



# MENENGAGE GLOBAL ALLIANCE 2014 ANNUAL REPORT



MenEngage Strategic Plan and Core Support  
Proposal 2012-2016

Reporting period January 1 – December 31, 2014



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## EXECUTIVE SUMMARY

This report collects the main efforts, achievements and deliverables for the second year of the MenEngage Strategic Plan 2012-2016. The activities and outcomes are presented in alignment with the four strategic objectives of the MenEngage Global Strategic Plan, with a separate section for the reports from the MenEngage regional networks. Some concluding remarks and reflections are shared in the last section, summarizing the successes, challenges and planned key activities for 2015.

We have arrived at the mid-term of our four-year plan and appreciate the progress made toward achieving our strategic objectives. Balancing the challenges of simultaneously building the internal operational capacity of the MenEngage Global Secretariat and implementing the diverse initiatives committed in the strategic plan, we have been moving forward. The multiple opportunities for exchanges and joint activities that took place this year have consolidated a common identity and strengthened the sense of community among MenEngage partners, as we all share a deep commitment to gender transformation and gender equality.

Our collective voice in global advocacy forums is stronger than ever, delivering concrete proposals to influence the Post-2015 Development Agenda, contributing to the Beijing+20 process with advocacy statements and a rigorous discussion paper, participating at senior levels in UN events and organizing our own global event in Delhi with our Second Global Symposium and Call to Action.

The Global Symposium in Delhi was a demonstration of the credibility of MenEngage as the global convener on the topic of men, boys and gender equality. Key participation by UN Women, UNFPA, the Indian government, key donors, key INGOs, the leading researchers in the field and hundreds of national NGOs, is a testament to the collective advocacy efforts of MenEngage and its role as a global, unified voice on the topic. In spite of the challenges that still remain, the fact that a third of participants were women's rights NGOs is also documentation of the fact that we are improving our dialogue with the women's rights field.

We have also functioned as a critical voice on potential problematic discourses or practices, such as the initial design of the

**"THE MULTIPLE OPPORTUNITIES FOR EXCHANGES AND JOINT ACTIVITIES THAT TOOK PLACE THIS YEAR HAVE CONSOLIDATED A COMMON IDENTITY AND STRENGTHENED THE SENSE OF COMMUNITY AMONG MENENGAGE PARTNERS."**



"Barbershop Conference" in New York, initially intended to be a "men-only" event. Our advocacy efforts made possible that this event be open to women as well, and included a panel representing women's voices.

Our MenEngage regional networks and partners participated in different campaigns, such as the fatherhood MenCare campaign, the White Ribbon Campaign and the Sixteen Days of Activism to eliminate violence against women. Regional networks which in the past had fewer joint activities, now are more vibrant, regrouped, have activated listservs for more exchanges and have collectively built regional plans to collaborate more among them. One new national network affiliated with MenEngage was set up, in Lebanon, and another already-existing network in Cambodia formally joined the Alliance. At country level, more organizations have joined the Alliance. We now count over 680 members, most of which are connected through the regional networks.

Internally, we ended the year with a new organizational structure for the global network that promises to facilitate better decision-making processes, clearer governance practices and more participation of members. We raised more awareness of the importance of remaining accountable to women's rights organizations and to each other within the network, by discussing and crafting a code of conduct, accountability guidelines and a training toolkit on accountability.

We conducted an extensive consultation process on the MenEngage initiative to promote men's involvement in sexual and reproductive health and rights. Initially planned as a campaign, the consultation process led us to conclude that a single, global campaign was not the strategic way forward. In 2015 this initiative will be improved and launched by the MenEngage working group on SRHR, in partnership with UNFPA and other key organizations in the SRHR field.

## Key achievements and results during this reporting period include:

- **Second MenEngage Global Symposium, "Men and Boys for Gender Justice":** During four days in November 2014, more than 1200 participants from 94 countries gathered in New Delhi to discuss, exchange and learn about the work that hundreds of civil society organizations, activists, academics, government officials, donors and UN agencies are doing to engage men and boys in achieving gender equality. Themes such as partnerships with women's rights organizations; implications of Beijing+20 and ICPD+20; sexualities and male identities; men's responsibility in ending violence against women and children; and men and caregiving, sexual and reproductive health and rights and others were explored from different perspectives. The resulting Delhi Declaration, with a Global Call to Action translated by members into nine languages and counting, was one of the highlights of this pivotal event, which has strengthened our Alliance in multiple ways. For many participants, the symposium marked the start of the next phase in our movement: maturing from one in which organizations and activists worked with men and boys on women's rights and gender equality, to a diverse movement of women, men and transgender – activists, academics, government and donor representatives – youth to senior experts – addressing patriarchy and hegemonic masculinities as root causes of a broad range of injustices around the world. It also marked the clear embrace of feminist language within our movement, including in the Delhi Call to Action, which should serve as a foundational document on which to base future MenEngage messaging and partnership.
- **Improved structure and governance model for MenEngage:** The Steering Committee became increasingly engaged in decision-making: calls were

organized throughout the year, and the group met from February 4-6 in New Delhi; held an extraordinary meeting from July 7-9 in Coimbra, on the new operational model of MenEngage; and again on November 9 before the Global Symposium in New Delhi. As a result of an intensive consultation process, research and dialogue among members, a new organizational model was developed and approved by the Steering Committee, which as of January 1st 2015 is replaced by a Governing Board, with each member representing a regional network or an at-large INGO including those with ties to prioritized constituencies (women's rights movements, SRHR, LGBTQI organizations, children and youth). Board Committees will be formed to address Global Governance, Human Resources, and Fundraising concerns; Working Groups will be formed to promote cross-network cooperation and participation in global initiatives. A process for members' rotation on and off the board was also approved, including the current Global Co-chairs. All these changes promise to facilitate increased participation, clearer decision-making processes and greater effectiveness within the Alliance and thereby help it become a sustainable, independent network.

- **Increased visibility of MenEngage as a credible voice in global advocacy efforts for women's rights, gender equality and the engagement of men and boys in achieving such goals:** We developed one advocacy tool, two policy briefs and one discussion paper (in English and Spanish) as part of our efforts to influence discussions around the Post-2015 Development Agenda and Beijing+20 processes. MenEngage had a clear presence at CSW58 in March, where we organized and co-organized several side-events on gender justice and engaging men and boys, and members were invited to speak on panels in order to provide input from a men and boys perspective. A MenCare+ oral statement was delivered at CSW58 together with MenEngage partners.

At the end of the year MenEngage members started supporting the development of a global campaign on parental, including paternity, leave policies and preparations for the State of the World's Fathers Report, being led by MenCare partners in collaboration with MenEngage, and to be implemented in 2015. Throughout the year we developed advocacy campaign proposals for a MenEngage SRHR initiative with messages around men's support for women's SRHR as well as the benefits of SRHR for all, including for men and boys. Following the Symposium a Delhi Call to Action was broadly distributed within our networks. An emerging insight from these advocacy conversations and activities is the need to work beyond the man-woman gender binary and extend our messages to gender justice for all, including people from all sexual orientations and gender identities.

- **Accountability mechanisms in place to support members' adherence to the principles and values of the Alliance:** This year we developed three instruments to promote good practices and accountability in the Alliance: 1) Global MenEngage Code of Conduct; 2) Accountability Standards and Guidelines and 3) Training Toolkit on Accountability. The instruments address critical issues, such as ways to handle complaints, partnerships with women's right organizations, capacity building on accountability, organizational policies, promotion of

"AS A RESULT, MEMBERS ARE INCREASINGLY EXPRESSING A SENSE OF BELONGING TO A COMMUNITY WHOSE MESSAGING INSPIRES THEM IN THEIR WORK AND WHERE THEY CAN SHARE THEIR OWN RESOURCES AND INCREASE THEIR OWN VISIBILITY."

women's leadership, and reflections at a personal level among MenEngage members around issues related to power, privilege and accountability. MenEngage members have presented these tools at different events, and in some instances have already been able to use them in interactions with women's rights organizations. These were important concrete steps to position MenEngage Alliance and our members as trustworthy partners who take concrete action to demonstrate their accountability.

■ **Increased sharing of information, knowledge and resources within the network and with other stakeholders:**

All our digital media outlets experienced a huge increase in their use by members, stakeholders and the general public. This year we revamped the MenEngage website with hundreds of daily visitors, created a Facebook page reaching more than 3000 people, three email listservs, and a monthly e-newsletter shared with 3500 subscribers. Our members are sharing more news, initiatives and resources among their regional networks and our visibility to the general public has substantially increased, including through our visibility in mainstream media. As a result, members are increasingly expressing a sense of belonging to a community whose messaging inspires them in their work and where they can share their own resources and increase their own visibility.

- **Regional networks with renewed commitment to collaborate and expand their work:** In addition to the six regional networks, two new national networks were formed this year, in Lebanon and Cambodia, that are the "seed" networks for creating regional MenEngage networks in their respective regions. Each regional network has improved its connectivity among its members, developing more exchanges when coordinating their participation in either the MenCare

campaign, the White Ribbon Campaign and/or the Sixteen Days of Activism to eliminate violence against women. Most regional networks are also growing in membership and diversity. As of end of 2014 there were six regional networks, 34 country networks and 682 NGOs members. Strengthened regional networks are enabling the Alliance to be more responsive to regional-level actualities and issues. In turn, improved communications from the global level to the regional level aims to strengthen the support to the regions by the global board and secretariat.

### Key Challenges

The global leadership of MenEngage, through its Steering Committee now converted into a Governance Board, is still in the process of becoming the broad-based, functioning body providing ongoing guidance to the Alliance. We are looking forward to implementing in 2015 the working groups and Board committees, which will facilitate more participation of members according to their specific interests and expertise. The new organizational model also clarifies roles and responsibilities and defines terms and rotation mechanisms for the Board.

With such an ambitious and global scope, the Global Secretariat operates with a relatively limited budget and is facing financial constraints due to currency exchange losses and heavy investment in the Global Symposium. This challenges our operational capacity to implement new communication activities, support further our regional networks and carry out other initiatives. Some regional networks also face financial challenges. We are planning to fundraise for the Global Secretariat and regional networks to close this gap.

The tensions with some women's rights organizations are an ongoing challenge that we are learning to deal with by

promoting dialogues and demonstrating our commitment to gender equality and women's rights in concrete initiatives. For instance, our global advocacy strategy is explicitly committed to echo and support the feminist women's advocates for the inclusion of a gender goal in the Post-2015 Development Agenda. Including in these instruments' language around the inclusion of men and boys as partners in building gender equality becomes secondary to us, although important. Our accountability mechanisms aimed to strengthen the capacity of our regional networks and members to work in close partnership with the women's movements in their regions. We are raising awareness that activist men (and women) are also involved in sexism and patriarchal practices, so we have to hold each other accountable. Despite these efforts, the concerns that men's initiatives are taking funding away from women's rights work and that the engaging-men field is becoming predominant at the expense of the feminist women-led work, and is thereby reinforcing male privilege, are firmly rooted. Ongoing dialogue will be further explored in 2015.

Perhaps the best way to positively respond to these concerns is by sharing the positive impact of our work, which is not an easy endeavor since measuring impact of networks is less straightforward than those of specific project interventions. Even among our MenEngage partners, it is a minority which have consistently evaluated their projects. It is hard to know if our members have been more effective in their interventions at the local level (advocacy, campaigns, etc.); most lack strategies aimed at influencing structural changes beyond their specific local, yet valuable, initiatives.

In this regard, the MenEngage Alliance will continue to play an important role supporting our members in their efforts to increase their strategic analysis and capacities to plan and implement transformative work in the struggle for

gender justice. Considering the rapid growth of the network as well as emerging attention for work with men and boys at different levels, for the coming years maintaining quality rather than increasing quantity will be necessary to properly support our members and maintain the quality standards set by the MenEngage guiding principles.

### For 2015, key activities will include:

- **Strengthening global partnerships with women's rights organizations** and other social justice networks in order to implement joint advocacy efforts and campaigns, including those related to CSW59 and Beijing+20, CPD and the Post-2015 Development Agenda.
- **Implementing the new operational model of MenEngage** by setting up global working groups and Board committees, and an elections process for new Co-chairs; and supporting regional networks in democratic elections of their regional leaders – all with the aim to strengthen ownership of activities across the alliance and pushing concrete activities forward in practice.
- **Piloting the accountability toolkit** with several MenEngage regional networks and partners, with the purpose of members adopting their own guidelines and implementing systems for accountability.
- **Advancing our communication work** by an increased presence of MenEngage messages and branding in social and mainstream media, developing rapid responses to news, updating the MenEngage website, expanding our Facebook, Twitter and newsletter reach, enhancing communications exchange with Alliance members, and cultivating relationships with strategic media outlets.

■ **Co-organizing key international events:**

The V Latin American Colloquium on Men and Masculinities in Chile, January 2015, and the International Conference on Men and Masculinities, in NYC, March 2015. We are also presenting in the "Barbershop Conference" on men and gender equality, organized by Suriname and Iceland, in New York, January 2015, and actively participating or hosting several side events around CSW 59 in New York.

■ **Developing a clear, articulated understanding of the role and purpose of male engagement in SRHR, to support MenEngage members, in close collaboration with feminist advocates**

working on SRHR, UN agencies and other stakeholders in the field. Building on the five key themes resulting from last year's consultation and further outlining interventions that can be taken in the five key areas, including unearthing good practices, and organizing consultations and carrying out targeted advocacy efforts.

