

ANNUAL  
REPORT  
2014  
GIZONDUZ  
INITIATIVE



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# 1 INTRODUCTION

Gizonduz is a pioneering initiative from the Basque Government promoted by Emakunde-Basque Institute for Women and is designed to boost the awareness, participation and involvement of men in supporting equality between men and women.

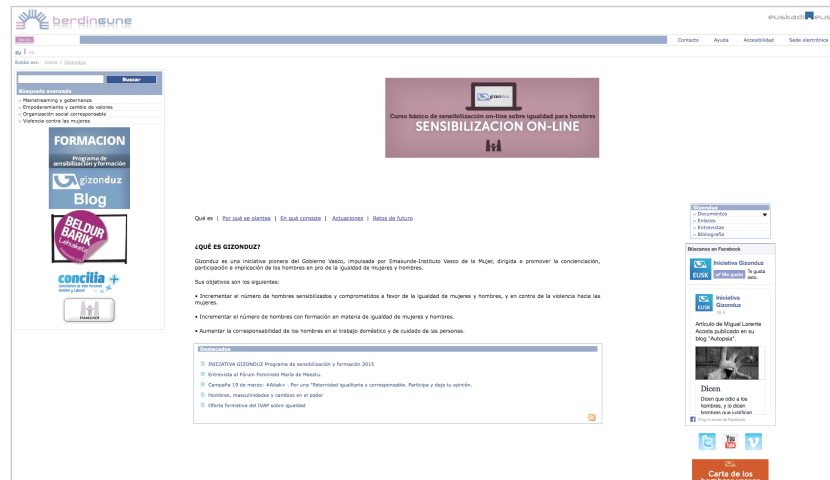
The objectives, which are listed in the **framework document for the Gizonduz initiative**, are as follows:

- Increase the number of men who are sensitive to equality between men and women.
- Increase the number of men who receive training on equality between men and women.
- Increase the level of responsibility that men have towards household chores and looking after individuals.

The activities carried out by the Gizonduz initiative in previous years are listed in the: **Gizonduz Initiative Report: 2007-2010 Period**, **Activity Report 2011: Gizonduz Initiative**, in the **Activity Report 2012: Gizonduz Initiative** and in the **Activity Report 2013: Gizonduz initiative**.

## 2 ACTIVITIES CARRIED OUT IN 2014

### 2.1 WEBSITE



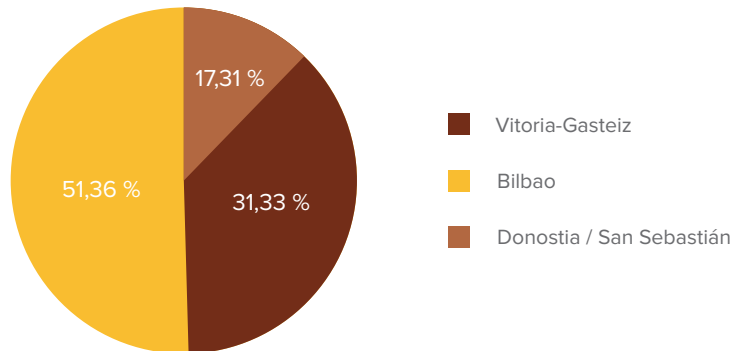
In 2014, gizonduz continued to manage the specialised website for men in support of equality ([www.euskadi.net/gizonduz](http://www.euskadi.net/gizonduz)) which was created in April 2008. The website contains extensive information about the initiative in various formats, as well as sections with interviews, documentation, a bibliography, videos, links to websites of interest, access to gather support for the letter from basque men in favour of equality and against violence towards women a section about egalitarian fathers, etc.

Over the course of 2014, the website received 20,271 hits during which 38,576 pages were visited.

The number of visits from the Basque Autonomous Community reached 8,378 in 2014, and these are distributed as follows:

### Visits from the Basque Autonomous Community

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51.36% of the visits came from Bilbao, 31.33% from Vitoria-Gasteiz and 17.31% from Donostia/San Sebastián.

Of the 23,271 visits received in total, 1.33% were from Pamplona. As far as other areas of Spain are concerned, 7.53% of visits came from Madrid and 4.05% from Barcelona.

