

# MenEngage Alliance

## **Annual plan 2023**

### Global Secretariat

January-December 2023



# About MenEngage Alliance & the 2021-2024 Global Strategy

MenEngage Alliance is **a social change network**, harnessing the collective energies of our members toward **ending patriarchal power, protecting human rights and achieving gender justice and social justice for all**

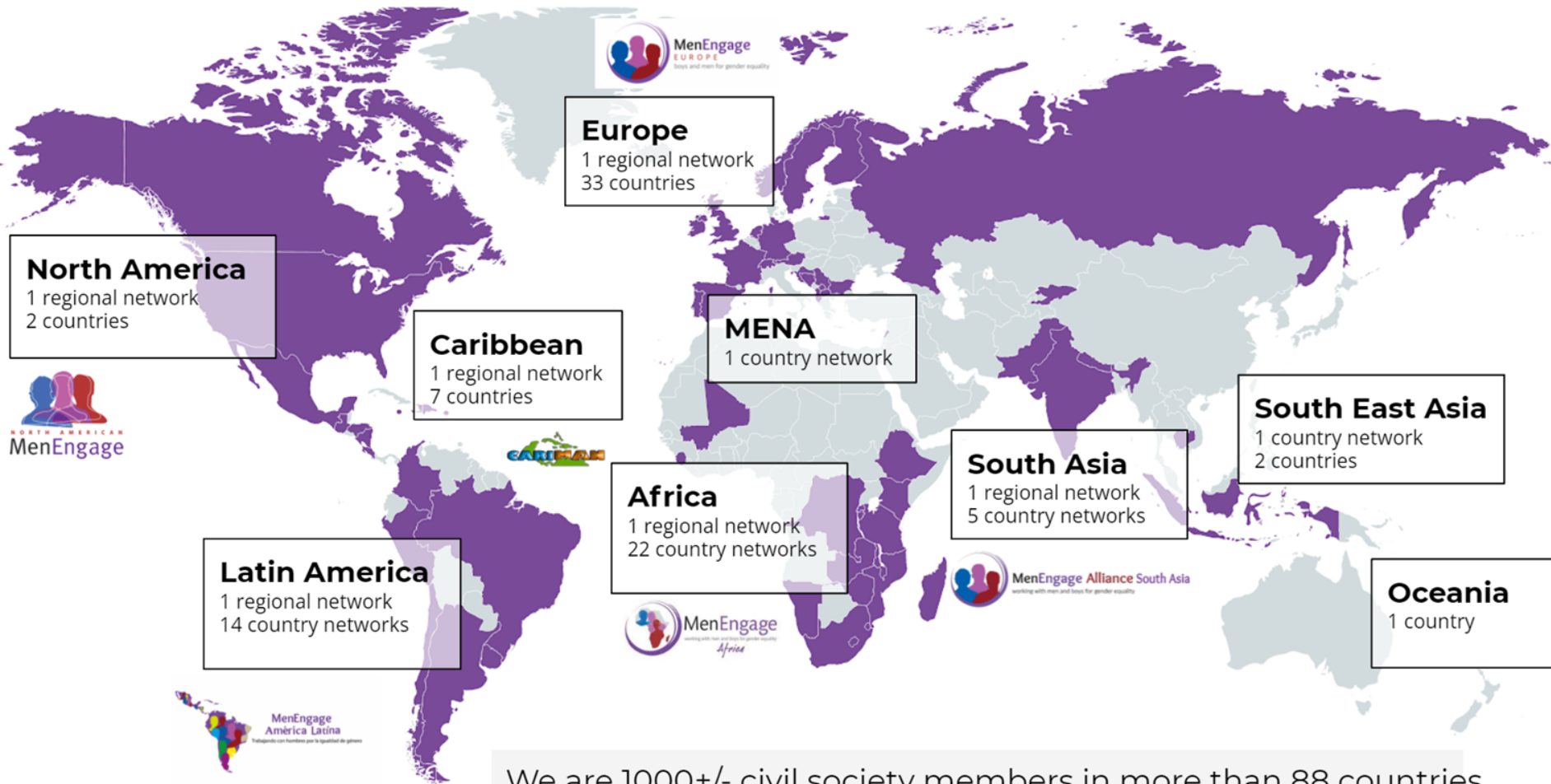
## With the Mission

MenEngage Global Alliance works to **transform unequal power relations and patriarchal systems** by:

- ❑ **Transforming patriarchal masculinities**
- ❑ **Working with men and boys** through an **intersectional feminist approach**
- ❑ Building **inclusive alliances from local to regional to global levels**
- ❑ Fostering **joint actions in partnership** with women's rights, gender & other social justice movements



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working with men and boys for gender equality



We are 1000+/- civil society members in more than 88 countries  
We are organized as 44 country networks and 6 regional networks

## **SUPPORT**

Through cross-Alliance platforms and processes, members and partners come together to support, inspire and energize each other.

