

Recommendations for Development Cooperation Agencies

To be effective you will need to:

Provide financial support to interventions that are working to engage men in gender equality work

Funding is required to support promising interventions. More specifically, priorities include funding for:

- Women's organisations that assert the importance of men's engagement towards gender equality including those working at the 'grassroots' level to combat gender inequality by, for example, mobilising communities and investing in women's leadership as a crucial catalyst of change;
- Women's ministries that work explicitly with men and on transforming masculinities, including audits of policy, legislation and practice, and mainstreaming such concerns across government;
- Men's initiatives that work towards the empowerment of women, girls, men and boys, through the active engagement of men towards gender equality and the development of new gender-equitable forms of masculinity;
- Areas where work engaging men towards transforming gender norms and masculinities is less established, particularly in relation to: violence against women, migration, the environment, health, and gender stereotypes that intersect with class, ethnicity, disability, religion, age and sexuality.
- Programmes that encourage the active involvement of men and boys in addressing gender stereotypes. This may include work that encourages boys to reflect on traditional models of masculinity; promoting non-traditional careers, and making efforts to engage with men in political institutions, businesses, the judiciary, and other areas of public life;
- Strengthening CSO advocacy work to hold governments accountable for the commitments they have made in signing up to international and regional frameworks, including obligations to address gender stereotyping.

Funding needs to be sufficient, ongoing, and long-term, given that transforming gender norms and gender inequitable masculinities and attitudes takes time, often across generations. Similarly, it is necessary that project evaluations reflect this time

scale as a measure of social change – hence both qualitative and quantitative evaluation techniques are useful.

Donors also need to strengthen funding for interventions that tackle the structural inequalities that underlie and reinforce discrimination, patriarchy and gender inequality. Progress here will inevitably reduce the hold of negative masculinities – and vice versa.

Be willing to fund innovative and emergent approaches

- Funding is needed to enable the scaling-up, rolling-out and adaptation of promising interventions. It is therefore important to fund innovative, emergent approaches, as well as the tried and tested strategies. This has the possibility of being accomplished through pilot initiatives that may push forward practice in the field.
- Funding of a collaborative development of evaluation methodologies that are suited to the gradual and qualitative nature of the types of change sought i.e., changes in gender norms, stereotypical perceptions and behaviour. This includes the development and use of participatory research to evaluate change.
- Increase funding for research on the manifestations of conventional masculinity in various areas of society, and the best ways to challenge and transform this. In particular, address the research gaps on masculinities that converge with other intersectional stereotypes such as disability, ethnicity and so on.
- Increase funding for strategies to challenge gender inequality within specific political frameworks, such as addressing militarised masculinities as part of conflict prevention.

Facilitate networking, knowledge sharing and development of good practice

- Encourage networking and knowledge sharing among partner organisations/institutions in order to seek ways to engage men and boys, women and girls towards gender equality and provide financial support for building a community of practice.

Integrate the promotion of gender-equitable masculinities into your work on gender equality

- Strategies to transform gender-inequitable masculinities and engage men and boys towards promoting gender equality should be a priority in development cooperation agencies' gender equality policies and plans.
- The importance of engaging men and boys towards developing new gender-equitable forms of masculinity as part of wider efforts to promote gender equality and women's rights should be raised in policy dialogue with partner governments, particularly with women's and children's ministries, and ministries of employment and education.
- Forefront the continued engagement of men and boys in gender equality work to the future work agenda of the Gendernet of the Organisation for Economic Cooperation and Development's (OECD) Development Assistance Committee, the UN Interagency Group on Women's Empowerment and Gender Equality (IANWGE) and other development cooperation fora.

Develop gender-equitable institutional cultures and practices

- There is a need to audit development cooperation agencies' own institutional structures and policies for the existence of and reasons for patriarchal gender norms and remedy such.
- Senior managers, particularly men, must be encouraged to become visible advocates for gender equality. This is key to changing attitudes of staff members who may be unsure about new gender policies.
- Development organisations should lead by example by providing organisational support for family-friendly working practices - such as generous policies on paternity and maternity leave, flexible working hours for both women and men, and childcare provision (with both male and female staff).