■ **MenCare partners in collaboration with the MenEngage Global Alliance members will be launching the State of the World's Fathers Report (by June, 2015) and the Parental/Paternity Leave Campaign.**

# #TIMETOACT





# REPORT FROM THE MENENGAGE GLOBAL SECRETARIAT



Mittika Street Play performance at Second MenEngage Global Symposium in New Delhi, November 2014.

## OBJECTIVE ONE:

## INSTITUTIONAL STRUCTURE AND COORDINATION

### ACTIVITY 1.1

Recruit, hire and supervise a full-time Global Communications and Campaign Coordinator and a Global Coordinator for the MenEngage global alliance, who in turn will hire other global MenEngage staff.

#### Outcome 1.1:

Global Coordinator, Global Communications Coordinator and Global Campaigns Coordinator hired; supervision and work performance indicators in place.

Intermediate outcome 1.1: Increased capacity of the MenEngage Global Alliance Secretariat to coordinate the global alliance.

#### Indicator:

Secretariat adherence to global work plan.

This activity was completed in 2013 (see previous annual report). In the second half of 2014 there were some changes in the staffing of the Global Secretariat. After extensive consultation with the global Co-chairs and the Steering Committee, in June 2014 a new opening was made available for a Global Advocacy Manager and Co-Coordinator. It was considered strategically advantageous to have on the global secretariat staff a gender expert on global advocacy with strong commitment to women's rights and engaging men and boys. After an extensive hiring process, Joni van de Sand, formerly Advocacy Coordinator of WO=MEN, the Dutch Gender Platform, was hired in August. During this same period Marc Peters, the Communications Coordinator

resigned and many of his tasks were distributed among intern Derek Siegel and the Co-coordinators Joni van de Sand and Oswaldo Montoya. These changes helped to increase the leadership capacity of the Global Secretariat to coordinate the multiple initiatives of the Alliance. We did face a shortage in capacity for communications work, which is why at the end of the year we started the recruitment process for a Communications Manager.

#### Reporting based on the agreed indicator "Secretariat adherence to global workplan":

The hiring of new staff was not in the 2014 work plan, but as explained above this was a strategic decision necessary to increase the capacity of the Global Secretariat. Halfway through this grant and as a team, near the end of 2014 we began to revisit the global work plan by mapping out insights from the past two years, and to accurately address the needs and opportunities that have emerged.

### ACTIVITY 1.2:

Carry out an assessment of long-term operating models for the Global Alliance.

#### Outcome 1.2:

Scenarios developed, selected by Global SC and ExCo and implemented in 2014-2016.



### Intermediate outcome 1.2.:

An enhanced long-term operating model for the MenEngage Global Alliance.

#### Indicator:

Operating model documented.

We conducted a comprehensive process toward developing a new organizational structure for MenEngage. Based on early discussions among Global Steering Committee (SC) members, we drafted potential scenarios looking for the best operational model to strengthen the global network in its aspirations to be more participatory, democratic and effective. With the support of two external consultants we carried out a participatory inquiry into the construction of the model, by conducting interviews with SC members, a survey among members, a review of how other networks face governance challenges, an extraordinary SC meeting in Portugal, collection of feedback via email exchanges, and working sessions by the Global Secretariat. Based on the outcomes the Global Secretariat made a final proposal which was further reviewed and amended by the SC during an extra meeting at the symposium in Delhi, and finally approved in December.

**"IT WAS CONSIDERED STRATEGICALLY ADVANTAGEOUS TO HAVE ON THE GLOBAL SECRETARIAT STAFF A GENDER EXPERT ON GLOBAL ADVOCACY WITH STRONG COMMITMENT TO WOMEN'S RIGHTS AND ENGAGING MEN AND BOYS."**

The new organizational model moves MenEngage toward a more NGO-like structure without taking on formal NGO status at this time. The Global Steering Committee is replaced by a Governance Board, each member to

represent a regional network or an at-large INGO including those with ties to prioritized constituencies (women's rights movements, SRHR, LGBTQI organizations, children and youth). It is planned that during the course of 2015, the current Co-Chairs Gary Barker (Instituto Promundo) and Dean Peacock (Sonke Gender Justice) will transfer their tasks to two new Co-Chairs, while Promundo and Sonke continue to carry the financial and human resources related responsibilities assigned with the grant from SIDA; Board Committees will be formed to address Global Governance, Human Resources, and Fundraising concerns; and Working Groups will be formed to promote cross-network cooperation and participation in global initiatives (e.g. SRHR, Advocacy, GBV, Fatherhood, etc.). A new Memorandum of Understanding (MOU) describes the details of the governance structure, the functions of the different bodies within the Alliance's structure and the agreed-upon expectations from each Board member. In addition, a Letter of Commitment is signed by each organization represented on the Board. Although these are individual memberships, we ensured that there is a connection to the organizations where these individuals are drawn. These changes will promote the inclusion of leadership and voices beyond Promundo and Sonke, who have historically had an operational role in MenEngage. This new model makes the leadership more broad-based, achieves rotation among members and moves to a board model rather than a model in which the co-chairs have in fact operated as the implementing organization.

We set in motion a process of members' rotation on and off the board, with a focus on new membership from key groups. (see 1.5) With all these changes we are moving toward a model in which leadership is more broadly shared, opening opportunities for new leadership and ensuring that MenEngage does not rely too heavily on the two co-chairing organizations.

### Reporting based on the agreed indicator "Operating model documented":

See the new MOU [here](#).

### ACTIVITY 1.3:

Carry out additional fundraising to ensure the long-term sustainability of MenEngage.

#### Outcome 1.3:

At least US \$4 million additional fund raised by end of 2016, including funds for the 2014 Global Symposium.

#### Intermediate Outcome 1.3:

Increased financial long-term sustainability of the MenEngage Global Alliance.

#### Indicator:

% of operating budget secured for the next three years.

The main fundraising achieved in 2014 was for the convening of the Second MenEngage Global Symposium in Delhi, which is one of the key and most strategic events for MenEngage. With funds provided by the SIDA grant (USD 150,000), plus those raised through NORAD (USD

100,000) we had the basic costs covered for this event. Additional funds were raised to support participants' attendance and add components such as a cultural program, public communications and media outreach, and documentation of the sessions. The Center for Health and Social Justice (CHSJ), as host for the Symposium and member of the MenEngage SC, with the support of MenEngage Global, raised another USD 390,000, including support from UNFPA, Ford Foundation, Packard Foundation, Swiss Aid, MacArthur Foundation and DFID. UN Women also provided USD 20,000 for the elaboration and printing of a discussion paper on engaging men in Beijing+20 (see also Advocacy).

Sonke Gender Justice secured a grant from NORAD for developing and sharing advocacy campaigns to increase men's support for sexual and reproductive health and rights; engage religious leaders and faith-based organisations to increase their proactive support for gender equality, SRHR and LGBTI rights (mainly implemented in Africa and MENA); and engage men as involved, non-violent fathers and caregivers (as part of MenCare activities). This grant also included support for implementing MenEngage Global communication strategies, including the extended website and development of social media strategies. Sonke submitted a new grant proposal to NORAD at the end of 2014 for a cross-regional cooperation between MenEngage Africa (through Sonke), South



Meeting of the MenEngage Global Steering Committee in New Delhi, November 2014.



Asia (through Center for Health and Social Justice) and Lebanon/MENA region (through ABAAD), to be implemented in 2015 if approved.

Promundo-US fundraised for MenCare and the new “Give me Leave” Campaign, obtaining funds from the Bernard Van Leer Foundation (USD 700,000) and Oak Foundation (USD 2,000,000). Although these funds do not support direct MenEngage activities, several MenEngage partners who also participate in the MenCare Campaign do benefit from it. Promundo also secured USD 60,000 toward the global symposium.

Two regional networks succeeded in their fundraising efforts. The newly formed sub-regional MenEngage Nordic network obtained a grant from the Nordic Council for USD 27,000. Sonke secured a multi-year grant for MenEngage Africa of USD 4,280,000 for the coordination of the network and sub-granting to country-networks. This grant will strengthen and deepen the impact of work with men and boys for gender equality across Sub Saharan Africa. The Caribbean network CariMAN advanced conversations with the governments of Barbados and Trinidad and Tobago and with UN Women and the British Council for New Partnerships, with the prospect of financial support for the network. All these signal a trend toward the regional networks becoming more self-sufficient in terms of their fundraising, to support their sustainability. The Latin American network secured grants from UNFPA and universities in the region of more than USD 50,000 for its regional colloquium in January 2015, which had more than 400 participants across the region.

#### Reporting based on the agreed indicator “Percentage of operating budget secured for the next three years”:

At global level we raised funds from NORAD for the Global Symposium and global communications strategy. Sonke

is in conversation with NORAD about the options to finance MenEngage Global in the future. Fundraising for the sustainability of MenEngage Global will be an increased area of focus the coming two years.

### ACTIVITY 1.4:

Provide support to Regional MenEngage Networks to ensure that they are viable, sustainable networks.

#### Outcome 1.4:

Funded Regional Coordinators and functioning regional networks, with 25 percent growth in member NGOs and formally constituted country networks per region.

#### Intermediate Outcome 1.4.:

Viable and Sustainable Regional MenEngage Networks.

#### Indicator:

Regional percentage growth in member NGOs and formally constituted country networks per region

This was the second year of sub-grants provided to the regional networks in Latin America, the Caribbean and South Asia. Following careful due diligence reviews by Sonke, each received a second tranche of USD 40,000. In addition, ABAAD from Lebanon received a MenEngage sub-grant of USD 60,000 through NORAD funds to initiate network building in Lebanon, which could further expand in the MENA region. MenEngage Latin America received at the end of the year a USD 20,000 sub-grant specifically for the new SRHR Initiative, and MenEngage Europe was also supported with USD 5,000 to partially cover travel costs for members attending their first regional meeting in Zagreb, Croatia.

The regional networks have become more sustainable not only because of this modest amount of funding, but through increased motivation demonstrated by their promotion of more exchanges and initiatives (more about this in the section “Report from the Regional Networks”). The funds have helped them to support leaders of the network and key network coordination and capacity-strengthening activities, such as meetings, trainings, and publication development.

#### Reporting based on the agreed indicator “Regional percentage growth in member NGOs and formally constituted country networks per region”:

As of August 2014 our database counted the following number of member NGOs in the Alliance:

Region	Total NGOs
South Asia	224
Africa	294
North America	18
Latin America	134
Europe	11
Caribbean*	1
Total	682

\*CariMAN is one NGO with chapters in different countries, mainly carried out by individual male leaders

It is estimated that in early 2013 there were about 400 member NGOs. That figure has since grown to 682 registered members, representing global growth of 70 percent. We need to discuss further with our regional coordinators if the figures they provided represent active membership or only the total sum of organizations that at least once participated in an event and are counted as members.

#### As of August 2014 we count the following country networks:

Region	Country networks
South Asia	5
Africa	17
North America*	0
Latin America	10
Europe*	0
Caribbean*	0
MENA 1	1
South-East Asia 2	1
Total	34

\*Regional network doesn't operate in country networks

1 Lebanon  
2 Cambodia

Considering the rapid growth of the network as well as emerging attention and demand for expertise on engaging men and boys at different levels, in the coming years a focus on quality rather than quantity will be necessary to properly support our members and maintain the standards as set by the MenEngage guiding principles (for example through accountability to women's rights movements and implementation of the mechanisms we have developed).

## ACTIVITY 1.5:

Diversify the membership of the Global Steering Committee and Regional Steering Committees.

### Outcome 1.5:

A diverse and representative group of candidates have been selected for the global and regional steering committees.

### Intermediate Outcome 1.5.:

Improved representation and diversity of the membership of the global steering committee and regional steering committees.

### Indicator:

% of adherence to diversity targets as per strategic plan

All regional networks continue to have representation on the Board. The other members are affiliated with at-large organizations which in turn represent large constituencies. In 2014, with the signing of the new MOU, a formal commitment was made that the new MenEngage Board membership must include representatives from strategic constituencies, who meaningfully participate. At least 25 percent of Board members must represent women's rights organizations, LGBTQI rights organizations and youth-organizations, with at least one member from each constituency (see below reporting on the indicator for a problematization of these figures). The SC agreed that in the first half of 2015 three seats for new members will be made available on the Board, inviting in particular candidates from the above constituencies to apply.

We also face the challenge of promoting more diversity in the regional steering committees. According to our database, 30 percent of SC members in MenEngage South Asia are women's rights organizations, 33 percent in Latin America, 50 percent in North America, 14 percent in Africa and no one in Europe and the Caribbean (although there are women's groups in the membership base). We have not yet begun to collect data regarding representation of LGBTQI and children's rights/youth movement in the regional leaderships. Supporting regional networks in strengthening their democratic organization structures and diversity in their leadership is a priority task for the coming two years.

### Reporting based on the agreed indicator "percentage of adherence to diversity targets as per strategic plan":

The target is 25 percent of Board members representing women's rights organizations, LGBTQI rights organizations and youth organizations. As of December 2014, 30 percent of Global SC members represent women's rights organizations, yet there is insufficient representation from LGBTQI organizations and youth.

