

B A R B E R S H O P

TOOLBOX



Mobilizing Men and Boys for Gender Equality

Gender inequality is one of the most significant human rights violations of today. To solve this global challenge, and to achieve full gender equality, it is of great importance that men and boys participate in the conversation and be part of the solution.

Barbershop events encourage men and boys to become actively engaged in promoting gender equality by better understanding how gender inequality limits the ability of individuals, businesses, and communities to reach their full human, economic and social potential. Barbershop events provide men with tools to address this inequality and become agents of change. Through their own behaviour, men can work towards the positive transformation of social norms and take action; they can also hold other men accountable, and encourage them to join in.

Explore the tools below to see how you can mobilize the men and boys around you to achieve gender equality.



Barbershop Toolbox / Contents

This is an interactive contentpage. Clicking on the listed items will redirect to the relevant page in this document.

Hyperlinks

By clicking on text in “resources” that looks like this - **bold and black** - you’ll be linked to webpages and other pdf files.

Introduction	4
Getting Started	8
Choose Your Tool	15
#01 Leadership Engagement on Gender Equality	17
#02 Learn From the Community: High Level Event	24
What Makes a Man – Workshops	29
#03 What Makes a Man – Staff Workshop Topic 1: What is Gender?	31
#04 What Makes a Man – Staff Workshop Topic 2: Act Like a Man, Act Like a Woman	36
#05 What Makes a Man – Staff Workshop Topic 3: What is Violence?	41
#06 Be the Change – Make a Commitment	47
#07 Photobooth/Selfie Corner	49
All resources	51
Logo style guide	54



Barbershop Toolbox

Introduction

March 2017



Introduction

Women have been leading the movement for gender equality for decades, and while it is essential that men join the effort, it's necessary to be involved thoughtfully and proactively, in ways that support women's existing efforts and leadership.

Following this notion, and building on decades of work for women's rights, the Barbershop concept was developed jointly by the Governments of Iceland and Suriname, as a way to get men involved and committed as partners in promoting gender equality.

The first Barbershop Conference, held at the United Nations Headquarters in New York in January 2015, was a great success with over 500 attendees. Around 100 Permanent Representatives took part in the opening luncheon, the first time so many high-level men had come together at the United Nations for the sole purpose of having a candid discussion about gender equality.

Building on the success of the Conference, the Government of Iceland has hosted several Barbershop events, including at the NATO Headquarters in Brussels and at the United Nations in Geneva, to put gender equality firmly on the agenda of world leaders.

The toolbox was produced by the National Committee of UN Women Iceland for the Ministry for Foreign Affairs of Iceland as part of one of Iceland's commitments as a HeForShe Head of State IMPACT Champion. It contains activities that were adapted from various experts in this field, such as Michael Kimmel, as well as from MenEngage Alliance and Promundo's Program H, and its Lebanese version, Programme Ra (named after Rajol, the word for man in Arabic), which was developed in partnership with ABAAD.

We thank Promundo and MenEngage Alliance for their guidance and advice during the development of the toolbox.





Introduction

Why use the Barbershop toolbox?

Barbershop events are intended to motivate and bring men into the discourse on gender equality by encouraging male-to-male discussions in a safe environment, as well as by elevating the voices of women in these spaces. While the Barbershop concept focuses on male-to-male dialogue, the Barbershop toolbox also provides opportunities for women and men to address this important issue together.

How to use the Barbershop toolbox

This toolbox guides individuals looking for ways to get men around them engaged in achieving gender equality. The following tools can be used independently from each other, in a way that best suits the organizers, audience, and available time. Organizers may choose only one of the following tools, or choose several of them as part of a larger conference or event. It is important to note that the road to gender equality is long, and these activities should be used to start the conversation and to spark the process of transformation.

Each tool provides step-by-step guidance on how to implement the Barbershop. This includes a clear goal for the session, guidelines on organizational matters, advice on how to manage the discussion, as well as suggestions on relevant resources and next steps.

Make sure to carefully read the **Getting Started** section, and choose the tool or tools and facilitators based on the recommendations made there.

Resources

Learn more about Iceland's Barbershop initiative

Mr. Gudlaugur Thor Thordarson, Iceland's Minister for Foreign Affairs, on the Barbershop concept

Vigdís Finnbogadóttir, former President of Iceland and the world's first democratically directly elected female president, on the importance of engaging men and boys

Want to know more about the HeForShe movement?

Elizabeth Nyamayaro, An Invitation to Men Who Want a Better World for Women, Ted Talk on the HeForShe initiative

The HeForShe Story



Why is it called Barbershop?

Most men have been to a barbershop. These are spaces where men talk to each other and where behaviours and attitudes about gender relations – including what it means to be a man are learned, discussed, and reinforced. While relations between men and women are often discussed among men in barbershops (or locker rooms), these conversations too often reflect the stereotyped roles of women and men, and rarely tackle serious issues at the root of gender inequality.

Barbershop events provide a setting for male-to-male discussions about their own behaviours, privileges, and roles in realizing women's empowerment. This way, the Barbershop platform encourages men to make a proactive commitment to gender equality at an individual level, inspire other men to join them and bring the discourse on gender equality to barbershops and locker rooms around the world.

Together we can achieve gender equality.

Barbershop Toolbox

Getting Started

March 2017





Getting Started

Know your audience

Before you get started, it is important to consider your target group and the end goal of the Barbershop session. Are you planning on mobilizing management only, or do you wish to raise awareness among a wider group? Or perhaps both?

Barbershop events are primarily designed to engage men through male-to-male discussions on the importance of achieving gender equality.

The tools can be used for single-sex groups (men only) or for a mixed group (women and men together). However, when the group is mixed, make sure to still provide the opportunity for male-to-male discussions to ensure a productive dialogue on what men can do to help achieve gender equality. This can be done by dividing the participants into groups based on gender and finding male experts that can participate as facilitators and share their experience as speakers.

Choose your tool

Each tool is targeted towards a specific goal, so begin by deciding what kind of discussion would be most beneficial for the group, and then choose the

tool or tools that meet these objectives. Most of the tools can be adapted to different levels of audience with minor changes.

Go to **Choose Your Tool** to get an overview of recommended tools for targeted audience groups.

Pick your venue

Based on your audience and the tool(s) you select, choose the venue, or space that best suits your needs. A workshop requires the possibility for different groups to work simultaneously, while a high-level event might require a room or venue with a stage, a sound system, etc.

Build partnerships

Consider building partnerships with experienced local NGOs and civil society activists to strengthen the Barbershop session or workshop. It might be added value to invite partners to shape the agenda, facilitate the event, or share their experience, either as keynote speakers or by participating in a panel discussion.

There are numerous NGOs and networks doing excellent work to get men and boys engaged in promoting gender equality. Here are some suggestions to get you started:

Association for Women's Rights in Development (AWID)

MenCare, a global fatherhood campaign

MenEngage Alliance

Promundo

UN Women Country Offices

White Ribbon

When organizing a Barbershop, it is vital to understand and join those that have paved the way and worked tirelessly to create a more gender equal world. Barbershop events should include women's voices, and partnerships provide perfect opportunities to invite female experts to participate, possibly as speakers, panelists or co-organizers. Keep in mind the MenEngage Alliance's definition of how to be accountable allies to women and girls. See more on this under **Resources**.

For MenEngage Alliance, being “accountable” means

Building gender equality in all we do and ensuring that our work with men and boys contributes to the empowerment of women and people from other oppressed genders

Being critically aware of one’s own power and privileges and open to constructive criticism (a culture of reflection and dialogue)

Taking action to address personal and institutional practices that go against our principles of gender equality and human rights, acknowledging any harm caused and making amends (“do no harm” principle)

Respecting and promoting women’s leadership in the gender equality movement

Creating structures of consultation and partnerships with women’s rights organizations





Select and train facilitators

The success of the Barbershop event largely depends on the facilitator, so it is important to choose this person carefully. The facilitator should have in-depth knowledge of the subject matter and experience in working with diverse groups of people, as well as personal and professional experience in examining the issues of gender justice and inequality. This can be someone within the workplace, in the local community or an international expert. The facilitator should be prepared to handle resistance and provide conflict-resolution. Consider having two facilitators to provide support for each other, and to mitigate and resolve conflicts if they arise.