According to statistical reports, the website has been accessed from 5 continents. In terms of countries, 4.33% of visitors to the Gizonduz website came from Mexico, 1.39% from Colombia, 0.47% from France and 0.47% from the United States.

With regards to the languages that visitors select, 86.33% accessed the website in Basque, 4.18% in Basque and 4.92% in English.

#### 2.1.1 Blog

The Gizonduz blog is a website that features debates, news and useful information. It is open to the public, thereby giving them the chance to air their opinions, thoughts and comments on current issues related to equality, men and masculinity.

Between January and December 2014, 131 entries were published and these can be categorised as follows: institutional initiatives, male violence, violence against women, men's groups and the role of men in equality. 820 entries have been published on the Gizonduz Initiative blog since its launch in July 2008.



## 2.1.2 Interviews

This section lists interviews that were held with people associated with equality. The following individuals were interviewed in 2014:

- **Ana Gallego González**, HR Manager at the company Ingeteam Power Technology in Zamudio.
- **Ana Agirre Zurutuza**, Deputy Minister for Justice at the Basque Government.
- **Jokin Azpiazu Carballo**, sociologist and social activist.
- **Teresa Torns Martín**, doctor of sociology and professor at the Autonomous University of Barcelona.
- **Juan José Ibarretxe**, former president of the Basque Country.

## 2.1.3 Social Networks

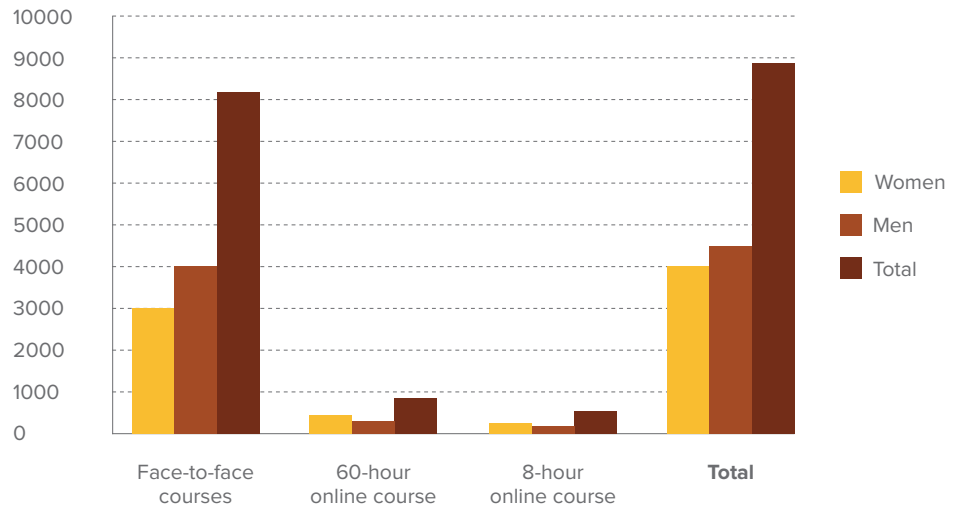
Gizonduz has been on Facebook since 2009. It achieved a total of 5,100 likes in 2014 and, after Gazte Aukera, it has the most friends out of all the Facebook pages connected to the Basque Government. In 2014, it had an average of 5041 friends, 33% of whom are women and 61% men. A total of 443 posts were published, with an average of 340 individuals viewing the page every day and an average reach of 710 people per post.

Gizonduz also has accounts on YouTube and Vimeo. Both pages feature videos of conferences, workshops, advertisements and audiovisual material related to equality and masculinity. The Gizonduz page on Vimeo has 16 videos which were watched 164 times in 2014, while the Gizonduz page on YouTube has 20 videos that were played a total of 1,436 times in 2014.

## 2.2 TRAINING AND AWARENESS PROGRAMME

March 2009 saw the launch of the first Gizonduz training and awareness programme.

