



Eusko Jaurlaritzako erakunde autonomiaduna  
Organismo Autónomo del Gobierno Vasco

# THE GIZONDUZ INITIATIVE A CHRONICLE OF ACHIEVEMENTS

2007-2010

# INTRODUCTION



Despite the undeniable advances that can be seen during recent years, the statistics for a number of areas such as the job market, socio-political participation, poverty, the sharing of reproductive work, violence against women, etc. indicate that inequality between women and men persist.

Empowering women is a fundamental strategy and a priority in order to advance Equality between men and women, so that they can assert themselves and exercise their individuality with autonomy.

However, besides the empowerment of women, achieving Equality requires spaces and formulae that will prompt more men to question the traditional and prevailing model on masculinity. It is indeed men who need to comprehend inequality and actively participate in the quest for a just and equal society so that chances for human development are augmented, both for women as well as for men.

In this context, the Gizonduz Initiative was launched in November 2007. It is an initiative run by the Basque Emakunde Institute for Women, with the aim of promoting greater awareness amongst men and involve them in working towards Equality between women and men.

Although the initial time-line for the initiative was November 2007 until December 2009, the positive assessment at the end of these first 2 years convinced Emakunde that Gizonduz had to continue the journey it had undertaken.

In fact, this document has as its purpose, the dissemination of the work done and the goals that Gizonduz have achieved since their inception in November 2007 until December 2010. By means of this document, anyone who wants to know more about this initiative can read about it 'first-hand'. They will learn that the initiative, despite its young age, has emerged as an important reference for all the people and public and private entities that work towards getting more men involved and mobilising their support for Equality, in and outside of the Basque Autonomous Community.

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# 1. WHAT IS GIZONDUZ?

Gizonduz is a pioneering initiative by the Basque Government, run by the Emakunde-Basque Women's Institute and aimed at promoting men's awareness, their participation and their involvement, in working towards Equality between women and men.

The term Gizonduz strives to transmit the idea that since Equality stimulates the personal development of women and men and broadens their horizons, it can make each one of us a better person, just like men can become manlier, in the true sense of the word.

## 2. WHY DID GIZONDUZ COME ABOUT?

The initiative came into existence because of the following reasons:

### 2.1. INEQUALITIES BETWEEN WOMEN AND MEN PERSIST

The traditional role that women and men fulfil in society is undergoing an important transformation. Women are enjoying greater participation in the job market, greater access to all types of education, to training and to culture, and to a lesser degree, have become more involved in decision-making. These progressions are creating social changes that favour the advancement of Equality between women and men.

However, not all is well: Indicators for the job market data, socio-political participation, domestic work, poverty, violence against women, amongst others, continue to show that women occupy an unequal social position. This inequality has its origins in the stereotypes and sociocultural behavioural patterns that are determined by sex and which fundamentally assign domestic responsibilities to women, whereas men are assigned responsibilities in the public sphere. Furthermore, these responsibilities are disproportionately appraised and recognised, both economically and socially.

### 2.2. FEW MEN PARTICIPATE IN DOMESTIC WORK AND IN ACTIVITIES DIRECTED AT EQUALITY

Despite the fact – and as we will see – that there exists a theoretical basis for the majority of men to assume a favourable position towards Equality between women and men, in practice their involvement in achieving Equality is still insufficient. This can be deduced from their limited participation (in comparison to women), in activities that relate to awareness and training on the subject of Equality, in domestic work and in caregiving.

When the Gizonduz Initiative was launched, the data at the time revealed the following realities about men's participation in awareness and training activities as they relate to the subject of Equality:

- Men represented 9% of the people who participated in the 2007 Forum for Equality: an initiative that brought together the highest number of awareness and training activities related to Equality

in the autonomous community.

- Of all the participants who attended courses organised by IVAP during the years 2006 and 2007, on subjects related to Equality between women and men, and within the ambit of personal development at Basque public administrative entities, only 15% were men.
- Men represented 8% of the number of students enrolled for the Masters degree on Equality of Women and Men at the University of the Basque Country as well as for the Masters degree on Interventions in Violence against Women at the Deusto University.

Furthermore, statistics on how domestic work is shared between women and men as well as the use of work leave, extended leave of absence, and the reduction of contractual work hours in order to care for someone else, show the huge differences that exist based on sex. When Gizonduz was launched, data from the Basque Autonomous Community were as follows:

- According to statistics from Eustat for the year 2003, men dedicated an average of 1 hour and 32 minutes per day to doing domestic work compared with an average of 3 hours and 50 minutes for women. The same data also indicate that men spent 1 hour and 22 minutes providing care for others at home, whereas women spent 1 hour and 59 minutes.
- Men represented 6,1% of people who benefitted in the year 2006 from grants received from the Basque Government, for reducing their work hours and for taking leaves of absence in order to take care of others.
- In the year 2006, only 3,5% of men shared maternity or paternity leave days with their partner.

### **2.3. EQUALITY IS NOT POSSIBLE WITHOUT INVOLVING MEN**

The widespread incorporation of women into the labour market, their participation at all different levels of education as well as greater access to training, to culture and to decision-making spheres are creating changes that favour the advancement of a more just and egalitarian society. However, so far we have not seen any significant shift on the part of men that correspond with the major transformation that women are undergoing and their strides into traditionally male domains. Men are not assuming responsibility for domestic work nor for other functions and values that are traditionally considered to be feminine. It is not enough that women change and that they are the only ones who aspire to real Equality, since they are not the only ones with a vested interest in achieving a more egalitarian society.

### **2.4. ACHIEVING EQUALITY AFFECTS EVERYONE - BOTH WOMEN AND MEN - AND EVERYONE CAN BENEFIT FROM IT**

A new model of co-existence based on respect and Equality would not only benefit women, but society as a whole, including men. It is true that the existing patriarchal system bestows privileges on men as a collective. Over and above the fact that they generally earn higher incomes, occupy positions of power and take on higher authoritative roles publicly, men also benefit from domestic work and caregiving, which are mostly provided by women. Neither is it less true that this system, which maintains a rigid differentiation between roles and expectations based on sex,



also comes at a cost for men. They generally have a shorter life expectancy, are more likely to suffer from drug dependencies, traffic accidents, serious workplace accidents or to be victims of violent deaths, as well as making up the larger part of the prison population. Besides, having been socialised to fulfil the role of main provider of financial support for the family, men suffer from greater pressure on the work-front. They spend a large part of their lives in the productive (working) world, to the direct detriment of them not realising their potential and capacities, in particular, the emotional capacity and affections that relate to the reproductive world. Not to mention the cost and suffering and possible social rejection that are inflicted on those men who dare not conform to the regular societal roles that they are cast, and who behave and function publically in a manner that is traditionally considered to be 'feminine'.

In short, we live in a society that besides discriminating against women, foments discontent amongst both women and men. For that reason, the challenge for this century must be the development of a new, more democratic social model that is just and egalitarian and that permits all people to be free and independent, both in public and private spheres, so that they can realise all of their personal capabilities and be able to make decisions free from the limitations that the traditional, sex-based roles and stereotypes impose. Furthermore, that the different behaviours, aspirations and needs for both women and men are taken into account and valued and empowered equally. For that reason it is fundamental that more men start to question the traditional masculine model, denounce the privileges that the patriarchal system affords them, free themselves from the burdens of a misconceived masculinity and commit themselves together with women, to actively work towards a new society made up of people who are more free and integrated.

## **2.5. EQUALITY IS A STRATEGIC NECESSITY FOR HUMAN DEVELOPMENT AND FOR A NATION'S SOCIAL AND ECONOMIC DEVELOPMENT**

Equality between women and men, besides being a human right, is a strategic necessity for deepening our democracy and for building a more just and cohesive Basque society underpinned by human, social and economic development. In fact, countries with higher levels of development and well-being, are those who have the most advanced policies on Equality.

## **2.6. BESIDES, FAVOURABLE CONDITIONS EXIST**

Following announcements made by international organs that deal with matters related to Equality, the Law on Equality between women and men (number 4/2005, dated the 18th of February) and the Plan for Equality between women and men, constitute an affirmative judicial framework that governs how public administrations set out initiatives that are specifically aimed at encouraging men to join in and actively engage in achieving a more just and egalitarian society.

Moreover, public institutions in the Basque Autonomous Community have for some years now been working to promote effective Equality between women and men. This past experience in developing policies on Equality, places the Basque Autonomous Community in a tenable position to launch innovative initiatives such as Gizonduz.

Besides, many men support Equality in theory. In this regard, a 2004 study entitled 'Views on Equality between men and women in the Basque Autonomous Community', which was carried out by the Social Research Cabinet in the Presidency of the Basque Government, show the following data (amongst others):

- 77% of men (compared to 86% for women) consider Equality between women and men to be very important or quite important.
- 79 % of men (compared to 88% for women) opine that more should be done to support Equality.
- The majority of men think that changing attitudes would be an effective way to reduce or eliminate the inequalities that exist between the sexes. In particular, these attitudes refer to: sharing domestic chores and thereby setting an example for their sons and daughters (94%), regard women as their equals, valuing their desires, opinions, work, etc. (93%), being critical of colleagues and friends when they behave disrespectfully towards women (92%), accepting that Equality has benefits for men as well (88%) and defending women ´s rights actively (89%).

Hence, it is encouraging that there is wide acceptance of a discourse that favours Equality and that this is reflected in everyday practices that are more and more egalitarian.

