

Recommendations for NGOs, Women's Organisations and Activist Groups

To be effective you will need to consider:

Using CEDAW and other international and regional frameworks

- Use UN and regional policy and rights frameworks to guide strategies and interventions for the successful engagement of men and boys in gender equality. Also use other Conventions relating to discrimination including the Universal Declaration of Human Rights, and the Convention on the Rights of Persons with Disabilities, in conjunction with CEDAW and the BPfA.
- Advocate for international and regional policies to address the continued production of gender-inequitable forms of masculinity such as the UN Global Compact, and call for the UN Regional Commissions to take up these issues.
- Draw attention to a lack of long-term engagement with men, boys and masculinities in NGO Shadow Reports to the CEDAW Committee and encourage government to deal directly, and in more detail, with their efforts to engage men and boys in transforming gender-inequitable forms of masculinity in their reports.
- If international and regional frameworks have not been ratified, campaign for their ratification, in particular of CEDAW and its Optional Protocol to ensure more protection for citizens facing discrimination as a result of patriarchal gender norms that privilege men and boys over women and girls. If Reservations are in place, campaign for their removal so that the full strength of CEDAW can be brought to bear when violations occur.

Holding institutions to account

- Hold institutions to account for their commitments to engaging men and boys in transforming gender-inequitable forms of masculinity and patriarchal gender norms – for example, governments for their obligations to the above issues as well as media professionals for their obligations under codes of conduct on gender-inequitable representations in messages and images.
- Given that CEDAW makes governments accountable for the actions of non-state actors, governments need to be held accountable if businesses,

charities, private schools, media enterprises and so on to ensure the continued engagement of men and boys in gender equality and the dismantling of negative masculinities.

- Holding institutions to account may require the need to audit and monitor policies, legislation and institutional practices. This may result in a need for formal regulatory mechanisms and self-regulation such as: codes of conduct, supporting legal 'test' cases, using the Optional Protocol to CEDAW, or awareness-raising campaigns to communicate breach of regulations by the media.

Develop community-based initiatives and campaigns

- *Promote alternative notions of masculinity through high visibility, attractive and fun campaigning, possibly involving key personalities supporting such campaigns, which provide men and boys with opportunity to reflect on different ways to behave as a 'man'.*
- *Provide opportunities for girls and young women to build their self-esteem and to reflect on the opportunities and barriers to realising their full potential and how to work with these, including building their networking skills and support mechanisms.*

Building the evidence base for continued engagement of men and boys towards gender equality

- Undertake or support research to further develop the evidence base on how gender-inequitable masculinities are harmful for women and girls overwhelmingly and also for men and boys themselves; that the exclusion of men and boys from gender equality work limits the reach of advocacy and undermines the achievement of gender equality and women's empowerment over time, as negative masculinities are reproduced by men and boys, women and girls. This understanding can feed into the design of better interventions. Collaboration with research and academic institutions may be fruitful.
- Put into place robust and appropriate monitoring and evaluation processes at the start of programmes, using indicators and forms of documentation that go beyond disaggregating data by gender. It is important to understand whether

initiatives succeed in transforming patriarchal relations, norms and institutions, and check that women and girls are not adversely affected by programmes working with men and boys. In depth participatory and qualitative approaches can usefully complement quantitative approaches.

Undertaking and evaluating interventions

- Address the continued engagement of men and boys through research, policy analysis, practical action, awareness-raising or advocacy
- Provide or collaborate with capacity building measures such as gender-sensitisation programmes for journalists, curriculum adaptations in media training, development guidance for judges and training health workers, with a focus on the engagement of men and boys towards creating gender-equitable masculinities.
- Undertake advocacy with other institutions such as government ministries, UN entities, broadcasters, teacher-training institutes, or fund this work through partner organisations.
- Introduce systematic monitoring and evaluation processes, ensuring baselines are established to measure the extent of change. In evaluation approaches there should be a focus on ongoing learning, which would benefit any community of practice working on the transformation of gender-inequitable forms of masculinity

Building alliances and a community of practice

- For organisations already addressing the role of men and boys in gender equality, it would be beneficial to develop partnerships with Governments and other actors (such as academia and the private sector) in identifying and addressing opportunities for the transformation of gender-inequitable masculinities and effective ways of engaging men and boys towards gender equality. . This would ensure continuous dialogue and exchange of experiences, lessons learned and good practices. To further these goals it may be useful to also build alliances with those working on other types of inequalities and oppressive structures such as those relating to indigenous populations, widows, disability and ethnicity to account for the various factors

that intersect with masculinity.

- Develop international, regional and national communities and networks to further the necessary work on transforming patriarchal masculinities; advocating for their importance in policy action and practical intervention at all levels. This will enable actors to learn from each other, develop best practice, and initiate collaborative interventions. Systematic documentation of interventions and their effectiveness is essential, possibly in collaboration with research institutions.
- Develop a body of knowledge on what has been successful, using collaborative research on developing methodologies and evaluations. It may be useful to explore how existing methodologies that are effective in a particular context could be adapted for other contexts and, additionally how innovative evaluation tools could be streamlined to focus on reflecting on and deconstructing gender-inequitable masculinities within groups of girls and boys, women and men.