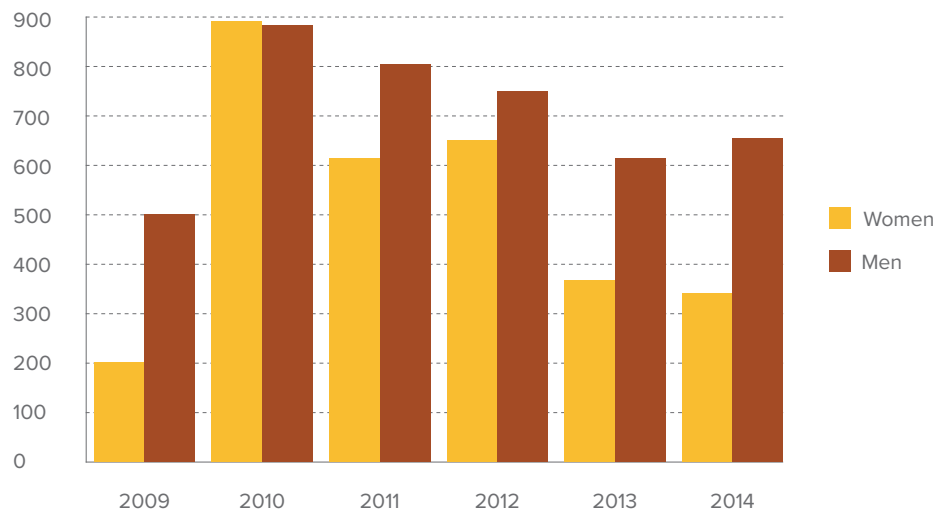
From the time the Gizonduz training and awareness programme started to December 2014, a total of 9,073 people have taken part in the courses in their various guises, both face-to-face and online. Of these, 4,806 (52.9%) are men while 4,210 (47.1%) are women.



### 2.2.1 Face-to-face courses

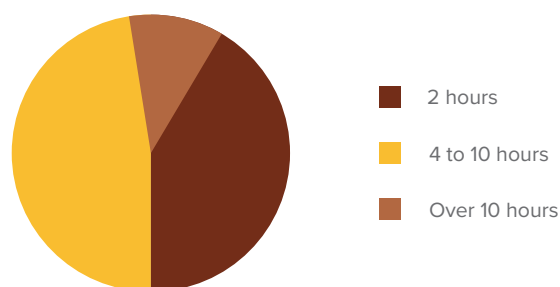
Between 2009 and 2014 inclusive, 349 face-to-face courses were delivered (60 of them in 2014) to 7,506 people, of whom 4,286 were men and 3,220 women.

These courses are distributed as follows:



Year	Women	Men	Total
2009	241	512	753
2010	900	895	1795
2011	638	821	1459
2012	677	768	1445
2013	389	628	1017
2014	375	662	1037
<b>TOTAL</b>	<b>3220</b>	<b>4286</b>	<b>7506</b>

With regards to the types of courses, if we group them in terms of duration from 2009 to 2014 inclusive, we find that the courses are distributed as follows:



40.5% of students took part in courses lasting between 2 and 3 hours. The percentage for courses between 4 and 10 hours long is 47.7%, while 11.8% of students were enrolled on courses lasting over 10 hours.

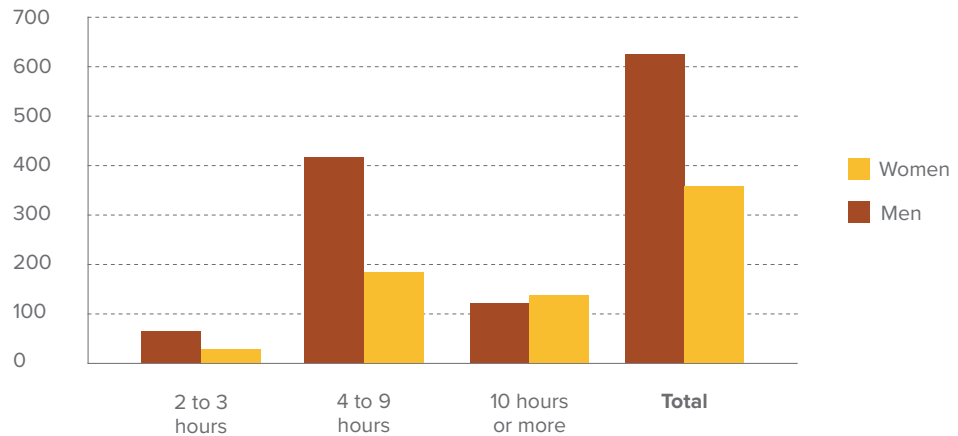
In 2014, the courses are again going from strength to strength with a greater number of men taking part. More importance is also being placed on courses aimed at people who, due to their job or presence in society, can help to multiply their impact in that each person who attends the course can then use their content and ideas in their work or social environment. 2014 saw student numbers rise and more men become involved to the extent that 64% of students were male while 36% were female.

