

GIZONDUZ INITIATIVE 2015 REPORT





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1 INTRODUCTION

Gizonduz is a pioneering initiative of 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 women and men.

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 women and men.
- Increase the number of men who receive training on equality between women and men.
- Increase the level of responsibility that men have towards household chores and the care of individuals.

The activities carried out by the Gizonduz initiative in previous years are listed in the [Gizonduz Initiative Report: 2007-2010](#), [Activity Report 2011: Gizonduz Initiative](#), [Activity Report 2012: Gizonduz Initiative](#), [Activity Report 2013](#) and the [Activity Report 2014](#).

2 ACTIVITIES CARRIED OUT IN 2015

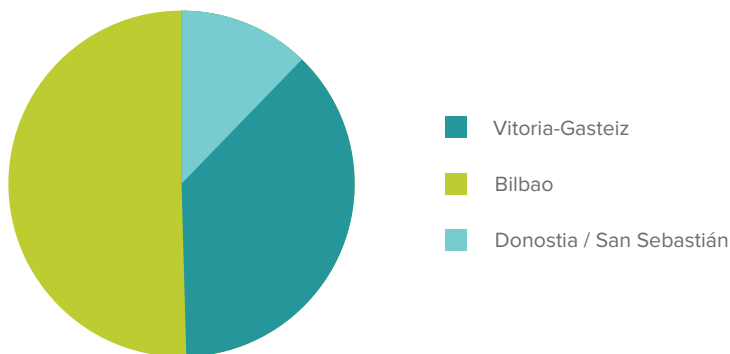
2.1 WEBSITE



In 2015, Gizonduz continued to manage the specialised website for men in support of equality (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 Basque Men's Charter against Violence towards Women and for Women's Equality, etc.

The Gizonduz website received 23,389 hits in 2015. The number of visits from the Basque Autonomous Community reached 8,378 in 2015, and these are distributed as follows:

Visits from the Basque Autonomous Community



21.42% of the visits came from Bilbao, 12.5% from Vitoria-Gasteiz and 8% from Donostia/San Sebastián. Out of a total number of 23,271 visits, 83.5% came from Spain and the remainder from other countries. With regards to the languages that visitors select, 84.14% chose to browse the website in Spanish, 2.83% in Basque and 3.34% 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 contribute their opinions, thoughts and comments on current issues related to equality, men and masculinity.

114 entries were published between January and December 2015 and these can be placed in the following categories: institutional initiatives, male violence, violence against women, men's groups and the role of men in equality. 934 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 working fields related to gender equality. The following individuals were interviewed in 2015:

- **Christian Veske**, who is in charge of the Men and Equality department at the European Institute for Gender Equality (EIGE).
- **The María de Maeztu Feminist Forum**, an association which was founded in 1988. More than 25 years later, it was awarded the Emakunde Prize for Equality in 2015.
- **Mariano Nieto**, member of the national Network of Men for Equality and a member of the management team at PPIINA (Platform for Equal and Non-Transferable Parental leave for Birth and Adoption).
- **Gerard Coll-Planas**, who holds a doctorate in sociology from the Autonomous University of Barcelona and is a professor at the University of Vic, where he is in charge of the Centre for Interdisciplinary Gender Studies.
- **Raquel (Lucas) Platero**, who holds a doctorate in sociology and is a university professor that lectures on Socio-community Based Intervention. Member of the Chair of Gender Studies at Rey Juan Carlos University (URJC).
- **Mikel Otxotorena Fernández**, sociologist and co-founder of both the On: Giz Elkartea association for equality and Gizon Sarea, which is the men's network for equality in the Basque Country.
- **Michael Kaufman**, an international expert in working with men to promote equality. Co-founder of the White Ribbon Campaign (a global reaching initiative which was created in Canada in 1991 to get more men involved in taking a stand against violence towards women), researcher at the Promundo Institute and member of MenCare.

2.1.3 Social Networks

Gizonduz has been on Facebook since 2009. The page had an average of 5,081 likes in 2015, 35% of these were from women and 60% from men. A total of 351 posts were published, with an average of 803 individuals viewing the page every day.

