

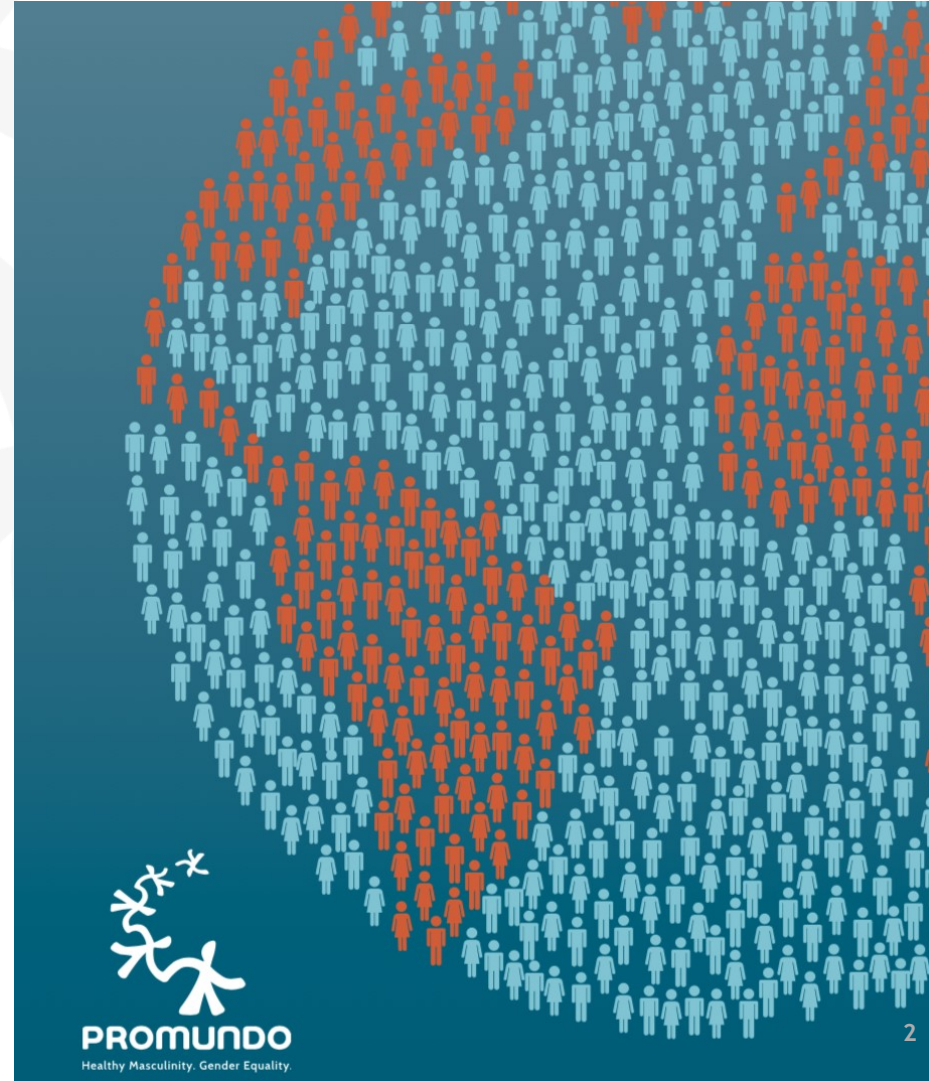
# *Beyond Male “Champions:”* Men as True Allies for Gender Equality

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President and CEO

# About Promundo

Promundo was founded in Brazil in 1997 with an aim to **advance gender equality** and create a world **free from violence** by engaging men and boys in partnership with women, girls, and individuals of all gender identities.

Promundo is a global leader on **working with men and boys** — as employees, citizens, consumers, and allies — to live values of **respect and equality**, **support women and girls leadership**, **be equitable parents**, and to **call out harassment** and discrimination when they see it.



# Man walks into a room called #MeToo



# BUT WAIT, I'M DOING MY PART FOR EQUALITY. REALLY?

Proportion of men in the U.S. in a nationally representative Promundo survey who say they are doing everything they can to support gender equality at work:

77%

*Women said, maybe not: only 41% agreed*

**SO, YOU WANT TO BE  
A MALE ALLY FOR  
WOMEN'S EQUALITY?  
(AND YOU SHOULD):**

Results from a National Survey,  
and a Few Things You Should Know

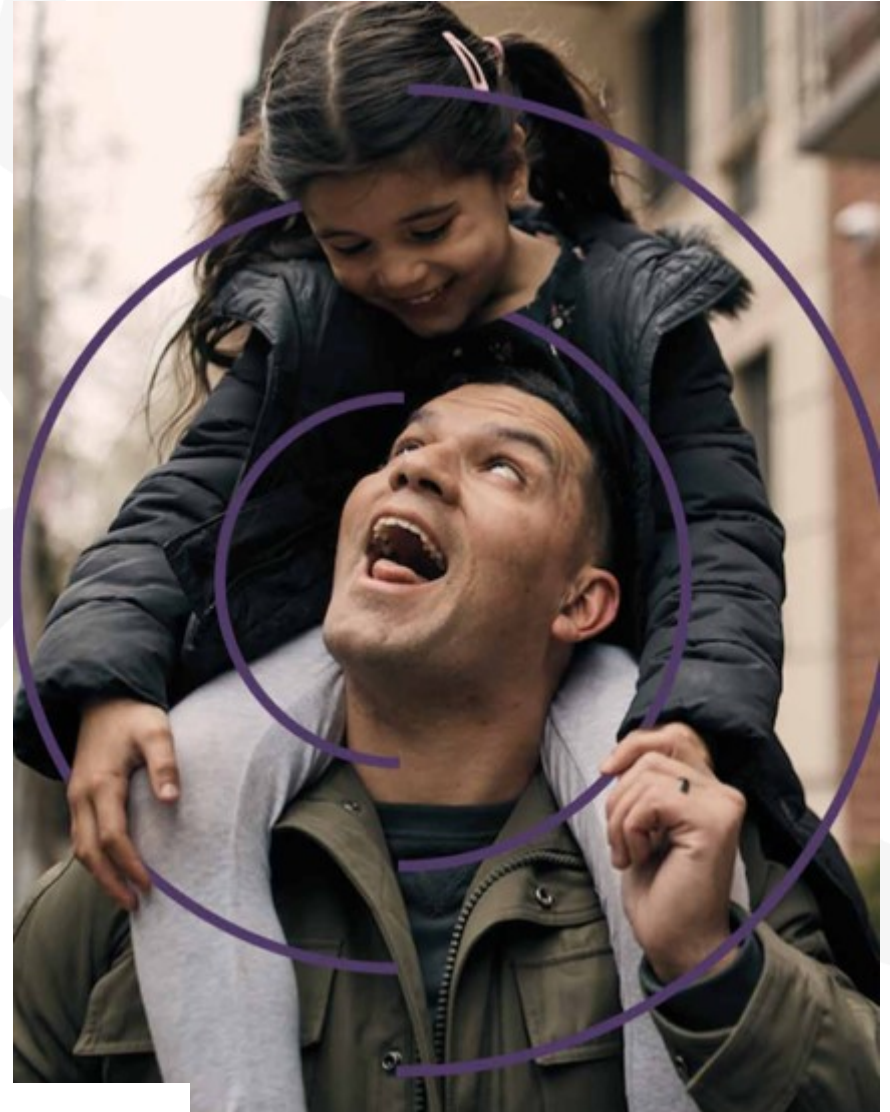
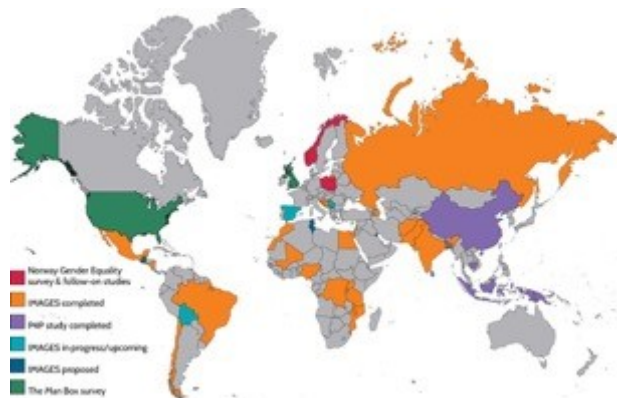


# So, men, let's acknowledge that equality hasn't been achieved

- Gender unemployment gap of 11%-50%
- Global gender wage gap of ~20%
- 1/4 women have experienced violence from a male partner
- Globally women do 3.3x times the daily unpaid care work

*Time to move beyond talk of male champions. This is called **systems change**.*

Some good news:  
globally, more men  
believe in gender  
equality ... *well  
maybe*



# MANY MEN FEAR SPEAKING OUT FOR GENDER EQUALITY .. *BUT IT'S TIME WE DID*

- **It's still far too seldom that men speak out:** Nearly 60% of women and men said it's rare to see men in their workplace speak out for gender equality
- **Why don't men speak out more?** 47% of men and 48% of women said that men who promote women's leadership face criticism *from other men*



# Roadmap for Male Allyship

**1**

**Listen better. Seek opportunities to hear women's stories, acknowledge their experiences, and inform other men.**

**2**

**Reflect on your own power and privilege as a man.**

**3**

**Credit ideas to those who came up with them, especially to female coworkers who often feel overlooked. It's not about special treatment – it's about fairness.**



# Roadmap for Male Allyship

**4**

**Advocate for women's leadership and equality in the workplace and for pay equality, even if it's unpopular.**

**5**

**Speak up when you hear sexist language, and call other men out when they use it.**

**6**

**Learn to live with discomfort. Being an ally is about making change, not being comfortable.**

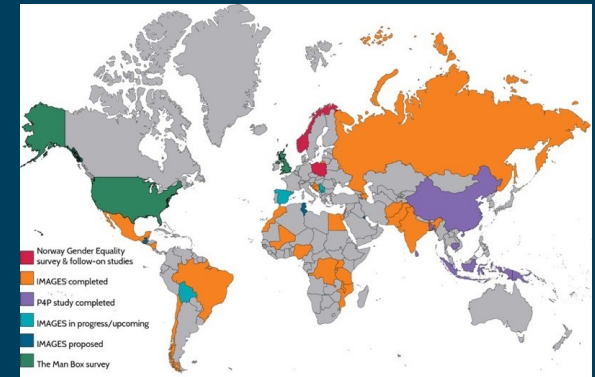
**7**

**Step up at home. Advocate for work-life balance and paid leave for all caregivers. Men need to be full partners in childcare and chores.**

# THE MISSING LINK: RESEARCH CONSISTENTLY AFFIRMS THAT MEN WHO BELIEVE IN POSITIVE IDEAS ABOUT MANHOOD ARE:

- *Happier* with their relationships
- More likely to be *involved in caring for their children*
- Have *partners are happier* with them
- More likely to *pass on these ideas* to their sons and daughters
- *Healthier* and have better mental health

*And the list goes on. Men need to see our stake in equality.*



# What does male allyship look like?

## Let's figure it out