Courses lasting between two and three hours were considerably reduced in 2014.

### FACE-TO-FACE COURSES 2014

Type of course in terms of duration	Hours taught according to type of course	Total students	% of total students	Men	Women
2 to 3-hour courses	16	96	9%	78	18
4 to 9-hour courses	151	636	61,30%	436	200
10 hours or more courses	239	305	23%	148	157
<b>Total</b>	<b>406</b>	<b>1.037</b>	<b>100%</b>	<b>662</b>	<b>375</b>

## FACE-TO-FACE COURSES 2013



In terms of the organisations that applied, the face-to-face courses were distributed as follows:

### Table of face-to-face courses delivered in partnership with Vitoria-Gasteiz City Council

Group	Content	Target audience	Duration in hours
Vitoria-Gasteiz City Council	Masculinity, equality and male violence	Local Police	4
Vitoria-Gasteiz City Council	Masculinity, equality and male violence	Local Police	4
Vitoria-Gasteiz City Council	Masculinity, equality and male violence	Local Police	4
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Vitoria-Gasteiz City Council	Masculinity, equality and male violence	Local Police	4
Vitoria-Gasteiz City Council	Masculinity, equality and male violence	Local Police	4
Vitoria-Gasteiz City Council. Social Welfare	Men, equality, male violence and violence against women	Own staff	12
Vitoria-Gasteiz City Council. TUVISA	Men, equality, risks and safety at work	Own staff	12
Vitoria-Gasteiz City Council. TUVISA	Men, equality, risks and safety at work	Own staff	12
<b>TOTAL</b>			<b>96</b>

### Table of face-to-face courses delivered in partnership with unions and companies

Group	Content	Target audience	Duration in hours
Workers' Commissions	Maculinity, equality in the workplace and preventing sexual harassment at work	Union representatives	5
Workers' Commissions	Men, equality, masculinity and industrial action	Executive Committee of the Basque Country	5
Ingeteam Power Technology	Masculinity, gender and equality in the workplace	Employees	2.5
Ingeteam Power Technology	Masculinity, gender and equality in the workplace	Employees	2.5
Ingeteam Power Technology	Masculinity, gender and equality in the workplace	Employees	4.5
ESK	Sexual harassment at work	Union representatives	10
ESK	Sexual harassment at work	Union representatives	10
ESK	Sexual harassment at work	Union representatives	10
<b>TOTAL</b>			<b>49.5</b>

## Table of face-to-face courses delivered in partnership with public institutions

Group	Content	Target audience	Duration in hours
Ermua Town Council	Men, equality, masculinity and male violence	Local Police	8
Sestao Town Council	Men, equality and masculinity	Caritas volunteers	4
Santurtzi Town Council	Men and equality	General public	2
Zarautz Town Council	Men, love and equal relationships	General public	3
University of the Basque Country. Equality Department	Men, equality and masculinity	Teaching staff	15
University of the Basque Country. School of Labour Relations	Masculinity and preventing occupational risks	Students	4,5
University of the Basque Country. Teacher Training College	Men, equality, masculinity and education	Students	10
Emakunde	Men, equality and masculinity	General public	20
Basque Government. Department of Employment and Social Policy-Biltzen	Men, equality and masculinity	Group leaders	10
Basque Government. Department of Employment and Social Policy-Biltzen	Men, equality and masculinity	Group leaders	12
Basque Government. Road Safety Authority	Men, equality, risks and road safety	Own staff	10
Basque Government. Road Safety Authority	Men, equality, risks and road safety	Own staff	10
Basque Government. Road Safety Authority	Men, equality, risks and road safety	Own staff	15
Basque Government. Road Safety Authority	Men, equality, risks and road safety	Psychologists	10
Basque Government. Department of Justice. Ibaiondo Young Offender Institution	Men, equality, masculinity and criminality	Own staff	10
Basque Government. Basque Youth Observatory	Youth, equality and sports activities	General public	12
Provincial Council of Bizkaia	Men, shared responsibility and equal relationships	Own staff	12
<b>TOTAL</b>			<b>149</b>