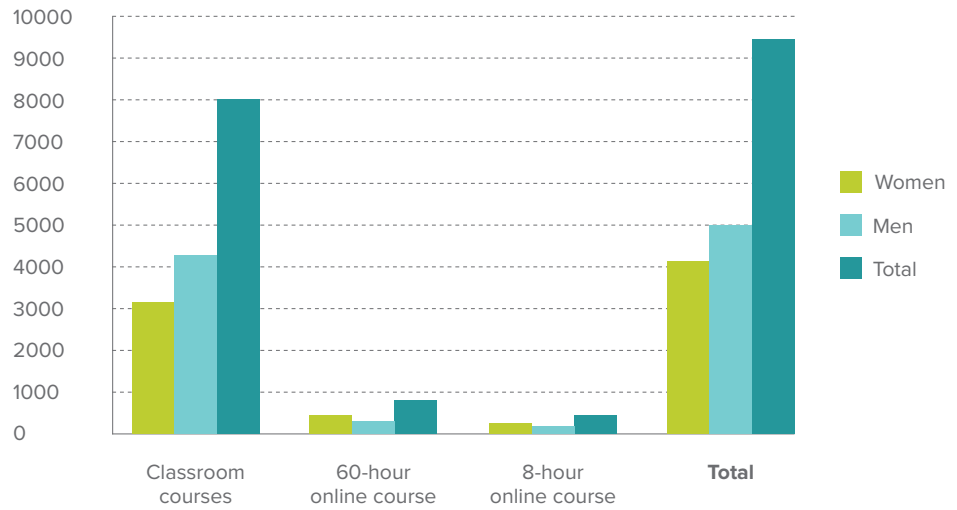
The Gizonduz Twitter account has 897 followers and 2,376 tweets have been published since 2011. Of these, 1,505 were published in 2015.

Gizonduz also has a YouTube channel which features videos of conferences, workshops, advertisements and audiovisual material related to equality and masculinity. The Gizonduz YouTube channel has 22 videos which have been played a total of 1,251 times in 2015.

2.2 TRAINING AND AWARENESS PROGRAMME

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

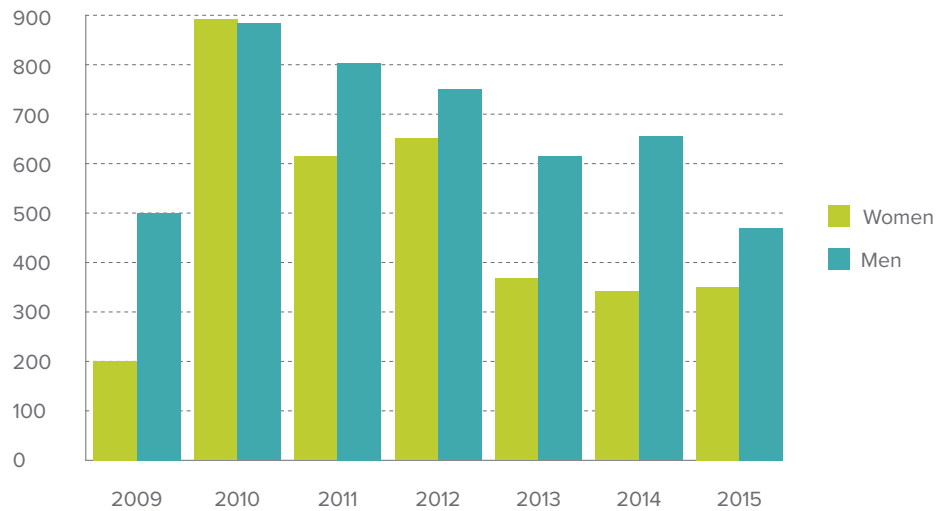
From the beginning of the Gizonduz training and awareness programme to December 2015, a total of 9,894 people have taken part in the courses, both face-to-face and online. Of these, 5,273 (53.3%) were men while 4,561 (46.1%) were women.



2.2.1. Classroom courses

Between 2009 and 2015 inclusive, 398 classroom courses were delivered (49 of them in 2015) to 8,327 people, of whom 4,753 were men and 3,474 women.