### 3. WHAT DOES GIZONDUZ CONSIST OF?

Gizonduz is an initiative that comes together as a set of interventions and measures, in the areas of awareness, training and the joint sharing of domestic responsibilities. Their work is aimed at promoting greater participation and involvement amongst men so that they will support and form a critical mass that can make advances toward achieving Equality between women and men. This is based on the idea that awareness and training is key to changing attitudes and behaviours. That is to say, specific measures ought to be implemented which will elevate men ´s conscientiousness and commitment to supporting the Equality of the sexes. This will facilitate a major advance in changing the prevailing sociocultural behavioural models or patterns, which is still based on sex. This change is critical in order to rectify the processes and factors that have given rise to the structural, iniquitous conditions that women face. Last, these measures are also aimed at re-inforcing opportunities for the personal development of both women as well as that of men.

The initiative is specifically aimed at men. It is rooted in a general approach, which is integrated with the promotion of Equality between women and men as set out in Law number 4/2005, (dated the 18th of February). This law, along with the Plans for Equality between Women and Men, is what governs the Equality between women and men in the Basque Autonomous Community. Together, they give priority to promoting personal autonomy and strengthening the social, economic and political positions which women occupy. These measures recognise men ´s involvement as an essential collaboration for achieving the goal of Equality, as opposed to being seen as an obstacle that might impede the resources allocated to promoting Equality.



## 4. WHAT ARE GIZONDUZ´S OBJECTIVES AND HOW ARE THEY MEASURED?

The initiative´s objectives and its framework of planned measures as defined at its outset, are detailed in the document entitled ´The Gizonduz Initiative: Equality makes you more of a man.´ They are the following:

### 4.1. 1ST OBJECTIVE: INCREASE THE NUMBER OF MEN WHO ARE CONSCIENTIOUS OF EQUALITY BETWEEN WOMEN AND MEN

#### Measures:

- 1.1. Run campaigns on making men aware of the importance of their contribution to the Equality of the sexes and about the benefits that this can produce, and furthermore, to mobilise them in adopting active stances against violence against women.
- 1.2. Organise an International Conference about masculinity and everyday life, within the framework of the "Encuentros Sare".
- 1.3. To include masculinity as a preferred thematic topic in the Naro Forum for Equality.
- 1.4. Disburse subsidies to foster men´s groups and workshops on Equality.
- 1.5. Elaborate, expand and collect demonstrations of support for the Charter of the Basque Men for Equality and against violence against women.
- 1.6. Elaborate the contents of the Charter of the Basque Men for Equality and against violence against women and discuss them at schools, youth and sports organisations and at other groups that work with children and the youth, with the aim of nurturing in them positive attitudes towards Equality.
- 1.7. Create a portal specialising in men and the Equality of the sexes in *www.euskadi.net*.
- 1.8. Launch an awareness programme for men that raises in a simple yet informative manner, questions about masculinity and everyday life: health and caring, joint responsibilities, fatherhood, sexuality, violence and micro-chauvinism.
- 1.9. Provide a manual and other materials on awareness-raising for fathers-to-be at the time when their first child is born. The manual should be aimed at providing guidance on practical issues related to caregiving and fatherhood, but also to stimulate reflections on the influence that the father figure has in transmitting non-sexist values.
- 1.10. Organise a public event, presided over by the Lehendakari (the Basque Regional President), in appreciation of those people who have participated - in one form or another - in the Gizonduz Initiative.

## **4.2. 2ND OBJECTIVE: INCREASE THE NUMBER OF MEN TRAINED IN SUBJECTS RELATED TO THE EQUALITY BETWEEN WOMEN AND MEN**

### Measures:

- 2.1. Take positive actions to encourage more men to register for courses on subjects related to Equality as organised by the Basque IVAP Institute on Public Administration for training staff at Basque Public Administrations.
- 2.2. Take positive actions to encourage more men to register for masters or other postgraduate university degrees that deal with Equality between women and men.
- 2.3. Launch a training programme aimed at men on issues relating to Equality between women and men and which raises questions such as gender relations and the new masculinities, the traditional masculinity and its effect on health, caregiving, the joint responsibilities in terms of domestic work, the impact of behavioural risks, sexuality, violence and crime, etc.
- 2.4. Prepare and disseminate a comprehensive document describing the Gizonduz Initiative experience, their results and the educational and informative materials that they have produced.

## **4.3. 3RD OBJECTIVE: INCREASE THE RESPONSIBILITY OF MEN IN DOING DOMESTIC WORK AND IN PROVIDING CARE FOR OTHER PEOPLE**

### Measures:

- 3.1. Grant special leave to the male staff at the General Administration of the Autonomous Community as well as at other independent organisations, so that they can attend courses on child-birth that coincide with that of their partners.
- 3.2. Extend the paternity leave for men who have participated in awareness and training programmes organised by the Gizonduz Initiative and who work at the General Administration of the Autonomous Community or at one of their independent organisations.
- 3.3. Extend by one or two weeks the maternity leave for staff members at the General Administration of the Autonomous Community and at their independent organisations, so that they may claim, respectively, two or four weeks of this leave.
- 3.4. Extend a work-hour credit for leave taken by male staff at the General Administration of the Autonomous Community and at their independent organisations and who have also participated in the awareness and training programmes organised by the Gizonduz Initiative. They will be eligible for this credit when they attend to family members who suffer from chronic illnesses or have impaired mobility.
- 3.5. Promote the idea of applying these measures and/or others that are similar in nature, at other public and private institutions, so that they too will encourage their male employees to share domestic and caregiving responsibilities.



## 5. WHICH STRUCTURES HAVE PROVIDED SUPPORT AND IMPETUS?

The Basque Emakunde Institute for Women has been the one organisation that has been instrumental during every step that has led to the formation of the Gizonduz Initiative: from its very beginning - during the design phase and in galvanising momentum – but also now, in the execution, monitoring and its on-going evaluation. To this end, the Institute has had two support structures that assisted it during these phases:

### 5.1. THE MONITORING COMMISSION

This commission has been made up of representatives from organisations that are closely involved with the Initiative, namely:

- Lehendakaritza – the Presidency in the Government
- The Department of Treasury and Public Administration in the Basque Government
- The Basque IVAP Institute for Public Administration
- The Basque Emakunde Institute for Women

Their role has fundamentally been to socialise and garner support, promote partnerships with other institutions and sectors, perform periodic assessments of how the Initiative is progressing and make recommendations on appropriate improvements and adjustments that can assist the Initiative in fulfilling its objectives.

From May 2009 onwards, the role of the Monitoring Commission was transferred to the Basque Emakunde Institute for Women.

### 5.2. THE TECHNICAL SECRETARIAT

Emakunde has also made available technical assistance services in the form of Aizak Consulting, SL, to assist with the Initiative's overall development. Their staff received training on the topics of Equality and masculinity and has had previous experience in working with men on issues relating to Equality.

## 6. WHAT ACTIVITIES HAVE BEEN CARRIED OUT?

In accordance with the work-plan set out in the document entitled 'The Gizonduz Initiative: Equality will make you more of a man', the Initiative carried out the following activities as part of its framework of measures during the period 2007 until 2010:

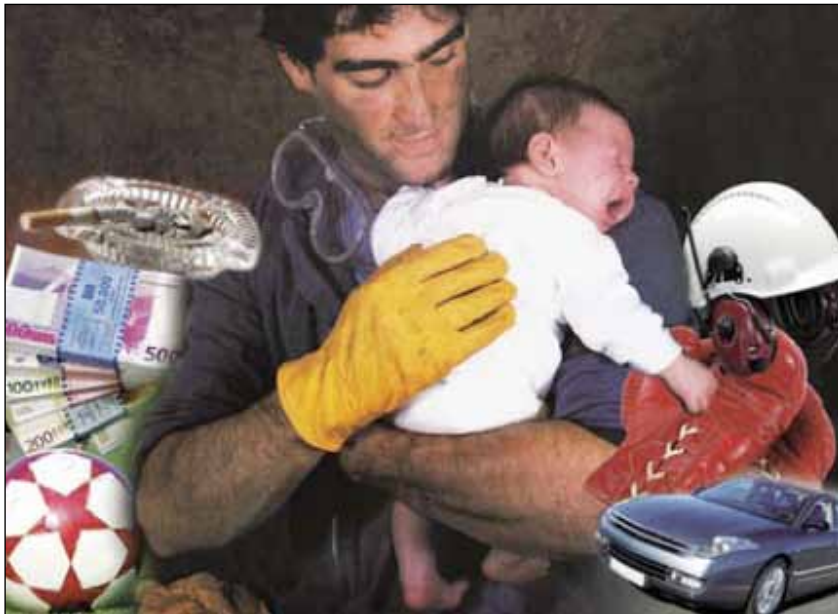
1. Although the initial time-line for the Initiative was November 2007 to December 2009, the positive assessment at the end of these first two years, has convinced Emakunde that Gizonduz should continue the journey that it has undertaken. This document has as its objective, to disseminate the work that Gizonduz has done and the achievements attained during the period November 2007 until December 2010.



## 6.1. THE INTERNATIONAL CONGRESS ON MASCULINITY AND EVERYDAY LIFE

In implementing measure 1.2 and as a first event, the International Conference on Masculinity and Everyday Life was held in Donostia-San Sebastián on the 5th and 6th of November 2007. Four hundred people attended, several of whom were experts from different countries. Some of the themes that were discussed are the following:

- Constructing masculinity and gender relations
- The risks associated with masculinity
- Men and caregiving
- Men and behavioural risk models
- Masculine violence
- Men confronting the challenge of Equality



## 6.2. THE 'EQUALITY MAKES YOU MORE OF A MAN' CAMPAIGN

In implementing measure 1.1, the awareness campaign entitled 'Equality makes you more of a man' was launched in November 2007. It was aimed specifically at men in order to promote their active commitment to supporting Equality between women and men. The campaign consisted of an advertisement broadcast on the Basque public television channels (ETB-1 and ETB-2) and which showed the value associated with men's attitudes towards joint responsibility, caregiving, respect, recognition, collaboration with women and the absence of violence.