## **VOICE**

Express shared, collective voices in solidarity with those most marginalized by gender injustice and patriarchal systems in their contexts

## **ACTION**

Take collective actions toward awareness raising, community mobilization, policy and political agendas for transforming patriarchal masculinities in their contexts, in solidarity with those most marginalized by gender injustice and patriarchal systems.

## **STANDARDS**

Set and enact common standards for the work of transforming masculinities and gender justice work with men and boys, especially in terms of standards of accountability to women's rights organizations, LGBTIQ+ organizations and movements for intersectional feminism and gender justice more broadly; and



MenEngage Alliance serves as a

# **Community of Practice**

for our members in order to develop and enhance collective...

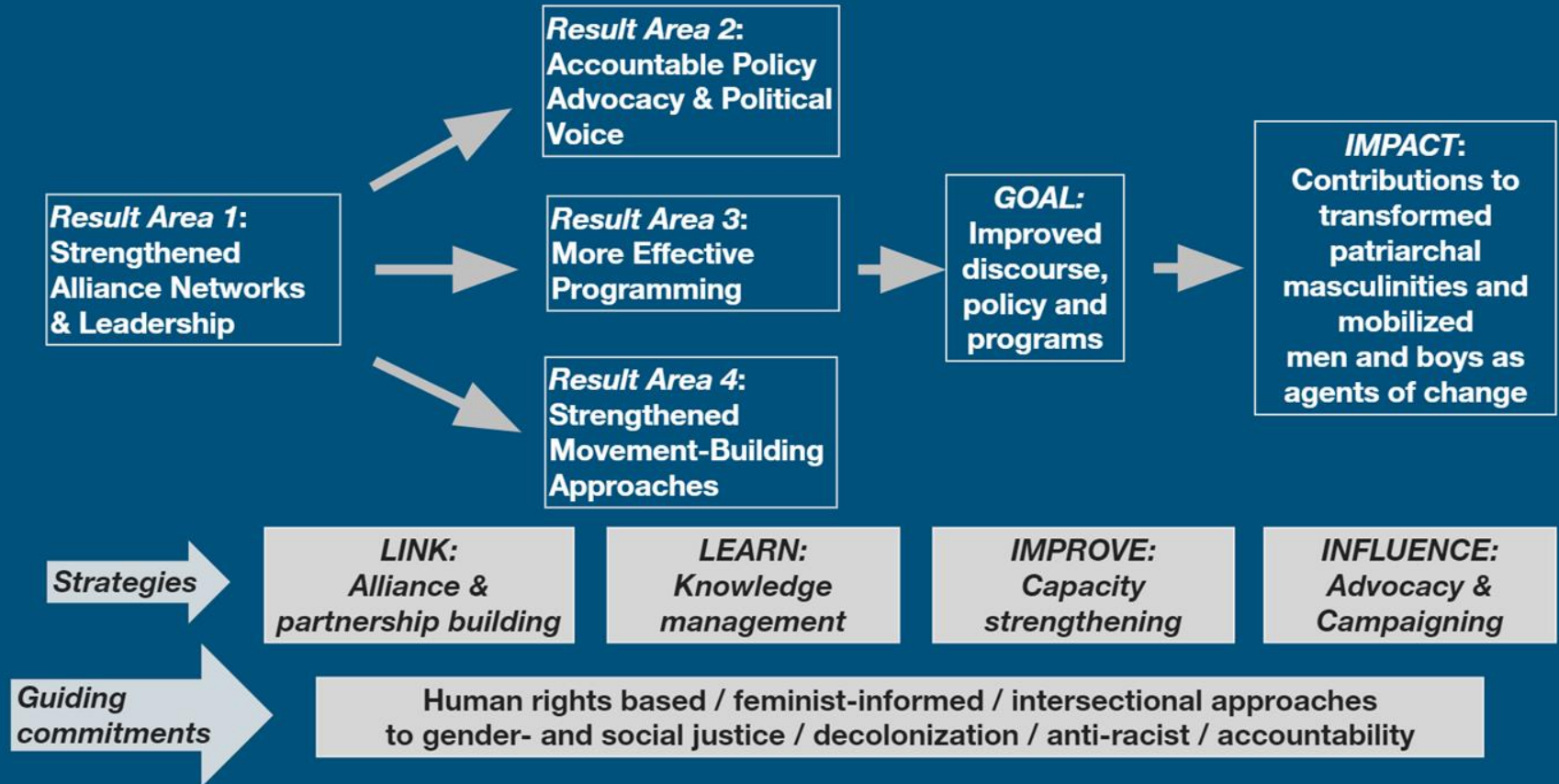
## **ACCOUNTABILITY**

By coming together in country and regional networks, members are more able to be collectively accountable and work in collective solidarity with organizations and leadership from communities most marginalized by gender injustice and patriarchal systems;

## **LEARNING**

Share promising practices and lessons learned, discuss and apply research and evidence, develop and disseminate thought leadership, and collectively contribute to improving gender justice work with men and boys.

# 2021-2024 Program Logic



# Core-issues

MenEngage Alliance works to transform patriarchal masculinities and engage men and boys for:

## Intersectional feminist systems transformation - including:

- Women's rights
- LGBTQIA+ rights & SOGIESC inclusion
- Ending violence & discrimination (VAWG/GBV)
- Sexual and Reproductive Health & Rights for all (SRHR)
- Unpaid Care: recognition, reduction, redistribution
- Demilitarization and advancing feminist peace
- Youth-led activism
- Anti-racism
- Decolonization
- Economic justice
- Climate justice



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# 2021-2024 Objectives

- ❑ Develop **a shared culture of non-hierarchical and accountable decision-making** as the foundation for a democratic and inclusive alliance
- ❑ Express our **collective voice in order to influence policy and political discourse**