## OBJECTIVE TWO:

## CAPACITY BUILDING

### ACTIVITY 2.1:

Identify and assess core competencies for NGO members against which their progress will be measured and their skills enhanced.

### Outcome: 2.1:

Technical support provided to regional networks.

### Intermediate outcome 2.1.:

Increased understanding of the capacity and training needs of regional networks and member organizations based on the capacity audit and enhanced skills among ME partners in each region to be achieved via regional MenEngage Training Institutes in each region on an annual basis.

### Indicator:

Not clearly determined. New indicator suggested: Capacity audit reports.

Rather than a global function, the Global Steering Committee agreed in its Coimbra meeting that training and capacity building will be regional functions and not a Global Secretariat responsibility. That is why we did not follow up on the capacity audit and training program concept note written in 2013. Regarding capacity building, the Global Secretariat supports regional networks with developing strategic plans, a regional voice and presence, clarity of purpose – keeping oversight of and connecting with developments in other regions and globally. For NGO members it

fulfills coordination and brokerage roles, signaling needs from members, disclosing existing resources and matching requests with organizations which can provide training support. Rather than provide training, we enable training or facilitate the access of our members to trainings. Furthermore, most of our activities under objectives one, three and four can actually be considered in the service of capacity strengthening of members. This strategic rethinking of MenEngage global vs. regional networks and individual (at-large) member's roles has been a key insight from the past two years, and hence a key element in the rethinking of the plans for 2015-2016.

### ACTIVITY 2.2:

Provide support to regional networks to assist them in their efforts to address the capacity needs identified in the regional capacity audits.

### Outcome 2.2:

Technical support and guidance has been provided to regional networks.

### Intermediate outcome 2.2.:

MenEngage member organisations have the knowledge, skills and capacity to effectively and efficiently promote and implement work with men and boys in a sustainable manner and working in partnership with women's rights organisations.



**Indicators:**

Number of participants in training initiatives. Increase in capacity of partner organisations. They increase work with men and boys consistent with MenEngage principles.

Although direct capacity building is no longer a function of global MenEngage, we contributed to four training initiatives organized by our regional members, in South East Asia (Cambodia, February), Latin America (Costa Rica, Sept.), the Caribbean (Jamaica, October) and the MENA region (Lebanon, October); and to a webinar in North America (November). In Africa, the MATI course (MenEngage Africa Training Initiative) was held for a third time in February-March, with 25 participants from across the continent.

While we don't have systematically-collected evidence to affirm there is an increased capacity among partner organizations to work with men and boys, as noted in previous sections, we have witnessed an increase in the news and mail exchange among members of the same network, which signals progress. More detailed information about regional and national level activities are included below.

**"WHILE WE DON'T HAVE SYSTEMATICALLY-COLLECTED EVIDENCE TO AFFIRM THERE IS AN INCREASED CAPACITY AMONG PARTNER ORGANIZATIONS TO WORK WITH MEN AND BOYS, AS NOTED IN PREVIOUS SECTIONS, WE HAVE WITNESSED AN INCREASE IN THE NEWS AND MAIL EXCHANGE AMONG MEMBERS OF THE SAME NETWORK, WHICH SIGNALS PROGRESS."**

**ACTIVITY 2.3:**

Identify, recruit and support young women and men leaders (under age 30) to develop their skills and leadership ability as gender equality activists.

**Outcome 2.3:**

28 young leaders identified and supported to enter higher leadership positions within MenEngage partner organizations by 2016.

Intermediate outcome 2.3: Increased participation ability of young women and men, under the age of 30, as leaders in the field to engage men for gender equality.

**Indicator:**

Career progression of MenEngage fellows.

The thinking behind this activity at the time of writing the multi-annual strategic plan was that MenEngage can and has to play a role in promoting and strengthening youth leadership and meaningful participation of youth in gender justice. In last year's report we mentioned several instances of youth leadership promotion within MenEngage regional networks (in Europe, Latin America and Africa). The training of young people in the intensive multi-week MenEngage Africa Training Initiative continues to build youth leadership in Africa. Youth participation in the Global Symposium was high, including staff in the Symposium Secretariat as well as participants in the event. Other regional youth leadership activities were carried out at the national level by the many MenEngage member organisations, and are described below. At the global level we hired Joni van de Sand, a woman in her early 30s, as Global Co-Coordinator and Advocacy Manager.

**ACTIVITY 2.4:**

Hold annual MenEngage global leadership planning meetings.

**Outcome 2.4:**

Annual MenEngage global leadership planning meetings are held.

**Immediate outcome 2.4.:**

One annual meeting held per year with widely disseminated report chronicling key deliberations, emerging innovations, research findings, detailed partnership and accountability strategies, advocacy successes, policy accomplishments etc.

**Indicator:**

Number of meetings held; number of participants; diversity of topics discussed at meeting; number of meetings reports.

The Global MenEngage Steering Committee held its Annual Meeting in February 4-6, in Delhi, dedicating special attention to the preparation of the Second Global Symposium. In this meeting each regional network and at-large member shared their accomplishments and challenges in their work with men and boys and their networking. We held an extraordinary meeting of the Steering Committee in Coimbra, Portugal (July 7-9) to specifically discuss and define the new operational model of MenEngage (see activity 1.2.1). One day before the Global Symposium in New Delhi (Nov. 9) was also used by Steering Committee members to meet and review progress with the annual plan and in particular with the new organizational structure. During these meetings we also discussed accountability within the Alliance, the SRHR initiative, MenEngage contributions to the Post-2015 Global Development Goals, MenCare and the State of the World's Fathers Global Report.

The First Global MenEngage Assembly gathered about 80 members representing all the regional networks and took place in New Delhi, Nov. 14, the day after the Second Global Symposium. The Symposium included a diverse range of actors in the gender justice field, while the Assembly brought together MenEngage members from across the world who otherwise might have not shared the same space and engaged in dialogue about our common work as an Alliance. During the event we exchanged views about the work and priorities of members at country, regional and global levels; presented the new organizational structure and leadership transition plan for Global MenEngage; and agreed on key global initiatives that regional and country networks would commit to participate in and regional-driven initiatives that Global Secretariat would commit to support.

**Reporting based on the agreed indicator  
"Number of meetings held; number of participants; diversity of topics discussed at meeting; number of meetings reports:"**

Four global leadership meetings were held. Twenty participants per SC meeting and 80 participants in the Global MenEngage Assembly. See report [here](#). Other meeting reports are available from the Global Secretariat upon request.

## ACTIVITY 2.5:

Build the skills of MenEngage member NGOs in the area of formative research and impact evaluation.

### Outcome 2.5:

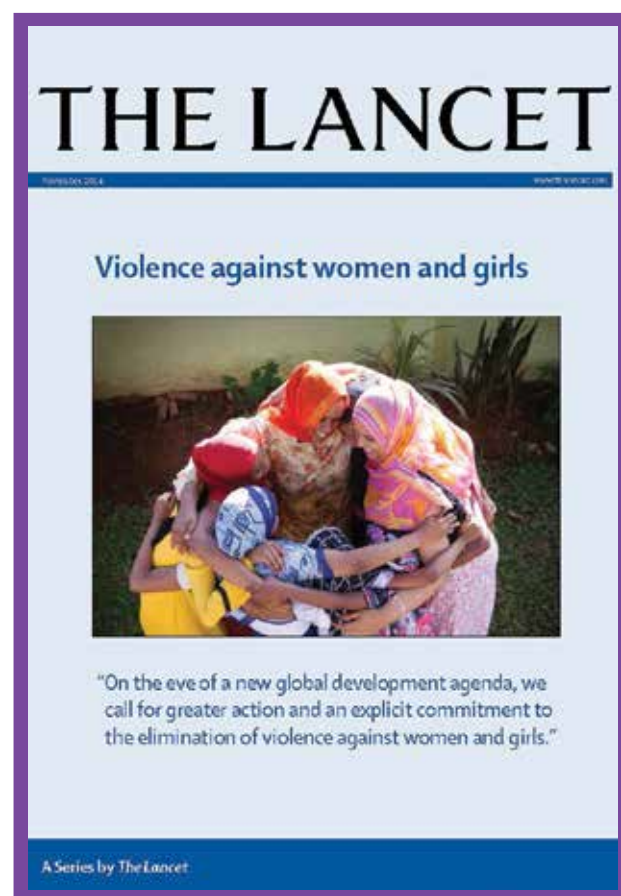
At least 8 new research projects carried out in partnership between MenEngage members and regional/local researchers and new relationships between key research institutions and MenEngage members established.

### Intermediate outcome 2.5.:

Improved capacity of MenEngage network members to do research.

### Indicator:

Increased research outputs from MenEngage members.



This activity is not funded by SIDA. However there are several initiatives by and collaborations among MenEngage members which are worth mentioning here.

Promundo and Sonke have continued their partnership in implementing the IMAGES study in Africa. Promundo is working with ABAAD and UN Women to implement IMAGES in four countries in the MENA region (with support from SIDA) and SIDA funds are supporting IMAGES in Russia, in a partnership with MfJ and Promundo. The MATI course also includes a strong focus on building research and M&E skills and the Africa region has provided many trainings on research and M&E to its 20-country network coordinators. In addition, as a result of research efforts, Dean Peacock and Gary Barker published an article for the Journal of Men and Masculinities on the state of the field and evidence-based approaches in GBV prevention with men ("Working with Men and Boys to Prevent Gender-based Violence: Principles, Lessons Learned, and Ways Forward," 2014, Vol. 17). Oswaldo Montoya was one of the contributing authors for the article "Addressing violence against women: a call to action" published in The Lancet Series on VAW (Nov, 2014). These articles and many others have been shared via a listserv and on the MenEngage global website and social media pages and have reached thousands of people.

## ACTIVITY 2.6:

Build the skills of MenEngage member NGOs in the area of targeted advocacy campaigns and actions.

### Intermediate outcomes: 2.6.:

The Global MenEngage Alliance and

its member organizations will engage in effective gender equality advocacy campaigns and actions at the national, regional and global level, including contributing in meaningful ways to progressive outcomes in the Beijing +20, Cairo +20 and MDG processes.

### Indicators:

Increased MenEngage member capacity to advocate for relevant issues. Increased number of advocacy activities conducted by ME members.

(See also 3.2) The Global Secretariat of MenEngage plays a role in strengthening knowledge and skills of the regional and national networks so that they can influence governments to pass and implement progressive policies toward gender equality. This year, in order to strengthen a transformative approach to gender justice, including by engaging men and boys, an advocacy toolkit was designed containing instructions on how the networks can influence their governments, and a webinar was arranged to present the toolkit. Various analyses of Post-2015 agreements were developed and shared broadly across the network, with governments and UN agencies. These materials include a set of shared advocacy messages and language proposals to include in the post-2015 development agenda. See links to these documents [here](#)<sup>1</sup>. There has been continuous information sharing from the Global Secretariat to the members in relation to opportunities for advocacy at global level within the UN policy making, such as CSW, Open Working Group on the Post-2015 agenda, and CPD. One such event was a panel discussion during the Symposium in which SIDA presented an insightful and visionary report by the late Paul Dover.

<sup>1</sup><http://menengage.org/resources/menengage-call-for-action-post-2015-agenda/> <http://menengage.org/resources/influence-development-post-2015-development-agenda-menengage-advocacy-tool/> <http://menengage.org/resources/menengage-comments-open-working-group-draft-report-sustainable-development-goals-sdgs/> <http://menengage.org/resources/menengage-call-for-action-post-2015-agenda/> <http://menengage.org/resources/influence-development-post-2015-development-agenda-menengage-advocacy-tool/> <http://menengage.org/resources/menengage-comments-open-working-group-draft-report-sustainable-development-goals-sdgs/>

In light of Beijing+20 an in-depth discussion paper was developed which analyses progress made in the work with men, masculinities and transforming power, in collaboration with UN Women and with support from UNFPA. Interviews were conducted, including with leading women's rights advocates. The paper was distributed in print in English and Spanish to all Symposium participants, and presented during various panel discussions. It is also the key input study for MenEngage activities at CSW59 next year. See it [here](#).

### Reporting based on the agreed indicator "Increased MenEngage member capacity to advocate for relevant issues. Increased number of advocacy activities conducted by ME members:"

We registered seven advocacy initiatives conducted by our members this year: MenEngage Africa collaborated with UN Women SA to influence the government position on a stand-alone Gender Equality and Women's Empowerment goal in the SDGs; in Grenada, CariMAN members provided technical advice to the Ministry of Social Development on matters related to juvenile justice; in Chile the partners facilitated the adoption by the Department of Health of a curriculum and educational materials aimed at fathers visiting the health centers. We also received positive cases of advocacy efforts made by our members in Kenya, Rwanda, Brazil, Mozambique and the Netherlands.



## ACTIVITY 2.7:

Promote exchange visits between MenEngage member organizations to allow exposure to new approaches for engaging men and boys in achieving gender equality.

### Outcome 2.7:

Five visits carried out each year resulting in at least one documented, new idea or approach being implemented per participating organization.

### Intermediate outcome 2.7:

Increased knowledge sharing and skills development amongst MenEngage network member organizations.

### Indicator:

Evidence of sharing information and lessons learnt from partners in home organization.