## 6.3. THE CHARTER OF THE BASQUE MEN FOR EQUALITY AND AGAINST VIOLENCE AGAINST WOMEN

In implementing measure 1.6, the Charter of the Basque Men for Equality and against Violence against Women was drawn up in 2008. Its main objective was to garner support for Equality and have individuals sign the Charter as an explicit personal commitment to its contents.



Nonetheless, the exercise was not so much an attempt to attract a high number of signatures, but rather to ensure that those who signed it could reflect on the dominant models on masculinity and that they made a personal pledge to change and support Equality between women and men. For that reason, the Charter's contents do not only address general social problems but also personal, everyday, attitudes.

The Charter's contents revolve around several main axes, namely, the Equality between women and men as a principle of justice (where the current situation is unjust and discriminatory), how men relate to caregiving (for themselves and others), a pledge for freedom of choice in sexual orientation and the condemnation of violence against women.

For the first draft of the Charter and its contents, other documents that dealt with commitments to Equality and which were authored by men's groups such as those in Jerez, Ahige and Victoria-Gasteiz, were studied and considered. Similarly, other contributions to theories on Equality and Masculinity such as those by Michael Kauffman, also bear influence.

Several groups and individuals collaborated in drawing up the Charter, including representatives from various institutions, women from the feminist movement, the network of men's groups for Equality and a number of relevant individuals, either in their professional standing or because of their social references.

### **The Charter by the Basque Men for Equality and against Violence against Women**

The men signing this charter are aware that we live in a society where pronounced inequality exists in the relations and power sharing between men and women, where the female is placed in a position of less importance than the male. As a consequence of this, we men have certain privileges: we enjoy more leisure time, we fill most of the public space in the political and economic power arena and we benefit from the housework and the fact that care is mainly provided by women. However, this type of social organisation also affects us negatively, leaving us dissatisfied with the traditional male chauvinist role model that has been in place as a social benchmark in the construction of our identity and which conditions the integral development of our personality.

We believe that it is only fair that this situation changes, because it is a woman's right and because it is beneficial for society as a whole. As a result of such a change, men also stand to gain.

For this reason, with the desire to overcome the damage caused by sex discrimination, we assume the personal and collective commitment to participate in the construction of an egalitarian society, where women and men enjoy equal rights and opportunities and where the contribution and needs of one and another are valued alike. Therefore, we pledge:

- To share the rightful demands of women against sex discrimination and support their fight against all types of sex discrimination, and notably, to show our unequivocal rejection of male-chauvinist violence, publically condemn such discriminatory behaviour and not to consent to it in our midst.
- To rethink from our different perspectives, experiences and attitudes, the values and everyday behaviour upheld by this unequal society and encourage and accompany other men on this path of personal and social change.
- To evaluate our own care and that of others, instead of encouraging hazardous attitudes which go against personal health and safety.

- To assume responsibility for domestic tasks and in caring for others, not only as part of our responsibility, but for our growth as individuals. In particular, to take the necessary time off from work, and use leaves of absence and reductions in the working day so that we can take care for others.
- To move towards broad-based sexuality without myths, without comparisons or impositions, based on enjoyment and shared pleasure, and to oppose all behaviour which violates sexuality being exercised freely, including freedom of choice and sexual orientation.
- To aim to freely build our personal identity, untouched by roles and stereotypes, as well as to fully develop our affective and emotional life.
- To banish the use and legitimisation of violence as a way to solve problems and to look for peaceful ways to address and resolve problematic situations in which we might find ourselves.
- Our pledge as Basque men is a firm commitment to Equality. It is our need and desire to build a society made up of individuals who are freer, more autonomous, fairer and happier.

The Charter was presented to the public and signed at an event in Ajuria Enea on the 23rd of April 2008. The public event was presided over by the Lehendakari (the Basque Regional President) and attended by 27 men who belonged to either men's groups for Equality, or men who have worked with Emakunde on Gizonduz or other initiatives, as well as other men with public profiles. The men who participated in this event were:

- Ander Bergara: Coordinator at the Gizonduz Initiative
- David Lozano: Journalist
- Félix Ajuria: Cattle Farmer and Trade Unionist
- Gaizka Ibañez de Opakua: Psychologist and member of Gizon Sarea
- Haimar Zubeldia: Cyclist
- Ibon Arrizabalaga: Equality Agent and Masculinities Trainer
- Igor González de Galdeano: Sports Director of Euskaltel Euskadi cycling team
- Jaime Tapia: Judge
- Javi Nuñez: Administrator
- José Ángel Cuerda: Ex-mayor of Vitoria-Gasteiz
- Jose Arriba: Hairdresser
- Josetxu Riviere: member of the men's group for Equality in Álava and Masculinities Trainer
- Juankar Pérez de Mendiguren: Economist
- Julio Ibarra: Journalist
- Kepa Junkera: Musician
- Kirmen Uribe: Writer
- Luis Moreno: Hairdresser
- Mariano Ferrer: Journalist
- Mikel Otxotorena: Member of Gizonsarea and Masculinities Trainer
- Mikel Urdangarin: Singer
- Patxi Perez: Actor
- Leopoldo Santos: Social Educator and Gay Activist
- Pofi Hernández: Psychiatrist
- Ricardo Aristizabal: Architect
- Ritxar Bacete: Anthropologist, member of the men's group for Equality in Álava
- Xabier Euskitze: Bertsolari
- Xabier Odriozola: Anthropologist





After this public presentation, the Charter was sent en masse to a number of municipalities, local councils, government departments and other public institutions, as well as to business partners and consultancies endorsed by Emakunde, to professional academies, political organisations, social organisations, trade unions and business organisations, etc. All these entities were asked to consider how best they could help circulate the Charter and by doing so, help collect signatures of support.

Likewise, as a sign of support for the campaign, a number of announcements were made in the printed press and on the radio.

In order to help facilitate further collaborations, collecting signatures was done in 3 different ways: through face-to-face contact at places where Emakunde has a presence, through the Internet by means of a link highlighted on the Gizonduz website, and last, through our network of organisations and other interested parties, each one using their own methods to do so optimally.

Also, a marquee screen-printed with the Initiative's branding was set up to help collect signatures and to distribute informative materials such as posters, pens, the Gizonduz newsletter, white ribbons and balloons.

The first drive to collect signatures took place at the patron-saint festivities in Vitoria-Gasteiz and in Bilbao. At the first event, Celedón (a traditional character) opened the ceremony by adding his signature to the Charter and in Bilbao it was the pregonero (the town crier) who did so first. Both these 2 well-known, festive symbols publically declared their commitment to Equality and against violence against women, and were joined on stage by the director of Emakunde, who lent her support to the launch of this public campaign.

A number of municipalities and social collectives contacted the Institute to organise their own signature collection events. These were normally done to coincide with another public event, so that the Charter and the men who support Equality could get maximum visibility. In this way, the Charter has played an important role as a means to sensitise and to mobilise support for Equality.

To this end, the marquee for collecting signatures was set up at several events including the 3 Basque Technology Parks (Miñano, Zamudio and Miramon) as well as at various municipalities such as:



- Basauri, where the marquee was set up and was visited by the town's mayoress.
- Llodio, where 7 000 newsletters about the Gizonduz Initiative and the Charter were also distributed.
- Mungia, where 200 men together with authorities from the municipality, came to participate in the opening event to collect signatures
- Sopelana, where women's associations spurred on the drive for signatures with the help of past and present football players such as José Ángel Iribar and others from the Bilbao Athletic football club.
- Zarautz and EA, where municipal councils came to participate.
- In Lemoiz-Arrintza, where municipal councillors from the surrounding district as well as the director of the Emakunde Institute attended a public event.
- Similarly, in Santurtzi, Ortuella, Derio, Arrigorriaga, Abadiño and Gorniz, where various public events were organised by those responsible for Equality at each of these municipalities. Municipal representatives participated in collecting signatures for the Charter.

Likewise, those responsible for organising the Alderi Eguna celebrations, asked for the marquee to be set up on the grounds at Foronda, so that it could form part of the festivities.

Signatures were also collected at the Christmas fairs held at Basauri, again as requested by the organisers, and at the Children's Christmas Funfair held at the Bilbao Exhibition Centre, where the marquee was set up and operated for 5 days.

As part of the activities organised for the International Day for the Elimination of Violence against Women, the Álava Provincial Council held an institutional event where the Deputy General, accompanied by all the other male deputies, came to sign the Charter. In addition, a large number of employees from the Álava Regional Council also attended.

Moreover and concerning institutional participation, it should be highlighted that all parliamentarians from the Basque Parliament signed the Charter at a public event that took place on the 22nd of November 2008.

It is because of these efforts that by the end of 2010, 10 230 signatures had been collected, signalling a clear fulfilment of one of the objectives that the Gizonduz Initiative had set for themselves.



Furthermore, in line with provisions for measure 1.6, another programme run by Emakunde called Nahiko, worked with extracts taken directly from the Charter. This programme has as its objective to educate people about preventative ways to combat violence against women and in



this regard, its work is organised around the following axes: training teachers, raising awareness amongst students, raising awareness within the family and producing materials in support of these purposes.

In particular, in order to promote some of the issues raised in the Charter, some work was also done at school-level. Specific extracts from the Charter were adapted and inserted into scholars' notebooks and into the notebooks for families who participated in the Learning Unit 6 'Coexistence in Equality', which forms part of the second cycle of primary education.

#### 6.4. THE GIZONDUZ BACKPACK

In implementing measure 1.9, a compilation of materials to raise awareness was produced, with the aim of engaging men who are about to become fathers. This is a critical period for many men, during which they undergo important changes and for that reason, it serves as an opportune window to affect positive changes regarding their attitudes towards Equality.