- ❑ Build our **community of practice** in order to **improve gender justice programming with men and boys**
- ❑ Strengthen our **network of solidarity in support of gender justice and related social justice** movements



# SUMMARY

## In 2023 the priorities for MenEngage Alliance are:

- **Launch the *MenEngage Learning Collaborative*** and strengthen the knowledge base of the Alliance to advance meaningful work on men and masculinities
- **Strengthen MenEngage Regional & Country networks**, with focus on **improving meaningful membership engagement**; and Strengthen GS connection and relationships with the networks and membership
- **Strengthen Youth Leadership** and engaging young people in all their diversities across the Alliance
- **Organize joint accountable advocacy actions** among members and strategic partners at country, regional and global levels, and **taking vocal and visible stance** to challenge patriarchal masculinities and advocate for gender-, social- and climate justice
- **Strengthen Accountable practices** & implement the Sexual Harassment Policy
- Strengthen MenEngage Regional Networks' and Leadership's **collaboration with feminist and intersectional social justice movements**
- Strengthen partnerships, allyship and collaborations to **address and counter the influence of backlash**
- **Represent MenEngage Alliance as a member in various feminist coalitions at all levels**
- **Strengthen MenEngage Global Alliance** governance, Global Secretariat, Resources Mobilization and Fundraising activities
- **Streamline communication tools and mechanisms to strengthen knowledge and information management**, in both internal and external spaces



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# **Launch of the MenEngage Learning Collaborative (Co-Lab)**

# MenEngage Learning Collaborative (CoLab)

The MenEngage Learning Collaborative is envisioned as a **continuation and deepening of the mobilization and strategic conversations on key issues** during the Ubuntu Symposium.

The CoLab centers on **collective learning to improve programming and practice on men and masculinities** work conducted by members and partners across various interconnected issues.