This activity is not included in the SIDA budget and is dependent on other funds that were not available during this period. However the Second Global Symposium provided ample and unique space for this activity. For example, members from MenEngage Africa visited the activities of Indian members of the South Asia network after the Symposium. Regional-level meetings that various MenEngage networks conducted throughout the year also achieved this end (e.g. the MenEngage Central America Conference organized in Costa Rica enabled members from other countries to visit the community-based activities of Instituto WEM on engaging men in GBV prevention), as did the regional Latin America colloquium.

## ACTIVITY 2.8:

Enhance the abilities of member NGOs to adhere to a code of conduct and to put in practice at the individual NGO level accountability mechanisms for this code of conduct.

### Outcome 2.8:

MenEngage members conduct themselves in a manner that is consistent with the values and principles of the alliance—advancing gender equality, human rights and social justice – and have in place an accountability process in cases of member NGOs who do not adhere to these principles.

### Intermediate outcome 2.8:

Increased accountability of MenEngage network member organizations.

### Indicator:

No. of organizations who have signed the code of conduct.

This year we developed three instruments to promote good practices and accountability in the Alliance: 1) Global MenEngage Code of Conduct; 2) Accountability Standards and Guidelines and 3) Training Toolkit on Accountability. In the process of crafting them, through discussions in meetings and email exchanges, MenEngage members had the opportunity to discuss ethical foundations and principles and how to ensure they guide our work. We still need to promote more discussions among members since the level of participation in creating these mechanisms has been limited to members of the global Steering Committee. For this reason, we developed the Accountability Training Toolkit, to take these conversations forward and enhance the capacities of our members to put accountability into practice.

The Accountability Standards and Guidelines address critical issues such as ways to handle concerns or complaints regarding the behavior of members; partnerships with women's rights organizations; dissemination and capacity building on accountability; organizational policies that reflect a commitment to an equitable work environment; promotion of women leadership within MenEngage; and ethical standards for conducting research and reflections at a personal level among MenEngage members around issues related to power, privilege and accountability, among others.

The training toolkit was developed to complement and put into practice the MenEngage Accountability Standards and Guidelines. Through critical dialogue around what it means to be accountable to women's rights and other important stakeholders, organizations will be able to define the ways in which a culture of accountability can be promoted within their own settings. The training toolkit contains four practical sessions and supporting tools (such as case studies) modeled after existing gender-

transformative methodologies. In addition to provoking dialogue on issues of accountability, these sessions aim to aid organizations in developing concrete strategies for prevention and response in cases of breaches of good conduct. The toolkit also provides key definitions, a tool to develop a timeline for implementation, and another tool to conduct a self-evaluation.

We have started to use these instruments to deal with concerns raised about the behaviors of some members. We have facilitated a dialogue and supportively held to account the organizations and people involved in these situations.

### Reporting based on the agreed indicator "Number of organizations which have signed the code of conduct:"

The 16 organizations in the Global Steering Committee signed the Global Code of Conduct which was created based on the regional Code of Conducts developed by MenEngage Africa and MenEngage in North America.



MenEngage *Puntos de Encuentro* training in Nicaragua.

## OBJECTIVE THREE: ADVOCACY

### ACTIVITY 3.1:

Develop key partnership and sign partnership agreements.

#### Outcome 3.1:

Ten partnership agreements signed and 10 joint activities carried out with these partners over the period.

#### Intermediate outcome 3.1:

Increased collaboration in global advocacy with organisations that play strategic roles globally in terms of the MenEngage vision.

#### Indicator:

Increase in joint activities with key partners at a global level

We have established an ongoing strategic collaboration with UN agencies to advocate for engaging men and boys in different global frameworks. UNFPA has been a partner in diverse initiatives, including the side event we organized together for CSW58 and its support for the Delhi Symposium. With UN Women we have collaborated in the implementation of the HeForShe Campaign, which as UN Women colleagues shared, was partially inspired by the activist work of MenEngage. Gary Barker, Co-Chair of MenEngage and Promundo ED, was one of the speakers in the global launch of the HeForShe Campaign in New York. We supported its dissemination at the Global Symposium and advocated that HeForShe supporters elicit more than tokenistic effort from men, expressing support for women's rights but using our platform for a more sustained involvement.



MenEngage co-chair Gary Barker at the launch of the HeForShe campaign at the United Nations in New York, September 2014.

Alongside the Symposium, MenEngage mobilized members from across the world to engage in dialogue with UN Women's Executive Director Phumzile Mlambo-Ngcuka on ways forward with the HeForShe Campaign. This was a critical moment for UN Women to gain feedback and inspiration, and MenEngage was a key partner to suggest participants for the event, as well as voiced feedback on behalf of our members.

We also worked together with UN Women and UNFPA to produce a discussion paper on engaging men in gender equality 20 years after the establishment of the Beijing Platform for Action, which was published and distributed during the Delhi Symposium. And we contributed with feminist researchers to a special series on violence against women published in the scientific journal The Lancet.

We also partnered with the feminist Dutch network WO=MEN to get our messages out during the session with CSOs at CSW58, benefiting from this network experience to advocate in the UN fora. As such, we were able to deliver an oral statement that MenEngage in conjunction with the MenCare+ consortium prepared proposing the inclusion of work with men and boys in CSW official agreements.

We continued conversations with leaders of the International Day Against Homophobia and Transphobia (IDAHOT) and encouraged our members to organize or join activities which took place during IDAHOT, which some did, and we also posted an article in a blog supporting this important campaign.

As part of the new MenEngage Initiative on SRHR, more than 40 organizations responded to our invitation to explore partnership with us to promote men's support for SRHR. Among this long list of organizations are the Women's Global Network for Reproductive Rights (WGNRR),

PEPFAR, USAID, UNAIDS, WHO, IAS and Mama's Club in Uganda. They participated in stakeholder meetings in Washington DC and South Africa. We also conducted extensive one-to-one interviews and consultations with more than 30 stakeholders, including MenEngage leaders from several regions, to map out a plan on how to move forward with this new initiative. The proposed focus of the activities is on 1. Equality in contraceptive responsibility; 2. Comprehensive sexuality and gender-based education; 3. Women's right to choose and access safe and legal abortion services; 4. Increasing men's access to and use of HIV services, and; 5. Ending homophobia and transphobia. A communication firm was hired to develop the general design/brand of a campaign and draft materials. These were presented in Delhi during the Global Symposium, and the useful feedback obtained there is driving the new approach and implementation plan for this initiative.

#### Reporting based on the agreed indicator "Increase in joint activities with key partners at a global level":

We mentioned seven joint activities conducted in partnership with UN agencies, a women's right network and other civil society organizations. This represents an increase in comparison with last year in which we advanced mostly in conversations with other stakeholders. In 2013 we formally joined AWID (Association for Women's Rights in Development) and Women Thrive Worldwide's Coalition, but added few this year in order to ensure our active participation in existing partnerships. However AWID representatives were important contributors in our Second MenEngage Global Symposium. We also collaborated with the Feminist Nordic Forum "New Actions for Women's Rights", which took place in Malmö, Sweden and was attended by 15,000 participants, as one of the speakers in the session on "Men and Masculinities".



### ACTIVITY 3.2:

Global advocacy efforts around the UN CSW, Beijing + 20, ICPD+20 and SCR 1325 +15.

#### Outcome 3.2:

MenEngage contributes to progressive outcomes at UN CSW, Beijing +20, ICPD+20 and SCR 1325 +15 that in turn contribute to other global advocacy efforts to maintain and expand sexual and reproductive rights and other gender equality objectives.

Justice, Centre for Health and Social Justice and CARE International, which was fully attended and paved the way for our advocacy efforts conducted the following days. We engaged in dialogues with policy makers and government officials from Sweden, Switzerland, South Africa, Brazil, Indonesia, the Netherlands, Rwanda, experts from the World Bank, activists from AWID, Young Women Leadership Initiative, and the Executive Director of UN Women, among others.



CariMAN's Peter Weller speaks at an HIV conference sponsored by Population Services International in Jamaica.

#### Indicator:

Extent of media reach. No of presentations at fora where policy makers are present

We presented a very active and visible presence at the 2014 CSW and in response to developments related to Beijing+20 and the new global Post-2015 Development Agenda.

At the 2014 CSW, MenEngage organized one side event and our network leaders participated as speakers in six others. "Engaging Men for Gender Equality in the Post-2015 Development Agenda" was a side event organized by MenEngage along with Promundo, Sonke Gender

MenEngage delivered an official oral statement along with MenCare+ consortium advocating for the inclusion of men and boys in promoting equal shares of household work, the prevention of GBV and their involvement as allies and agents of change in SRHR. The CSW Agreed Conclusions in response made a general call to "Fully engage men and boys, including community leaders, as strategic partners and allies in the elimination of all forms of discrimination and violence against women and girls both in the family and in society" (page 10, incise e).

As for Post-2015 advocacy, MenEngage has since 2013 engaged in the process, advocating for gender equality, women's rights and empowerment, and the inclusion of men and boys as partners and allies under a stand-alone gender goal. In our Call for Action released last year we suggested targets and indicators in the following areas: a) Engage men and boys in preventing and responding to gender-based violence (GBV); b) Commit men and boys to an equal share in caregiving and household work; c) Engage men as supportive partners, clients and positive agents of change in sexual and reproductive health and rights, and maternal, newborn and child health.

This year we built on these calls for the statement prepared in the context of the Open Working Group on Sustainable Development Goals (OWG 12). Our key messages were that we stand with women's rights advocates, including the Women's Major Group, on their proposals; that we support positive outcomes on the two-track approach adopted; and that we position ourselves as constructive partners, suggesting targets and indicators on the work with men and boys for strengthening and achieving the agenda.

Some MenEngage regional networks and at-large members also did well in their global advocacy efforts this year. Several examples are highlighted below:

Sonke and MenEngage Africa worked with the UN Women South Africa office to influence the South African government position on a stand-alone gender equality and women's empowerment goal in the

SDGs; implemented several high-level regional meetings with UNFPA including a regional consultation to strengthening partnerships with regional civil society organizations, women's rights movements, and networks working to engage men and boys to support SRHR; collaborated with the International Women's Health Coalition (IWHC) and FEMNET on various initiatives around support for women and girls' sexual and reproductive health and rights work, including advocacy for the women's health and gender equality goal in the Post-2015 agenda and SDGs.

MenEngage Europe had an active presence in the Feminist Nordic Forum in Malmö in June (booths, presentations, networking and meetings with the head of EIGE and staff members from the European Women's Lobby); and participated in high-level meetings: EU/EIGE in Brussels and Vilnius, meeting with the European Commission, Parliament, UN Women, EWL; serving as a panelist in a panel discussion on White Ribbon in European Parliament; and participating in the WWP meeting in Barcelona and OECD meeting in Paris and in an EIGE board meeting in Brussels as representative of European Civil Society together with EWL.

CariMAN representatives presented in several events: in St Lucia at an Organisation of American States forum (Roundtable and Conference on Violence against Women for the OECS States); in Suriname at the Caribbean Psychology Conference, giving a workshop on engaging men and boys in the promotion of Gender Equality and Prevention of Sexual Violence; in Grenada at a planning session for Grenada National Organization

**"ENGAGE MEN AS SUPPORTIVE PARTNERS, CLIENTS AND POSITIVE AGENTS OF CHANGE IN SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS, AND MATERNAL, NEWBORN AND CHILD HEALTH."**

for Women (GNOW) and PEPFAR on Community Response/s to HIV/GBV; in Jamaica facilitating a workshop for military personnel sponsored by Population Services International (PSI), creating capacity among peer educators to address gender issues in the prevention of HIV.

The Latin American regional colloquium (January 2015 – prepared throughout 2014) drove ahead on its advocacy around including men in GBV prevention as part of national agendas and reinforcing the need to engage men in SRHR and in health promotion in general. Representatives of ministries of health from five countries presented examples of engaging men as partners in health promotion, maternal and child health and sexual and reproductive health and rights. In Brazil and Chile, MenEngage country networks carried out advocacy on paternity leave. In Brazil, a bill to increase paid leave from five days to 20 days is progressing through congress in part due to advocacy by the national MenEngage network and Promundo.

Rutgers WPF engaged in an ongoing dialogue with Dutch gender justice and women's rights organizations, and the Netherlands Ministry of Foreign Affairs to include the MenEngage perspective in the SDGs, and took part in international women's rights and SRHR groups. Promundo engaged with the Brazilian government in the CSW processes in a similar manner.

See the next section for MenEngage involvement in the commemoration of UNSCR 1325+10.

**Reporting based on the agreed indicator "Extent of media reach. No. of presentations at fora where policy makers are present":**

During 2014 our advocacy proposals and messages were amply circulated in our social media accounts (Facebook,

Newsletter, Twitter, website, email blasts and listservs), in social media accounts belonging to the organizations and institutions reached by us, and in external blogs and traditional media.

We conservatively estimate that 20 presentations were conducted in 2014 by MenEngage representatives in different events and conferences attended by policy makers.

### ACTIVITY 3.3:

Global advocacy efforts around engaging men to end GBV in conflict and post-conflict settings.

#### Outcome 3.3:

MenEngage will actively support the Nobel Women's Initiative International Campaign to Stop Rape and Gender Violence in Conflict and will contribute in meaningful ways to efforts to end GBV in conflict and post-conflict settings and other high violence settings.

#### Indicator:

Extent of media reach. No. of presentations at fora where policy makers are present.