The backpack was chosen as a promotional aid symbolising that there's some 'extra load' when it comes to equal parenting. In other words, it conveys the message that men are to take on and share those tasks that come with the responsibility of looking after someone else, and to do so in such a way that it lightens the domestic burden that the majority of women still carry in this day and age. This burden has a particular negative impact on a woman's career path, her public life, her leisure-time and her health and diminishes her work rights and social protection. The backpack also alludes to Equality as a journey that cannot be completed by just doing isolated tasks, but that it is nothing less than undertaking a new way of life that warrants a consolidation from one day to the next.

The backpack contains the following materials:

- A documentary film called Aitak (Fathers), directed by the cinematic director Aitzol Aramaio, shows the more intimate but lesser known side of eleven fathers. It deals with the world of affection and caregiving, the doubts, the fears, the joys and contradictions that very often go hand in hand with fatherhood.
- There is also a children's story in the backpack, which fathers are to read to their children, both sons and daughters. 'Father's Secret' is a narrative about the relationship between a father and his son. The writer Karmele Jaio authored the story and Alexander Jaio did the illustrations.
- A guided illustration about equal parenting entitled 'Fathers in Equality' is also included. It contains some thoughts on the first steps on the journey towards fatherhood and offers some advice on what equal parenting and the joint sharing of responsibilities mean. Two versions were made: one for biological parents and the other for adoptive parents.
- 'Men, Equality and the New Masculinities' is a theoretical guide that deals with the concept of masculinities as social constructions. It analyses the traditional male model and discusses how it is being transformed and assimilated into a way of thinking that is more egalitarian. The gender problems that men face are also dealt with.
- Berdinometroa is a game that illustrates how domestic chores can be shared in a relationship in a more equitable manner.

- A bumper sticker that allows men to declare their role in caregiving publicly by converting the traditional, all-masculine icon – the car – into a mobile billboard for Equality.
- Last, a copy of the Gizonduz Newsletter is also included. It provides information about the Gizonduz Initiative and the activities that they have at heart.

The Gizonduz Backpack project was accomplished with economic support from the savings bank - the Caja Laboral / Euskadiko Kutxa – and through partnering with the Department of Health of the Basque Government, with Osakidetza and with the three provincial councils.

The Gizonduz backpack has been in circulation since September 2008. It is distributed in the Basque Autonomous Community to fathers-to-be via a network of midwives and via those authorities at the provincial councils who deal with adoption.

Based on an estimation of 20 000 births per year within the Basque Autonomous Community, 28 000 backpacks were produced in total, of which 25 000 units had already been distributed by the end of 2010.

Also, it is necessary to highlight that some of the materials, such as the documentary film Aitak, have always been envisaged to have a reach beyond that of the backpack recipients. Not only has it been used spontaneously during some childbirth preparation classes, but it has also been aired on television channels such as ETB, Plentzia and Bizkaia´s TV7. It has also been screened in Madrid in response to a request from the Men´s Forum for Equality and Stop Chauvinism and in Berriozar, as requested by Equality agents there and in Ermua, a men´s group entitled Zipriztintzen asked for it to be screened.



## 6.5. THE WEBSITE FOR THE GIZONDUZ INITIATIVE

A web page was especially created for Gizonduz within the website for the Basque Government ([www.euskadi.net/gizonduz](http://www.euskadi.net/gizonduz)). It contains extensive information about the Initiative using different web-media and is organised as per the following sections:



## 6.5.1 Blog

The Gizonduz blog is a space where debates, news and other useful information are put forward. It is open to all citizens so that they can express their opinions, reflections and comments about current issues relating to Equality, men and masculinities. From its inception in July 2008 until December 2010, 388 entries were made on the blog. These entries can be classified according to the following categories: institutional initiatives, masculine violence, violence against women, men's groups and men championing Equality.



## 6.5.2 Access to the Gizonduz Initiative's training courses

The Gizonduz Initiative's full training programme can be found on the main page of their website. These links allow for:

- Access to and on-line enrolment for the in-person training course programme.
- Access to an introductory, on-line awareness training course
- Access to the 60-hour on-line training course





### **6.5.3 Highlights**

The latest news on the Gizonduz Initiative is published in this section. For example, the most recent interviews, relevant information about Emakunde, information about assistance, about courses and other news items.

### **6.5.4 Interviews**

This section is made up of interviews with people associated with Equality. The following people were interviewed during the period 2008 - 2010:

- Ander Bergara: Coordinator at the Gizonduz Initiative
- Ritxar Bacete: Anthropologist and member of the Álava men´s group working for Equality
- Daniel Leal: Coordinator at the Department for Men for Equality at the Office for Equality and Health at Jerez Municipality
- Aitzol Aramaio: Cinematic Director
- Mila Amurrio Vélez: Sociologist
- Kirmen Uribe Urbieta: Writer
- Patxi Pérez Goñi. Member of the group Alarde Mixto (The Alarde is a traditional military procession) from Irún
- Miguel Lorente: Regional Director for Gender Violence for the Spanish Government
- María Silvestre: Director: the Basque Emakunde Institute for women
- Maribel Pizarro: Director of Ez:Berdin
- Ángel Elías: Director of the School for Labour Relations at the University of the Basque Country
- Paco Abril: Member of AHIGE Catalonia and Professor of Sociology at the University of Girona
- Arkaitz López Gorritxo: Member of the men´s group at the Coordinator for Development NGO´s in the Basque Country.

### **6.5.5 Documentation**

This section contains several articles that are grouped as follows:

- Constructing Masculinity
- Gender problems amongst men
- Male violence
- Violence against women
- Policies on Equality aimed at men
- Men and Equality, the new masculinities and men´s groups
- Men against Feminism
- Fatherhood
- Children and youth
- Sexuality

Moreover, the digital versions of the Gizonduz Initiative newsletters can also be accessed from here.



## 6.5.6 Links

This section contains links to different websites of interest and that are related to the theme of Men and Equality. For example, links to Basque men's groups as well as to men's groups throughout the rest of Spain, links to institutions and public programmes, as well as to different expert sites on masculinity.

## 6.5.7 Bibliography

This section lists a collection of specialised bibliographic references on the theme of gender studies and masculinity and furthermore, indicates those books that are available at the Documentation Centre at Emakunde.

## 6.5.8 Messages of support for the Charter of the Basque Men for Equality and against violence

This section has been translated into versions for Basque, Spanish, French and English so that visitors accessing the site can read the Charter of the Basque Men for Equality and against Violence against Women and post comments and messages of support in the language of their choice.

## 6.5.9 The Gizonduz Backpack

Digital versions of the materials that are contained in the Gizonduz Backpack can be accessed from the Gizonduz website, with the exception of the Aitak documentary which can be viewed on the Gizonduz YouTube channel.

## 6.5.10 Gizonduz TB

This link takes visitors to the Gizonduz YouTube channel where they can view different audiovisual materials that the Initiative has produced.

## 6.5.11 Facebook





A Facebook profile for Gizonduz was launched in December 2009. It is aimed at establishing a social networking presence and to take advantage of the opportunities that these new technologies offer. At the end of December 2010, Gizonduz had already made 4 500 Facebook friends.

### 6.5.12 YouTube

For the same reason that the Facebook profile was created, the Initiative launched the Gizonduz Channel on YouTube in December 2009, where visitors can access all audio-visual materials that the Gizonduz Initiative has produced. Examples of these materials are: the video-recording of the event where the Charter by the Basque Men for Equality and against Violence against Women was read, the documentary film produced at the event held on the 24th of November (the day on which the Charter was inaugurated), a summary of the film Aitak, as well as the commercials produced by the Initiative since its inception.



### Web use and visits received

In terms of the number of visits received, 20 800 people visited the Initiative's web site during the period April 2008 to December 2010. This amounts to more than 50 000 hits on individual web pages. Eighty eight percent of the visits originated from within Spain, of which 75% came from within the Basque Autonomous Community, 9% from the Community of Madrid and 8% from Catalonia. In terms of cities, the highest number of visits came from Bilbao (6 663), followed by Vitoria-Gazteiz (2 850 visits) and then Madrid (1 992 visits), Donostia (1 861 visits) and finally Barcelona (650 visits). It should also be highlighted that of the visits that originated from outside of Spain, the representation of countries from where the visits were made amounted to 61 countries in total.

Significant numbers came from persons who accessed the web site from Latin America, in particular, from countries such as Mexico, Chile, Columbia, Venezuela, Peru and Argentina. Visitors also accessed the website from the United States of America, India, Japan, Mozambique and Senegal. It is also noteworthy that the website was accessed basically from each of the countries belonging to the European Union, although the majority of these visits originated from the United Kingdom and Germany.





**6.6. THE GIZONDUZ NEWSLETTER**

With the aim of sensitising as many men as possible and to garner their support for Equality, the Gizonduz Initiative has published three editions of the Gizonduz newsletter. The newsletter serves to illustrate, publicise and complement the activities that have been undertaken by the Initiative. Each edition is published in both digital as well as printed form (68 500 copies have been printed) and is distributed via the Internet, by means of the Gizonduz Backpack for fathers-to-be and at different organised events where signatures in support of the Charter by the Basque Men for Equality and against Violence against Women are also collected.