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UBUNTU

SYMPOSIUM



I AM BECAUSE *You Are*



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# MenEngage Learning Collaborative (Co-Lab)

In 2022 MenEngage Alliance will continue to **conceptualize the Co-Lab**, including:

- **Curate the relevant resources, materials and tools** on priority issues/topics
- Develop a **vibrant look & feel** for the Co-Lab
- **Develop an online space** to anchor the Co-Lab, including ongoing feeding of content into the space
- Develop a **joint calendar of events** with regional networks

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# MenEngage Learning Collaborative (Co-Lab)

In 2022 we will **launch** the Co-Lab and **organize learning initiatives** for:

- **Online course on Power, Patriarchy and Feminism**
- **Accountability:** implementing the updated standards
- Strengthen **SOGIESC inclusivity**
- **Accountable advocacy**
- Addressing **backlash**
- **Decolonization**
- **Youth** engagement, leadership and participation

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**Strengthen Youth Leadership  
and center young people in all  
their diversities across the  
Alliance**

# Strengthen Youth Leadership and center young people in all their diversities across the Alliance (1/2)

- **Re-energise the Youth Reference Group (YRG)** - finding new members, conducting an induction, updating ToRs and setting up the governance structure
- Identify **new Global Board member representing Youth Constituency** together with the YRG
- Create a **database on the broader youth members** of the Alliance and co-create a pathway of **linking the YRG with the youth members** across the Alliance
- Co-identify members of the YRG to **represent the broader youth membership** of the Alliance in existing working groups and committees
- Support in strengthening and setting up **youth governance structures for national-regional networks**

# Strengthen Youth Leadership and center young people in all their diversities across the Alliance (2/2)

## **Strengthening youth-led advocacy and allyship**

- Co-identify advocacy opportunities for young members for collaborative advocacy as an Alliance, and in Youth spaces

## **Capacity strengthening and empowerment of youth leaders across the Alliance**

- Organise cross-learning sessions with other youth led movements and organisations to learn and unpack good practises for meaningful youth participation and engagement
- Conduct inter-generational capacity strengthening sessions with the YRG and broader youth network of the Alliance
- Initiate learning collaborative (CoLab), building on to the south asian regional network leadership on the agenda, to support young people to engage in personal reflection and transformative analysis across the Alliance

## **Facilitate connections between young members at the country, regional, and global levels to support movement building efforts**

- Map youth led or youth focused national-regional-global networks for partnerships





**Result Area 1:**  
**Strengthened MenEngage**  
**Alliance Networks & Leadership**

# Background

**MenEngage Alliance is a membership-based social change network in spirit and in practice, working to empower the membership and facilitate joint actions.** We aspire to be a vibrant and pluralistic civil society network that contributes effectively, using a rights-based approach, to advancing gender-, social- and climate justice.

In order to retain the identity and value-addition of an Alliance, it is important to strengthen the interconnectivity, capacities and cohesion among the membership, and to be directed by the principles we have set for ourselves.

As we continue functioning it is important that we live up to the essence of who we are and to the network and movement building approach, coming together as community to support each other, staying on track and moving ahead.

The network structure of the Alliance forms the basis from which the work as an Alliance can be conducted.

**MenEngage *Global* Alliance** brings the network together at the global level. It is a pivotal mechanism bringing together members, partners and allies around the world and supporting their work.



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# Strengthen Regional & Country Networks (1/2)

Strengthen country/regional networks leadership and secretariats with improving **democratic governance structures** and **leadership capabilities**, including:

- Join and support meetings (both online/offline) for country and regional networks to **support in local strategic and work plan development, including leadership/governance**
- Support (be available when needed/requested) regional and national secretariats/leadership on **networks strengthening activities and processes**
- Organise (create spaces and mechanisms) cross-sharing session to **exchange regional and global annual (quarterly) plans**, and find moments for synergy and collective strategizing in the implementation of the plans
- **Manage SubGrants for the regional networks**, including assessments, reporting and follow-up



# Strengthen Regional & Country Networks (2/2)

- Organise **webinars and online workshops for cross-regional exchanges on network strengthening and development**
- Support **establishment of new country/regional networks**, including in MENA and South East Asia regions
- Support in **handling membership and governance matters**, including facilitation of information and clarifications of roles and responsibilities of secretariats and leadership team
- **Update & translate Networks Building Toolkit**, and support in adapting the toolkit
- Support country and regional networks with **local symposium and colloquium organising**



# Improve meaningful membership engagement

- [Advance/strengthen MenEngage value clarification through the] **Membership reaffirmation process with the Regional Networks**, including by **organizing spaces for dialogue with the membership**
- Organize **annual/bi-annual meetings with regions** to share plans, get inputs, identify opportunities for collaboration, identify areas where the GS can provide support
- Organize **town-halls** to hear from members
- Organize annual **MenEngage Members Assembly** and **Ubuntu Declaration & Call to Action (UDCTA)+2**
- Initiate elements of the **membership engagement strategy**, together with country and regional networks
- Develop **membership comprehensive induction package** and work with regions to contextualize
- **Maintain membership database** and develop an **online tool/platform for membership engagement** with the regions