In November 2014 we participated in the commemoration of 1325+10 conference at the UN, where we worked together as allies with women, peace and security advocates from women's rights organizations. After this event, we informed our membership about the discussions that took place in this event. In our Post-2015 advocacy we also explicitly make the case for including a goal on peace in the SDG framework, with gender targets.

### ACTIVITY 3.4:

Global advocacy efforts around men and fatherhood in collaboration with the MenCare campaign.

#### Intermediate outcome 3.4:

At least 10 active MenCare campaigns achieve changes in policies and visibility in the social policy agendas in their countries.

#### Indicator:

Extent of media reach. No. of presentations at fora where policy makers are present.





## HOW DO MENENGAGE, MENCARE AND MENCARE+ RELATE?

In this report we have included activities to implement the MenCare campaign, where they have a clear link with the work of the MenEngage Alliance and the core-activities of our members. One of the challenges is clarifying which activities are led by MenEngage as an Alliance, and which are led by specific members. This box serves to bring that clarification in the relationship between MenEngage, MenCare and MenCare+.

**MenEngage** is a Global Alliance made up of regional networks, country networks, and hundreds of non-governmental organizations, as well as UN partners. MenEngage members work collectively and individually to advance gender justice, human rights and social justice to achieve a world in which all can enjoy healthy, fulfilling and equitable relationships. Through our country-, regional- and global-level networks, the MenEngage Alliance seeks to provide a collective voice on the need to engage men and boys in gender equality, to build and improve the field of practice around engaging men in achieving gender justice, and advocating before policymakers at the local, national, regional and international levels. Many MenEngage members, though not all, implement MenCare campaign activities at the local, national or regional levels.

**MenCare** is a Global Fatherhood Campaign

that is working towards two fundamental goals: men and boys doing fifty percent of the caregiving work around the world; and the universal adoption of equitable and non-violent fatherhood practices. The MenCare campaign does not belong to any single organization, it is made up of its partner organizations who can make it their own, provided that they are in line with the guiding principles. Partner organization representatives from more than 25 countries developed the guiding principles at the inaugural MenCare Global Campaign meeting in June 2013 in Cape Town, South Africa. MenCare is co-coordinated by Promundo and Sonke Gender Justice and is guided by its steering committee: Save the Children, Rutgers WPF, the MenEngage Global Alliance, and the campaign's co-coordinators. MenCare has partners in countries around the world. Many of them, though not all, are members of the MenEngage Alliance.

**MenCare+** is a three-year program collaboration created to engage men, ages 15-35, as partners in maternal and child health and sexual and reproductive health rights (SRHR). MenCare+ is implemented in Rwanda (Rwanda Men's Resource Centre), Indonesia (Rutgers WPF Indonesia and Rifka Annisa), Brazil (Promundo Brazil) and South Africa (MOSAIC and Sonke Gender Justice). The program is coordinated by Rutgers WPF with Promundo-US.

The MenCare Campaign is now active in 27 countries. New countries include Belarus, Costa Rica, Ethiopia, Indonesia, Latvia, Peru, Russia, Ukraine, and Vietnam. Training workshops on the MenCare methodologies and approaches were conducted in Brazil, Cambodia, Ecuador, Guatemala, Honduras, India, Indonesia,

Kenya, Rwanda, Botswana, Namibia, and Senegal, among other countries.

The MenCare+ program, funded by the Dutch Ministry of International Cooperation in collaboration with Rutgers WPF, is being implemented in four

countries: Rwanda, Brazil, Indonesia, and South Africa. Its goal is to engage men in the public health sector through multiple components, such as group education for fathers and couples, counseling for men who have perpetrated violence, community campaigns, training professionals, and advocacy to promote engaging men in maternal and child health and violence prevention. The implementation specifics/focuses vary by country.

MenCare work in Nicaragua, Guatemala, and Chile has also focused on working with the health sector to mainstream and institutionalize initiatives to engage men in MCH. In these countries, our partners are training health professionals and community health workers to create more inclusive clinic spaces, promote men's involvement in MCH and in positive caregiving, and to run group education programs through the health sector. Recognizing the importance of generating and disseminating research and evaluation results, MenCare planning proceeds for Randomized Control Trial (RCT) evaluations for Program P group education in Rwanda and in South Africa. MenCare South Africa produced a set of fact sheets on positive discipline and the prohibition of corporal punishment, and a report on absent fathers in South Africa.

This year MenCare Global published an analysis of IMAGES data on men's caregiving in the journal *Global Public Health*. Many other MenCare partner organizations also produced important documents, including a new active fatherhood guide for fathers of pre-school aged children by CulturaSalud/EME in Chile.

MenCare and MenCare+ had a strong presence at the 2014 CSW, at both official sessions and side events, including the formulation of a position paper and an oral statement on engaging men to achieve gender equality and in particular in non-violent caregiving.

The MenCare website has had more than 66,000 page views since it came online. A newsletter chronicling MenCare activities in different countries is disseminated widely on a monthly basis, and opinion articles with themes relevant to MenCare have been published by Gary Barker and others in mainstream media such as the Huffington Post, Time magazine online and the Daily Beast. In many countries, the MenCare campaign has received substantial media attention.

South Africa released a new MenCare film around Father's Day as a part of the global series of films. The film was promoted on national television and by UNICEF in the region, and on the global UNICEF Twitter account. To date the film has received close to 10,000 views. Watch here: <https://vimeo.com/97159996>

In addition to the MenCare global films, MenCare country partners have produced their own films and public service announcements, sometimes in collaboration with local artists and celebrities. The American public broadcasting system, PBS, through Bonnie Erbe's *To the Contrary* television program, produced and aired a documentary that aims to raise public awareness of Promundo's work on MenCare in Brazil, specifically as it pertains to promoting men's engagement in maternal and child health and ending violence against children. The documentary first aired on PBS in May 2014, and will be re-aired before a U.S. audience expected to reach nearly one million viewers and an international audience of some 500,000 viewers on VOA-TV. Watch here: [http://www.pbs.org/to-the-contrary/watch/3110/becoming-papa\\_fathers-key-to-gender-justice](http://www.pbs.org/to-the-contrary/watch/3110/becoming-papa_fathers-key-to-gender-justice)

Important progress has been made in preparation for the launch of the first State of the World's Fathers (SOWF) report, planned for June 2015. Modeled after Save the Children's acclaimed State of the



World's Mothers, SOWF will highlight data, policies, best-practices, programs, and research related to men's participation in caregiving and fatherhood, and present these in multiple, user-friendly formats.

MenEngage and MenCare continue to be closely connected and mutually reinforcing. For example, the first regional MenEngage Europe meeting in Zagreb in September brought together organisations from 23 countries, and dedicated one day to joint activities around MenCare, and one day for network strengthening as MenEngage.

### ACTIVITY 3.5:

Organize and hold the 2014 Second Global Symposium on Engaging Men and Boys in Gender Equality in India as a follow up to Rio and Johannesburg Symposia.

#### Intermediate Outcome 3.5:

The second Global Symposium is organized, achieves widespread visibility among UN and other partners, is inclusive of the MenEngage membership and partners and leads to a coherent advocacy platforms.



Second MenEngage Global Symposium in New Delhi.



Navtej Johar Group performs at the Second MenEngage Global Symposium in New Delhi, November 2014.



Second MenEngage Global Symposium in New Delhi.

#### Indicators:

At least 200 individuals from ME member organizations and other key partners participate at the Second Global Symposium; key UN and govt partners participate.

Deliberations and symposium report reach an indirect audience of 50 000 people in 7 regions through listserv and website.

The Second MenEngage Global Symposium "Men and Boys for Gender Justice" was held from 10 - 13 November 2014 in New Delhi. It was attended by 1,200 participants from 94 countries. One third of the organizations represented self-identified as women's rights organizations.

The diversity in participants was matched by diversity in the formats in which discussions and exchanges took place: plenaries, breakout sessions, skill-building activities, cultural events, satellite sessions, poster presentations and informal gatherings and meetings during breaks and lunches. It was a rare opportunity to include in the same room researchers and practitioners, advocates and activists, government representatives, representatives from the donor community

and UN agencies, and more. Key themes discussed across the sessions were that gender justice is only possible as part of a large social justice agenda and that gender binaries are part of the problem that negates the fluidity and diversity of genders and identities. Other central themes were the partnerships with women's rights organizations, implications of Beijing+20 and ICPD+20 for the work with men and boys, sexualities and male identities, men's responsibility in ending violence against women and children, men and caregiving, sexual and reproductive health and rights.

The Symposium website played an important role as a central hub for all the information about the event and will continue as the online resource where all presentations will be stored <http://menengagedilli2014.net/symposium/>

The direct accounts of some men and women who attended the Symposium speaks clearly about the impact of our biggest event in five years (after the Rio Symposium in 2009):

*"This year's symposium felt like a sort of homecoming. A growing community of realistic idealists and idealistic realists for whom engaging boys and men in gender justice is the most normal thing in the world, mainstream, no doubt about it! This is where I belong, this is my community, this is my sangha. To be part of and held by this community of wonderful wise and loving ambitious and people is one of the best things that can happen to me. I feel elated, nourished, inspired and strengthened to continue doing my work, knowing I'm not alone, we're not a few, we are a lot and we are growing."* Jens van Tricht, eMANcipator Netherlands & MenEngage Europe.



*"The level of discourse at the Symposium, especially in the plenaries, was exceptional – the ideas were cutting-edge, the ground-level organizing experiences inspiring, and the analysis of changing masculinities in an era of neo-liberal globalization - and resultant impacts on gender power relations - was timely and thought-provoking". Srilatha Batliwala, Association for Women's Rights and Development (AWID).*

To see and hear more feedback from participants in the Symposium click here.

As this man and this woman suggest, the Symposium was a huge success with impact beyond those who attended. Both mainstream media and social media coverage of the event was remarkable. We disseminated our advocacy positions on engaging men and boys in the post-2015 Development Agenda and released a Global Call for Action following up on the Rio Call to Action from the first global MenEngage Symposium in 2009, which has voluntarily been translated into nine languages and counting. <http://menengage.org/resources/delhi-declaration-call-action/>

Despite the notable achievements, the Global Symposium also revealed some of our challenges. Several of the presentations shared in the event did not take into account the foundational work of the women's movement. There is still insufficient recognition of how the women's rights movements have been trying to engage men in the gender justice struggle much before men's activism became an organized force. Some also have noted the gap between the grassroots work by many of our MenEngage partners, presented in the Symposium, and efforts needed to influence changes at a more structural level. Addressing gender justice in more holistic ways and promoting more international partnerships with the women's movements are pending challenges.

### ACTIVITY 3.6:

Develop and continue to produce strategic advocacy and policy briefs on timely issues that articulate the global MenEngage positions on key gender equality issues and that support national and regional policy advocacy efforts.

#### Outcome 3.6:

At least three briefing papers developed per year with widespread input and distributed to 5000 individuals leading to increased attention to the topic areas and creating an increased unity of cause within MenEngage on the identified topics.

#### Intermediate outcome 3.6.:

Improved awareness of policies that relate to engaging men and boys in gender equality in MenEngage members countries.

**A POST-2015 WORLD BASED ON GENDER JUSTICE**  
MenEngage comments on the Open Working Group Draft Report on Sustainable Development Goals (SDGs)

MenEngage is a global alliance of NGOs working together with men and boys to achieve gender equality. MenEngage members work collectively and individually toward achieving gender justice, human rights and social justice, to achieve a world in which all can enjoy healthy, fulfilling and equitable relationships and their full potential. MenEngage recognizes that the Post-2015 Development Agenda must embrace a human rights-based approach and transform unequal power relations between women and men.

In these comments we briefly assess the proposed SDG-framework from the perspective of what we stand for: global gender justice. We offer some suggestions for how the new Development Agenda can be strengthened. We believe that the SDGs targeting gender justice are more likely to be achieved through engaging men and boys: for the benefit of women and girls, for men and boys themselves, and for a world that is just, peaceful and sustainable. We encourage UN agencies and member states to embrace these suggestions in the final stage of the process leading up to the Post-2015 Global Summit in September 2015.

**MENENGAGE:**

- stands with the Women's Major Group, UN Women and other gender justice, human rights and social justice advocates;
- applauds the OWG for proposing a stand-alone goal on gender equality: SDG 5 - Achieve Gender Equality and Empower all Women and Girls;
- also notes the positive achievement of proposing a goal on reducing inequality within and among countries (SDG 10);
- welcomes the fact that centrality of human rights, gender equality and women's empowerment is recognized in the introduction to the proposed framework;
- welcomes the fact that gender equality and women's empowerment are addressed as a cross-cutting issue in many of the other proposed goals;
- welcomes the fact that key systemic gender-justice issues have been proposed as targets under SDG 5, including ending all forms of discrimination and eliminating all forms of violence and harmful practices against women and girls.
- believes that engaging men and boys in the proposed SDG-framework can contribute to achieving gender equality, women's rights and the empowerment of women through a transformative agenda, by addressing root causes of gender inequalities and speaking to the roles and responsibilities of men and boys to address these issues;

#### Indicators:

No. of people to whom policy briefs are sent.

We developed one advocacy tool, two policy briefs and one discussion paper (in English and Spanish), as part of our efforts to influence discussions around the Post-2015 Development Agenda and Beijing+20.