**700 GIZON INGURUK PARTE HARTU DUTE GIZONDUZ-EN IKASTAROETAN**

**CERCA DE 700 HOMBRES HAN PARTICIPADO EN LOS CURSOS DE GIZONDUZ**

*Artículo de prensa en Euzkadi-Elkaskunde... El programa formativo consiste en un conjunto de cursos, tanto presenciales como por internet, que se orientarán por su gratuidad, su amplitud y flexibilidad... Entendemos dos tipos de cursos, los programados, aquellos en los que están predeterminados de antemano los aspectos principales del curso (contenidos, características, calendario, lugar o sistema de realización, etc.) y los no programados o 'a la carta', que se adaptan a la medida de la demanda...*



## 6.7. CEREMONY FOR MEN AGAINST VIOLENCE AGAINST WOMEN

In implementing measure 1.1 and coinciding with the commemoration of the 25th of November, a public event was held at the Museum of Fine Arts in Bilbao on the 24th of November. The event entitled, 'Basque men against Violence against Women,' was presided over by the Lehendakari (the Basque Regional President) and was attended by more than 200 people – mostly men – who came from a variety of spheres in the Basque society such as politics, culture, sports, the media, the economic world, social movements, etc.

The event consisted of a mix of cultural activities, including a musical performance by Xabier Muguruza, a poem reading by Kirmen Uribe as well as a dance performance. During the event, a short video was screened that summarised the work done by the Gizonduz Initiative in general but that also highlighted specific interventions that had been led by Michael Kauffman, Ritxar Bacete and Xabier Odriozola.



## 6.8. THE AWARENESS AND TRAINING PROGRAMME

In fulfilling the objectives set out in measures 1.8 and 2.3, the first edition of the Gizonduz Awareness and Training Programme was launched in March 2009. It consisted of a series of courses, both 'in-person' as well as online via the Internet. Both these 2 types of courses are characterised by being free of charge, their extensive and varied content and by their adaptability and flexibility.

Although women have also participated, the courses are mainly aimed at men. In particular, they address the personal or professional interest that men – individually or collectively – might have in being trained on, or to deepen their knowledge of the Equality between women and men and what they can do to support it. From the programme's commencement in March 2009 until December 2009, 55 courses were run which were attended by 938 people – 639 men and 299 women – and which amounted to a total of 321 hours training time. The large majority of these courses (53) was held 'in-person', and was attended by 753 people. In comparison, the 2 on-line courses of 8 and 60 hours each had 106 (64 men and 42 women) and 79 (63 men and 16 women) attendees respectively.

In summary, a total of 142 courses were run between 2009 and 2010, which were attended by 3 116 people - 1 665 men and 1 451 women.





- Men, Equality and the new Masculinities: a 20-hour course held in Vitoria-Gasteiz in March 2009.
- Preventing occupational hazards: a 4-hour course held in Bilbao in April 2009.
- Masculinity and Crime: a 4-hour course held in Vitoria-Gasteiz in April 2009.
- Masculine violence: a 4-hour course held in Bilbao in May 2009.
- Men, Equality and the new Masculinities: a 20-hour course held in Bilbao in May 2009.
- Preventing violence against women: a 4-hour course held in Vitoria-Gasteiz in May 2009.
- Preventing drug consumption and the masculinities: a 4-hour course held in Vitoria-Gasteiz in June 2009.
- Masculinity and the communication media: a 4-hour course held in Bilbao in November 2009.

The customizable courses differed from the scheduled ones in that they were more widely received. These courses, for instance, were held at several businesses: AZ Procesos Participativos (one 8-hour course), JEZ Sistemas Ferroviarios (one 4-hour course), Informatica Zamudio (two 4-hour courses), and Unilever (one 4-hour course) and dealt specifically with Men, Equality and the Masculinities as the main theme. At Ingeteam Industry S.A, an electrical engineering company in the metals industry, 2 general courses on Men and Equality lasting 4 hours each were held with middle managers. A 2-hour course on how work-life and the family can be balanced was held with company employees who were also fathers.

At university-level, a 3-hour course on Men and Equality was held at the School of Education in Bilbao, and at the School of Labour Relations, one 8-hour module formed part of the Master on the Prevention of Occupational Hazards. This module analysed the relationship between masculinity and occupational hazards as well as dealing with the issue of sexual harassment at the workplace. Another course lasting 16 hours was held at the same school and which covered the following topics: Joint responsibilities and caregiving, male violence and violence against women, masculinity and the prevention of occupational hazards and preventing sexual harassment at the workplace.

Similarly, 6 courses specifically aimed at the immigrant community and at educators who work in this field were held at various organisations: At Sartu (three 5-hour courses), at Prestaturik (one 2-hour course) and at the Norabide Centre for Comprehensive Foreigner Care at the Vitoria-Gasteiz municipality (two 4-hour courses).

The Sestao municipality arranged for two 4-hour courses to be held with its staff, whereas at the Mungia municipality a 2-hour course aimed at fathers from the district was held. At the Zornotza municipality a 4-hour course was held for those people who made use of their services.

Courses on Men and Equality lasting 4 hours each, were held in collaboration with the Euskal Kirol Portua (Recreational Marinas in the Basque Country) and the Basque Government, as well as at the EJIE, a parastatal within the Basque Government that provides integrated IT services.

In terms of other areas related to Equality, it is worth highlighting the courses that were run with the Bilbao men's group and with the association ONGIZ, lasting 7 and 8 hours respectively. A 10-hour course was also held with the Development NGO Coordinator in the Basque Country and which analysed cooperation from a gender perspective, while also tackling masculinities as a key topic.

Five courses of 8 hours each were also held in partnership with the Trade Union ESK, where trade union delegates of both genders were trained on 'Masculinity and the Prevention of Occupational Hazards' as well as on 'Sexual Harassment at the workplace.'

Furthermore, Emakunde participated via Gizonduz in organising the following workshops on Awareness:



- 'Men facing the challenge of Equality': in partnership with the Psychosocial Unit at Deusto-San Ignacio.
- 'Men for Equality': in partnership with the Amikeko Association.

A number of other awareness-raising events were held for trade union delegates in partnership with the ESK and CCOO trade unions.

Course attendees gave these courses a good overall rating during their evaluation. Specifically, on a scale of 1 to 6, the course content and the facilitator were given ratings of more than 5, the group dynamics received a score of 4 and the course materials used were given a score of 4,4. Moreover, 96,8% of the participants felt that the courses were useful in their personal lives and 83,6% thought that they were useful in their professional lives.

During the year 2010, the in-person, customisable courses were as well received as in the previous year, and made up most of the training that the Gizonduz Initiative provided on behalf of Emakunde. In comparison, Gizonduz was only able to run 1 of the 4 scheduled courses planned for the year.

Of the customisable courses that were held at private companies, it is worth highlighting the training that was held at the Ingeteam Industry S.A in Zamudio, where a total of 6 courses were run: 2 aimed at middle management, 1 aimed at fathers and 3 which were attended by the staff in general. Similarly, two 8-hour courses for middle management were held at Unilever, as well as at ATE, and at Betean two 5-hour courses were held, while one 5-hour course was held at Bidesari, and another of 12 hours at Bidez Bide. A 4-hour course was held at the Guggenheim Museum in Bilbao and a 2-hour public lecture was held in partnership with Elhuyar.

Similarly, a number of courses were held in partnership with trade unions. For example, a 2-hour presentation was held at the general assembly of delegates from ESK in the Basque Country as well as three 8-hour courses. The trade union CCOO organised a 3-hour course and with UAGA trade union, a 1-hour slot was made available at their general assembly and later, at the meeting for women delegates, a 3-hour course was run.

A number of courses were also facilitated within the educational sector and in particular, at universities. At the School for Social Work at the University of the Basque Country in Vitoria-Gasteiz, two 3-hour courses were held, while at the School for Education at the same university, Gizonduz participated in a round table discussion and in a 'World Café'. A 4-hour in-person session was also held for the Masters degree at the Hegoa Institute. Courses were also facilitated with the Parent-Teacher Associations at various schools: at Hirukide School in Tolosa (2 hours), at the Umandi School in Vitoria-Gasteiz (also 2 hours) and at the Llodio School (also 2 hours). At the institute for secondary education at the Vocational Training Centre Galdako a 4-hour course was run and at Solokoetxe School in Bilbao, a number of 4-hour courses were held concurrently.

In terms of training done at public institutions, several interventions are worth highlighting. Together with the Santurtzi municipality, and as part of their project entitled Santurtzi Berdingunea, 16 courses that added up to 52 hours of training time and that saw 309 participants attend, were held during a period of 4 months. This training initiative came to a close with three 3-hour workshops that were held concurrently. Similarly, 5 courses adding up to 9 hours in total were held with the Vitoria-Gasteiz municipality. These courses focused primarily on the issue of joint responsibilities. Other municipalities also followed: Antzuola (a 4-hour course), Getxo (a 2-hour course), Bergara (a 2-hour course), Zarautz (12 hours), Zumarraga (4 hours) and last, two 8-hour courses were held for the Municipal Police in conjunction with the Department of Equality at the Durango municipality.

A 4-hour course was also held for the employees at the Álava Provincial Council.

In terms of training done at the Basque Government, Emakunde developed a scheduled training session that formed part of a 3-hour on-line training course, and at the Department of Economy and Treasury, a 4-hour training course was held.

Two courses adding up to 30 hours were held with the Basque Youth Centre.

Different training interventions were also held with a number of associations. For example, at the Association En (which is an important entity for the citizens of Getxo) a 4-hour course was held; with the NGO Coordinator for the Basque Country a 9-hour course was held which served to lend support to setting up men's groups for Equality at different NGO's in the region; and with the NGO Coordinator for Gipuzkoa, a 4-hour course was held. A 4-hour course was held with the Rural Women Association in Álava and with the Men's Group in Tolosa, a 6-hour course was conducted. Four courses were also facilitated at associations that work with foreigners: 3 courses with Errota Sartu (12 hours in total) and 1 with Mbolo Moy Dole (4 hours).

An 8-hour training course was also held with the inmates at the Penitentiary Centre in Basauri.