GUIDELINES FOR FACILITATORS AND DISCUSSION LEADERS

During the Barbershop event the facilitator is responsible for:

Introducing the topic at the beginning of the session

Explaining the event's overall objective

Guiding and supporting discussion leaders during table discussions

Giving closing remarks, highlighting the main themes of the discussion, possible solutions identified and providing the participants with concrete resources to continue their journey to becoming agents of change for gender equality

A successful facilitator leads the discussion from identifying a problem, through a dialogue with the participants about their own ideas and experiences, and finally helps them find ways to move towards a more gender equal world.

As organizer you should be prepared to divide the participants into groups, based on gender. Organize the seating so that each table has a discussion leader, who has been familiarized with the questions and their purpose beforehand. Choose discussion leaders who are respected among their peers and have some authority in the group.

Discussion leaders should know the event's objective and have familiarized themselves with the questions and their purpose beforehand. They should be ready to provide a short insight into the discussion at their table, summarizing main findings and any solutions identified.

It is strongly encouraged that you, as organizer, meet with the facilitator and discussion leaders prior to the event to discuss the topic at hand and how you would like to see the discussion evolve. Establish with the facilitator and the discussion leaders some ground rules on what is acceptable during the discussion and how to handle conflicts that might arise.

Be aware that discussions on sensitive topics, such as violence and sexual abuse, can trigger bad memories and anxiety for anyone who may have been affected by such acts. The facilitator and discussion leaders should be mindful of this, and be ready to refer participants to local organizations that provide support.



Facilitator's checklist

Based on a facilitator checklist provided in Program HMD by Promundo

The following steps assist facilitators in creating a safe environment that encourages open and participatory discussions

- CREATE A SAFE AND COMFORTABLE SPACE**
Participants should feel comfortable discussing sensitive topics and personal opinions. Have them sit in a circle or half-circle during discussions to encourage exchange, rather than constructing a classroom-like setting. They may sit on chairs or on the floor.
- ESTABLISH GROUND RULES WITH PARTICIPANTS**
These rules should include listening, respect for others, confidentiality, and participation.
- PROMOTE REFLECTION, PARTICIPATORY LEARNING AND PRESENT INFORMATION NEUTRALLY**
Be aware of your position of power. Accordingly, avoid judgmental and authoritarian attitudes. Never impose your feelings or opinions on the group. Ask open-ended questions rather than posing leading questions, giving advice or advertising beliefs. Offer brief responses to encourage participants to respond and debate issues from their experiences, and clarify misinformation when necessary. Be friendly and create rapport with your participants.
- ALWAYS BE CONSCIOUS OF THE LANGUAGE YOU USE AND YOUR BEHAVIOUR**
Review your own views, assumptions and prejudices, and avoid bringing them to the group. Be aware if young men or women from particular social, cultural, or religious backgrounds trigger certain emotions in you, be they positive or negative, which may affect your own work in the group. Include as much physical movement as possible so that the participants remain active, alert and interested. Dress appropriately you should look approachable, but professional.
- ENCOURAGE PARTICIPANTS TO BE HONEST AND OPEN**
Participants should not be afraid to discuss sensitive issues for fear of judgment or ridicule from their peers. This includes sharing, learning from, and questioning firm opinions about masculinity and gender.
- CAN YOU SPOT FUTURE LEADERS?**
Keep an eye out for participants who are particularly engaged and interested in promoting gender equality as they are likely to become effective leaders in the transformation process. Be mindful of opportunities to mobilize them to drive the conversation forward after the event.

Understanding the terminology

Based on **UN Women Gender Equality Glossary** and **Promundo's Program HMD**

FEMININITIES – the term refers to the social meaning of the feminine, which is constructed and defined socially, historically, and politically, rather than being biologically driven. There are many social constructed definitions for being a man and these can change over time and from place to place. The term relates to perceived notions and ideals about how women should or are expected to behave in each setting. Femininities are not just about women; men perform and produce the meaning and practices of the feminine as well.

GENDER – the socially constructed roles, behaviours, activities, and attributes that a given society considers appropriate for men and women.

GENDER BLINDNESS → this term refers to the failure to recognize that the roles and responsibilities of men/boys and women/girls are assigned to them in specific social, cultural, economic, and political contexts and backgrounds. Projects, programs, policies and attitudes which are gender blind do not take into account these different roles and diverse needs. They maintain the status quo and will not help transform the unequal structure of gender relations.

GENDER EQUALITY – equal rights, responsibilities, and opportunities for women and men and girls and boys. Equality does not mean that women and men are the same but that women's and men's rights, responsibilities, and opportunities will not depend on whether they are born male or female.

GENDER IDENTITY – refers to a person's innate, deeply felt internal and individual experience of gender, which may or may not correspond to the person's physiology or designated sex at birth.

GENDER NORMS – ideas about how men and women should be and act, within a range that is defined by a particular society, culture or community at that point in time. We internalize and learn these "rules" early in life. This gender socialization begins early and continues throughout the life-cycle.

MASCULINITIES – the term refers to the social meaning of manhood, which is constructed and defined socially, historically and politically, rather than being biologically driven. There are many socially constructed definitions for being a man and these can change over time and from place to place. The term relates to perceived notions and ideals about how men should or are expected to behave in each setting. Masculinities are not just about men; women perform and produce the meaning and practices of the masculine as well.

SEX – the physical and biological characteristics that distinguish males and females.



Additional Resources

On bringing men into the conversation

ABAAD, Programme Ra (Adaptation of Promundo's Program H)

CATALYST, Men and Equality

Promundo, HMD: A Toolkit for Action

On accountable partnerships with women

Greig, Alan with Edström, Jerker (2012) Mobilising Men in Practice: Challenging sexual and gender-based violence in institutional settings, Institute of Development Studies, Brighton: IDS

International Rescue Committee, Preventing Violence Against Women and Girls: Engaging Men Through Accountable Practice

MenEngage Alliance, Accountability Toolkit

Search for partners

Association for Women's Rights in Development (AWID)

MenEngage Alliance

Promundo

UN Women Country Offices

White Ribbon

Barbershop Toolbox

**Choose your
tool**

March 2017





Choose your tool

The tools in the Barbershop toolbox can be divided into three series:

1. Leadership sessions
2. Workshops
3. Increasing engagement

The leadership series is tailored to deepening understanding and commitment to gender equal practices and policies at the highest level. The workshop series allows the organizer to lead the participants through exploration of the ways gender inequality manifests itself in our societies. Increasing engagement is aimed at increasing interaction with the topics during a Barbershop event and is as such not meant to be used independently, but as additional features to either a leadership session or a workshop.

Tool	Type	Objective	Recommended Audience
Leadership Engagement on Gender Equality	Leadership session	Increase understanding at the highest level	Closed event for management only
Learn from the Community: High Level Event	Leadership session	Inspire attendees by inviting prominent leaders and pioneers on gender equality	All levels of management; possible to include everyone
What is Gender?	Workshop	Understand how gender stereotypes harm society	Everyone
Act Like a Man, Act Like a Woman	Workshop	Explore how gender norms impact everyday lives of men and women	Everyone
What is Violence?	Workshop	Identify different types of violence and explore gender-based violence	Everyone
Be the Change – Make a Commitment	Increasing engagement	Key participants commit to concrete actions to achieving gender equality	Managers/role models who enjoy respect among participants
Photobooth	Increasing engagement	Build momentum by offering participants the chance to have their photo taken with slogans and signs pledging support for gender equality	Everyone

Barbershop Toolbox

Tool #01

March 2017



Leadership Engagement on Gender Equality

This session was developed in co-operation with Dr. Michael Kimmel, one of the world's leading experts on the studies of men and masculinities. Dr. Kimmel is experienced in engaging with leadership on gender equality. For more information and resources from Dr. Michael Kimmel, see the [Resource](#) list below.

Goal

This session aims to explore how leadership can support women to advance in the workplace and how to set an example so that both female and male employees are valued, deserving of equal pay and of family-supportive workplace policies.

