



MOBILIZING MEN AND BOYS FOR GENDER EQUALITY

State of the World's Fathers 2017

New York 20 July 2017

10.00- 11.00
Conference
Room 3

Launch Event

STATE OF THE WORLDS FATHERS

The time for action is now. Gary Barker, President and CEO of Promundo, and Co-Coordinator of the MenCare Campaign, will reveal key findings from the 2017 *State of the World's Fathers* report. Global experts from government and civil society will present recommendations for programs, services and policies that support redistribution of unpaid care and concrete ways forward to mobilize and support men to take on an equal share of the world's childcare and domestic work.

11.00- 12.00
Conference
Room 3

Interactive session

ACT LIKE A MAN, ACT LIKE A WOMAN

The interactive session will introduce the Barbershop Toolbox (HeforShe.org/barbershop) as a means to start a discussion about ways that **gender norms impact the daily lives of men and women**. The session will encourage all participants to recognize, explore, and challenge harmful gender stereotypes - including those specific to manhood and masculinity - which prevent us from achieving gender equality and to take action in our personal and professional lives. Together, we will engage in a lively discussion on our roles as individuals, as partners, and as policy-makers in engaging men to advance gender equality.

12:00- 17:00
Location TBC

Photobooth

BE THE CHANGE: SIT IN THE BARBER'S CHAIR & LOOK IN THE MIRROR

Show your support for gender equality by snapping a photo of you and your friends in the barbers chair. Sign up to become **HeforShe** and be the change!

12:30
Delegates Dining Room - By invitation only

High Level Luncheon

SHARING THE CARE

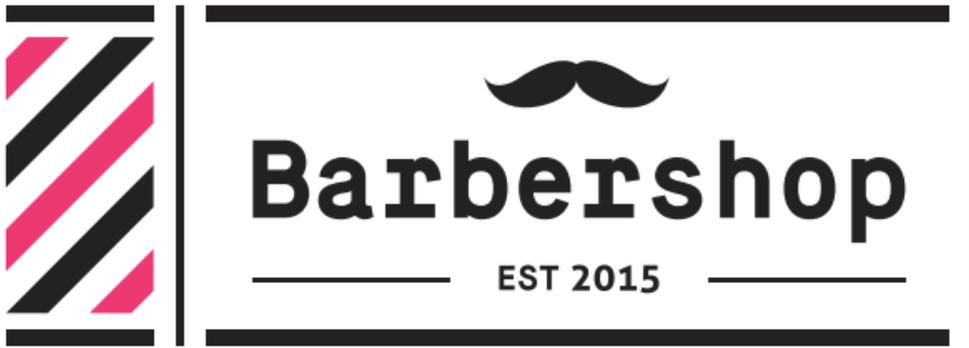
Invited Ambassadors will join Canada and MenEngage to discuss how to further discussions among men & boys on gender equality as well as the importance of and benefits of supporting fathers in sharing the care.

14:30
N-Delegates Lounge

Reception & soccer match

Join Denmark and the Netherlands in the North Delegates Lounge as their nations battle it out on the soccer pitch! This year the UEFA Women's EURO finals will take place in the Netherlands and the hosts will receive their neighbors from Denmark in a crucial game for each nation! Join us, choose a side and use the opportunity in the **Barbershop photobooth** to show your support for gender equality.





MOBILIZING MEN AND BOYS FOR GENDER EQUALITY

State of the World's Fathers 2017

Gender inequality is one of the most significant human rights and development issues facing the world. It harms women and girls and limits communities' and nations' potential to thrive politically, socially, and economically. The effort to promote gender equality is too often seen as a "women's issue," with women alone too often tasked with the responsibility to advance it. To solve this global challenge, **we must bring men and boys into the conversation and address their roles and responsibilities** as part of programming, services and policies that support women's rights and advance gender equality.

This is why Iceland with Canada and Suriname is partnering with experts from civil society organizations working to advance gender equality and women's rights, including MenCare and the MenEngage Alliance, to host Barbershop Conferences in Geneva, Switzerland and New York, US to discuss the crucial role that fathers can play in advancing gender equality: as parents and as partners *and* to launch the second ever *State of the World's Fathers* (SOWF) report.