Furthermore, Gizonduz, on behalf of Emakunde, partnered with a number of entities to help organise a host of awareness-raising activities:

- A 2-hour presentation with the Clara Campoamor Association.
- Two 3-hour workshops with the Psychosocial Unit at the Deusto University.
- A 2-hour course attended by 40 participants at Women's Associations Fair in Bizkaia.
- A 1-hour intervention with the Álava Women's Association 'el Pilagar'.



## 6.8.2 Internet-based courses

### a) AWARENESS ONLINE

During the month of April 2009, the first on-line course on awareness was launched on the Gizonduz web page. The course offers the possibility of familiarising the learner with the various themes and basic questions that relate to Equality between women and men. Although the course duration is estimated to be around 8 hours, the course itself can be accessed 24 hours per day. Regarding the course content, several topics are covered such as the origins of gender inequalities, the role that inequality plays in the socialisation of roles and stereotypes that are based on sex, a revision of the different models on masculinity, how the role that caring for others and



for oneself plays out in the lives of men, involving men in domestic work and in caring for others, how sexist socialisation causes gender-based problems that can also be seen in men and last, the role that the legitimisation of violent games play in the construction of the masculine identities.

106 participants successfully completed the course during the year 2009, of which 64 were men (at whom the course was aimed at) and 42 were women.

In comparison, of the 245 participants who successfully completed the course during 2010, only 46 were men, while 199 were women, indicating an inversion of the trend from the year before.

The on-line courses offer an interactive yet straightforward way to learn. Participants can enrol via the Gizonduz web page and are then asked to complete a questionnaire on how they spend their time. The questionnaire's underlying purpose, by posing questions that are directly related to issues concerning Equality (for example, the time spent on domestic work and in caring for others), is to make participants realise how they contribute to these issues so that they can reflect on ways and ideas to create a more egalitarian, everyday life. Once completed, participants will have access to the electronic version of the document entitled *'Men and Equality'* that contains multiple links to other texts on the subject. Participants are thus able to deepen their knowledge according to their own level of interest. The document has the following sections:

## Introduction

### A. Let us clarify concepts:

- Equality between women and men
- Socialisation and the masculinities
- The hegemonic or traditional masculinity
- Men and power

### B. The price of power

- Men and emotions
- Masculinity and the culture of risk
- Gender-based problems and men
- Male chauvinist violence
- Micro-chauvinisms
- The idea of romantic love and the relationship between couples
- Men, caregiving and domestic work

### C. Transforming men

- Reasons for transforming men

This analysis comes to a close with an evaluation, which assesses whether the participant has correctly assimilated the course content. The questions about how participants' spend their time (which were first raised in the questionnaire at the beginning of the course), are also reviewed and revisited in order to gauge whether the course has succeeded in provoking any changes in participant behaviour during the 15 days (maximum) that it takes to complete the course.

In terms of the overall course evaluation, all of the participants felt that the course had been useful in terms of their personal lives, while 91,3% felt that it was useful in their professional lives. On a scale of 1 to 6, participants awarded a high score of 4,8 for the course's general interest, the course content scored 4.4 and the course materials received a score of 4.3, whereas the importance of previous knowledge on these topics was given a score of 3.9.





## b) TRAINING ONLINE

The first edition of the Gizonduz on-line training course of 60 hours duration took place between the 21st of September 2009 and the 21st of December 2009; and then in the following year, the second edition was held during the same dates. In response to the high demand for the course, it was decided to increase the number of places from the originally planned 60, to 79. Even then, 45 people had to be placed on a priority waiting list for the following year. Of the 79 people who enrolled for the first edition, more than half successfully completed the training course.

Due to the increasing demand for the course's second edition, the number of available places was increased to 138, although this still meant that 107 people had to be placed on a waiting list. Of the 138 people who were accepted onto the course, 76 completed it successfully, of which 39 were women and 37 were men.

It also important to mention that during the enrolment process, for both years that the course was run, priority was given to male participants. The breakdown in terms of sex was that 80% of the participants were men for the year 2009 compared to 59% for the year 2010. Moreover, it is conspicuous that women fared appreciably better than men during both years: in 2009, 56% of the women completed the course successfully compared to 44% of the men, and in 2010, it was 54% of the women compared to 46% of the men.

In terms of the course evaluation, it suffices to highlight that for the first edition, 85% of the participants felt that the course was useful in their personal lives and 92% felt that it was useful in their professional lives. This compared to 98% and 94% respectively for the 2010 edition of the course. In terms of the overall course rating, both years scored well: more than 8.3 for 2009 and more than 8.5 for 2010. (Both scores are based on a scale of 1 to 10).

During the first year of the course, 37% of the participants came from Álava, 37% from Bizkaia while only 8% came from Gipuzkoa. The remaining 17% of the participants came from the rest



of Spain. This compares to the second year as follows: 62% came from Bizkaia, 13% from Álava, 10% from Gipuzkoa, 8% from the rest of Spain, while the rest (also 8%), came from mostly Latin America.

Participants also had varied educational qualifications: 75% of those who finished the course had a university degree, 17% a technical university diploma and 4% had doctorate degrees. For the second edition these percentages were: 67% had a university degree compared to 13% who had a technical university diploma.

Also, in terms of age, for the first edition, 49% of the participants were between 30 and 40 years old, 37% between 41 and 50 and only 8% were either more than 52 or less than 29 years old. This compared to the second edition where 40% of the participants were between 30 and 40 years old, 46% between 41 and 50, 5% were more than 51 years old and strikingly, only 2% of the participants who finished the course were between 18 and 29 years old.

The course content was divided into 9 subjects that were taught separately by 9 different tutors. The tutors were made responsible not only for preparing course materials on subject theories, but also for facilitating the course activities and the course evaluation, as well as monitoring and mentoring participants who enrolled for the subject. The subjects were as follows:

- 1st subject: The Gender Construction process: How we become women and men.  
Tutor: Antonio García
- 2nd subject: A critical review of the hegemonic and traditional model on masculinity. Gender-based problems amongst men. Tutor: Ritxar Bacete González
- 3rd subject: Men taking on caregiving and domestic work. Tutor: Daniel Leal González.
- 4th subject: Men, romantic love and the couple. Tutor: Josetxu Riviere Aranda.
- 5th subject: Masculinities and violence. Tutor: Erick Pescador Albiach.
- 6th subject: Violence against women. Tutor: Jose Ángel Lozoya Gómez.
- 7th subject: History and Feminist Theory. Tutor: Edurne Aranguren Vigo.
- 8th subject: The men's movement for Equality. Tutor: Xabier Odriozola Ezeiza.
- 9th subject: Public policies on Equality between women and men.  
Tutor: Ander Bergara Sautua.

In terms of course materials, each one of the subjects had:

- A PDF document containing the yet unpublished theoretical contributions made by subject-matter experts.
- An interactive 'flash' animation that covered in summary, all the fundamental questions dealt with during each of the subjects.
- One course activity
- Other materials such as a list of recommended readings, Internet links, newspaper articles, etc.
- A glossary of terminology used
- The course evaluation test

To help deliver the course, a training platform called Saba was used as a teaching aid. This platform has several advantages, namely, it allows the course content to be presented dynamically, it helps to facilitate a high level of student engagement and enables the tutor to monitor and assess the student's submitted work.

Moreover, it is an educational system that places emphasis on student participation and on his or her relationship with the tutors and with fellow students. To ensure that this objective was achieved and to ensure effective communication, the following tools were deployed and utilised:

- The Forum: a place where tutors and students meet. It is a 'virtual classroom', where course contents are explained, concerns are addressed and where debates are stimulated.
- The Teaching Board: an aid that the teaching staff can use to communicate with students and to answer general questions about the course that students might have.
- The Notice Board: a place where tutors post important notices for students to read.
- The Chat-room: a teaching aid that allows for real-time interaction between the tutors and students.
- The Activities Box
- The Wiki Zone: a space where course contents are published, new materials are added and where any other inputs for each of the subjects can be made.
- Furthermore, both students and tutors were allocated a personal email account that they could use to correspond on issues related to the course.

The course evaluation showed that participants considered this platform as well as the other technologies that were used, to be effective. These technologies together were given a rating of 3.5 points (out of 5) while the students thought that the technical support provided, deserved a rating of 4.25 points.

## 6.9. INFORMING MEN ABOUT AWARENESS AND TRAINING ACTIVITIES ON EQUALITY

In implementing measures 1.4, 2.1 and 2.2, which strive to encourage men to participate in courses, masters and other university postgraduate degrees that deal with themes relating to Equality between women and men, as well as in the Emakunde Forum on Equality, information about these activities were published on the Gizonduz website. For the same reason, signatories of the Charter by the Basque Men for Equality and against Violence against Women as well as people who have participated in any of the courses that form part of the Gizonduz awareness and training programme, are regularly sent an electronic bulletin about educational activities on Equality.