After the session, individuals should have a deeper understanding of the benefits of gender equality and what they can do in their own position as leaders to influence change. Leaders must be engaged, motivated and have a clear vision on how they can contribute to achieving gender equality.

The role of governments and corporations in achieving gender equality has been well documented. Men comprise 60% of the employed labour force, and 95% of the CEOs of the world's largest corporations are men. At the same time only 23% of seats in national parliaments are held by women. As such, the importance of leading by example through actions that demonstrably advance and empower women is vital.

Required for this session

Facilitator for the session. Discussion leaders to facilitate table discussions. Material for facilitator and discussion leaders, including the Facilitator's Checklist and Terminology from [Getting Started](#). The facilitator and discussion leaders should also have a copy of the questions with explanations, as presented below. Provide the participants with a clean version of the questions, without the explanations (provided at the end of this tool).

Timeframe

1.5 – 2 hours



Guidelines for organizers

This session should bring together members at the top-level to discuss how to get men and boys engaged in advancing gender equality. Attendees are encouraged to make a personal commitment to carry the message forward after the event.

The set-up is designed to mobilize leadership and encourage attendees to take action to achieve gender equality from the top down. The session should encourage an informal, candid Chatham House Rule discussion, meaning that any information disclosed during the session may be reported by those present but the source of that information may not be explicitly or implicitly identified. Be strict on keeping the participation only at the highest level, and do not allow participants to send their deputy or assistant, as this session should encourage participants to ask questions and share their thoughts freely, which can be challenging for members of leadership in settings where the discussion is not kept at a peer-to-peer level.

Find an expert to take on the role of main facilitator for the session. This can be someone within the workplace, in the local community or an international activist/expert. Guidelines on the role of facilitators are outlined in **Getting Started**. The facilitator introduces the session, guides the discussion leaders and wraps up the session at the end.

Be prepared to divide the participants into groups, based on gender. Organize the seating so that

each table has a discussion leader, who has been familiarized with the questions and their purpose beforehand. Choose discussion leaders who are respected among their peers and have some authority in the group.

Ask key members of leadership to prepare a personal commitment to achieving gender equality before the event and have them publicly declare them during the session. See examples under the **Be the Change – Make a Commitment** tool.

As leadership is often pressed for time, consider organizing this session as a working breakfast or lunch. Have the facilitator introduce the material while the food or drinks are served and then proceed to table discussions, as outlined below.

Guidelines for facilitator

INTRODUCTION

Start the session by giving a brief introduction to the benefits of gender equality and the goal of this session. For facts and inspiration, see **Resources** below. Explain that part of the discussion will take place in groups and that each table has a discussion leader who will ask the questions and manage time. Encourage the participants to be honest and open and explain to them how Chatham House Rule discussions work (for explanation, see above). Consider inviting a gender expert to hold a short keynote on the benefits of gender equality during the introduction. This could be a successful CEO or

politician who has implemented gender equitable policies, a local activist or an international expert, such as Dr. Michael Kimmel. Another option would be to show a video that introduces the material – for suggestions see **Resources** below.

TABLE DISCUSSIONS

After the introduction, each table should discuss the questions below for at least 30 minutes. Here the discussion leaders should lead the discussion on their table. Remind them to be strict on time, allowing 3–5 minutes discussion per question, based on overall time. As the session's facilitator, you should walk around to support the discussion leaders and help solve any disputes if they arise.

Remind the discussion leaders of the time when there are 15, 10 and 5 minutes left.

DEBRIEF

When time is up, ask the discussion leaders to join you for a debrief on the main themes that came up on their tables. Each discussion leader should be prepared to give insight into how the discussion evolved on his/her table. See **Concluding remarks** below.



Questions for discussion

What sort of messages were you given about what it means to be a man/woman?

For discussion leaders: This provides a basis for the following questions.

Where did you get these ideas from?

For discussion leaders: This establishes that we often get them from other men.

How has your understanding of how it is to be a woman changed?

When was the first time a woman told you about something – sexual assault, sexual harassment, something that made her feel uncomfortable – and you heard her, not as something “bad” that happened “by accident” but as something that is in the nature of how we are raised to look at women?

For discussion leaders: These questions provide the opportunity for a personal reflection which results in a deeper discussion on gender equality in general.

What are the chief obstacles in your organization to achieving greater gender equality?

What can you, as a leader, do tomorrow to begin to rectify that?

What concrete steps can leadership take to reach gender equality within the workplace?

Is there room to increase gender awareness in hiring practices, salary negotiations, promotions or when dealing with sexual harassment?

Can work/life balance be increased to meet the needs of both mothers and fathers?

For discussion leaders: These questions allow each participant to reflect on the ways he/she can make a difference.



Concluding remarks

When inviting the discussion leaders to give an insight into their table's discussion, this can either be done by having them all join a panel or by simply standing up, giving a brief summary and answering a few questions from you. Remind the discussion leaders not to share any private or sensitive information without permission from the participant who shared it.

Ask each discussion leader some of the following questions:

What were the main ideas about what makes a man?

What were the main obstacles identified to achieving gender equality?

What possible remedies were identified?

What concrete actions did participants commit to implementing in their near surrounding?

Here it would be ideal to have members of leadership declare their commitment to achieving gender equality, again see suggestions under the engagement tool **Be the Change – Make a Commitment**.

For the last 15–20 minutes you should summarize the session, remind the participants that the overall objective was to deepen understanding and create a base for more gender equitable practices and policies from the top down. Highlight some of the

obstacles mentioned and solutions identified during the table discussions as well as the commitments made by key members. Use best practice examples from the Women's Empowerment Principles and HeForShe IMPACT 10x10x10 Frameworks (see **Resources**, below). Tie this into how each participant can make a personal commitment by signing up as a "HeForShe" and take action on both individual and organizational level (see **Becoming an agent of change**, below).

Remind the participants that throughout our lives, we receive signals from family, friends and the media about how we are expected to behave as men, and how to treat women and other men. It is important to recognize that the roles we assign to women or men are created by society and not related to any biological factors.

Becoming aware of the negative consequences that these stereotypes can have in our professional and private life is an important first step. Be critical and challenge these stereotypes when you encounter them in daily life or in your community.

Becoming an agent of change

Encourage participants to take the HeForShe and PwC's interactive 35 minute online course **Building Gender IQ** on the benefits of gender equality and why it matters.

Organize follow-up meetings to discuss ways to implement the suggestions and recommendations that came up during the table discussions.

Publicize the leadership commitments.

Inform staff members that leadership has committed to working actively towards gender equality within the workplace.

Organize a workshop for all staff to create a more gender aware workplace (see **Workshops** in this toolbox).

Use the "HeForShe Commitment API" to measure male employee engagement, as outlined in the HeForShe IMPACT 10x10x10 Corporation Framework.

Establish gender sensitization training initiatives and gender equality initiatives.

Graft the theme of gender equality onto major corporate conferences, events and meetings.

Use the corporate footprint to inspire suppliers and customers to join HeForShe, as outlined in the HeForShe IMPACT 10x10x10 Corporation Framework.



Clean version of questions to distribute to participants

What sort of messages were you given about what it means to be a man/woman?

Where did you get these ideas from?

How has your understanding of how it is to be a woman changed?

When was the first time a woman told you about something – sexual assault, sexual harassment, something that made her feel uncomfortable – and you heard her, not as something “bad” that happened “by accident” but as something that is in the nature of how we are raised to look at women?

What are the chief obstacles in your organization to achieving greater gender equality?

What can you, as a leader, do tomorrow to begin to rectify that?

What concrete steps can leadership take to reach gender equality within the workplace?

Is there room to increase gender awareness in hiring practices, salary negotiations, promotions or when dealing with sexual harassment?

Can work/life balance be increased to meet the needs of both mothers and fathers?



Resources

Michael Kimmel, Why Gender Equality is Good for Everyone, Ted Talk

Dr. Michael Kimmel is a highly experienced educator and facilitator who travels the world to get men engaged in the dialogue on gender equality.

For more visit his website.