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# Strengthen Global Governance & Leadership

*Including:  
Strengthen the GS  
team on process  
facilitation and decision  
making guidelines*

- Organise facilitated process on **diversity and inclusion, including anti-racism and decolonisation, ToC with Global Leadership** (Board and Secretariat) - and support regional networks in these efforts
- Organise and host **MenEngage Global Leadership and Board meetings** online and offline
- Organise annual **Global Secretariat team retreat and team building** meetings
- Identify new Board members from **Women's Rights & Youth movements**
- Organise virtual sessions to **inform and engage membership in Board dialogues and decisions**
- Finalise the Alliance's **monitoring and evaluation framework**
- Finalise and implement **Environmental Sustainability and Climate Action plan** for the global organization

**Result Area 2:**  
**Accountable Policy Advocacy  
and Political Voice**

# Joint Actions for Accountable Advocacy (1/2)

*Organise joint accountable advocacy actions among MenEngage members and strategic partners at country, regional and global levels, with the Global Advocacy WG and informed by the Interconnected advocacy strategy:*

- Coordinate and influence **Global and Regional Norm Setting Frameworks**, including CSW67, ICPD, Human Rights Council (HRC), UNGA/UNSC and Generation Equality Forum (GEF)
- Support members at all levels, particularly at national level, in **carrying out accountable policy-making** (from design, content, implementation, to M&E) through the policy scorecard methodology
- **Mobilize and support members to engage and participate in international and regional fora;** elevate their voices, work and agendas
- Provide technical inputs to policy processes including **Special Procedures, Treaty bodies, HRC, CSW, ICPD, HLPF, UNGA, UNSC**, as well as regional fora & mechanisms; and key development strategies, including World Bank



# Joint Actions for Accountable Advocacy (2/2)

*continued...*

- Establish new relationships with **UN policy makers in New York & Geneva** , as well as with policy makers in regional fora through our members - including EU, AU, SADC, CariCOM
- **Partnership building & capacity strengthening sessions with governments and other stakeholders** on political and accountable men and masculinities work
- **Carry out accountable advocacy** in feminist, LGBTIQ, youth and indigenous spaces and processes
- **Develop policy briefs on urgent advocacy agendas**, including for CSW67 and Scorecard Findings

# Support Accountable Advocacy Strategizing, Agenda-setting and Structures

**Strengthen MenEngage Alliance membership capabilities and mechanisms to engage in joint accountable advocacy actions at country, regional levels, and global levels including:**

- Ongoing support for **regional advocacy strategizing, advocacy working group structures and processes**, including in supporting regional networks to **engage with regional political bodies, mechanisms and feminist movements and feminist advocacy groups**
- **Support regional advocacy working groups in conceptualizing ways to support each regions' various national advocacy actions and activities**
- Convene the **Global Advocacy Working Group and ad hoc WGs**
- Update the **Interconnected advocacy strategy** aligning to the regional advocacy strategies and integrating the GEF Commitment-makers multistakeholder strategy (developed by the GEF AWG)
- **2023 Advocacy Calendar** developed, shared and actions organized around, including interconnections with the regional and country network plans
- Establish **tool for rapid monitoring and information sharing** among all global and regional advocacy working groups.



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# Organize spaces to raise capacities on Accountable Advocacy

Building off of the consolidation of advocacy knowledge management in 2022, create spaces to socialize these tools, and convene member-lead collective learning conversations for all members to share, unpack, reflect on-, and raise collective capacities on (Co-Lab):

- **Contextualize and apply international and regional conventions and normative frameworks as key tools to hold national policy-makers to account** (and as key tools to support country and regional network members' advocacy efforts), including HRC 35/10 & OHCHR Report, CEDAW, CSW and CSW Agreed Conclusions, COP and Climate Frameworks, UNSCR 1325, and ILO C190 & R206 (ongoing learning space)
- Raise **capacities on the political nuancing and normative frameworks of the adopted language on 'men and masculinities' within key international and regional normative frameworks** & the road ahead in our language policy advocacy
- Conduct **accountable advocacy practices**, including key examples from our own work at all levels.