## Face-to-face courses delivered in partnership with educational institutions

Group	Content	Target audience	Duration in hours
Fadura College	Men, equality and sport	Pupils	6
Fadura College	Men, equality and sport	Pupils	6
Unamuno Secondary School	Men and equality	Teachers	2
Dolores Ibarri Secondary School	Men, equality and masculinity	Teachers	4
Eskoriatza Teacher Training College	Men, equality and masculinity	Pupils	4
Eskoriatza Teacher Training College	Men, equality and masculinity	Pupils	4
Itaka-Escolapios	Men, equality and masculinity	Instructors	6
<b>TOTAL</b>			<b>32</b>

## Face-to-face courses delivered in partnership with associations and other organisations

Group	Content	Target audience	Duration in hours
Norbera	Young people and equality	Own staff	10
Nervi3n Red Cross	Men, equality and masculinity	Inmates at Basauri Penitentiary Centre	2
Ermua Zipriztinen Men's Group	Men, love and equality	Group members	4
Zubietxe	Men, risks and drug addiction	Own staff	5
Gakoa	Men, equality and masculinity	Own staff	5
Official College of Psychologists of Biscay	Men, equality and health	General public	15
Iresgi	Men, equality and masculinity	Trainers at Martutene Penitentiary Centre	8
Iresgi	Men, equality, masculinity and road safety	Inmates	4
Iresgi	Men, equality, male violence and violence against women	Inmates	4
<b>TOTAL</b>			<b>57</b>

## Ratings for face-to-face courses

Listed below are the average ratings given by individuals who attended the face-to-face courses, out of a maximum score of 6.

Overall rating for the course	4,97
Previous knowledge of the subject	3,58
Content	4,68
Speaker	5,11
Level of energy	4,87
Group participation	4,61
Organisation	4,71
The space	4,58
Materials used	4,65
Useful for personal life (%)	96%
Useful for professional life (%)	91%

As on previous occasions, the open questions in the surveys reflect qualitative assessments. Among the positive aspects listed is the fact that the courses suggest new ways of looking at reality, enabling participants to learn more about it from the perspective of gender. Participants also underline the relationship between the theory presented and their daily and personal lives. They highlight the energy of the courses and their participatory nature. A further point is that they value the importance of being able to have a forum to exchange ideas with colleagues.

Among the suggestions for how to improve the course, increasing the amount of time available remains the most common. It is interesting that this is the case with both the 4-hour courses and the longer ones which last 6, 10, 12 or 15 hours. Another suggestion made was to expand the practical part of the course.

The areas that students would like to explore more in-depth are directly related with their area of professional expertise, the education of children or violence against women.

### 2.2.2 Participation in seminars and congresses

Meanwhile, in order to raise awareness about the initiative, Gizonduz has participated in various types of media. It has also taken part and collaborated in various awareness activities, notably the following:

- A seminar on Gender and Road Safety organised by the Traffic Department at the Basque Department of Security.
- I North-South Meeting on masculinity and human development organised by Birbana, the Deusto-San Ignacio Psychosocial Module and the Coordinator of Egalitarian Men for Development Cooperation.

### 2.2.3 Internet courses

Since the Gizonduz online training and awareness courses first began, there have been two types of courses to choose from. One of these is the 8-hour Basic online awareness course on equality for men which can be followed directly from the Gizon-

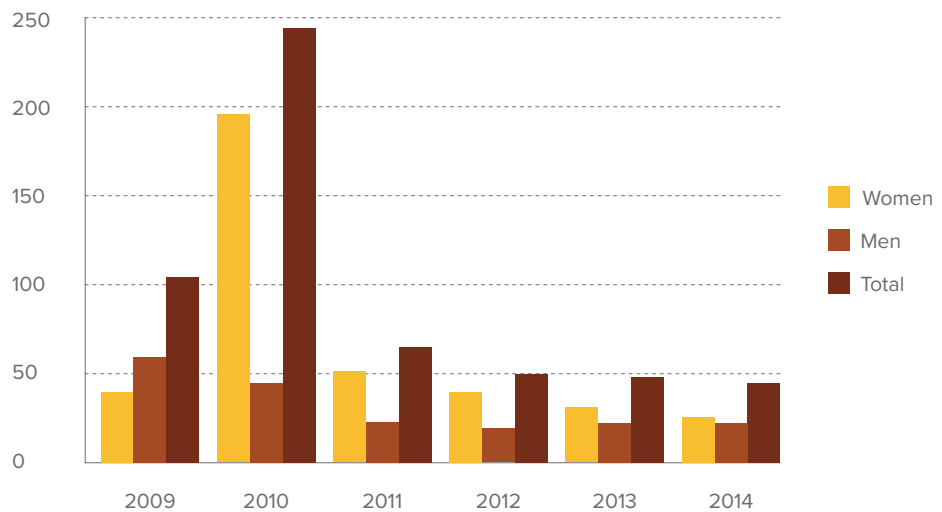
duz website, while the other lasts 60 hours and is called the Online course on men, equality and masculinity.