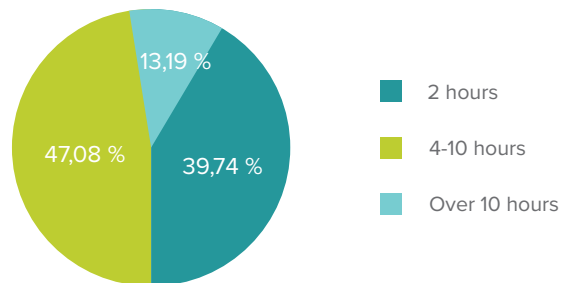
Evolution of participation in classroom courses.



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
2015	354	467	821
TOTAL	3574	4753	8327

With regards to the types of courses, if we group them in terms of duration from 2009 to 2015 inclusive, we find that the courses are distributed as follows:



32.5% of students took part in courses lasting between 2 and 3 hours. The percentage for courses between 4 and 10 hours long is 41 %, while 26.5% of students were enrolled on courses lasting over 10 hours.

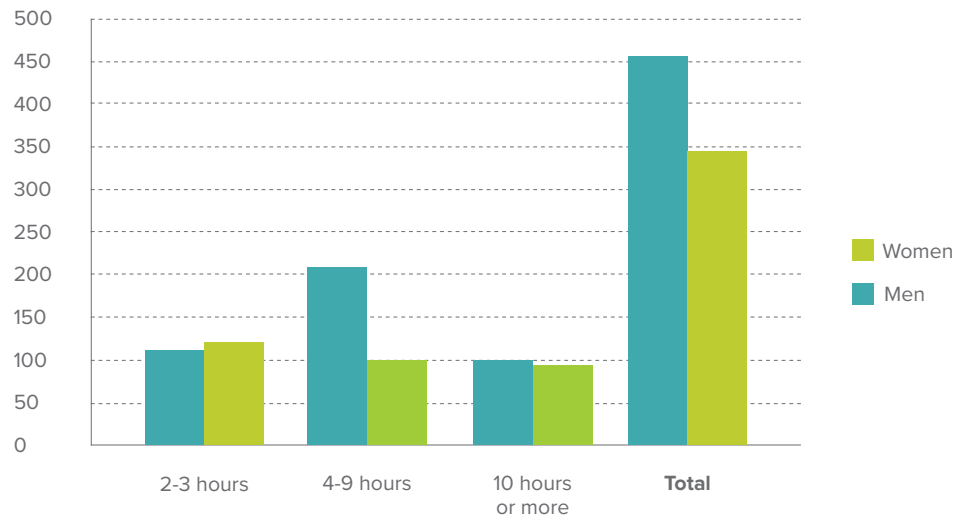
In 2015, more importance was placed on courses that are aimed at people who, due to their job or role in society, can help to multiply their impact, taking into account that each person who attends the course can then use its content and ideas in their work or social environment. The decision to focus on working with groups and people that exert this multiplier effect meant that the programme was unable to satisfy all the training requests that were received. The total number of people and courses provided has therefore been reduced in comparison with previous years.

The percentage of longer courses has also increased significantly compared to previous years, which boosts the impact that they have.

CLASSROOM COURSES 2015

Courses in 2015	N° of hours	% of total hours	Total n° of students	% of total students	Men	Women
13 courses lasting between 2 and 3 hours	35	11,14 %	269	32,50 %	132	137
23 courses lasting between 4 and 9 hours	115	36,50 %	334	41 %	224	110
13 courses lasting 10 hours or more	164	52,50 %	218	26,50 %	111	107
TOTAL: 49 courses	314		821		467	354

CLASSROOM COURSES 2015



In terms of the organisations that applied, the classroom courses were as follows:

Table of classroom courses delivered in partnership with **trade unions and companies**