On a more gender equitable workplace

Catalyst.org, Flip the Script: Women in the Workplace

HeForShe, Action Kit for the Workplace

HeForShe, IMPACT 10x10x10 Corporation Framework

World Economic Forum, The Global Gender Gap Report 2016

Empowering women in politics
CATALYST, Government Affairs

Halla Tómasdóttir, It's time for women to run for office, Ted Talk

HeForShe, IMPACT 10x10x10 Head of State Framework

OSCE Office for Democratic Institutions and Human Rights, Handbook on Promoting Women's Participation in Political Parties, 2014

UN Women, Importance of women's leadership and political participation

Women Political Leaders Global Forum

Economic empowerment of women
Halla Tómasdóttir, A feminine response to Iceland's financial crash, Ted Talk

Jacki Zehner provides an excellent list of resources on the benefits of women's economic empowerment in a wide variety of sectors

LeanIn.Org and McKinsey & Company, Women in the Workplace 2016, comprehensive study on the state of women in corporate America

Sheryl Sandberg, Why we have too few women leaders, Ted Talk

The website Women on Boards provides a selection of the latest global research into boards and corporate governance

UN Women on importance of women's economic empowerment

United Nations Foundation, A Roadmap For Promoting Women's Economic Empowerment, 2013

Work/Life balance

#LeanInTogether, We all have an important role to play in reaching equality

MenCare, Parental Leave Platform

White Ribbon, It Starts With You, Stays With Him

Barbershop Toolbox

Tool #02

March 2017





Learn From the Community: High Level Event

Goal

This session should inspire members of leadership to become agents of change by highlighting examples of leading figures who are promoting gender equality through their work with men and boys.

After this session, members of leadership should be inspired to become agents of change after learning from others who are actively working on engaging men and boys. The speakers should share their personal experience by highlighting best practice examples and bringing to life success stories of implementing gender equitable practices in their professional and personal life.

Required for this session

Facilitator, speakers, possible performers, possibly a microphone, a large screen to show videos, a stage, etc.

Timeframe

1–2 hours



Guidelines for organizers

This tool is designed to bring together leaders who are working towards gender equality. However, it is up to you as organizer to decide how this tool is most useful for your organization.

Reflect on the following questions to identify the topics most beneficial for your organization and targeted audience:

What are the chief obstacles in your organization to greater gender equality?

What concrete steps can the organization/company take to champion non-discrimination and non-sexist male attitudes and behaviour within and beyond the workplace?

How can your organization learn from others already mobilizing men and boys for gender equality?

The next step is to identify and reach out to high level politicians, CEOs, international or local experts, NGOs and activists in your field that could share their own experience and commitment to mobilizing men and boys, and invite them to participate at the event, either as keynote speakers or as part of a panel. Think “outside the box” when looking for speakers: is there an educator or coach who is raising awareness among young boys? Or a local business that has worked hard to reach gender equality within the workplace? This session offers an opportunity to look for outside inspiration and

works best when there is a mixture of statements, videos and testimonials that provide best practice examples.

Give the event some flavour by including inspiring and informative videos and identify possible performances by singers, authors or actors who are working towards gender equality with their art. For suggestions see **Resources** below. Keep in mind that if possible speakers cannot attend they might be willing to submit a video to be shown during the event or give their presentation via Skype.

Find an expert to take on the role of facilitator for the session. This can be someone within the workplace, in the local community or an international activist/expert. Guidelines on the role of facilitators are outlined in **Getting Started**. The facilitator can introduce the session, serve as Master of Ceremony and give concluding remarks.

Share information about the audience and the event’s main objective with the speakers, performers and facilitator beforehand so they have a clear idea of the desired outcome.

Encourage speakers to address the issue from a personal point of view:

What inspired them to become active in achieving gender equality?

Have they faced any challenges along the way? How have they overcome them?

What best practice examples can they share with the audience?

Ask some key managers and inspiring staff members to prepare a personal commitment to gender equality and publicly declare them by the end of the session. See examples under the **Be the Change – Make a Commitment** tool.

Ask the facilitator to end the session by tying the main themes together and discussing some of the personal stories and best practices identified on both an organizational and individual level. Highlight for the audience the following possibilities to start their personal commitment to the cause.

Organize a **photobooth or a selfie corner** where attendees can take pictures championing the cause and share with their friends and family on social media.



Becoming an agent of change

Encourage participants to take the HeForShe and PwC's interactive 35 minute online course **Building Gender IQ** on the benefits of gender equality and why it matters.

Implement the commitments made by leadership at the event.

Continue the co-operation with the speakers and attendees and look for ways to build on the discussion.

Organize a workshop for all staff to create a more gender aware workplace (see **Workshops** in this toolbox).

Resources

Inspiring stories of men who are breaking gender stereotypes
HeForShe equality story from Iceland
Gunnar Pétursson is breaking down gender stereotypes in nursing. His home country, Iceland, is one of the most gender equal societies in the world, yet only 2% of males are nurses.

For more HeForShe equality stories

Pálmar Ragnarsson, basketball coach in Iceland, is having real impact by educating young boys on gender equality and breaking stereotypes in sports

Mr. Gudlaugur Thor Thordarson, Iceland's Minister for Foreign Affairs, on the Barbershop concept

Former Barbershop events
Senior leaders' panel during a Barbershop Conference at the United Nations Human Rights Council in Geneva, March 2016

Barbershop Conference, High Level Event, United Nations (UN) headquarters in New York, January 2015

Donald McPherson, a former NFL player, an activist, feminist and educator addressing the Barbershop High Level Event at UN Headquarters in New York, January 2015

Guante, a spoken-word hip-hop artist, educator and social justice activist, performing at the Barbershop High Level Event at UN Headquarters in New York, January 2015

Magnús Scheving, entrepreneur and founder of Lazy Town, addressing the Barbershop High Level Event at UN Headquarters in New York, January 2015

Max Bryant, a 13-year-old youth activist for girls education, addressing the Barbershop High Level Event at UN Headquarters in New York, January 2015

Video by Lt. General David Morrison, addressing the Barbershop High Level Event at UN Headquarters in New York, January 2015

Video by Vigdís Finnbogadóttir, former President of Iceland and the world's first democratically directly elected female president, on the importance of engaging men and boys. Filmed for the Barbershop High Level Event at UN Headquarters in New York, January 2015 .

In the workplace
CATALYST, Flip the Script: Women in the Workplace

HeForShe, Workplace Action Kit

McKinsey & Company, Women in the Workplace



Sheryl Sandberg, Why we have too few women leaders, Ted Talk

World Economic Forum, The Global Gender Gap Report 2016

Politics

CATALYST, Government Affairs

HeForShe, IMPACT 10x10x10 Corporation Framework

OSCE Office for Democratic Institutions and Human Rights, Handbook on Promoting Women's Participation in Political Parties, 2014

Halla Tómasdóttir, It's time for women to run for office, Ted Talk

UN Women, Importance of women's leadership and political participation

Women Political Leaders Global Forum

Work/Life Balance

LeanIn, LeanIn Together

MenCare, Parental Leave Platform

White Ribbon, Fatherhood Films: 4 Men, 1 Question

White Ribbon, I'm a male model #fathers

White Ribbon, Involved Fathers and Gender Equity

White Ribbon, It Starts With You, It Stays With Him

NGOs and Civil Society

Greig, Alan with Edström, Jerker (2012) Mobilising Men in Practice: Challenging sexual and gender-based violence in institutional settings, Institute of Development Studies, Brighton: IDS

International Rescue Committee, Preventing Violence Against Women and Girls: Engaging Men Through Accountable Practice

MenEngage Alliance, Accountability Toolkit

National Community of Practice Toolkit

Promundo, Living Peace: The Story of Abby and Kyalu

Violence Prevention

Stígamót, Survivors speak Out – Consequences and Recovery

Stígamót, Survivors Speak Out – Justice System

Stígamót, Survivors Speak Out – Perpetrators

White Ribbon, Draw the Line

White Ribbon, Engaging Men and Boys to Reduce and Prevent Gender-Based Violence

White Ribbon, Men's Attitudes and Behaviours Toward Violence Against Women

Barbershop Toolbox

Workshops

March 2017





What Makes a Man – Workshops

Goal

These workshops should inspire the participants to become agents of change and promoters of gender equality by deepening their understanding of the topics and exploring their own ideas on gender equality. The following workshops combine expert-led discussions and group work. The workshops are divided by topics, allowing participants to explore in-depth one issue at a time.