With regards to the 60-hour training course, both demand and the number of places available have gradually risen, whereas demand for the 8-hour course has significantly decreased.

### 2.2.3.1 Raising awareness online

This course deals with issues such as the origin of gender inequality, the part that gender stereotypes and roles play in socialisation, the review of different male role models, the role that caring for oneself and others has in the lives of men, the involvement of men in domestic chores and looking after other people, gender issues that sexist socialisation also causes among men, as well as the role that the legitimisation of violence plays in building male identity.

From the time the course was launched in 2009 upto 2014 inclusive, it was successfully completed by 572 people, including 388 women and 184 men.



A total of 46 people successfully completed the course in 2014 and, of these, 24 were women and 22 were men.

### Course rating (out of 6)

	Average	Men	Women
Overall rating for the course	4,56	4,55	4,57
Did you have any previous knowledge of this subject?	4,5	4,64	4,29
Course components: Content	4,29	4,2	4,43
Course components: Materials used	4,29	4,27	4,33
Do you think it has been useful for your personal life?	100%	100%	100%
Do you think it has been useful for your professional life?	97 %	97,5%	100%

The overall rating for the course is positive (4.56 out of 6). The course content has also been rated highly, with a score of 4.29.

It is important to note that 100% of those who did the course believe that it has been useful for their personal life and 97% think the same with regards to their professional life.

The number of people participating in the course is low, with 46 individuals taking part. On the other hand, 47.82% were men, which represents a 40% increase on the previous year.

### 2.2.3.2 Online training

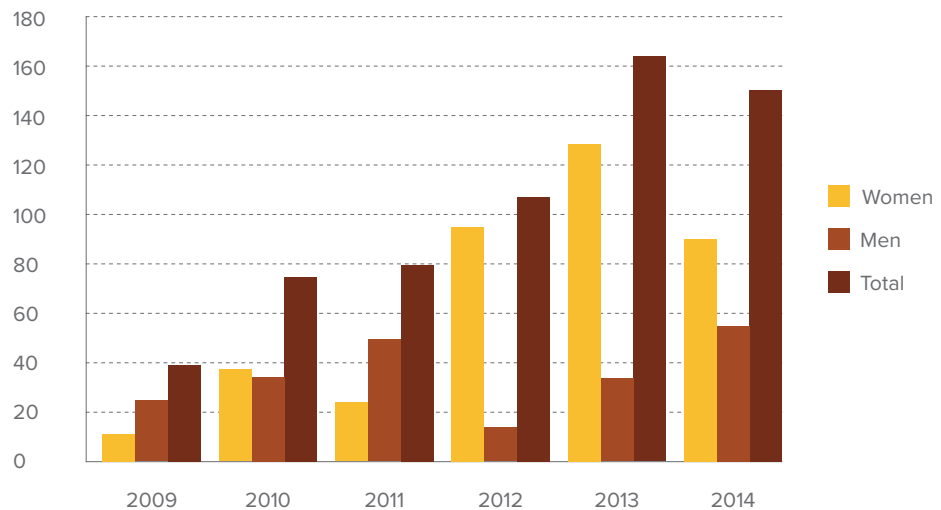
The first 60-hour Gizonduz online training course ran from 21 September to 21 December 2009.

Demand for the 60-hour online course has increased over the years and the number of students taking part has risen from 79 people in 2009 to 213 for the fifth edition held in 2014. Every year, there has been a significant number of people who have not been able to take part in the course due to the places already being filled. The fact that the course is free is a clear advantage, but it can also be a drawback when it comes to motivating individuals to complete it; we shall therefore take a look at the figures which reveal how the percentage of people who finish the course differs compared to the number who enrolled.