Group	Content	Target audience	Duration in hours
Cebek - Business Federation of Biscay	Masculinity, equality, risk and sexual harassment	Members of CEBEK	2
Cebek	Masculinity, equality and the job market	Members of CEBEK	4
ESK Alava trade union group	Masculinity and sexual harassment at work	Union representatives	3
ESK Bizkaia trade union group	Masculinity and sexual harassment at work	Union representatives	3
ESK Gipuzkoa trade union group	Masculinity and sexual harassment at work	Union representatives	4
CCOO Alava trade union group	Masculinity and sexist violence	Union representatives	3
CCOO Bizkaia trade union group	Masculinity and sexist violence	Union representatives	3
CCOO Gipuzkoa trade union group	Masculinity and sexist violence	Union representatives	3
ESK Gipuzkoa trade union group	Masculinity and sexual harassment at work	Union representatives	4
Berria newspaper	Men, equality and masculinity	Employees	10

Table of classroom courses delivered in partnership with **public institutions**

Group	Content	Target audience	Duration in hours
Abanto Town Council	Men, equality and masculinity	General public	2
Arratia Town Council	Men, equality and masculinity	General public	2,5
Basque Government - Department for Economic Development and Competitiveness	Men, equality, masculinity and sexist microaggression	Own staff	3

Group	Content	Target audience	Duration in hours
Vitoria-Gasteiz City Council	The role of young people in equality, masculinity, ICT and equal relationships	Own staff	4
Beasain Town Council	Men, masculinity and sport	Own staff	4
Durango Town Council	Men, equality and masculinity	General public	4
Basque Government - President's Office	Men, equality and masculinity	Employees	4
Vitoria-Gasteiz City Council	The role of young people in equality, masculinity, ICT and equal relationships	Own staff	6
Vitoria-Gasteiz City Council	Men, equality, drug addiction and human rights	Own staff	6
Euskotren Public Corporation	Men, equality and masculinity	Staff	6
Euskotren Public Corporation	Men, equality and masculinity	Staff	6
Euskotren Public Corporation	Men, equality and masculinity	Staff	6
Euskotren Public Corporation	Men, equality and masculinity	Staff	6
Euskotren Public Corporation	Men, equality and masculinity	Staff	6
Bilbao City Council	Masculinity, equality and fatherhood	Own staff	6
Basque Government - Department for Public Administration and Justice	Male violence, violence against women, men, caregiving and domestic chores	Own staff	10
Basque Government - Department for Security	Masculinity, equality and risks	Own staff	10
Basque Government - Department for Security	Masculinity, equality and risks	Own staff	10
Basque Government - Department for Security	Masculinity, equality and risks	Own staff	10
Ermua Town Council	Men, equality and masculinity	Social services	10
Provincial Council of Biscay	Masculinity and preventing violence	Own staff	12
Basque Government. Dpt. for Public Administration and Justice Ibaiondo Young Offender Institution	Men, equality and violence	Own staff	10
Emakunde	Men, equality and masculinity	General public	20

Table of classroom courses delivered in partnership with educational institutions

Group	Content	Target audience	Duration in hours
Anaitasuna School. Ermua	Gazteak Berdintasunean 2.0.	Students	2
Eskoriatza Teacher Training College	Men, equality and masculinity	Students	2,5
Anaitasuna School. Ermua	Gazteak Berdintasunean 2.0.	Students	3
Anaitasuna School. Ermua	Gazteak Berdintasunean 2.0.	Teaching staff	3
Official College of Psychologists of Biscay	Men, equality and violence	Members	15
Official College of Psychologists of Biscay	Men, equality and violence	Members	15
Vitoria-Gasteiz School for Equality and Empowerment and Gasteiz Berritzegune	Gazteak Berdintasunean 2.0	Teaching staff	4
Laudio Berritzegune	Gazteak Berdintasunean 2.0	Teaching staff	4
Deba Adult Education Centre	Men, equality and violence	Teaching staff	4
Fadura College	Gazteak Berdintasunean 2.0	Students	6
Fadura College	Gazteak Berdintasunean 2.0	Students	6
Fadura College	Gazteak Berdintasunean 2.0	Students	6

Table of classroom courses delivered in partnership with associations and other organisations

Group	Content	Target audience	Duration in hours
Zubietxe	Men, equality and masculinity	Own staff	5
Lagun Artean	Masculinity, sexist violence and risks	Training staff	10
Izangai	Men, equality and male violence	Training staff	10
Iresgi - Martutene Prison	Men, equality and violence against women	Inmates	12
Iresgi - Martutene Prison	Men, equality, road safety and risks	Inmates	4

