

2030

STRATEGY

Gizonduz

Service for working with
men and masculinities
for equality

SUMMARY



Erakunde autonomiaduna

Organismo Autónomo del

EUSKO JAURLARITZA



GOBIERNO VASCO

Title: *GIZONDUZ 2030 STRATEGY*
Edited by: Emakunde - Basque Institute for Women
Design and layout: GEN creativo
Date: Febrero 2025
Descriptors: Men, boys, equality policies and violence against women
Printing: Gráficas Dosbi
Legal Deposit: LG G 00085-2025

This document is a summarized version of the "Gizonduz Strategy 2030", the full version of which can be consulted at



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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.

Gizonduz has become the **benchmark government programme** for working with men and masculinities for equality in the Basque Country and beyond.

All the activities carried out 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.

Highlights up to 12/2023:

↑ TRAINING
32.000 people
Men 60%

↑ DOMESTIC AND CARE WORK
1.7 h/day (vs. 1.4 h/day in 2008)³
Men

↑ USE OF CHILCARE LEAVE
14.4% (vs. 5.2% in 2007)⁴
Men

↑ IMPORTANCE OF EQUALITY
99% agree (vs. 77% in 2007)
Men

↑ SELF-PERCEIVED DEGREE OF FEMINISM
6.4 (vs. 7.1 of women)⁵
Men

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.

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.

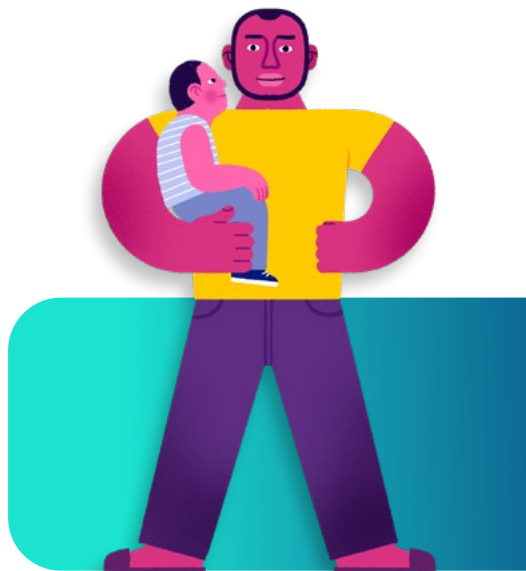
1.2. New Challenges

Tas 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.

These are the main challenges:

- » To respond to the exponential growth in interest and demand from the general public and public and private entities.
- » 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, in which the involvement of men and boys in one of the ten priority areas of intervention.
- » To respond to the reform of the Law for the Equality in which working with men for equality is no longer an option but an obligation for the public authorities⁶.
- » To respond to the goals and objectives of the 2030 Strategy for Gender Equality, in particular, those most directly related to men and masculinities⁷.

- » To counter the rise of neo-machismo and anti-feminist and anti-equality policies and to strengthen alliances with related sectors.
- » Continue to increase the number of men who are aware of and committed to gender equality, in particular, men from strategic sectors and with greater capacity for influence.
- » To deepen evaluation and accountability.



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.

The following will continue to be inspiring principles for the development of the Gizonduz 2030 Strategy:

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.

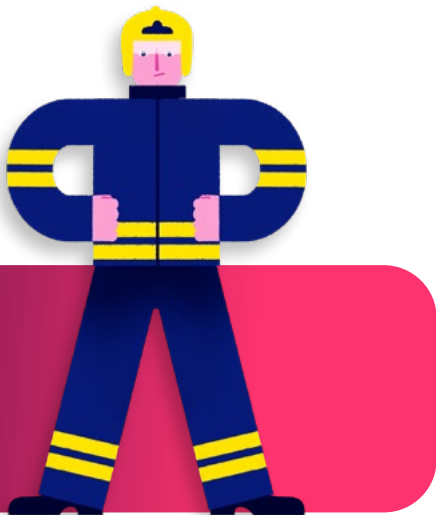
b. Feminist and Gender Transformative Approach: the ultimate goal is to achieve equality and eliminate all forms of gender discrimination, as well as to redress unequal power relations between men and women.

c. Intersectional and Diversity Approach: Gizonduz will continue to consider diversity and the influence of multiple socio-cultural factors to adapt its general actions and deepen the development of specific projects (youth, elderly, migrants, LGTBI, etc.).

d. Positive Focus: 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.

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.

All of this, bearing in mind that it is also necessary to influence the social norms and stereotypes associated with masculinity, the organizational 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, in particular, men from vulnerable and strategic sectors.

Desired Outcomes:

1. At least 25,000 men trained in the Gizonduz courses and consolidate specific lines of work targeting men from vulnerable and strategic sectors.
2. Less than 5% of Basque men inside the 'Masculinity Box'.
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.

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.

Desired Outcomes:

1. It is hoped that men spend a minimum of two hours per day on domestic and care work.
2. At least 20% of childcare leave be taken by men.

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.

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 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.								
	<i>1.4. 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>								
	<i>1.6. Men in Politics Project (awareness-raising, guidelines and networks).</i>								
	<i>1.7. Men in Leadership Project (raising awareness, providing guidelines and networking).</i>								
	<i>1.8. 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.LGG	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 consolidate the Advisory Panel created in 2024, 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