The advocacy tool, "How to influence the development of the Post-2015 Development Agenda", aims to provide valuable information about this process in order for MenEngage partners in all regions to influence this future development framework. It is important that all MenEngage partners feed into this process with the message that engaging men and boys for gender equality is integral to the new development framework. It was developed in partnership with colleagues from Sonke Gender Justice and the MenEngage Global Secretariat and in consultation with UN Women.

**MenEngage Instruction:**  
**HOW TO INFLUENCE THE DEVELOPMENT OF THE POST-2015 DEVELOPMENT AGENDA**

This document aims to provide valuable information about the Post-2015 Development Agenda in order for MenEngage partners in all regions of the world to influence the process of developing this future development framework. With less than two years before the Post-2015 Development Agenda is agreed, it is important that all MenEngage partners feed into this process with the message that engaging men and boys for gender equality is integral to the new development framework.

It was distributed to members and allies through an online seminar and at the Symposium, among others. <http://menengage.org/resources/influence-development-post-2015-development-agenda-menengage-advocacy-tool/>

We delivered an oral statement at the 2014 CSW along with the MenCare+ consortium, advocating for the inclusion of men and boys in promoting equal shares of household work, the prevention of GBV and their involvement as allies and agents of change in SRHR. We also prepared the advocacy brief "Contributions to the Post-2015 Agenda from MenEngage", building on the MenEngage Call to Action for the Post-2015 Agenda and on the MenCare+ oral statement.

We also developed and published the advocacy brief "A Post-2015 world based on gender justice: MenEngage comments on the Working Group Draft Report on SDGs" <http://menengage.org/resources/menengage-comments-open-working-group-draft-report-sustainable-development-goals-sdgs/> and the discussion paper on engaging men in gender equality from Beijing 1995 to 2015, "Men, Masculinities and Changing Power" in collaboration with UN Women and with support from UNFPA (see also 4.3).

#### Reporting based on the agreed indicator "Number of people to whom policy briefs are sent:"

We have sent our policy briefs to subscribers to our newsletter, listserv and participants of the Global Symposium in Delhi. These combine to reach more than 2500 contacts. We also shared these briefs through our social media, including the website and Facebook. In addition these contacts, including MenEngage SC members, shared the resources among their networks through their listservs and social media.

### ACTIVITY 3.7:

Establish a global and regional Advocacy Alert mechanism to facilitate the rapid response of MenEngage global and country networks to human rights violations, particularly of women's rights.

#### Intermediate Outcome 3.7.:

Accelerated response of MenEngage global and country networks to human rights violations, particularly of women's rights violations.

#### Indicator:

Number of advocacy alerts issued.

We joined the voices of protest against Boko Haram after they kidnapped 230 girls in Nigeria and supported the #BringBackOurGirls Campaign demanding effective responses from governments. The MenEngage website includes a form for individuals and organisations to sign up to receive advocacy alerts. With a new Advocacy Manager and Communications Manager on board, we'll explore next year how to make more active and structural use of this mechanism, in order to support our members, increase MenEngage visibility and position the alliance as an ally with women's rights and other social justice movements.

## OBJECTIVE FOUR:

## COMMUNICATION AND INFORMATION EXCHANGE

### ACTIVITY 4.1:

Develop more effective communications strategies, including: a new, updated and extended database, a more complex and updated website, social media strategies and engagement with key media platforms.



#### Outcome 4.1:

MenEngage will have 5,000 subscribed users of the MenEngage website, with at least 100,000 page visits per year, active regional content development, and the website will be recognized as a key global source of information on evidence-based approaches to engaging boys and men in gender equality. MenEngage will also have an active Facebook page with at least 5000 members sharing information across the site.

#### Intermediate outcomes 4.1:

Improved public access to information about MenEngage partner organizations.

#### Indicator:

Number of listserv members.

The new and updated MenEngage website was launched in March 2014, featuring six regional and 32 country network pages, a news and events section with the happenings within the network, a take-action page, a resource section with an expanded offer of articles, studies and other materials to download related to the field, and a member search function. Prospective members now can read more about our vision, principles, code of conduct, strategies and can apply online to become members. The website also supports a global database of members organized by regions with key contact information from each member organization.

Our Facebook page started in February 2014. In less than three months we had 1743 page likes and by the end of the year, 3137 (as we write this report, Jan. 27, 2015, there were 619 people who liked, commented, clicked or shared our posts in the last four weeks). Posts are typically reaching about 1,000-3,000 people with our best posts reaching tens of thousands of people. We are sharing an average of two posts a day, circulating messages about MenEngage partners' initiatives for gender equality, news from the women's movements, reports, events, inspiring stories, quotes and other interesting or surprising content relevant to our mission.



Since April, MenEngage sends out a quarterly e-newsletter to our list of 3,500 subscribers. We provide an update to our wider membership and other followers regarding our current initiatives, we have interviewed MenEngage members for profile pieces and shared new resources (publications, manuals, policy briefs, etc.). The publication schedule of the newsletter suffered with the changes in the staff and postponement of the hiring of a new Communications Manager.

In addition to the two listservs created in 2013, for internal communication among steering committee and executive committee members, this year we set up a general membership listserv to promote more information sharing and in the context of the Global Symposium a bigger listserv was created including not only MenEngage members but other people working in this field, and continues to be used.

Another communication outcome created this year is the two minute MenEngage video clip launched at the Second Global Symposium and featured prominently in the main page of our website. <http://menengage.org/film/>

#### Reporting based on the agreed indicator "Number of listserv members":

There are 219 members in the general MenEngage listserv and 34 in the Steering Committee (although 15 organizations are in the SC usually more than one person from each organization participates). We also maintain the MenEngage Europe listserv with 124 members. The "Men and Boys" listserv created in the process of the Second Global Symposium connects more than 2000 members.

In the outcome for 2016 we aim at 5,000 subscribed users of the MenEngage website. By the end of December 2014 we reached 1,336 followers (we did not set annual goals). We also aimed at 100,000

page visits per year. As noted above, Facebook has allowed us an additional reach of 1,000-3,000 people with our best posts reaching much larger audiences due to people and organizations sharing posts on their own pages.

#### ACTIVITY 4.2:

Develop and implement annual communications plans.

##### Outcome 4.2:

Annual communications plans are in place at the global and regional levels with regular monitoring of benchmarks.

##### Indicators:

Number of communication plans developed.

Based on the Global MenEngage strategic communication plan drafted in 2013, we have established an annual communication plan having as priorities the successful launch and maintenance of the website, Facebook and e-newsletter, and supporting of our members by highlighting their work. We did not yet create a communication task force, as we planned, in which regional MenEngage members with communication skills work together and build their capacities. One expected product of this group was regional communication plans. In the context of the new MenEngage organizational structure, we will facilitate the creation of a working group on communication that will assume these functions.

#### Reporting based on the agreed indicator "Number of communication plans developed":

Only one, the global communication plan.

#### ACTIVITY 4.3:

Develop and distribute regular research summaries that synthesize key research in the field of masculinities, social justice, SGBV, HIV, SRHR and men and caregiving and other fields of direct relevance to MenEngage.

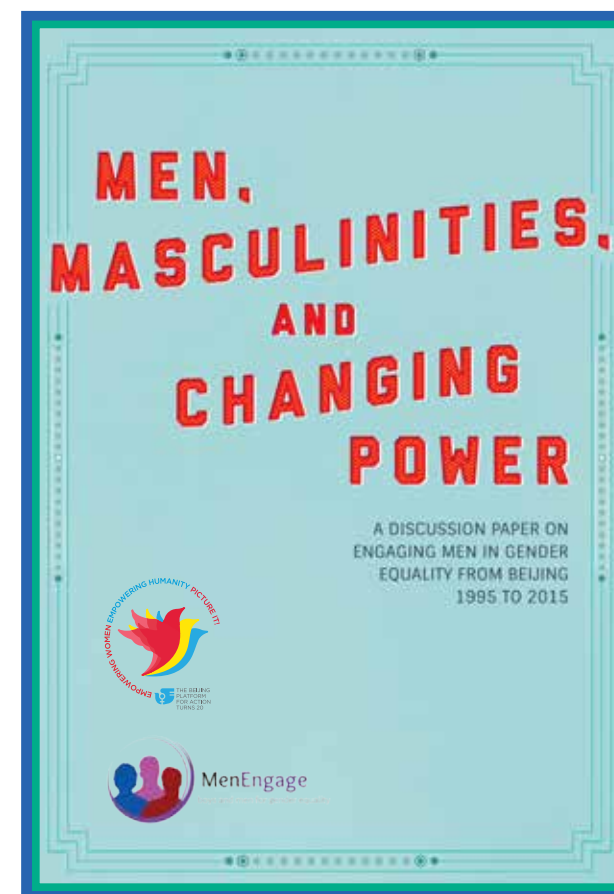
##### Outcome 4.3:

MenEngage members are regularly briefed on key new research in relevant areas via research summaries produced twice a year in collaboration with research partners in relevant fields.

##### Indicator:

Number of research summaries.

The document "Men, Masculinities, and Changing Power: A Review of Engaging Men in Gender Equality from Beijing 1995 to 2015" was published by MenEngage in collaboration with UN Women and support from UNFPA. It synthesizes key research in the field of masculinities and gender and includes an assessment of how far the global agenda has developed since Beijing and Cairo in terms of working with men and boys from a gender transformative perspective, addressing social norms, power and privilege, and a revision of policies and programs that have been implemented to include men in a shared vision of gender equality. See the paper here: <http://menengage.org/resources/beijing20-men-masculinities-changing-power/>



# REPORTS FROM THE REGIONAL NETWORKS

Following is a summary of the main accomplishments in 2014 of each MenEngage regional network. Not all these activities are funded by SIDA, however they give good insights of how MenEngage is regionally organized and the activities and results accomplished in the past year.

## MENENGAGE AFRICA (MEA)

Year established: 2006

Participating countries: Burundi, Botswana, DRC, Ethiopia, Kenya, Malawi, Mozambique, Namibia, Rwanda, Swaziland, Sierra Leone, South Africa, Tanzania, Uganda, Zambia, Lesotho and Zimbabwe

Regional coordinator: Sonke Gender Justice

### Key accomplishments during the year:

- Conducted and published a detailed participatory mid-term evaluation of MenEngage Africa regional work to date.
- Secured multi-year grant from SIDA to strengthen impact of work across Sub-Saharan Africa. The next four years of the project aim to contribute to the following overall goal: Women, men and children enjoy more equitable, healthy and happy relationships that contribute to the development of just and democratic societies.
- Collaborated with the UN Women Regional office and African Queens and Women Cultural Leaders Network to introduce work on gender norms transformation as a means to end VAW and children, end FGM, and support girls' access to education.
- Worked with the UN Women South Africa office to influence the South African government position on a stand-alone gender equality and women's empowerment goal in the SDGs.
- Implemented several high-level regional meetings with UNFPA including a regional consultation to strengthen partnerships with regional civil society organizations, women's rights movements, and networks working around engaging men and boys to support SRHR.
- The third MenEngage Africa Training Initiative (MATI) was held from 24 February to 5 March 2014 at the University of Cape Town in South Africa, drawing 26 amateur and professional filmmakers, media practitioners and activists from 12 African countries. The main objective of the workshop was to facilitate the production of films calling for social change in the areas of gender justice, human rights and public health within the African continent.
- Participated in the Global Summit to End Sexual Violence in Conflict together with Promundo and other MenEngage Africa members from Rwanda, Burundi and DRC: presented the IMAGES-DRC report and participated in many other panels. Sonke and MenEngage Africa also had an information booth at the symposium.
- Collaborated with the International Women's Health Coalition (IWHC) and FEMNET on various initiatives to support women and girls' sexual and reproductive health and rights work, including advocacy for the women's health and gender equality goal in the Post-2015 Development Agenda and SDGs.
- Kenya: Coalition on VAW, Africa UNiTE and others promoted the campaign "Justice for Liz" for a Standard Seven pupil beaten and gang-raped. MENKEN mobilized men to march to the office of Inspector General to demand swift action to arrest the perpetrators.
- Members contributed to various policy and advocacy processes:
- Kenya: The Marriage Bill, which sets the legal marriage age at 18 years





old, was passed; The Protection against Domestic Violence (PADV) Bill is currently in its final reading at parliament; The guidelines on age appropriate comprehensive sexuality education (CSE) were revised; The Kenya HIV Prevention Revolution Road Map and HIV 2013 Estimates and AIDS Strategic Framework were completed and launched.

- Rwanda: The national strategic plan (NSP) on HIV was launched and contains language on engaging men and boys; an anti-child trafficking law is being debated; an SRHR policy is being developed in consultation with a MenEngage Africa member, Rwanda Men's Resource Centre (RWAMREC), likely to include language on men and boys.
- The MenCare team at Sonke Gender Justice has worked with the MenEngage Africa network to strengthen links between organisations that work with men and boys who are part of the network, and organisations that focus on children's rights. Members from ten countries in the current MenEngage Africa membership have expressed interest in working on MenCare-related activities in the period of 2014 – 2017. These are Botswana, Ethiopia, Namibia, Democratic Republic of Congo, Sierra Leone, Tanzania, Rwanda, Uganda and Zambia.
- The MenCare campaign is by now familiar to all MenEngage Africa country networks. At the MenEngage Africa partners meeting in Botswana in 2014, we presented the MenCare+ package of interventions.