Ratings for classroom courses

Listed below are the average ratings given by individuals who attended the classroom courses, out of a maximum score of 6. 441 ratings were collected in total; 149 from women, 246 from men, 6 from individuals who identified as other and 40 from people who did not answer. The following responses were received from each gender and age group:

Ratings according to age and gender	16-24 years	25-30 years	31-54 years	55 and over	No answer
Women	7	11	107	23	1
Men	1	21	171	50	3
Others	1		5		
No answer	1	9	25	1	4

Ratings awarded (from 0 to 6)

	Women	Men	Others	Average
Overall rating for the course	4,9	4,7	5,2	4,8
Previous knowledge of the subject	3,7	3,5	3	3,5
Content	4,8	4,5	5	4,8
Speaker	5,2	5,1	5,2	5,1
Level of energy	4,9	4,7	5,4	4,8
Group participation	4,6	4,5	5,3	4,6
Organisation	4,7	4,5	5,2	4,6
The space	4,5	4,7	4,4	4,6
Materials used	4,7	4,4	4,8	4,5
Useful for personal life (%)	92%	90%	83%	96%
Useful for professional life (%)	83%	78%	67%	91%

As in previous years, the survey's open questions provided qualitative feedback which highlighted the positive aspects of the courses, including the materials and methodology used which help to initiate interesting and participatory discussions. The respondents also remarked that the theory was related to daily life and praised the efforts made when tailoring it to the professional circumstances of the students.

Suggestions for improvement mostly revolve around providing longer courses and the opportunity to explore issues in more depth and for longer periods of time. The respondents also stressed the need to provide specific tools so that they could work on issues in their professional life.

The areas that students would like to work on in more depth are generally related to their work. Some of them include methodology and tools for working on equality with men, interculturality, education for young people and violence against women.

The ratings awarded for the courses are similar to those stated in previous years. Generally speaking, the classroom courses offered as part of the Gizonduz programme meet the expectations of the students taking part and those of the programme itself.

Although some individuals attend courses after taking part in others, the majority of people (82% of women and 83% of men) are enrolling for the first time.

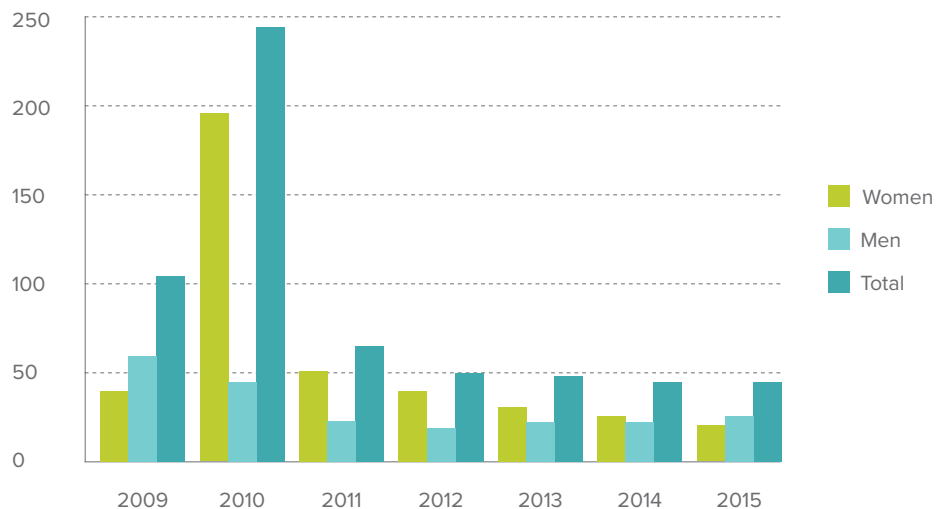
There are no significant differences in terms of gender or age with regards to the ratings given in the various sections of the survey.