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# Political Voice

Take vocal and visible stance to challenge patriarchal masculinities and advocate for gender-, social- and climate justice, including through mobilising our members at all levels:

- **Write and widely disseminate statements** which address urgent gender justice and human rights violations
- Create better process for elevating and **supporting regional, national and locally-lead statements**
- **Develop journal and magazine articles, calling out men in positions of power on various issues**
- **Monitor and** amplify statements and calls by **feminist networks and other movements; participate in urgent mobilizations and calls to action; disseminate and amplify among members for further support**
- Activism vs. Advocacy: Explore distinctions and commonalities between them and strengthen capacities in alternative forms of activism, including new strategies, tactics and tools beyond UN policy advocacy

**Result Area 3:  
Effective and Strengthened  
Programming**

# Background

**To dismantle patriarchy we need to hold each other accountable, procuring to live our values and model justice inside our networks, being critical of our work, doing no harm, acknowledging and learning from our mistakes.**

We have to listen to and take leadership from those most targeted by gender injustice and patriarchal systems, and work in partnerships and solidarity with the broader movement for women's rights, SRHR and gender justice.

MenEngage Alliance sets standards of accountable practices with our membership and networks. Together the Alliance supports strengthening capacities of members so that they can inspire and inform increased and qualitative uptake of gender transformative work on men and masculinities.

As a vehicle, ongoing **support to the regional networks** to adopt or adapt the new Accountability framework (Core Principles, Code of Conduct and Accountability Standards) and Sexual Harassment Policy will be provided.



# Strengthen Accountable Practices & Implement Sexual Harassment Policy

Advance on the **6 implementation pillars of the Strengthening Accountable Practices strategy**:

- Membership reaffirmation
- Regional and national adaptation
- Knowledge and skill building
- Prevention and promotion
- Response to cases and complaints
- Monitoring, learning and evaluation (for all the pillars)

# Collective actions to challenge backlash

Strengthen partnerships, allyship and collaborations with feminist and LGBTIQ rights organizations, and youth movements, particularly from the global south, to address and counter the influence of backlash.

- **Identify members and map initiatives that expose and mobilize against backlash**
- **Facilitate spaces for conversations and mobilisation with members and partners** around backlash, feminist critical analysis of backlash, and **strategies and approaches to expose backlash and anti-gender activities** at local, national and regional levels
- **Support members in their work countering backlash** and engage members who have expertise/work done on backlash to share and lead efforts as part of an ongoing item in the Alliance's advocacy agenda at national-regional-global levels
- **Develop/co-create/share statements that expose backlash** (i.e. anti-gender justice, anti-rights, colonialist and racist narratives and anti-democratic political moves), connection with CoLab
- **Partner in the coalition convened by IDS of feminist actors on backlash**, including those involved with GBV prevention, LGBTIQ rights, climate justice, care economies, SRHR, peace & security





## Partnership & knowledge building to strengthen evidence and practice

- Launch **MenEngage Theory of Change campaign & Strategic Plan 'handbook'**
- Work with **SRHR Working Group and SOGIESC Learning Circle**, and support other working groups through intersectional feminist lens (*connected with CoLab*)
- Lead stakeholder engagement for **WHO's Research Agenda Priority Setting Initiative on Masculinities and SRHR**
- Continue to work on **Militarized Masculinities** in partnership with **WILPF, PAX and others**
- Continue to strengthen the **Economies of Care (Men, Masculinities & Care) initiatives**, including our role in the MenCare Campaign and Global Care Alliance (GEF)
- Continue to convene members and partner on “**Inner Work for Social Change**” agenda to develop collective strategy and plan for the Alliance
- **Climate Justice and Environmental Sustainability Working Group**
- **Convene dialogue and strategize a plan for accountable response to the concept of International Men's Day**

**Result Area 4:**  
**Strengthening Movement**  
**building approaches**

Feminist movement building approaches recognize  
“the need to address the power dynamics of gender,  
race, and sexuality that silence and exclude” the  
lived experience of women, girls, people of color,  
non-binary individuals and groups of both  
“oppression and liberation.”

JASS



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# Strengthen MenEngage Regional Networks' & Leadership's collaboration with feminist and intersectional social justice movements (1/3)

**Facilitate cross-movement connections between members across the Alliance** and women's rights, LGBTQIA rights, youth activism, climate justice, SRHR movements, etc.

