitudes. Presidency of the Basque Government, 2021.

1.2. New Challenges

However, as was stated at the [International Congress, 'Men, Masculinities and Public Policy, Commitment to equality'](#) organised by Emakunde in 2022. Since the creation of Gizonduz, there have been significant developments in the legal and social context that require the programme to be re-evaluated and adapted to reflect the new circumstances. The Government Programme of the 13th Legislature, in initiative 8 of Commitment 125, on *'Eradicating male violence and building an egalitarian society free of violence against women in all its manifestations'*, expressly foresees the expansion of the Gizonduz programme to include groups of men with resistance to equality and the implementation of awareness-raising campaigns on equality specifically aimed at men.

In this context, the Autonomous Community of the Basque Country faces the following challenges in its efforts to promote equality through its work with men and masculinities:

- » To respond to the exponential growth in interest and demand from the general public and public and private entities for work with men and masculinities for equality.
- » To respond to the [Country Pact for equality and lives free of violence against women](#), presented by the President of the Basque Country in 2022. The objective of the agreement is to demonstrate, expand and activate the commitment of Basque society to accelerate progress towards equality and the construction of a life free of male violence in the Basque Country. This is all part of UN Women's Generation Equality initiative and the goals set out in the 2030 Agenda.
- » To respond to the new mandates incorporated in the 2022 reform of the Law for the Equality of Women and Men and Lives Free of Gender-Based Violence Against Women (hereafter referred to as the Law on Gender-Based Equalities). This reform marked a turning point in the regulation of men's work in the Basque Country in favour



- of equality, which is no longer an option but an obligation for the public authorities. The document addresses a number of key issues, including the “involvement of men” as a general and cross-cutting principle (art. 3.13) and the establishment of specific mandates for men in a number of key areas, including education (arts. 32.1d and 32.4), work (art. 38.c), health (art. 48.4), reconciliation (51 and 52.3) and the prevention of gender-based violence against women (arts. 56.2 and 56.4).⁶
- » To respond to the goals and objectives of the 2030 Strategy for Gender Equality in the Autonomous Community of the Basque Country (hereinafter referred to as the 2030 Strategy), in particular those most directly related to men and masculinities. In this Strategy, the need to increase the number of public institutions that integrate the masculinities concepts approach in their daily work and actions aimed at involving men (line 3, axis I), as well as other more specific provisions related to health (MS6.1, MS6.2 and MS6.3), care and co-responsibility (OS7. 2, OS7.3, OS7.6 and OS7.7), energy transition and climate justice (OS9.1), science and technology (OS9.5), sustainable mobility and equal accessibility (OS9.13), awareness of male privilege and commitment to gender equality (OS10.6 and OS10.7) and prevention of gender-based violence (VL11.6).⁷
 - » To counter the rise of neo-machosim and anti-feminist and anti-equality policies and to strengthen alliances with feminist groups, men’s equality groups and other organisations and institutions to respond to the new needs and demands of today’s society in relation to equality.
 - » Continue to increase the number of men who are aware of and committed to gender equality, working from an intersectional approach, with new groups, as well as with men from vulnerable sectors and with leaders in strategic sectors (political, economic, cultural, youth...), so that they promote gender equality in their spheres of influence and have a multiplier effect in the search for personal and collective commitment to gender equality.
 - » It is essential to conduct a more thorough evaluation and ensure accountability to guarantee that work is carried out in a transformative and continuous improvement manner.

6. For more information, consult (in Spanish): [Principales modificaciones de la reforma de la Ley Vasca para la Igualdad, especialmente en lo relativo a las medidas dirigidas a los hombres](#). Emakunde-Basque Institute for Women, 2024.

7. For more information, consult (in Spanish): [Estrategia 2030 para la Igualdad de Mujeres y Hombres en la CAE. Previsiones específicas sobre hombres y masculinidades](#). Emakunde-Basque Institute for Women, 2024.

1.3. From ‘Programme’ to ‘Service’: a New Phase

To meet these challenges, the programme budget has been increased, particularly in 2024, when it reached 230,000 euros (59% more than in 2023).

The programme’s objectives and areas of intervention have been expanded, and the programme has been repositioned as the Basque Government’s Service for working with men and masculinities for equality. To achieve greater equality and social justice, it is necessary to implement a more ambitious, comprehensive, diversified and closer to the public intervention. This will contribute to a greater advance of equality policies in an area that is not sufficiently exploited.

This work with men on masculinities is proposed as a complement and reinforcement of the work being carried out for female empowerment. The approaches mentioned below will also continue to be **inspiring principles** for the development of the Gizonduz 2030 Strategy, which will serve as the roadmap guiding Emakunde’s policy for working with men and masculinities for equality.