2.2.3 Internet courses

2.2.3.1 Raising awareness online

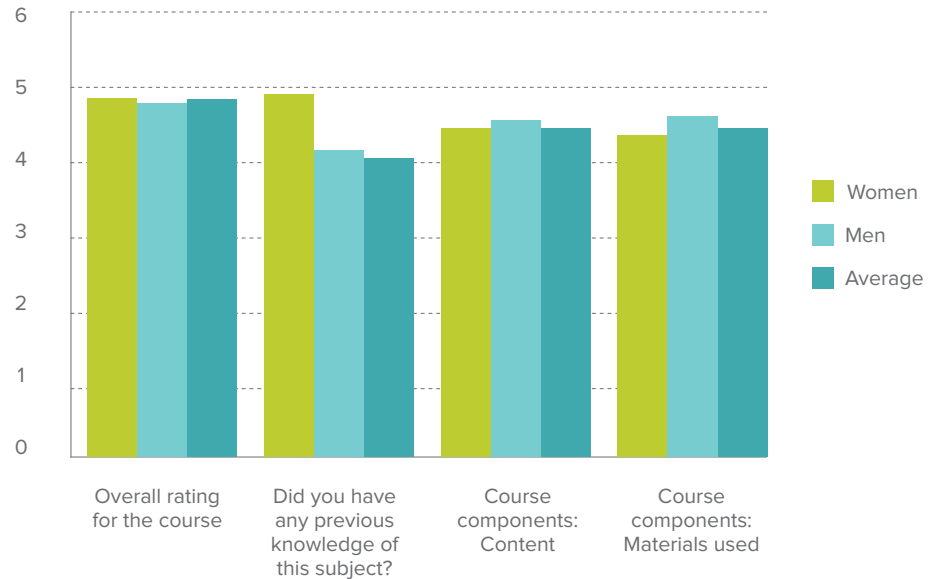
This course deals with issues such as the origin of gender inequality, the part that gender stereotypes and roles play in socialisation, revising different male role models, the role that caring for oneself and others has in the lives of men, the involvement of men in domestic chores and care for other 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.

Between the time the course was launched in 2009 and 2014 inclusive, it has been successfully completed by 590 people, including 431 women and 209 men.



A total of 43 people successfully completed the course in 2015 and, of these, 18 were women and 25 were men.

Course rating (out of 6)



Do you think it has been useful for your personal life? YES	91%	95%	85%
Do you think it has been useful for your professional life? YES	91%	95%	85%

The overall rating for the course is positive (4.83 out of 6). The course content has also been rated highly, with a score of 4.63.

It is important to note that 91% of those who did the course believe that it has been useful for both their personal and professional lives.

The number of people participating in the course is low, with 43 individuals taking part. 58.1% were men, which is an increase on the figure for the previous year (47.8%).

2.3 GIZONDUZ CONFERENCE: “TEN YEARS OF THE BASQUE LAW FOR EQUALITY BETWEEN WOMEN AND MEN - PROGRESS AND CHALLENGES IN WORKING WITH MEN”

This conference was attended by 118 people (94 women and 24 men) and took place on 2 October in Bilbao. The purpose of these sessions was to reflect upon public policies which are aimed at men ten years after the introduction of the Basque equality law. The following programme was created for the event:

After the opening presentation given by Izaskun Landaida Larizgoitia, the Director of Emakunde-Basque Institute for Women, the keynote speech entitled “International experiences and directives regarding working with men to promote equality” was delivered by Michael Kaufman, who is co-founder of the White Ribbon Campaign, researcher at the Promundo Institute and a member of MenCare.

This was followed by a round table session where the participants included Idoia Eizmendi Aldasoro, equality specialist at the Getxo Town Council; Ander Bergara Sautua, staff expert from Emakunde-Basque Institute for Women; and Mikel Otxotorena Fernández, co-founder of On:Giz Elkarte and a member of Gizon Sarea. The title of this round table session was “Ten years of the Basque law for equality between women and men: progress and challenges in working with men” and it was chaired by Ana Alberdi, the General Secretary of Emakunde.

After the round table presentations, the audience split into groups to discuss the issues covered by the speakers. The conference ended with the groups sharing the conclusions of their work.

All the information relating to the conference (videos, contributions, feedback, etc.) can be found [here](#).