The workshops are independent from each other and can be used as stand-alone sessions. However, if the participants are new to the gender equality discussion it is strongly recommended to start with Workshop 1 on the definition of gender and then progress to the following workshops.

Guidelines for organizers

The workshops allow for a candid discussion about what makes a man, and how men can help achieve gender equality. The tools can be used for single-sex groups (men only) or for a mixed group (women and men together). However, when the group is mixed, make sure to still provide the opportunity for male-to-male discussions to ensure a productive dialogue on what men can do to help achieve gender equality. This can be achieved by

dividing the participants into groups based on gender whenever possible and finding male experts who can participate as facilitators or share their experience as speakers.

Consider partnering up with a gender expert who can facilitate the discussion. When dividing the participants into groups always decide on one discussion leader per table beforehand. They can be local experts or simply participants who know the topic well. Meet them beforehand to go through

the workshop guidelines as well as the Facilitator's Checklist and Terminology provided under **Getting Started**.

Be aware that discussions on sensitive topics, such as violence and sexual abuse, can trigger bad memories and anxiety for anyone who may have been affected by such acts. The facilitator and discussion leaders should be mindful of this, and be ready to refer participants to local organizations that provide support.

If you have 1 hour	If you have 2 hours	If you have 3 hours
<p>Workshop 1 What is Gender?</p>	<p>Workshop 1 What is Gender?</p> <p>Workshop 2 Act Like a Man, Act Like a Woman</p>	<p>Workshop 1 What is Gender?</p> <p>Workshop 2 Act Like a Man, Act Like a Woman</p> <p>Workshop 3 What is Violence?</p>

Barbershop Toolbox

Tool #03

March 2017





What Makes a Man – Staff Workshop

Topic 1: What is Gender?

This workshop is based on Promundo’s Program H, as adapted by the Lebanon-based non-profit ABAAD in its publication Programme Ra. The version below has been slightly altered to suit a wider audience.

Goal

After this workshop the participants should understand the difference between the terms “sex” and “gender”. They should also have a clearer idea about gender stereotypes in their culture and the different ways men and women are expected to behave.

Required for this session

Facilitator, discussion leaders, space that allows for multiple groups working simultaneously, flipchart (board), and marker.

Timeframe

1 hour





Guidelines for organizers

When defining the terms “man” and “woman”, it’s important that all participants understand the basic terminology and use these terms in the same way. Begin the session by clarifying how these terms are used, as outlined in **Getting Started**. It would also be wise to go through the possible derogatory terms some participants might use to express their thoughts and how best to tackle it with the group.

Start the session by giving a brief introduction to the benefits of gender equality and the goal of this session. For facts and inspiration, see **Resources** below. Explain that part of the discussion will take place in groups and that each table has a discussion leader who will ask the questions and manage time.

Process

Draw two columns on the board. In the first one, write “Man” and in the second write “Woman”.

Ask the participants to list words/characteristics which relate to “Man”, and write their answers on the board immediately. The answers might be positive or negative. Help the participants to name and take into consideration the social and physiological characteristics of “Man”.

Repeat these steps for the “Woman” column.

Go through the words in each column.

Switch the titles of the columns: “Man” becomes “Woman”, and vice-versa.

Ask the participants if the answers under “Man” still apply to “Woman”, and vice-versa.

Divide the participants into groups and use the questions below to facilitate a discussion on which characteristics the participants think don’t apply to both men and women equally, and why. Explain that biological/physiological differences are “sex” characteristics, and the social ones are “gender” characteristics.

MAN	WOMAN



Questions for discussion

What does it mean to be a man?

What does it mean to be a woman?

Do you think that men and women are raised the same way?

How would you describe men's role in intimate relations? What about the role of women?

Is our perception of gender roles affected by our family members and friends? How?

Does the media affect gender roles? If yes, in what ways? How does the media present women? How does it present men?

Do you think that these differences in men's and women's roles create inequality and discrimination? If so, how and to whom?

How do these differences affect our relationships with our partner and family?

How can you, in your personal life, challenge some of the different behaviours that are anticipated from men? How can you challenge some of the different behaviours that are anticipated from women?

How can you contribute to achieving gender equality professionally?



Closing remarks

Throughout our lives, we receive direct or subtle pressures from family, friends and the media about how we are expected to behave as men, and how to treat women and other men. It is important to recognize that many of the roles and norms we assign to women or men are created by society and not related to any biological factors. They are part of the societal structures that sustain discrimination against women and girls and grant privileges to men and boys, while also reducing the freedom to everyone. Becoming aware of the negative consequences that these stereotypes can have in our professional and private life is an important first step. Be critical and challenge these stereotypes when you encounter them in daily life or in your community.

Becoming an agent of change

Make the commitment at HeForShe

Encourage participants to take the HeForShe and PwC's interactive 35 minute online course **Building Gender IQ** on the benefits of gender equality and why it matters.

Organize follow-up meetings to discuss ways to implement the suggestions and recommendations that came up during the group work.

Organize a follow-up **workshop** with staff, utilizing another workshop session provided in this toolbox.

Encourage leadership to increase their commitment to gender equitable practices by organizing one of the **Leadership sessions** in this toolbox.

Start a working group dedicated to identifying and implementing more gender equitable practices.

Establish gender sensitization training initiatives and gender equality initiatives.

Graft the theme of gender equality onto major corporate conferences, events and meetings.

Resources

ABAAD and Promundo, Programme Ra

Institute of Development Studies, Men, Boys and Gender Equality

Promundo, Program H

United Nations Population Fund (UNFPA), Mobilising Men in Practice: Challenging sexual and gender-based violence in institutional settings (Institute of Development Studies, Brighton, UK)

Barbershop Toolbox

Tool #04

March 2017





What Makes a Man – Staff Workshop

Topic 2: Act Like a Man, Act Like a Woman

This workshop is based on Promundo’s Program H, as adapted by the Lebanon-based non-profit ABAAD in its publication Programme Ra. The version below has been slightly altered to suit a wider audience.

Goal

After this workshop the participants should have a deeper understanding of the ways that gender norms impact the lives of men and women, and how these expectations can limit individuals from realizing their full potential.

Required for this session

Facilitator, discussion leaders, space that allows for multiple groups working simultaneously, flipchart (board), and marker.

Timeframe

1 hour



Process

Start by giving a brief introduction to the goal of this session and use the terminology provided in **Getting Started** to explain the main terms, such as sex, gender and gender norms. For facts and inspiration, see **Resources** below. Explain that part of the discussion will take place in groups and that each table has a discussion leader who will ask the questions and manage time.

A.

Ask the participants if someone has ever told them that they should “act like a man/woman”. Ask a few to share their stories with the group. Then ask: Why do you think this person said this to you? How did you feel afterwards? Tell the group that you will explore these two questions as they highlight the challenges to be male or female.

B.

Write the phrase “act like a man” on the flipchart in big letters and ask the participants to explain what this sentence means to them. These are society’s expectations of what a man should be like and how he should behave, feel and react. Draw a box and write inside it the participants’ answers. Some possible answers could be “be strong” and “don’t cry”.

C.

Write on the board in big letters the phrase “act like a woman”. Ask the participants to explain what this phrase means to them. These are society’s expectations of what a woman should be like and how she should behave, feel and react. Draw a box and write inside it the participants’ suggestions. Some possible answers could be “be caring” and “not aggressive”.

D.

After the participants are done with their suggestions, divide them into groups based on gender and start the discussion using the questions listed below. Each group should have a discussion leader.



Questions for discussion

How does living and abiding by what's written in the box affect the wellbeing of men?

How does it affect the wellbeing of women?

How does living and abiding by what's written in the box limit and influence a man's life and relationships?

How does what's written in the box influence and limit a woman's life?

Are there examples of men in your community who do not fulfill expectations about how men should look and act? What kinds of challenges do these men face? How are they treated?