In addition and within the ambit of the Forum for Equality, 2 activities that relate to the theme of Men and Equality have been carried out. These were:

- *A workshop on Masculinity*: organised by the Escribe-Lee Association and held in Bilbao in the year 2008
- *Men confronting Equality between women and men. And what about us?* Organised by the Álava Men's Group for Equality and held in Vitoria-Gasteiz in the year 2009

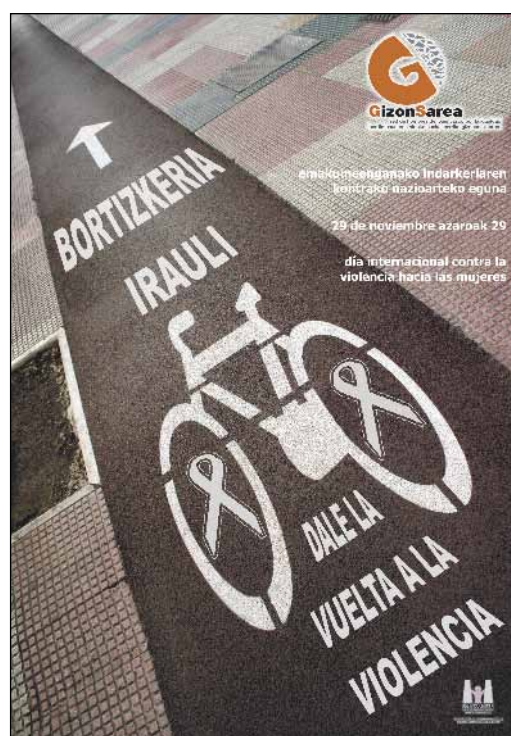
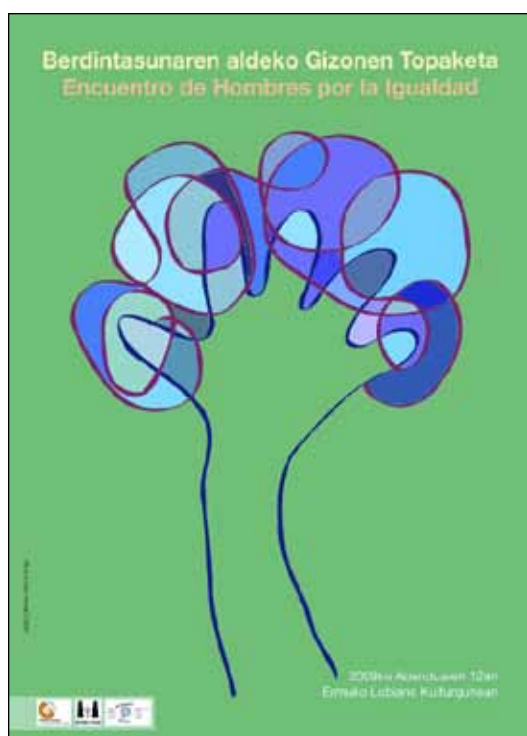


## 6.10. PROVIDING SUBSIDIES TO MEN'S ASSOCIATIONS INVOLVED IN EQUALITY

In implementing measure 1.4, the resolution undertaken on the 21st of April 2009 was published in the Official Bulletin of the Basque Country on the 2nd of June 2009. This resolution by the Director of the Basque Emakunde Institute for Women, governs the subsidies for the year 2009 that are allocated to Men's Associations that work towards Equality between women and men within the Basque Autonomous Community.

The total subsidy amount came to 18 000 euros which was disbursed amongst 6 projects. (Initially 7 subsidies were allocated but one of these was withdrawn). The projects that benefitted from the subsidies consisted of submissions by the Men's Groups from Álava, Bilbao and Ermua, as well as the Basque Network for Egalitarian Men 'Gizon Sarea Elkartea', which is aimed at carrying out activities that support Equality and that combats violence against women through awareness campaigns, training programmes, workshops, meetings and through other interventions.

APPLICANT	PROJECT TITLE	AMOUNT
<b>The Álava Men's Group for Equality 'GHIA'</b>	Gender Equality and Film	2.084,06
<b>Gizon Sarea Elkartea</b>	Turning violence around	2.951,06
<b>Gizon Sarea Elkartea</b>	Gizon Sarea Elkartea's Web of Associations	2.944,06
<b>The Álava Men's Group for Equality 'GHIA'</b>	The campaign for non-sexist toys	2.354,06
<b>The Ermua Men's Association for Equality "Zipriztintzen"</b>	The first meeting of the Basque Men's Groups	3.611,56
<b>The Men's Association for Equality "Piper txuriak-Guindillas blancas"</b>	Awareness-raising activities aimed at mobilising men in working towards Equality between women and men (2009)	3.051,14





## 6.11. PROVIDING ADVICE

Since its inception, the Initiative has attended to a multitude of enquiries from individuals in their personal capacity but also from entities and individuals in their professional capacities such as agents for Equality, women's institutes, legislative bodies, municipalities, sports federations, associations, trade unions, businesses, midwives, amongst others. These entities are all connected in general to the issues of Equality or Men and the masculinities, or in particular, to the measures and interventions that Gizonduz has undertaken. Most of the enquiries that were attended to during the period 2007 until 2010, had to do with the Awareness and Training Programme.

The consultations were attended to by telephone and via email, as well as at meetings specifically arranged for that purpose.

## 6.12. PARTICIPATING IN AWARENESS-RAISING ACTIVITIES AND IN THE MEDIA

Emakunde has taken part in a number of awareness-raising activities in order to help publicise the work that Gizonduz has done. These were some of the main events:

- Participating in the round-table discussion on 'How models on masculinity are constructed' at the First National Conference on Men for Equality, which was organised by the Aragon Institute for Women and the Aragon Men's Association for Equality and which was held in Zaragoza in 2008.
- Participating in the round-table discussion entitled 'Getting men involved in Gender Equality: Initiatives at Public Institutions' held as part of the workshop entitled 'Real-life experiences on bringing about Equality by deconstructing the hegemonic masculinity'. This workshop was organised by the Faculty of Psychology at the University of the Basque Country and the Association on:giz, and was held in Donostia-San Sebastián in 2008.
- The paper entitled 'Gizonduz: an initiative to promote men's involvement in working towards Equality and against violence against women' which was delivered at the 3rd workshop organised by Amnesty International and entitled 'No more violence against women'. The workshop was held in Donostia-San Sebastián in 2008.
- Introducing the Gizonduz Initiative at a series of meetings held during the year 2008, organised by the municipalities of Abadiño, Arrigorriaga and Derio to commemorate the 25th of November – the International Day for the Elimination of Violence against Women.
- Coordinating the workshop entitled 'Joint Responsibility and Fatherhood' that formed part of the conference 'Men and Equality', organised by the Catalan Association of Men for Equality (Homes Igualitaris) and held in Barcelona in 2009.
- Coordinating the workshop entitled 'Men facing up to the challenge of Equality', organised by the Psychosocial Unit at Deusto-San Ignacio and held in Bilbao in 2009.
- Introducing the Gizonduz Initiative at a series of workshops that were held in 2009 to formulate a plan for Equality. These workshops were organised by the Bilbao School of Education.
- Delivering the paper entitled 'The Gizonduz Initiative: interventions carried out and challenges for the future' at the 4th workshop on 'No more violence against women. New masculinities and Equality' and which was organised by Amnesty International and held in Donostia-San Sebastián in 2009.



- Participating in the round-table discussion at the 5th Conference on 'Against Gender-based Violence', which was organised by the Unified Platform against Gender-based Violence and which took place in Barcelona in 2009.
- Presented a paper as part of a course entitled 'Equality and the Masculinities' at the Summer School at the La Laguna University in Tenerife in 2009.
- La participación en mesa redonda organizada en Madrid por la PPIINA, en el marco de las Primeras Jornadas Europeas, "Con su permiso. Para la igualdad, permisos iguales". (2009)
- Participating in a round-table discussion as part of the First European Workshops entitled 'With your permission. Towards Equality, equal permissions', which was organised by the PPIINA and held in Madrid in 2009.
- Presented the paper entitled 'Practical experiences in getting men involved in Equality. The Gizonduz Initiative as a reference framework' at the conference entitled 'Men for Equality', which was organised by the Amikeko Association and held in Bilbao in 2009.
- Delivered a paper at the Conference on the Rural Women of Andalucía, organised by FADEMUR and held in Seville in 2010.
- Delivered 2 papers at the Conference 'The Barcelona Circuit against Violence', which was organised by the Barcelona Municipality and held in Barcelona in 2010.

Similarly, the Basque Emakunde-Institute for Women organised a workshop entitled 'Public policies that promote involving men and their support for Equality and against violence against women'. Miguel Lorente Acosta who is the Director on Gender-based Violence for the Spanish Government, delivered a paper with the same title at the workshop. During the same year, the Institute organised a seminar entitled 'Men facing up to the challenge of Joint Responsibility' and which later formed part of the Gizonduz on-line training course.



The sociologist Paco Abril - renowned for his powerful presentation skills and dynamism – was the main speaker at the seminar. Both the workshop as well as the seminar were streamed 'live' on the Irekia website (The Basque Government website).

Emakunde also presented a paper on the Initiative at a plenary session of the Commission for Social Affairs, Family, Youth and Sport for the Parliament of the Provincial Government of Navarra. As a direct consequence of this presentation, the Parliament approved a motion that was endorsed by all parliamentary groups, which mandates the Government of Navarra to launch a clear and visible initiative to encourage men at the workplace to support Equality.

Last but not least, the Gizonduz Initiative has also been written about in the following magazines: Arian (which belongs to the Trade Union ESK), Ahige (a publication by the Men's Association for Gender Equality), Frida and Aldaketa Hamasei.

## 7. HOW IS THE INITIATIVE'S WORK EVALUATED?

With reference to the work-plan described in the document 'The Gizonduz Initiative, Equality makes you more of a man', the success rate in implementing the proposed measures has been as high as 70%. As is demonstrated in the following table, of the 19 measures initially proposed, 13 had been carried out by the end of December 2010.