“MENENGAGE AFRICA COLLABORATED WITH THE INTERNATIONAL WOMEN'S HEALTH COALITION AND FEMNET ON VARIOUS INITIATIVES TO SUPPORT WOMEN AND GIRLS' SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS WORK.”

Rwanda is currently implementing and evaluating MenCare+ with support from Promundo US, and other member countries such as Botswana expressed keen interest to implement the full model.

- The MenEngage Child Rights Programming specialist (Tapiwa Manyati) based at Sonke Gender Justice is driving a benchmarking and capacity building process related to the Oak Foundation six principles of child focused programming. The process involves a benchmarking with staff members from Sonke, leading to capacity building and the improvement of Sonke's child safeguarding protocol. Once Sonke has completed this process it will be possible to support other partner organisations in the MenEngage Africa network through the same process.

#### Key plans for 2015:

- ◆ Ongoing implementation of strategic and programmatic work aligned with various grants and areas of collaboration with donors.
- ◆ Mobilise resources to support the participation of a MenEngage Africa team to attend the International Conference on Masculinities and the 59th session of the Commission on the Status of Women (CSW).
- ◆ Set up a regional Technical Support Team (TST) which will be convened to provide strategic programmatic support to MEA members.
- ◆ Enhanced regional work with religious and traditional leaders, including a training of religious leaders and representatives of the African Queens and Women cultural leaders.

- ◆ Convene a meeting with various Regional Economic Community (RECs) and the African Union for continued advocacy for inclusion of language on engaging men and boys for gender equality.

First meeting scheduled for the annual African Union Heads of State summit in Addis Ababa.

- ◆ Design and launch the MEA regional advocacy campaign on “Working with men and boys to end sexual violence in Africa”.



## CARIBBEAN MALE ACTION NETWORK (CARIMAN)

Year established: 2013

Participating countries: Antigua, Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, St. Kitts, St. Lucia, St. Vincent, and Trinidad and Tobago

Regional coordinator: CariMAN Trinidad and Tobago

#### Key accomplishments during the year:

- Partnered with Caribbean Public Health Agency (CARPHA) to set up a CariMAN secretariat in their complex

and to coordinate activities regarding engaging men in addressing issues of gender and health.

- The CariMAN/ MenEngage Regional Forum brought together representatives and partners for across the Caribbean to identify best practices, lessons learned and develop competencies with the support of MenEngage facilitators.
- CariMAN representatives presented in several events: in St Lucia at an Organisation of American States forum (Roundtable and Conference on Violence against Women for the OECS States); in Suriname at the Caribbean Psychology Conference, giving a workshop on engaging men and boys

in the promotion of Gender Equality and Prevention of Sexual Violence; in Grenada at a planning session for Grenada National Organization for Women (GNOW) and PEPFAR on Community Response/s to HIV/GBV; in Jamaica facilitating a workshop for military personnel sponsored by Population Services International (PSI) creating capacity among peer educators to address gender issues in the prevention of HIV.

- CariMAN Trinidad collaborated with YWCA on a project entitled "Stronger than Steel" and held its "Women as Partners" forum.
- In Dominica, a CariMAN representative developed Anti Bullying Survey as the first part of a prevention campaign, and facilitated a senior students parenting workshop and a Youth Empowerment Program for young males.
- Partners now represent CariMAN on additional committees, including the National Gender Policy Working Group; Juvenile Justice Inter Sectoral Committee (Grenada); and the NGO Group on Child Abuse.
- CariMAN also collaborated with the CARICOM Youth Ambassador on various activities. The second Roundtable meeting focused on young people, with representatives from the Youth Advocacy Movement (Dominica

Planned Parenthood Association), the CARICOM Youth Ambassador and peer counsellors and students.

- CariMAN also continues to be involved in facilitating mentoring programmes, promoting a CariMAN workshop for a Rotary Club in Trinidad and Tobago.
- In Grenada, CariMAN representative became member of National Gender Policy Working Group, and Juvenile Justice-Inter Sectoral Committee, providing technical expertise to the Ministry of Social Development. Also held the Symposium on Fatherhood. Presented at Workshop on Teenage Pregnancy.

#### Key plans for 2015:

- ◆ Implement mapping study and needs assessment of selected Caribbean agencies and programs targeting men and boys in order to strengthen network building.
- ◆ Partner with UN Women to develop a regional cadre of male advocates and trainers to promote gender equality.
- ◆ Collaborate with family planning agencies to develop programs to engage men regarding SRHR.



## MENENGAGE EUROPE NETWORK (MEE)

Year established: 2009

Participating countries: Sweden, Ireland, the Netherlands, Norway, Switzerland, Portugal, Germany, Croatia, Spain, Poland, Russia, Italy, Serbia, Macedonia, UK, Albania, Azerbaijan, Malta, Kosovo, Bosnia and Herzegovina, Kyrgyzstan, Bulgaria and Austria

Regional coordinators: Men for Gender Equality-Sweden and eMANcipator-Netherlands

#### Key accomplishments during the year:

- Active presence in Feminist Nordic Forum in Malmö in June (booths, presentations, networking and meetings with head of EIGE and people from European Women's Lobby).
- Coordinated participation in campaign 16 Days of Activism against violence against women in November and December 2014.
- Drafted first European quarterly newsletter, to be circulated in early 2015.
- Participation in high-level meetings: EU/EIGE in Brussels and Vilnius, meeting with the European Commission, Parliament, UN Women, EWL and as a panelist in a panel discussion on White Ribbon in European Parliament. Participated in the WWP meeting in Barcelona and OECD meeting in Paris and in the EIGE board meeting in Brussels as representative of European Civil Society together with EWL.

- Held a two-day regional MenEngage meeting with participants from 22 countries from all parts of Europe in Zagreb in September. The meeting was both a network meeting and a capacity building/sharing of practice meeting on fatherhood and caregiving. An action plan for 2014-2016 and strategy for 2014-2020 adopted.
- Ten Steering Committee meetings; in person in Oxford and Malmö and eight through Skype.
- Raised funds: USD 27,000 for 2014-2015 from the Nordic Council for MenEngage Nordic Network.

#### Key plans for 2015:

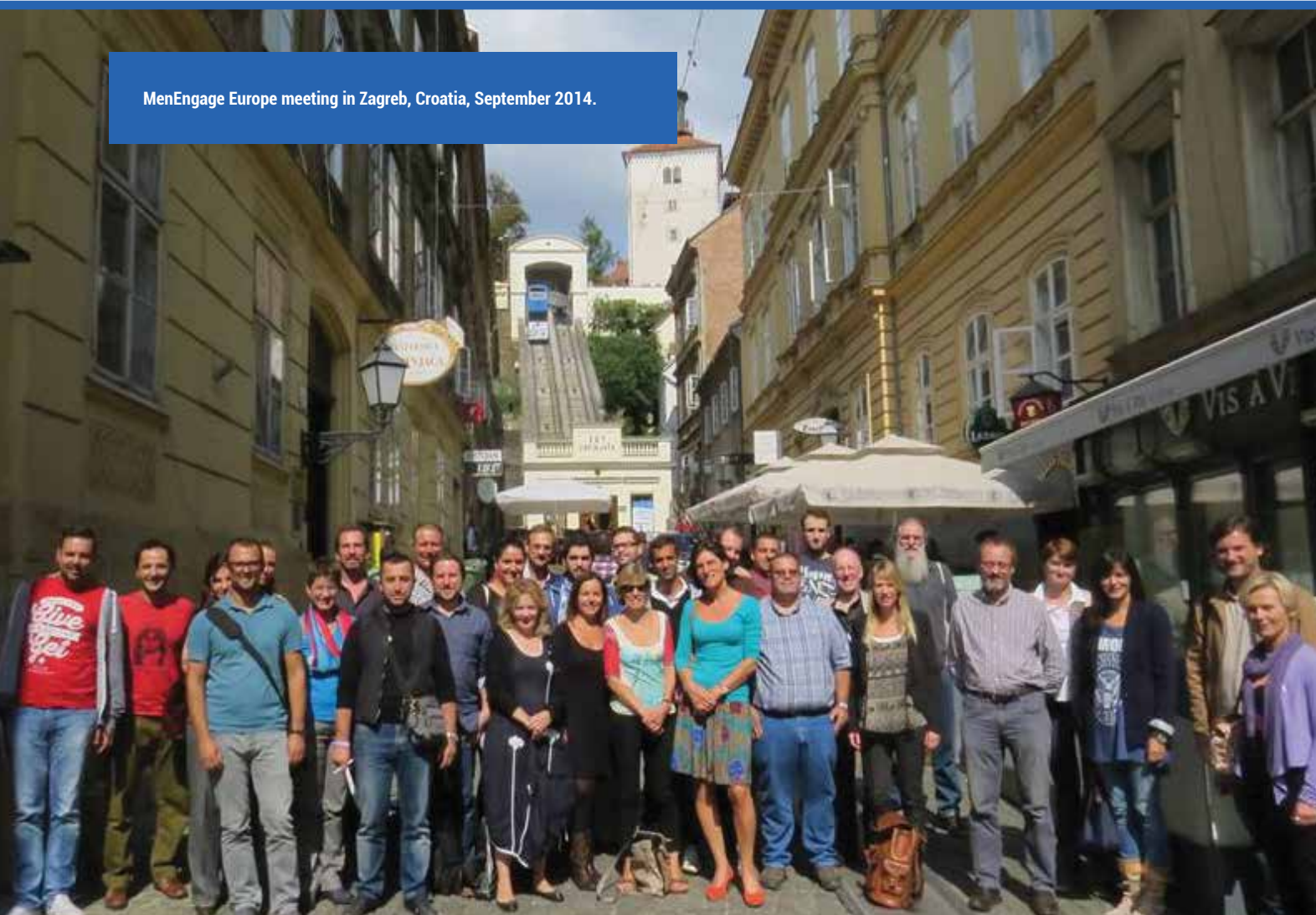
- ◆ MEE Steering Committee meeting, to be held in November and supported by Oak Foundation.
- ◆ Organizing the event "Men and Gender Justice in Europe", Brussels, 21 April. This event is organized as an independent 'after-event' to the European Commission's Forum on the Future of Gender Equality to be held on 20-21 April in Brussels.

"THE MEETING WAS BOTH A NETWORK MEETING AND A CAPACITY BUILDING/ SHARING OF PRACTICE MEETING ON FATHERHOOD AND CAREGIVING."



- ◆ Participation of MEE Board members in the Annual Meeting on working with men to be organized by the European Institute for Gender Equality (EIGE) during the Fall season. The MenEngage Nordic Network will meet in September.
- ◆ MEE organizations will take part and document participation in the 16 Days of Activism against gender based violence in November and December.
- ◆ MEE will take part in potential project in Ukraine along with Promundo, MFJ, partners in Russia, WILPF, to be funded by SIDA.

MenEngage Europe meeting in Zagreb, Croatia, September 2014.



## MENENGAGE LATIN AMERICA

Year established: 2006

Participating countries: Nicaragua, Honduras, Costa Rica, Guatemala, Uruguay, Perú, México, Chile, Argentina, Brazil and Colombia

Regional coordinator(s): CulturaSalud (Chile), Puntos de Encuentro (Nicaragua) and Salud y Género (Mexico)

### Key accomplishments during the year:

- The Third Central American Conference on men and masculinities took place in Costa Rica, September 22-24, co-organized by MenEngage, Instituto WEM and other organizations. It was attended by 270 participants from 15 countries and supported the networking, capacity building and future planning of MenEngage partners in the region.
- Created and improved regional websites on ending VAW (White Ribbon Campaign) and involved fatherhood (MenCare). Produced two new educational videos and campaign materials. Organized two Google hangouts on men's positive involvement in SRHR as a preparatory event for a future campaign.
- Submitted three proposals for grants: one turned down, awaiting response from the others. Provided technical assistance to Inter-American Development Bank (IDB) for new involved fatherhood initiatives in Bolivia and Honduras (MenCare).
- Prepared regional report on masculinities, violence and public policies, with MenEngage members from Mexico as lead authors.
- Issued several advocacy statements during International Women's Day, International Day for Decriminalization of Abortion and others events.
- Regional meetings in Costa Rica and New Delhi facilitated better division of roles and within the network, clarified focal points by country, thematic groups and more exchange.
- In Argentina, MenEngage partners offered workshops for students and parents, focusing on non-violent relationships between young people and the risk of sexual and human trafficking; and provided technical assistance to governmental departments on engaging men in prevention of violence (e.g. municipal governments, Supreme Court offices, national police).
- In Nicaragua, the network implemented a campaign to prevent femicide in partnerships with a women's rights network; implemented the MenCare campaign within the health sector and a training program on men and gender equality in 12 public schools located in five cities. Also they organized a community fair with the Women's Network around the intersection between violence and machismo, which was attended by 2,000 young people.
- In Uruguay, the local chapter of MenCare released a campaign promoting active fatherhood to be distributed both manually and online; adapted curricula of CulturaSalud, Promundo and MenEngage to work with youths on violence prevention, healthy sexuality and involved fatherhood; and implemented a program for men who have perpetrated violence against partners.
- In Costa Rica, Instituto WEM and the MenEngage Network (called "Red Nacional de Masculinidades") developed and promoted the White Ribbon and New Fatherhood campaigns, engaging local men throughout the process.
- In Colombia, the network organized five conferences (in Bogotá, Medellín and Bucaramanga).