*What about women who do not abide by gender norms?
What do people say about them? How are they treated?*

*Do you think men face extra challenges or prejudices depending on their race, social class or religion?
If yes, in what ways? What about women?*

What can you do to help promote more open-mindedness and respect for the diversity of ways that women and men look and act?



Concluding remarks

Both women and men often face rigid expectations when it comes to how they should act and what their roles in relationships, families, communities and societies should be. These expectations can limit individuals from expressing their full interests or potential, including how they want to dress, whom they want to love, what career they choose to pursue, and the roles they want to assume in their intimate and family relationships. It is important to remember that, just as gender stereotypes are learned, they can also be challenged and unlearned. It is necessary to support each other and work together to build communities where women and men can move beyond the limits of what is socially defined as “feminine” or “masculine”.

Becoming an agent of change

Make the commitment at HeForShe

Encourage participants to take the HeForShe and PwC’s interactive 35 minute online course **Building Gender IQ** on the benefits of gender equality and why it matters.

Organize follow-up meetings to discuss ways to implement the suggestions and recommendations that came up during the group work.

Organize a follow-up **workshop** with staff, utilizing another **workshop** session provided in this toolbox.

Encourage leadership to increase their commitment to gender equitable practices by organizing one of the sessions for **leadership** in this toolbox.

Start a working group dedicated to identifying and implementing more gender equitable practices.

Establish gender sensitization training initiatives and gender equality initiatives.

Speak up: Don’t be a silent bystander in the face of inequality. Challenge your peers when they speak disrespectfully of others.

Graft the theme of gender equality onto major corporate conferences, events and meetings

Resources

ABAAD and Promundo, Programme Ra

MenEngage in collaboration with UN Women, Men, Masculinities and Changing Power

Promundo, HMD: A Toolkit for Action

Promundo, Program H

White Ribbon and Dad Central, Involved Fathers and Gender Equity

White Ribbon, I’m a male model #fathers

White Ribbon, Men’s Attitudes and Behaviours Toward Violence Against Women

Barbershop Toolbox

Tool #05

March 2017





What Makes a Man – Staff Workshop

Topic 3: What is Violence?

This workshop is based on Promundo’s Program H, as adapted by the Lebanon-based non-profit ABAAD in its publication Programme Ra. The version below has been slightly altered to suit a wider audience.

Goal

After this session, participants should be able to identify different types of violence that affect our communities, families and personal relationships and identify ways to intervene.

Required for this session

Main facilitator, discussion leaders for groups, flipchart (board), markers, copies with the explanations of different types of gender-based violence.

Space that allows for multiple groups working simultaneously.

Timeframe

1 hour





Guidelines for organizers

Prior to discussing violence it is important to conduct research on the prevalence and attitudes surrounding violence in your community, taking into consideration the current laws and available support for both victims and perpetrators (see **Resources**, below). Reach out to local organizations and activists working on preventing gender-based violence to learn more about the effects of gender-based violence in your local community.

Find an expert to take on the role of main facilitator for the session. This can be someone within the workplace, in the local community or an international activist/expert. Guidelines on the role of facilitators are outlined in **Getting Started**. The facilitator introduces the session, guides the discussion leaders and wraps up the session at the end. They should be able to support the discussion leaders during the session.

Be prepared to divide the participants into groups, based on gender. Organize the seating so that each table has a discussion leader, who has been familiarized with the questions and their purpose beforehand. Choose discussion leaders who are respected among their peers and have some authority in the group.

Establish with the main facilitator and the discussion leaders some ground rules on what is acceptable during the discussion and how to handle conflicts that might rise. Share with them the facilitator's check list from **Getting Started**.

Be aware that discussions on sensitive topics such as violence and sexual abuse can trigger bad memories and anxiety for anyone who may have been affected by such acts. The facilitator and discussion leaders should be mindful of this, and be ready to refer participants to local organizations that provide support.

Write the definitions of each type of violence, as they appear on the next page, on the flipchart.

Process

Explain to the participants that the objective of this activity is to discuss and analyze the various types of violence in relationships.

First, ask the participants to sit in a circle and think for few minutes, silently, about the different forms of violence in intimate relationships (control, coercion, shouting) as well as physical violence.

Then ask the participants to share their thoughts with the group for about 5–10 minutes. Write the answers on the flipchart. The participants will likely identify violent acts that fall under different types of violence as described in the box above.

Discuss the answers with the group. Do the participants have a similar understanding of violence? Were there any unique answers worth exploring in more detail? Go through the definitions of different types of violence, explaining each one shortly while also reminding the participants that there is no concrete or simple definition for violence. Ask the group if they understand the difference between these types of violence. Discuss for a few minutes, if necessary, before dividing the participants into groups based on gender, then have each group deal with the questions below.



Resource paper: Gender-based violence

Gender-based violence (GBV) remains one of the most widespread human rights violations worldwide. GBV refers to violence that targets individuals or groups of individuals on the basis of their gender that may result in physical, sexual or psychological harm. Forms of violence related to GBV include, but are not limited to:

EMOTIONAL VIOLENCE

Violence manifested through insults, humiliation, threats, control, lack of affection, etc. The consequences for men and women may be low self-esteem, distrust and emotional insecurity.

PHYSICAL VIOLENCE

Violence expressed through punching, kicking, shoving and other acts which can provoke injury, endangering the health of a man or woman.

SEXUAL HARASSMENT

Includes indecent proposals, verbal sexual remarks, obscene words and pressure to have sexual relations, which the other party does not want.

SEXUAL ABUSE

Refers to any type of intimate (sexual) physical contact between adults, and between an adult and a child (in the case of child sexual abuse).

RAPE

The use of physical force or threat in order to obtain sexual relations with penetration (oral, vaginal or anal).

For further definitions on GBV and other forms of violence, see the WHO World Report on Violence and Health ([link tbc](#))



Questions for discussion

*What kinds of violence occur in intimate relationships between men and women?
What causes this violence?*

*What are the types of violence common within the family?
What causes this violence?*

*Are there types of violence that relate to a person's gender?
What is the most common form of violence used against women?*

Are men only capable of violence or can women be violent as well? What is the most common type of violence men use against others? What is the most common type of violence women use against others?

Does any man or woman ever "deserve" to be beaten or to suffer from violence?

What, for you, are the causes of domestic violence or gender-based violence?

*What are the consequences of being violent against others?
On our relationships? On the local community?*

Do you think there is a link between our ideas of masculinity and violence against women?

*What can we do individually to construct healthy intimate relationships?
How can we do this with our partners?*

What can you do, as an individual, if you witness gender-based violence?

What can you do in collaboration with others to eliminate violence in your community?



Closing remarks

Violence, in its simplest definition, is a person using force or power (or threats) against someone else. It occurs all around the world and is often used to deal with anger and conflict. Men are too often brought up to oppress their emotions, leading to anger becoming the sole emotion they can express without it affecting their masculinity.

Encourage the participants to look for additional information on gender-based violence in their communities and reflect on what the individual can do to eliminate violence against women.

Becoming an agent of change

Make the commitment at HeForShe

Encourage participants to take the HeForShe and PwC's interactive 35 minute online course **Building Gender IQ** on the benefits of gender equality and why it matters.

Speak up: Don't be a silent bystander in the face of inequality or violence. Challenge your peers when they speak disrespectfully of others and do not ignore gender-based violence.

Explore the resources provided below on ways to engage men and boys to reduce and prevent gender-based violence.

Organize follow-up meetings to discuss ways to implement the suggestions and recommendations that came up during the group work.

Organize a follow-up **workshop** with staff, utilizing another workshop session provided in this toolbox.

Encourage leadership to increase their commitment to gender equitable practices by organizing one of the sessions for **leadership** in this toolbox.

Start a working group dedicated to identifying and implementing more gender equitable practices.

Establish gender sensitization training initiatives and gender equality initiatives.

Graft the theme of gender equality onto major corporate conferences, events and meetings.