- a. **Human Rights Focus:** In working with men and on masculinities, it is essential to recognise that equality and freedom from gender-based discrimination are fundamental human rights. These rights are characterised by their universality, interdependence, indivisibility and progressivity.
- b. **Feminist and Gender Transformative Approach:** Our work with men and on masculinities is to achieve equality and eliminate all forms of gender discrimination, as well as to redress unequal power relations between men and women. It is therefore essential that such work is integrated into the legal, programmatic and conceptual frameworks of equality policies, with the objective of having a positive impact on the advancement of women’s human rights.
- c. **Intersectional and Diversity Approach:** It is inaccurate to suggest that all men are powerful or benefit to the same extent from male privilege. Consequently, their social status varies considerably. A person’s social position is determined by a number of factors, including age, ethnicity, class, disability, sexual or gender identity, sexual orientation and other factors. These factors intersect with each other and with sex or gender to create a complex matrix of social positioning. Considering this, Gizonduz will continue to assess the impact of these factors on its overall strategy and to refine its approach to projects targeting specific population groups or sectors. This will ensure that our initiatives align with the unique needs and characteristics of these groups, including young people, the elderly, and migrants. Similarly, with regard to sexual and gender diversity, the reality of LGBTBI people will continue to be

made visible in training, documents, communications, etc. We will collaborate with their organisations and address the issue of homophobia as a pillar of patriarchal masculinity. Furthermore, the option of identifying as non-binary or having a sexual or gender identity other than “man” or “woman” will remain available on the evaluation questionnaires. Conversely, opportunities for reflection on how to enhance the approach to this issue in the implementation of the Strategy will be created.

- d. Positive Focus:** Our experience has shown that it is more effective to attract and involve men in the promotion of equality if one avoids generalisations or essentialist approaches that may create a sense of men being treated as potential culprits, suspects or aggressors. It is vital to adopt an approach based on active listening, empathy, recognition of diversity and consideration of the role of men as potential agents of change towards equality. This approach is not incompatible with the necessity of questioning male power and privileges and the costs they generate when working with men. It is also necessary to bring about personal and collective changes and changes in social structures that contribute to achieving real and effective equality between women and men as quickly as possible. Furthermore, collaboration with men should not be viewed as a zero-sum scenario, but rather as a mutually beneficial and win-win dynamic, particularly in the context of human rights. By raising awareness of the structural subordination of women and the impact of machismo on men, as well as encouraging men to renounce male privilege and commit to equality, we can achieve positive results for both men and women. For men, this can lead to greater personal and human development, while for women, it can strengthen their empowerment. Furthermore, at the societal level, this work encourages the development of healthier, fairer, more diverse and egalitarian relationships.

In summary, the objective is to instigate change processes in men that, acknowledging their diversity and empathy (as a methodology and a capability to be cultivated in them), enhance their awareness of and dedication to their personal and collective responsibility in achieving a fairer and more egalitarian society. When engaging men in practice, it is also important to consider the influence of the social norms and stereotypes associated with masculinity, the organisational cultures and practices and the legal, political and programmatic frameworks.



2. Goals and desired outcomes

Gizonduz's **current objective** is to promote awareness, participation and involvement of men in favour of equality between women and men. Additionally, the organisation encourages good treatment through the promotion of diverse and egalitarian concepts of masculinities.

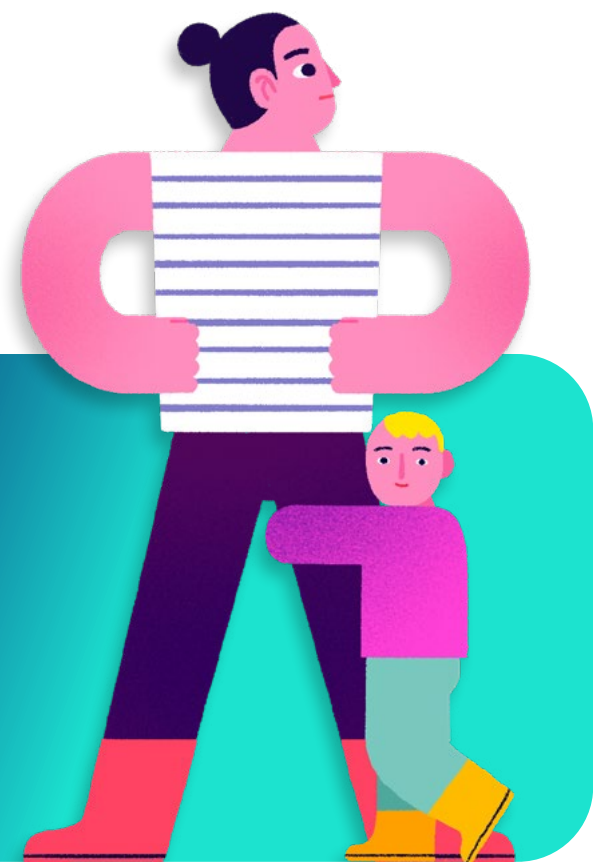
For the period 2024-2030, the **specific objectives** and expected results are as follows:

Goal 1

Increase the number of men who are **aware of, trained in, and committed to** equality between men and women, as well as to the prevention of gender-based violence. This should be a particular focus for young people, those from socially vulnerable sectors, and leaders and influential references.

Desired Outcomes:

1. The objective is to achieve at least 25,000 men trained (18,735 by December 2023) in the different Gizonduz courses, with a high level of satisfaction expressed (at least 7.5 out of 10) in terms of increased knowledge and awareness (at least 4.5 on a scale of 1 to 6). Additionally, the goal is to consolidate lines of work specifically targeting young men, men in vulnerable situations, leaders and men from strategic sectors with greater influence.
2. That less than 5% of Basque men fall within the 'Masculinity Box' (6.9% in 2024).
3. Guarantee that more than 80% of men residing in the Autonomous Community of the Basque Community perceive male violence against women as a critical social issue (72.6% in 2024)⁸.



8. Source: Study "La Caja de la Masculinidad en el País Vasco. Emakunde-Basque Institute for Women, 2024.

Goal 2

Increase men's co-responsibility in domestic and care work and to **generalise the ethics and practice of care** among men to achieve a balanced distribution of such work. This will lead to positive outcomes for their own and others' development and well-being, as well as a reduction in gender inequalities, male violence and risky behaviour harmful to people and the environment.

Desired Outcomes:

1. It is hoped that men spend a minimum of two hours per day on domestic and care work (the latest available figure is 1.7 hours)⁹, to reduce the existing gender gap.
2. At least 20% of childcare leave be taken by men, with the latest available figure being 14%¹⁰.

Goal 3

To guarantee services and tools for **counseling and psycho-educational support** for the promotion of equality, good treatment and the prevention of problematic male chauvinist behaviors.

Desired Outcomes:

1. Incorporate services or programmes offering counselling and psycho-educational or psychosocial support to men, particularly young men, in a standardised manner. This will promote equality, good treatment and the prevention of problematic male chauvinist behaviour.

Goal 4

The number of **public and private organisations active working** with men and on masculinities and gender-based equalities be increased.

Desired Outcomes:

1. At least 50% of Basque Government departments, the three provincial councils and 50% of Basque towns and cities with an equality unit or service have initiated activities in men-related issues, masculinities and equality.

9. Source: Time budget survey. Eustat, 2023.

10. Source: Statistics from the Spanish Ministry for Work and Social Security, 2023.

These objectives are designed to facilitate the attainment of the goals and objectives set out in the 2030 Strategy. Similarly, in meeting the Gizonduz objectives, a response will be provided to the 2030 Strategy's call for more nuanced equality policies that address the needs arising from intersectionality, the revitalisation of the Basque language, environmental concerns and the climate emergency (BG.3, line 8).

This initiative's objective is to cultivate a critical mass of men in our community who are dedicated to promoting equality, challenging traditional masculinity, and advocating for more egalitarian ways of life. These men will serve as role models for other men and will work alongside women to advance a fairer and more egalitarian society. We believe that promoting equality and questioning traditional or patriarchal masculinity is a matter of justice and human rights. This is not only beneficial for women, but also for society as a whole and men themselves. It allows for the development of their personality in a more integral way, free from gender stereotypes and with more satisfactory personal and environmental relations.



3. Action areas and steps taken

The planned measures to achieve the Gizonduz objectives are listed below. They are ordered according to the type of intervention (awareness-raising, training, advice, promotion, prevention, collaboration, internationalisation and knowledge generation) and refer to the Gizonduz objectives and the axes of the 2030 Strategy with which they are aligned. The measures already being worked on are indicated by italic text.