2.4 AITAK+ CAMPAIGN

The screenshot shows the website for the AITAK+ campaign, hosted on the irekia.euskadi.eus portal. The page features a navigation bar with the irekia logo and various menu items like 'Participación', 'Departamentos', and 'Agenda'. Below the navigation, there are several tabs for 'PETICIONES CIUDADANAS', 'PROYECTOS DE GOBIERNO', 'RESPUESTAS DEL GOBIERNO', 'PREGUNTAS PARLAMENTARIAS', and 'ENCUESTAS'. The main content area is titled 'Propuestas de Gobierno' and features a large banner for the 'Campaña #AITAK+' with a 'COMPARTIR' button. Below the banner, there are three sections: 'PRESENTACIÓN' (13 de marzo de 2015), 'DEBATE' (18 de marzo de 2015), and 'CONCLUSIONES' (30 de abril de 2015). The 'Introducción' section contains text about the campaign's goals and objectives. On the right side, there is a 'Descargas medios de comunicación' section with a list of downloadable files, including 'Carta_hombres_vasca.es.pdf', 'guia_adopcion.pdf', 'guia_masculinidad.es.pdf', 'guia_padres_biologicos.pdf', and 'secretos_aita.pdf'.

This month-long campaign was launched on 19 March, a date which the men for equality movement uses as a day for promoting equal parenting which revolves around shared responsibility.

The aim of this campaign - which was aimed at the general public and fathers in particular - was to build a forum on social media for participation and reflection, inspiring ideas and practices which are conducive to equal parenting where both parents share responsibility. The main tools used to achieve this were [Irekia](#) - the Basque Government's online participatory platform - and the [Gizonduz](#) Twitter account. Materials were distributed over the course of the campaign via the "[Gizonduz Backpack for fathers](#)"; these resources had been created by [Gizonduz](#) with the aim of encouraging men to take a more active role in caregiving tasks.

Judging by the impact of the campaign, the results have been very positive. The campaign was seen by 61,879 Twitter users. A total of 383,249 people had the opportunity to access the campaign.

On Facebook, the campaign reached 8,910 users who clicked on the 10 specific entries which were published. Eight specific entries were also uploaded on the [Gizonduz](#) blog and an interview with Mariano Nieto (member of the national Network of Men for Equality and member of the PPIINA management team) regarding fatherhood and shared responsibility was published on the website.

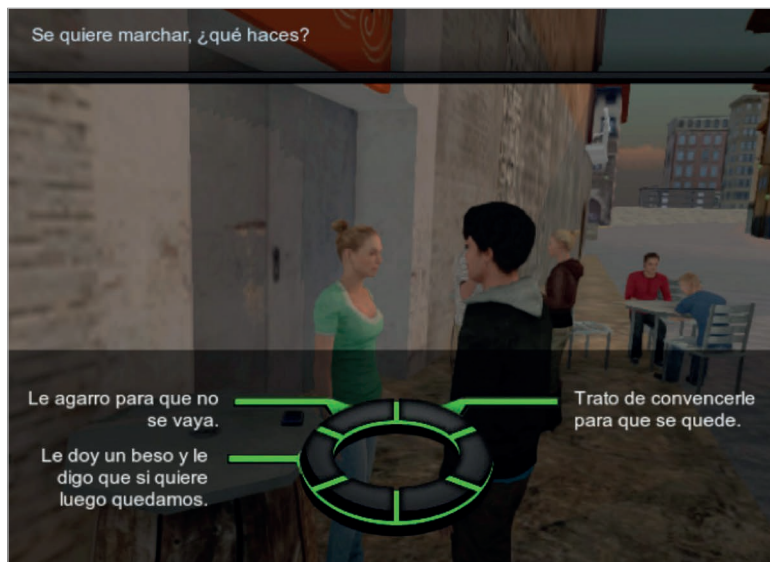
2.5 "GAZTEAK BERDINTASUNEAN 2.0" PROJECT

Throughout 2015, [Gizonduz](#) continued to work on [Gazteak Berdintasunean 2.0](#) in partnership with the public corporation [EJIE, SA](#). The purpose of this project is to raise awareness and engage teenagers and young people - particularly men - so that they support equality between women and men and are against violence towards women. This is achieved by using innovative educational tools based on new technologies.