Resources

Thordis Elva and Tom Stranger, Our Story of Rape and Reconciliation, Ted Talk

Thordis Elva and Tom Stranger gave a moving Ted talk on their personal story of rape and reconciliation

Thordis Elva and Tom Stranger, Q&A at the TED blog

Guante, a spoken word hip hop artist, educator and social justice activist, performing at the Barbershop High Level Event at UN Headquarters in New York in January 2015

International Rescue Committee, Preventing Violence Against Women and Girls: Engaging Men Through Accountable Practices

Video by Lt. General David Morrison, addressing the Barbershop High Level Event at UN Headquarters in New York in January 2015

Stígamót, Survivors speak Out – Consequences and Recovery

Stígamót, Survivors Speak Out – Justice System

Stígamót, Survivors Speak Out – Perpetrators

White Ribbon, Draw the Line

White Ribbon, Engaging Men and Boys to Reduce and Prevent Gender-Based Violence

White Ribbon, Men's Attitudes and Behaviours Toward Violence Against Women

White Ribbon, Men's Engagement in Gender-Based Violence Prevention

White Ribbon, Preventing Violence Against Women and Girls Through Male Engagement

White Ribbon: 6 Things Men Can Do To Stop Street Harassment

Barbershop Toolbox

Tool #06

March 2017





Be the Change – Make a Commitment

Goal

Show real commitment to the cause by having key participants make public statements at the event on how they will contribute to achieving gender equality in their surroundings. This will inspire other attendees and provide concrete commitments that can be followed up on after the event.

Guidelines for organizers

Approach a selected group of participants before the event and ask them to stand up during the event and commit to concrete actions, aimed at achieving gender equality. These should be individuals who are well known within the group and are already perceived as leaders/role models. Have them encourage others to follow their example.

Keep in mind that the commitments can be simple and short (approximately one or two sentences). The commitments can either be prepared by the organizers or the ones making the commitments. Look for inspiration in the commitments made by the HeForShe Corporate IMPACT Champions (see [Resources](#)) and in the list of examples below.

EXAMPLES

I commit to undertake a survey to better understand the challenges that my staff face, both at the workplace and in their private lives, in relation to gender inequality, and to incorporate the HeForShe concept into our work.

I commit to reviewing our hiring practices to make sure that there is no gender bias in how we advertise for and hire new staff.

I commit to increase the number of women in management, and to incorporate the HeForShe concept into our working methods.

I commit to raising awareness of the HeForShe movement at my workplace and encourage all male staff to sign up and share the message.

I commit to raising awareness of the importance that men participate in achieving gender equality, at work, with my friends and at home by being an active champion for the cause.

Resources

Get inspired by reading the commitments made by the HeForShe IMPACT 10x10x10 Head of State/Corporate/Education Champions

Women's Empowerment Principles are a set of principles for business offering guidance on how to empower women in the workplace, marketplace and community

Barbershop Toolbox

Tool #07

March 2017





Photobooth/Selfie Corner

Goal

Build momentum by enabling participants to show their dedication to the cause and the HeForShe movement by having their photo taken with slogans championing gender equality.

Guidelines for organizers

This tool can be modified to fit all budgets. For a low-budget option all that is needed is a camera phone, or a digital camera, and signs with gender equality slogans and/or the HeForShe logo. You can also have empty signs available so people can write their own commitments. Photos can be uploaded to a Flickr (www.flickr.com) account or sent to participants via email.

It is also possible to set up a professional photobooth with a themed background, and professionally produced gender equality slogans and/or HeForShe logos. Many services offer the possibility to have the photos printed at the event as well as have them sent via text or email.

Encourage participants to share their photos with family and friends using the hashtag #HeForShe.

Make sure to get consent before using the photos for promotional purposes or if you plan on collecting private information such as emails and/or phone numbers used to send the pictures. This can be done electronically or with a paper sheet next to the photobooth. For example:

Can we contact you to share information on future events on gender equality?

Yes No

Resources

Search the #HeForShe hashtag on social media such as Twitter and Instagram to get inspired.

See previous HeforShe events

Barbershop Toolbox

**All
resources**

March 2017





Resources

Engaging men

ABAAD, Programme Ra (Adaptation of Promundo's Program H)

All HeForShe IMPACT 10x10x10 Champions

CATALYST, Men and Equality

Finnbogadóttir, Vigdís, The importance of engaging men and boys

HeForShe, all Action Kits

HeForShe and PwC, Building Gender IQ, interactive course

HeForShe, Equality Stories

HeForShe, Individual Action Kit

The HeForShe Story

Kimmel, Michael, Why Gender Equality is Good for Everyone – Men Included

MenEngage in collaboration with UN Women, Men, Masculinities and Changing Power

Nyamayaro, Elizabeth, An Invitation to Men Who Want a Better World for Women

Promundo, HMD: A Toolkit for Action

Thordarson, Gudlaugur Thor, Iceland's Minister for Foreign Affairs, on the Barbershop concept

UNFPA, Promundo & MenEngage, Engaging Men and Boys in Gender Equality and Health, a global toolkit for action

Violence prevention

Greig, Alan with Edström, Jerker (2012) Mobilising Men in Practice: Challenging sexual and gender-based violence in institutional settings, Institute of Development Studies, Brighton: IDS

Guante, a spoken word hip hop artist, educator and social justice activist, performing at the Barbershop High Level Event at UN Headquarters in New York in January 2015

International Rescue Committee, Preventing Violence Against Women and Girls: Engaging Men Through Accountable Practices

Video by Lt. General David Morrison, addressing the Barbershop High Level Event at UN Headquarters in New York in January 2015

Stígamót, Survivors speak Out – Consequences and Recovery

Stígamót, Survivors Speak Out – Justice System

Stígamót, Survivors Speak Out – Perpetrators
White Ribbon, Draw the Line

White Ribbon, Engaging Men and Boys to Reduce and Prevent Gender-Based Violence

White Ribbon, Men's Attitudes and Behaviours Toward Violence Against Women

White Ribbon, Men's Engagement in Gender-Based Violence Prevention

White Ribbon, Preventing Violence Against Women and Girls Through Male Engagement

White Ribbon: 6 Things Men Can Do To Stop Street Harassment

Thordis Elva and Tom Stranger, Our Story of Rape and Reconciliation, Ted Talk

Thordis Elva and Tom Stranger, Q&A at the TED blog

In the workplace

CATALYST, Flip the Script: Women in the Workplace

HeForShe, Workplace Action Kit

Sandberg, Sheryl, Why we have too few women leaders, Ted Talk

World Economic Forum, The Global Gender Gap Report 2016



Corporate

HeForShe, IMPACT 10x10x10 Corporation Framework

McKinsey & Company, Women in the Workplace

Price Water House Coopers, Diversity and Inclusion

Politics

CATALYST, Government Affairs

HeForShe, IMPACT 10x10x10 Head of State Framework

OSCE Office for Democratic Institutions and Human Rights, Handbook on Promoting Women's Participation in Political Parties, 2014

Halla Tómasdóttir, It's time for women to run for office, Ted Talk

UN Women, Importance of women's leadership and political participation

Women Political Leader's Global Forum

Fatherhood

LeanIn, LeanIn Together

MenCare, Being a Father: A State of the World's Fathers

MenCare, Parental Leave Platform

White Ribbon, Fatherhood Films: 4 Men, 1 Question

White Ribbon, I'm a male model #fathers

White Ribbon, Involved Fathers and Gender Equity

White Ribbon, It Starts With You, It Stays With Him

In conflict

Promundo, Living Peace: The Story of Abby and Kyalu

Education

Bryant, Max, a 13-year-old youth activist for girls education, addressing the Barbershop High Level Event at UN Headquarters in New York in January 2015

HeForShe, IMPACT 10x10x10 University Framework

HeForShe, Student Action Kit

Pálmar Ragnarsson, basketball coach in Iceland, is having real impact by educating young boys on gender equality and breaking stereotypes in sports

McPherson, Donald, a former NFL player, an activist, feminist and educator addressing the Barbershop High Level Event at UN Headquarters in New York in January 2015

MenEngage Alliance, Accountability Standards and Geuidelines

MenEngage Alliance, Accountability Toolkit

Scheving, Magnús, entrepreneur and founder of Lazy Town, addressing the Barbershop High Level Event at UN Headquarters in New York in January 2015

White Ribbon, I'm a male model #coaches

White Ribbon, I'm a male model #educators

White Ribbon, Make the Call – toolkit for coaches and athletes

On accountable practices

Greig, Alan with Edström, Jerker (2012) Mobilising Men in Practice: Challenging sexual and gender-based violence in institutional settings, Institute of Development Studies, Brighton: IDS

International Rescue Committee, Preventing Violence Against Women and Girls: Engaging Men Through Accountable Practice

MenEngage Alliance, Accountability Toolkit

National Community of Practice Toolkit

Barbershop Toolbox

Logo style guide

March 2017



Barbershop / Logo

Barbershop logo

The BARBERSHOP logo consists of a traditional barbershop pole symbol in magenta/black, mustache and the word mark. These three elements are inseparable and must not be altered.