A growing and overwhelming body of evidence from the Global North and Global South confirms that **engaged fatherhood is good for children, good for women, and good for men themselves**. Yet engaging men as caring, involved fathers and caregivers has only more recently been a focus of our global efforts to engage men in gender equality. This discourse will **examine the challenges and opportunities of engaging men** as full partners in caregiving: as fathers themselves, as employees and employers, as citizens, and as policy-makers at the global level.

In June 2015, MenCare: A Global Fatherhood Campaign achieved international recognition for its publication of the first ever *State of the World's Fathers*. The first report of its kind, SOWF **highlighted data, policies, and programs** related to men's participation in caregiving and fatherhood, and it defined an international advocacy agenda for **involving men to promote women's rights and gender equality** and positive outcomes for women, children, and men themselves.

The report was launched globally on June 16, 2015 at the United Nations Headquarters in New York, with 10 additional international launch events, and has been downloaded more than 30,000 times. The findings have been featured on prominent news outlets around the world to a potential readership of 2.2 billion, and have also inspired national and international advocacy.



PERMANENT MISSION
OF ICELAND TO THE UN

MenCare



PERMANENT MISSION
OF SURINAME TO THE UN

Canada



Why a barbershop?

Almost every man has been to a barbershop. These are spaces where men talk to each other; where behaviors and attitudes about gender relations, including what it means to be a man, are often learned and reinforced. While relationships between men and women are frequently discussed among men in barbershops, these conversations may not often focus on serious issues at the root of discrimination and violence against women. **However, barbershops can provide a more introspective space: a setting to start discussions about men's own roles – their privileges and responsibilities - in realizing gender equality.**

Barbershop events and conferences are being organized with men and women around the world, following in the footsteps of the first Barbershop Conference held in New York in 2015. The Barbershop events also align with the

HeForShe movement, which is engaging men and boys as partners and advocates for gender equality and women's and girls' rights. HeForShe aims to bring together one half of humanity, in support of the other half, for the benefit of all.



State of the Worlds Fathers 2017: A Time for Action

In no country in the world do men do an **equal share of care work**. The 2015 SOWF report highlighted the many factors that contribute to this disparity, and the many costs - for women, children, men and society at large – that emerge from this inequality.

SOWF 2017 revisits the data and conclusions of the 2015 report, while delving deeply into action: on engaged fatherhood; on equality and equity; on reducing poverty; and on ending violence against children and women. The report will focus on the questions: **what are we doing, what can we, and what must we do** to reach equality when it comes to men's equal sharing in unpaid care work?

Given the comprehensive nature of the foundational SOWF 2015 report, SOWF 2017 is shorter and more focused. It will: (1) present existing research literature and data; (2) analyze existing policies and services related to family support and the redistribution of unpaid care; (3) present promising and evidence-based program approaches; and (4) present updated, concrete recommendations for policy and programming in the current global climate.

While there is increased attention and evidence to the broad benefits of an **equal** distribution of unpaid care work, this report will lay out the **actions** we need to take to make equal sharing of unpaid care work the worldwide norm. With a bold vision and clear policy suggestions, it will promote equality in care work and positive outcomes for women, children, and men.



Why Fathers?

Approximately 80% of the world's men will become biological fathers at some point in their lives and virtually **all men have some connection to children and others** in caregiving relationships. Engaging men in caregiving and domestic work has only more recently been part of the global gender equality agenda, but is key to achieving women's empowerment and supporting the well-being and rights of children.

MenCare is a global fatherhood campaign active in more than 40 countries on five continents. Its mission is to promote men's involvement as equitable, nonviolent fathers and caregivers in order to achieve family well-being, gender equality, and better health for mothers, fathers, and children. MenCare aims for men to be allies in supporting women's social and economic equality, in part by taking on more responsibility for childcare and domestic work. MenCare believes that true equality will only be reached when men are taking on 50% of the childcare and domestic work globally. MenCare is coordinated by Promundo and Sonke Gender Justice in collaboration with its steering committee: the MenEngage Alliance and Save the Children.