The videogame was also tested by five groups from two educational institutions and at two [berritzegune](#) centres (centres which specialise in training and educational innovation). The sessions that took place at the educational institutions were aimed at students, and those held at one centre were also aimed at teachers. Teachers took part in the courses that were organised in partnership with the [berritzegune](#) centres. The course at the [Vitoria-Gasteiz Berritzegune](#) was held in partnership with the city council's School for Equality and Empowerment and formed part of their programme.

The [Gazteak Berdintasunean 2.0](#) project has 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.



2.6 PROMOTION OF TRAINING AND AWARENESS ACTIVITIES

As in previous years, Gizonduz courses were not the only activities promoted in 2015; master's and postgraduate degrees and courses run by the Basque Institute for Public Administration (IVAP) that are specifically related to equality, as well as activities run by the Forum for Equality, were also publicised in order to encourage a greater number of men to participate in the aforementioned training and awareness activities. These courses and activities were advertised via the e-newsletter, the Gizonduz website and on social media.

2.7 PARTICIPATION IN INTERNATIONAL CONFERENCES AND MEETINGS

Over the course of 2015, Emakunde-Basque Institute for Women took part in a series of events, meetings and sessions sponsored by the UN in Argentina in order to give national, regional and local authorities and social agents an insight into the work that Emakunde carries out to promote equality between women and men in the Basque Autonomous Community. As part of these activities, the organisation took part in the Argentinian Network of Men for Equality Conference, which was chaired by the government's Minister of Employment and the President of the National Women's Council, and organised by the United Nations Development Programme (UNDP). The network is made up of a group of the country's most notable men from the fields of politics, culture, the media, business, civil society, etc. who have publicly committed themselves to supporting equality and condemning violence towards women. Emakunde was invited to this event to explain its work with regards to encouraging Basque men to support equality and to raise awareness of the Gizonduz initiative and its training programme in particular.

2.8 EVALUATION OF THE GIZONDUZ PROGRAMME

As the organisation behind Gizonduz, Emakunde-Basque Institute for Women hired an external consultant in 2015 to carry out an assessment of the Gizonduz initiative.

The objectives of the evaluation are to:

- Study various aspects involved in implementing the programme between 2007 and 2015: programme content (activities, planned tasks, methodology); organisation of the programme; resources (availability and use); operational control system for the running of the programme; information system for monitoring the programme; operating costs; coordination; and the target groups reached.
- Analyse the level of satisfaction among all those involved in various aspects of the programme (congresses and campaigns, Gizonduz Backpacks, the website, training and awareness programme and the Gazteak Berdintasunean 2.0 project); those who design and run these activities and those who benefit from them.
- Quantitatively and qualitatively assess the results obtained by implementing the two schemes which have the greatest capacity for making a change: Gizonduz Backpacks and the training and awareness programme (level of awareness with regards to men supporting equality between women and men; number of men who have received training in this area; number of men involved in domestic chores and caring for others).
- Analyse the strengths and weaknesses of the Gizonduz programme.

In addition to the assessment objectives which relate to the Gizonduz programme, this evaluation project also covered areas which could be relevant for the future of policies that are aimed at promoting awareness, participation and the involvement of men in support of equality between women and men. These are to:

- Find out the views of the various sectors involved in this issue (technical, political and/or social fields) with regards to these kinds of policies which are aimed at men: advantages and drawbacks; points of agreement and disagreement; defining the criteria that must be met by any measures which are implemented in order to make women more empowered financially, socially and politically.
- Create a document which lists the advantages and drawbacks given by various sectors (technical, social and political fields) with regards to policies and measures aimed at men, as well as the agreements which are currently in place.

The results of this evaluation will be presented in 2016.

2.9 CONSULTATIONS

Lastly, it should be noted that Gizonduz responded to 330 face-to-face, email and telephone queries in 2015. These enquiries related to the Gizonduz initiative, as well as other issues pertaining to men, equality and masculinity.



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