Never try to re-construct the banner mark – use only the original files.

The logo is vectorized and therefore scaleable to any size.



Design material

Here you can find the Barbershop logo, PPT slides and other design elements to use.

Barbershop / Logo

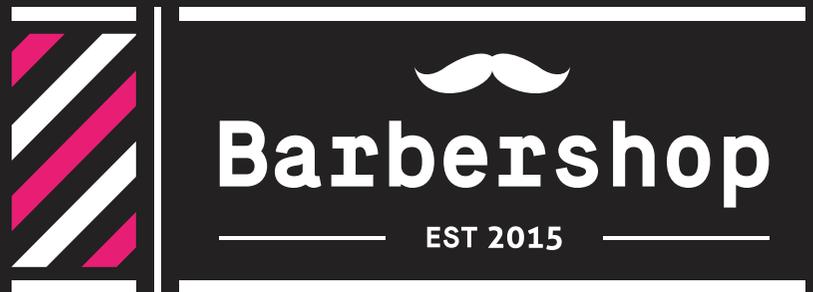
Colored logo

Version (A) of the two-colored logo is the primary version. It should be placed on a white background whenever possible.

If working on dark or black background it is mandatory to use version (B).



(A)



(B)

Barbershop / Logo

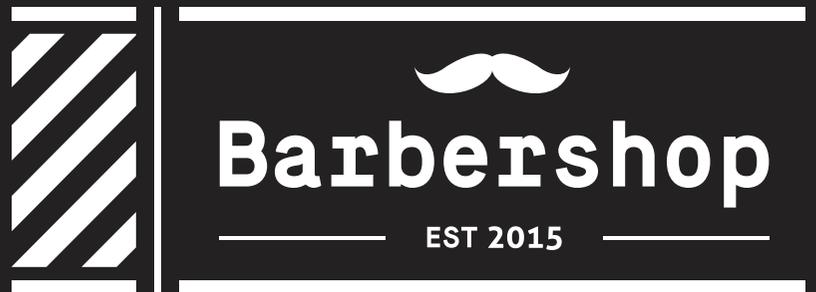
Alternative banner mark

Alternative black logo version (A). Only to be used on light colored or white background, if color printing is not possible or for example screen printing.

The same goes for version (B) that should be used on dark or black background.



(A)



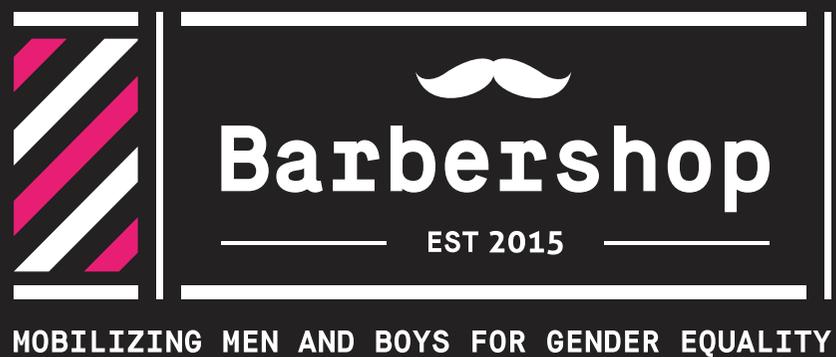
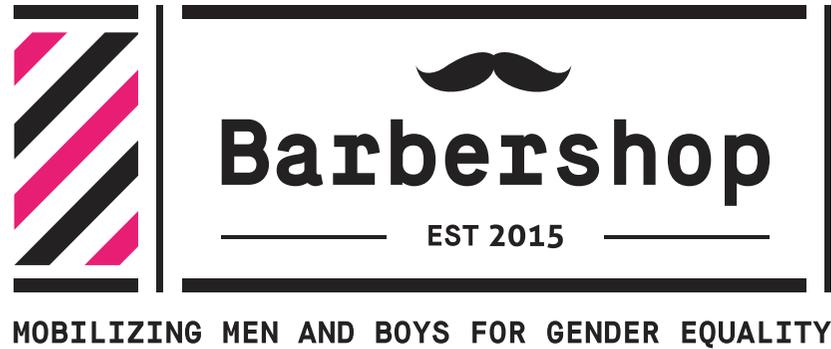
(B)

Barbershop / Logo + tagline

Logo with tagline - 2 colours

Primary colored logo with tagline version (A).

Secondary version (B) - to be used on black or dark background.

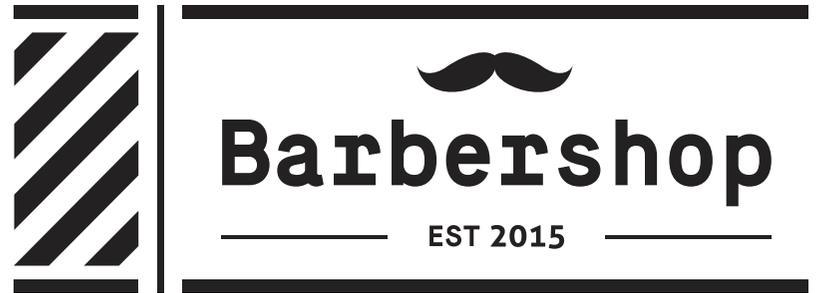


Barbershop / Logo + tagline

Logo with tagline - B/W

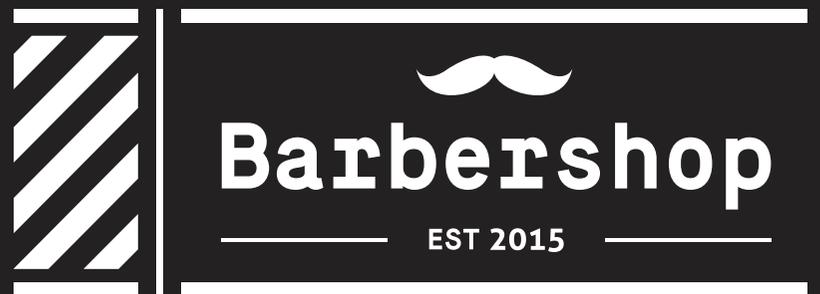
Alternative version in black with tagline version (A).

Secondary version (B) - to be used on black or dark background.



(A)

MOBILIZING MEN AND BOYS FOR GENDER EQUALITY



(B)

MOBILIZING MEN AND BOYS FOR GENDER EQUALITY

Barbershop / Colors

Color palette

The color is the same as the HeForShe campaign and is bold, bright and simple.

For 4-color printing use CMYK values. For digital assets please use RGB or web HEX#.

MAGENTA

Pantone
213 C

RGB
232 / 30 / 117

CMYK
0 / 88 / 47 / 11

HEX
#e31c79

BLACK

Pantone
Neutral Black C

RGB
35 / 33 / 33

CMYK
71 / 66 / 65 / 72

HEX
#232121

WHITE

Pantone
n/a

RGB
255 / 255 / 255

CMYK
0 / 0 / 0 / 0

HEX
#FFFFFF

Typefaces

Maison Bold should be used for headlines in ALL CAPS.

Copytext should be in Myriad Pro.

Example shown below.

HEADLINE

Maison Mono Bold

Maison Mono Light

COPYTEXT

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Bold

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu dignissim qui.

LEVEL ONE / Maison Mono Bold

Level two / Myriad Pro Bold

Level three / Myriad Pro Semibold

Level four / Myriad Pro Regular

Conference kit



Barbershop / Example of use

PPT slides



Barbershop / Example of use

Gadget

Print in
one color





March 2017