A total of 995 people registered across the six editions of the 60-hour online training course and, of these, 393 were men (39.5%) and 602 were women (60.5%).

In 2014, the 151 students who satisfactorily completed the course accounted for 71% of the 213 who enrolled, whereas the figure for 2013 was 77.67% of the 210 who signed up for the course. For the courses that ran in 2012, 2013 and 2014, 100 places were reserved for teaching staff as part of the PREST GARA training programme in partnership with the Basque Department of Education, Language Policy and Culture. This has led to an increase in the number of women taking part in the latest editions.

Students from the 60-hour online course who satisfactorily completed the course:



	Women	Men	Total
2009	14	27	41
2010	39	37	76
2011	29	52	81
2012	97	14	111
2013	131	36	167
2014	94	57	151
	<b>404</b>	<b>223</b>	<b>626</b>

For this edition of the course, a face-to-face session was organised on “Men, romantic love and equality in relationships”. Led by Josetxu Riviere Aranda, the session was attended by 29 people but the other students were able to follow along by either watching live online or viewing the recording that had been posted on Irekia.

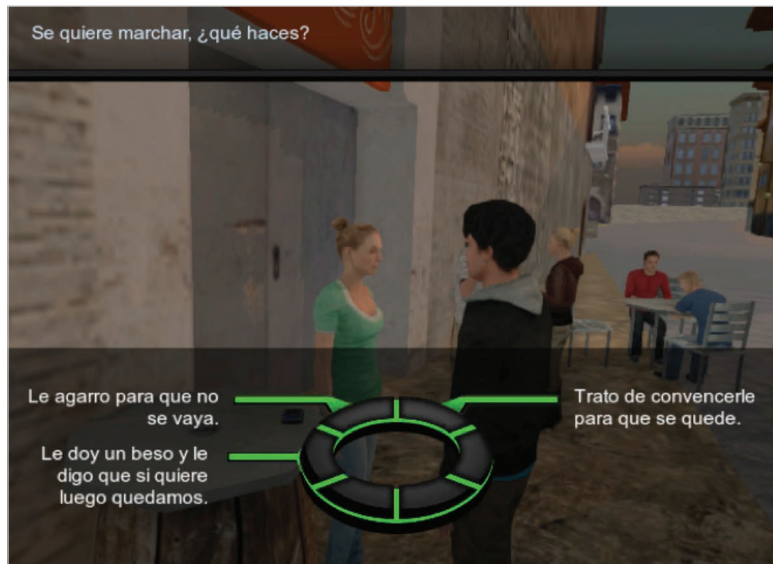
With regards to how students rate the course, 87% gave the relevance of the content, such as the materials used and the activities carried out, a score of between 8 and 10 points, which reflects a very high level of satisfaction.

### 2.3 “GAZTEAK BERDINTASUNEAN 2.0” PROJECT

Throughout 2014, Gizonduz continued to work in partnership with the public corporation EJIE, SA on GAZTEAK BERDINTASUNEAN 2.0. The purpose of this project is to raise awareness and engage teenagers and young people - particularly men - so that they support equality between men and women and are against violence towards women. This is achieved by using innovative educational tools based on new technologies.

The project consists of 3 platforms:

- An informative website or “shop window” that displays information about the project, its development and various stages, as well as the groups involved.
- An online graphic adventure (videogame) where users are confronted with various scenarios that they must deal with and certain problems that they have to solve. In other words, they have to choose which option to take when faced with situations involving sexism, homophobia, violence, etc.
- A virtual community that creates spaces for adolescents to participate and communicate with each other.



## 2.4 PROMOTING TRAINING AND AWARENESS ACTIVITIES

As in previous years, not only were Gizonduz courses promoted in 2014, but also master's and postgraduate degrees and IVAP courses that are specifically related to equality, as well as activities run by the Forum for Equality, in order to encourage a greater number of men to participate in the aforementioned training and awareness activities. To do this, they were publicised via the e-newsletter and the Gizonduz website.

## 2.5 ADVICE

Lastly, it should be noted that Gizonduz responded to 342 queries face-to-face, via email and by telephone in 2014. These enquiries related to the Gizonduz initiative, as well as other issues pertaining to men, quality and masculinity.





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