- In Honduras, the network in partnership with the Ministry of Health launched a campaign aimed at men to promote healthy lifestyles and prevent violence against women.
- In Peru, the network organized a photo contest promoting active fatherhood; continued with rallies and public manifestations such as the "anti-machismo brigades," raising awareness about street harassment of women; and worked with the men's circle (rueda de hombre) to publicly commit to end violence against women. They also have coordinated activities with local governments and young feminist collectives.
- In Guatemala, the network launched a campaign about men's responsibility in family planning, and organized roundtables in different cities; and presented a video documentary about men's gender identities in Guatemala.
- In Brazil, the network carried out joint advocacy to promote an increase in paternity leave from five days to 20 days, which is pending in Brazil's congress.

#### Key plans for 2015:

- ◆ Organization of the 5th International Colloquium on

Men and Masculinities Studies in Santiago, Chile, "Patriarchy in the 21st Century: Changes and Resistance," aiming to convene more than 250 participants from all over Latin America in January 14-16.

- ◆ Launch the MenEngage's Latin American SRHR Campaign, inviting national networks to present, through a call for proposals, a relevant project proposal that entails the development of campaign activities within their respective countries.
- ◆ Dissemination of the regional report about masculinities, violence and public policies.
- ◆ Adaptation and testing the MenEngage Accountability Toolkit.
- ◆ Improve internal organization of the network, strengthening the long-term planning, refining the communication mechanisms and clarifying roles within the steering committee.
- ◆ Cultivate and strengthen partnerships with women's rights organizations to promote joint initiatives.



Third Central American Conference on Men & Masculinities in Costa Rica, September 2014.

## NORTH AMERICA MENENGAGE NETWORK (NAMEN)

Year established: 2010

Participating countries: USA and Canada

Regional coordinator: White Ribbon Campaign and Jane Doe Inc, Boston Massachusetts

#### Key accomplishments during the year:

- Followed up a public statement regarding accountability expected from NOMAS (oldest pro-feminist men's organization in North America)
- Webinars "Men's Action Networks: Engaging Men as Allies in Prevention" to conceptualize community networks aimed at violence prevention and brainstorm organizational strategies and accountability within the engaging men movement.
- Started and promoted NAMEN's membership drive.
- Developed and launched the NAMEN website. Website: <http://namen.menengage.org>

- Elected new committee members, strengthening the network.
- Newly-formed funding committee developed a fundraising plan and budget.

#### Key plans for 2015:

- ◆ Working partner in the development of the 2015 international Conference on Masculinities in New York City.
- ◆ Continue Steering Committee and Working Group meetings on a bi-monthly basis.
- ◆ Focus program development according to Global MenEngage (GME) priorities: gender-based violence, sexual and reproductive health, men in caring roles.
- ◆ Build new organizational relationships according to these priorities.
- ◆ Implement regular membership communications to share initiatives which can be replicated or adapted.
- ◆ Develop a five-year project and organizational development plan.
- ◆ Implement accountability processes according to Global MenEngage recommendations.



Make the Call school project in Toronto, a partnership between White Ribbon campaign and the Toronto Argonauts Football Club (White Ribbon Canada photo).



## MENENGAGE ALLIANCE SOUTH ASIA (MEASA)

Year established: 2007

Participating countries: Bangladesh, India, Nepal, Pakistan and Sri Lanka

Regional coordinator: Centre for Health and Social Justice, India

### Key accomplishments during the year:

- MenEngage partners in India and South Asia were the host organizers of the Second MenEngage Global Symposium.
- The symposium was preceded by a high-intensity advocacy and mobilization campaign about re-examining masculinities across India and the South Asia region, including a series of seminars, discussions and mini symposiums across cities in India, Nepal, Pakistan, Bangladesh and Sri Lanka.
- Organized a specially curated global traveling film festival on masculinities by IAWRT, selecting 71 films from hundreds of entries from 23 countries.
- Delivered five workshops with professionals working in media institutions.

“THE MENENGAGE COUNTRY NETWORK DID A MAPPING OF MEMBER ORGANIZATIONS’ INTERVENTIONS AROUND ENGAGING MEN AND BOYS.”

- Bangladesh: Exhibition titled “Bhinno Rupe Purush” (Images of Caring Men): men who cook, clean, and take care of their families.
- Nepal: two-day symposium (June), drafted the Kathmandu Declaration -150 participants from 40 districts of the country.
- India: Organized public music show called “Sounds of Freedom”. Collaboration with One Billion Rising (OBR) Campaign. With American Centre organized three public performances to discuss masculinities and power (with Ben Atherton Zeman). Activities in different cities with NGOs, youth, academia, film shows. Held regional symposia in six regions of India and academic seminar in three regions.
- Pakistan: The MenEngage country network did a mapping of member organizations’ interventions around engaging men and boys. MenEngage Pakistan also organized a meeting and a core consultation with members to update members on regional and national-level processes for the Global Symposium, and to agree on activities, roles and responsibilities for a finalized comprehensive National Action Plan of MenEngage Alliance Pakistan for the Global Symposium.

### Key plans for 2015:

- ◆ Capitalize on the fruits of the Second Global Symposium, in particular the website that is now a rich source of information with all the presentations, videos and other resources available for activists in the field.
- ◆ The regional network will organize a capacity-building event on men, masculinity and gender justice for activists, practitioners and academics. Follow up trainings will be organized in respective countries.
- ◆ Advocacy with government in respective countries for men’s involvement in gender equality. Specific advocacy goals will be decided by country networks (most probably it will be on male involvement in maternal health, ending gender-based violence, the declining sex ratio, girls’ education and fatherhood).
- ◆ The regional network will convene a face-to-face Steering Committee meeting in August or September in Bangladesh or Sri Lanka.
- ◆ Exposure visits to projects implemented by MenEngage partners in one country as a way to facilitate more learning exchanges among members. This will be done in conjunction with the regional steering committee meeting.



Two-day Symposium in Nepal, June 2014.

# MENENGAGE LEBANON

In 2014 first concrete steps were made to establish a MenEngage network in the Middle East and Northern Africa, through the first formative meeting of a network in Lebanon. As a first step, feminist organization ABAAD openly announced and invited civil society organizations in Lebanon to apply for a training course on working with men and boys. Out of this pool, ABAAD designed a call for participation detailing the purpose of MenEngage, the intent to launch the national network, and disseminated it to thousands of organisations in the field, requesting that participants apply through an online form. Sixty four applications from local and INGOs, as well as independent activists were received and 20 organizations were selected for three cycles of training conducted over three months. In total seven full training days were organized. Seventeen representatives attended the full training from beginning to end, thus forming the MenEngage Lebanon Network membership foundation.

Outcomes included the collective production of IEC materials and fact sheets on engaging men and boys by network members; the creation of a network page within the global MenEngage website, with specific content about the network and a draft strategic plan of action for the MenEngage Lebanon Country Network to ensure sustainability.

These are goals discussed for the network:

- “The network becomes a medium for brainstorming and planning future initiatives for work on masculinities in Lebanon”.
- “The network becomes a pool for prospective partners and trainers”.
- “The network ensures the holistic sustainability of masculinities work in Lebanon”.
- “The network will serve as a practical model for the future MenEngage MENA Network”.

The Lebanon network foresees an organizing role for the constitution in the future of a regional MenEngage network in the Middle East and North Africa.

“THE NETWORK BECOMES A MEDIUM FOR BRAINSTORMING AND PLANNING FUTURE INITIATIVES FOR WORK ON MASCULINITIES IN LEBANON”

# CONCLUSIONS

We have arrived at the mid-term of our four-year plan and appreciate the progress made toward achieving our strategic objectives. Balancing the challenges of simultaneously building the internal operational capacity of the MenEngage Global Secretariat and implementing the diverse initiatives committed in the strategic plan, we have been moving forward. The multiple opportunities for exchanges and joint activities that took place this year have consolidated a common identity and strengthened the sense of community among MenEngage partners, as we all share a deep commitment to gender transformation and gender equality.

Our collective voice in global advocacy forums is stronger than ever, delivering concrete proposals to influence the Post-2015 Development Agenda, contributing to the Beijing+20 process with advocacy statements and a rigorous discussion paper, participating in UN events and organizing our own global event in Delhi with our Second Global Symposium and Call to Action.

The Global Symposium in Delhi was a demonstration of the credibility of

MenEngage as the global convener on the topic of men, boys and gender equality. Key participation by UN Women, UNFPA, the Indian government, key donors, key INGOs and hundreds of national NGOs, is a testament to the collective advocacy efforts of MenEngage and its role as a global, unified voice on the topic. In spite of the challenges that still remain, the fact that a third of participants were women's rights NGOs is also documentation of the fact that we are improving our dialogue with the women's rights field.

We have also functioned as a critical voice on potential problematic discourses or practices, such as the initial design of the “Barbershop Conference” in New York, initially intended to be a “men-only” event. Our advocacy efforts made possible that this event be open to women as well.

Our MenEngage regional networks and partners participated in different campaigns, such as the fatherhood MenCare campaign, the White Ribbon Campaign and the Sixteen Days of Activism to eliminate violence against women. Regional networks which in the past had fewer joint activities, now are more vibrant, regrouped, have activated

“THE GLOBAL SYMPOSIUM IN DELHI WAS A DEMONSTRATION OF THE CREDIBILITY OF MENENGAGE AS THE GLOBAL CONVENER ON THE TOPIC OF MEN, BOYS AND GENDER EQUALITY.”



listservs for more exchanges and have collectively built regional plans to collaborate more among them. One new national network affiliated with MenEngage was set up, in Lebanon, and another already-existing network in Cambodia formally joined the Alliance.

Internally, we ended the year with a new organizational structure for the global network that promises to facilitate better decision-making processes, clearer governance practices and more participation of members. We raised more awareness of the importance of remaining accountable to women's rights organizations and to each other within the network, by discussing and crafting a code of conduct, accountability guidelines and a training toolkit on accountability.

We could not launch the initiative on men's positive involvement in sexual and reproductive health and rights, as we planned, since we learned that converting this topic into a global campaign is much more complex than we imagined. Thanks to the extensive consultation process we conducted this year, discussing first the concept note for the campaign and then testing the campaign materials, we decided that we were not ready for this launch. In 2015 this initiative will be improved and launched in partnership with UNFPA and other key organizations in the SRHR field.

"THE MENENGAGE ALLIANCE WILL CONTINUE TO PLAY AN IMPORTANT ROLE SUPPORTING OUR MEMBERS IN THEIR EFFORTS TO INCREASE THEIR STRATEGIC ANALYSIS AND CAPACITIES TO PLAN AND IMPLEMENT TRANSFORMATIVE WORK IN THE STRUGGLE FOR GENDER JUSTICE."

## Key Challenges

The global leadership of MenEngage, through its Steering Committee now converted into a Governance Board, is not yet an active and empowered body providing ongoing guidance to the Alliance. We are looking forward to implementing in 2015 the working groups and Board committees, which will facilitate more participation of members according to their specific interests and expertise. The new organizational model also clarifies roles and responsibilities and defines terms and rotation mechanisms for the Board. These measures will help to tackle this challenge.

The Global Secretariat operates with a limited budget and is facing financial constraints due to currency exchange losses and heavy investment in the Global Symposium. This challenges our operational capacity to implement new communication activities, support further our regional networks and carry out other initiatives. Some regional networks also face financial challenges. We are planning to fundraise for the Global Secretariat and regional networks to close this gap.

The tensions with some women's rights organizations is an ongoing challenge that we are learning to deal with by promoting dialogues and demonstrating our commitment to gender equality and women's rights in concrete initiatives. For instance, our global advocacy strategy is explicitly committed to echo and support feminist women's advocates for the inclusion of a gender goal in the Post-2015 Development Agenda. Including in these instruments language around the inclusion of men and boys as partners in building gender equality becomes secondary to us, although important. Our accountability mechanisms aimed to strengthen the capacity of our regional networks and members to work in close partnership with the women's movements in their regions. We are raising awareness that activist men (and women) are also involved in sexism and patriarchal practices, so we have to hold each other accountable. Despite these

efforts, the concerns that men's initiatives are taking funding away from women's rights work and that the engaging-men field is becoming predominant at the expense of the feminist women-led work, and is thereby reinforcing male privilege, are firmly rooted. Issues around this will be further explored in 2015.

Perhaps the best way to positively respond to these concerns is by sharing the positive impact of our work, which is not an easy endeavor since measuring impact of networks is less straightforward than those of specific project interventions. Even among our MenEngage partners, it is a minority which have consistently evaluated their projects. It is hard to know if our members have been more effective in their interventions at the local level

(advocacy, campaigns, etc.); most lack strategies aimed at influencing structural changes beyond their specific local, yet valuable, initiatives.

In this regard, the MenEngage Alliance will continue to play an important role supporting our members in their efforts to increase their strategic analysis and capacities to plan and implement transformative work in the struggle for gender justice. Considering the rapid growth of the network as well as emerging attention for work with men and boys at different levels, for the coming years maintaining quality rather than increasing quantity will be necessary to properly support our members and maintain the quality standards set by the MenEngage guiding principles.