GIZONDUZ 2030 PLANNING									
ACTION AREAS	STEPS TAKEN	GIZONDUZ OBJECTIVES				2030 STRATEGY AXES			
		01	02	03	04	S1.GG	S2 WE	S3.SO	S4 VL
1. RAISING AWARENESS	<i>1.1. Care campaigns (19 March, 29 October...).</i>								
	<i>1.2. Gizonok Esan eta Egin Campaign.</i>								
	1.3. Targeted impact campaigns that have continuity over and that reinforce previous projects and work processes.								
	1.4. <i>The Gazteak Berdintasunean project has two main objectives: firstly, study centres (interactive comic and board games) and secondly, resources for minors.</i>								
	<i>1.5. Project on older men.</i>								
	1.6. <i>Men in Politics Project (awareness-raising, guidelines and networks).</i>								
	1.7. <i>Men in Leadership Project (raising awareness, providing guidelines and networking).</i>								
	1.8. <i>Project aimed at promoting egalitarian masculinities in music, culture, sports and social networks.</i>								
2. TRAINING	<i>2.1. Annual training programme.</i>								
	<i>2.2. Training programme in collaboration with the University of the Basque Country (UPV/EHU).</i>								
	<i>2.3. Training programme in collaboration with the Basque College of Policing and Emergencies.</i>								
	<i>2.4. Training programme in collaboration with Basque Institute for the Civil Service.</i>								
	<i>2.5. Training in collaboration with the Basque Government Department responsible for education.</i>								
	<i>2.6. Training in collaboration with the Basque Government's Department of Sport and the Basque Federation of Sports Associations.</i>								

GIZONDUZ 2030 PLANNING

ACTION AREAS	STEPS TAKEN	GIZONDUZ OBJECTIVES				2030 STRATEGY AXES			
		01	02	03	04	S1.GG	S2 WE	S3.SO	S4 VL
3. COLLABORATION-ALLIANCES	3.1. <i>Eudel: project aimed at men in politics at the local level.</i>								
	3.2. Project on shared and egalitarian parenthood: Department of Family Policy of the Basque Government.								
	3.3. Department of Health of the Basque Government: project on sexual and reproductive rights.								
	3.4. Collaboration with observatories and organisations in the field of studies and research on men and masculinities (Youth Observatory, UMH Observatory, etc.).								
	3.5. Promotion of work with men and on masculinities in inter-institutional co-ordination spaces or projects.								
4. INTERNATIONALISATION	4.1. <i>Cooperation projects and partnerships with other countries and regions.</i>								
	4.2. <i>Collaboration projects with international organisations and bodies (Dare to Care with UN Women and eLankidetzta, MenCare 50/50 Commitment with MenEngage...).</i>								
5. ADVICE	5.1. <i>Advice for organisations working with men and on masculinities.</i>								
6. PREVENTION OF GENDER-BASED VIOLENCE AGAINST WOMEN	6.1. Counselling and psycho-educational support service for men, especially young men, to promote good treatment and prevent problematic male chauvinist behaviour.								
7. KNOWLEDGE GENERATION	7.1. A regularly updated resource map on men and masculinities for gender equality, which collects and disseminates good practices, useful information, resources and data.								
	7.2. <i>Studies on men, equality and on masculinities (study on the 'Box of Masculinity' in the Basque Country...).</i>								
	7.3. <i>Conferences, guides and other materials on men, gender equality and on masculinities (Guide for mainstreaming the approach to men and on masculinities in public policies...).</i>								
	7.4. Spaces and resources to facilitate the incorporation of an intersectionality and diversity approach and its subsequent implementation in the work with men and on masculinities.								

4. Management, monitoring and evaluation

Gizonduz's management, monitoring and evaluation will be conducted in accordance with the same procedures as those applied to the other services and programmes that comprise Emakunde. In particular:

- » The measures to be developed will be incorporated into the Institute's strategic and management plans, with a corresponding timeframe.
- » The financial resources required for implementation will be outlined in Emakunde's annual budgets and are anticipated to increase gradually to reach the level of initial funding in 2008 (€500,000) by 2030.
- » In regard to our human resources, the necessary administrative procedures will be carried out to create a new position of Equality Officer in Emakunde, who will be responsible for the service's management.
- » The administrative contracts required for the implementation of the planned measures will continue to be processed on a regular basis, including the procurement of the Technical Secretariat.
- » Contact points will be established to gather and incorporate proposals from the public and the Advisory Panel created in 2024 will be consolidated to encourage the participation of individuals with knowledge, experience or organisation that can contribute to Gizonduz's improvements from different areas and perspectives. The contributions made by this forum have been taken into account in the preparation of this document.
- » The programme will be monitored and evaluated using the existing monitoring and evaluation systems, including the evaluation of the Basque Equality Act and the 2030 Strategy. Furthermore, to enhance transparency and accountability, annual performance reports will be maintained, detailing the work conducted and the progression of monitoring indicators, along with dedicated periodic assessments of the service, the inaugural one scheduled for 2024.

Vitoria-Gasteiz, 2 November 2024