MEASURE	COMPLETED
1.1. Run campaigns on making men aware of the importance of their contribution to the Equality of the sexes and about the benefits that this can produce. Moreover, enlist them in the fight against violence against women.	Yes
1.2. Organise an International Conference about masculinity and everyday life.	Yes
1.3. To include masculinity as a preferential thematic topic in the Forum for Equality.	Yes
1.4. Grant subsidies to foster men's groups and workshops on Equality.	Yes
1.5. Elaborate, spread and collect demonstrations of support for the Charter of the Basque Men for Equality and against violence against women.	Yes
1.6. Work on the contents of the Charter of the Basque Men for Equality and against violence against women and discuss them at schools, youth and sports organisations and at other groups that work with children and the youth.	Yes
1.7. Create a portal specialising in the subject matter: <a href="http://www.euskadi.net">www.euskadi.net</a>	Yes
1.8. Launch an awareness programme for men.	Yes
1.9. Provide a manual and other materials on awareness raising for first-time fathers-to-be.	Yes
1.10. Organise a public event in appreciation of those people who have participated in the Initiative.	No
2.1. Take affirmative actions to encourage more men to register for courses on subjects related to Equality as organised by the Basque IVAP Institute.	Yes



MEASURE	COMPLETED
2.2. Take affirmative actions to encourage more men to register for masters or other postgraduate university degrees that deal with Equality between women and men.	Yes
2.3. Launch a training programme aimed at men.	Yes
2.4. Prepare and disseminate a comprehensive document describing the Gizonduz Initiative experience.	Yes
3.1. Grant special leave to the male staff at the General Administration of the Autonomous Community as well as at other independent organisations, so that they can attend courses on childbirth that coincide with that of their partners.	No
3.2. Extend the paternity leave for men who have participated in awareness and training programmes organised by the Gizonduz Initiative and who work at the General Administration of the Autonomous Community or at one of their independent organisations.	No
3.3. Extend by one or two weeks the maternity leave for staff members at the General Administration of the Autonomous Community and at their independent organisations, who might claim, respectively, two or four weeks of this leave.	No
3.4. Extend a work-hour credit for leave taken by male staff at the General Administration of the Autonomous Community and at their independent organisations. This credit will allow staff members who have participated in the awareness and training programmes organised by the Gizonduz Initiative, to take leave in order to attend to family members who suffer from chronic illnesses or have impaired mobility.	No
3.5. Promote the idea of applying the measures referred to in previous sections and/or other similar interventions aimed at having men share domestic and caregiving responsibilities, at other public and private institutions.	No

In analysing the degree to which the objectives have been accomplished, it can be seen that 9 out of the 10 measures that make up the 1st Objective have been completed. This objective was about increasing the number of men who are conscientious of the Equality between women and men and in this regard, the only measure not implemented was 1.10, which was to “Organise a public event of appreciation, to be presided over by the regional president, for those people who in some way or the other, have participated in the Gizonduz initiative”. The implementation of this measure has been placed under review due to the change of government, which occurred after the 2009 regional elections.

Regarding the 2nd objective aimed at increasing the number of men trained on issues relating to the Equality between women and men, it is noteworthy that all the measures (4 in total) have been completed.

In contrast, none of the 5 measures proposed under the 3rd Objective - increasing the joint responsibility of men in domestic work and caregiving - have been implemented. This, however, was not due to any lack of will or commitment on the part of the Basque Government. In fact, the Pu-

blic Service Management showed a favourable disposition towards its fulfilment and made concrete proposals to that effect. But the fact that for the implementation of these measures to be effective, a collective bargaining agreement on how staff member rights and permissions could be extended, had to be reached with the trade union. This did not happen.

On the other hand, the indicators that were originally envisaged to assess Gizonduz's expected results can be broken down as follows:

## 7.1. EXPECTED RESULTS ATTAINED OR SURPASSED

- **Double the percentage of men participating in the Forum for Equality.** The Forum for the Equality is the initiative that brings together the highest number of awareness-raising activities on Gender Equality in the Basque Autonomous Community. For the year 2007, men represented 9% of the participants, whereas for the year 2010, this figure had increased to 22%, exceeding by 4 percentage points the expected results.
- **Achieve a target of 10 000 signatories of the Charter by the Basque men for Equality and against Violence against Women.** By the 31st of December 2010, 10 230 signatures had been collected.
- **Achieve a target of 1 000 men who have participated in a specific awareness programme.** A total number of 1 483 men participated in courses of durations less than 10 hours as part of the Awareness and Training Programme. In addition, 1 324 women also completed these courses.
- **Achieve a target of 100 men who have participated in a specific training programme.** During the period March 2009 to December 2010, 182 men participated in courses lasting 10 hours or more. In addition, 127 women also participated in these courses.

## 7.2. EXPECTED RESULTS NOT FULLY ATTAINED BUT WITH SIGNIFICANT IMPROVEMENT IN THE BASELINE

- **To double the percentage of men who register for courses on subjects related to Equality as organised by the Basque IVAP Institute on Public Administration for training staff at Basque Public Administrations.** According to data from the first semester of 2010, men made up 23% of the participants who attended courses organised by the IVAP in partnership with Emakunde, and which formed part of General Administration's (as well as their independent organisations) Equality Training Plan. Although the expected percentage of 30% wasn't reached, it has been a significant improvement from the previous period (2006 – 2007) when only 15% of the total students enrolled for the IVAP courses for staff at the General Administration were men.
- **To double the percentage of men who register for a master degree or other postgraduate course specialised in Equality between women and men.** According to data from 2010, the percentage of men who enrolled for the Masters degree on Equality between Women and Men at the University the Basque Country or for the Master degree on the Intervention in Violence Against Women represented 10% of the students. This shows a slight increase in relation to the baseline of 8% in 2007, but is lower compared with the expected result of 16%.

2. For the purposes of this evaluation, courses less than 10 hours duration are considered to be awareness-raising.

3. For the purposes of this evaluation, courses more than 10 hours duration are considered to be of a training nature.



### 7.3. EXPECTED RESULTS WHERE INFORMATION ABOUT PREVIOUS PERIODS HAS NOT BEEN AVAILABLE AT THE TIME OF FINALISING THE ANALYSIS OF THE CURRENT PERIOD

- Increase by 20% the average time that men spend per day on domestic work and on caregiving.** At the time of writing this report, no data was available prior to 2008, on how women and men spend their time in the Basque Autonomous Community. However, even when comparing the data for 2008 with that of the last measurement done in 2003, there is nothing that suggests any improvement regarding men's involvement in doing domestic work and in caregiving. In this regard and in respect of domestic tasks, men worked for 1 hour and 29 minutes per day during the year 2008, whereas women worked for 3 hours and 33 minutes. During the year 2003, men spent 1 hour and 31 minutes doing domestic work, compared to the 3 hours and 55 minutes that women spent. Similarly, during the year 2008, men spent an average of 1 hour and 41 minutes per day caring for others, whereas women did so for 2 hours and 18 minutes per day. The same figures for the year 2003 were 1 hour and 22 minutes for men and 1 hour and 59 minutes for women.
- Double the percentage of men who have shared their paternity / maternity leave with their partner.** At the time of writing this report, no data before 2008 was available. However, in the current year, 3,9% of men had shared their maternity / paternity leave with their partner. This indicates a slight improvement on the same data for the year 2006, when 3,5 % of men shared this leave with their partner. In any event, it is useful to bear in mind the effect that the change in the Organic Law (number 3/2007) on the 27th of March, which saw paternity leave increase to 15 days, might have had on the overall situation.
- Increase the percentage of men to 10% of the total number of people who benefit from grants from the Basque Government in lieu of reducing their work-hours or for leave taken in order to care for others.** At the time of writing this report, data for 2010 could not be included. Data for the year 2009, however, do not indicate any improvement when compared to data for 2006, since both these years show that men made up a constant 6% of those people who benefitted from these kinds of government grants.

The following table is a summary of the positive changes that the indicators have undergone as a measure of how successful the Gizonduz interventions have been:

DESCRIPTION OF THE EXPECTED	RESULTS FIGURES AT COMMENCEMENT	EXPECTED RESULTS	ACTUAL RESULTS
<b>Double the percentage of men participating in the Forum for Equality</b>	9%	18%	22%
<b>Achieve a target of 10 000 signatories of the Charter by the Basque men for Equality and against Violence against Women</b>	0	10.000	10.230
<b>Achieve a target of 1,000 men who have participated in a specific awareness programme</b>	0	1.000 men	1.483 men 1.324 women

DESCRIPTION OF THE EXPECTED	RESULTS FIGURES AT COMMENCEMENT	EXPECTED RESULTS	ACTUAL RESULTS
<b>Double the percentage of men who register for courses on subjects related to Equality as organised by the Basque IVAP Institute on Public Administration for training staff at Basque Public Administrations</b>	15%	30%	23%
<b>Double the percentage of men who register for a master degree or other postgraduate course specialised in Equality between women and men</b>	8%	16%	10%
<b>Achieve a target of 100 men participating in a specific training programme</b>	0	100 men	182 men 127 women
<b>Increase by 20% the average time that men spend per day on domestic work and on caregiving</b>	2 hours and 54 minutes	3 hours and 29 minutes	No information is available after 2008
<b>Double the percentage of men who have shared their paternity / maternity leave with their partner</b>	3,5%	7%	No information is available after 2008
<b>Increase the percentage of men of the total number of people who benefit from grants from the Basque Government for reducing their work-hours or for leave taken in order to care for others to 10%.</b>	6,1%	12,2%	No information is available after 2009

In conclusion, given the highly effective manner in which these measures were implemented as well as the positive trends that were achieved for most of the planned indicators for measuring the expected results, the first two years of the journey that the Gizonduz Initiative has undertaken, can only be seen as extremely positive. Moreover and despite its infancy, Gizonduz has emerged as an important reference for all persons and public and private entities that work towards mobilising men and their support for Equality, in and outside of the Basque Autonomous Community.

All these efforts are aimed at achieving a critical mass of men within the Basque Community, who actively work for Equality and who question the prevailing model of masculinity. These men pledge their support for formulae that are more egalitarian and that might serve as a reference for other men and for the generations to come. In this way and in the near future, the Basque Autonomous Community can become a beacon for Spain and the international community, in terms of the time that men here spend on doing domestic work and in caring for others, as well as the number of men who have publically committed themselves to promoting Equality and who have participated in training and awareness programmes in this area.