- Strengthen membership capacity on movement building and allyship strategies, with focus on centering Global South feminist movements' gender justice agendas
- Participate in key events, campaigns and call to actions issued by feminist organizations and networks
- Identify strategic opportunities with key partners like SVRI, Equality Institute, COFEM, CREA, UN Agencies, etc



# Strengthen MenEngage Regional Networks' & Leadership's collaboration with feminist and intersectional social justice movements (2/3)

**Join and amplify feminist mobilisation and agenda** as part of the Alliance's ongoing solidarity with and accountability to the feminist gender justice agenda in Human Rights Spaces and Public spaces

- Create spaces for critical dialogues about challenging topics for the membership and **partners**, including recurrent concerns by feminist organizations at the all levels
- Co-convene spaces with feminist movements/leaders for dialogues on intersectional gender justice work, (including Organize membership around Women Deliver)
- Create opportunities to learn about and develop effective campaigns and public education/influencing strategies in various areas of the Alliance's work



# Strengthen MenEngage Regional Networks' and Leadership's collaboration with feminist and intersectional social justice movements (3/3)

- **Facilitate closing the feedback loop on dialogues with feminist movements** about progress and challenges across MenEngage Alliance, including on Accountable Practices
- **Represent MenEngage Alliance as a member in various feminist coalitions** at Global and Regional levels:
  - [Alliance for Feminist Movements](#)
  - [Women's Rights Caucus](#) & [Women's Major Group](#) at the United Nations; and making links between our members to their regional structures, processes and mobilizations
  - [Feminist Action Nexus for Economic and Climate Justice](#) ("Action Nexus"), and [Women and Gender Constituency](#)
  - [Sexual Rights Initiative \(SRI\)](#)-lead advocacy collective for Human Rights Council-based cross-movement advocacy
  - [GEF Action Coalition Core Group](#) - feminist civil society group (including regional levels - Asia Feminist GEF CSO Alliance and Arab Feminist network)
- **Foster and nurture new partnerships with youth and LGBTIQ rights movements** at all levels



# Strengthen partnerships & solidarity Actions

*The Alliance's working groups and circles will play a key role in identifying and following up on solidarity actions*

- Join and amplify feminist mobilisation and agenda as part of the Alliance's ongoing solidarity with and accountability to the feminist gender justice agenda in Human Rights Spaces and Public spaces
- Identify capacity needs and opportunities **for partnerships within the broader feminist, LGBTIQ and SRHR organizations**, including with AWID, JASS, OutRight International and ILGA
- **Strengthen participation and engagement in key events, campaigns and call to actions issued by feminist organizations and networks**, including Women Deliver Conference
- **Strengthen strategic partnerships with Gender justice, Feminist, youth, climate, indigenous, LGBTIQ and other movements**, including SVRI, Equality Institute, COFEM, CREA, UN Agencies and others

# Diverse SOGIESC inclusive organising, approaches and politics

- Better **map out members** doing work on SOGIESC rights and LGBTIQ inclusion and **develop case studies** from various contexts and the link to the need to transform patriarchal masculinities
- **Re-energize the SOGIESC learning circle** and create spaces/opportunities to elevate the topic in the Alliance's agenda (learning space for the Alliance)
- **Identify key political asks and agenda priorities to advance SOGIESC rights** that we can integrate into our advocacy
- Develop CoLab with the aim to **challenging heteronormativity in our work as Alliance**, including strengthening solidarity actions towards LGBTIQ rights
- **Convene and facilitate conversations/sessions on what SOGIESC** means and how to assess and manage local and regional level risks of advocating for SOGIESC rights in conservative countries/settings
- **Engage and organize with partners activities or events** at national, regional and global levels, particularly around SOGIESC agenda





# **Communications & Knowledge Management**

# Campaigns 2023

The following CAMPAIGNS will have associated events, participatory spaces, and communications activities:

- Strategic Plan summary/handbook launch (Jan)
- Accountability Framework (Feb)
- Ubuntu+2 (May/June)
- Safe Abortion Day (September)
- 16 Days (Nov-Dec)
- CoLab brand/web launch (Date TBC)

MenEngage Alliance will also continue highlighting international commemoration days for women's, LGBTQIA, youth and broader human rights and social justice issues

# Work with the Knowledge Management and Communications (KMC) Working Group to update and implement the Knowledge Management and Communications Strategy, including:

- Systematise the **management of MenEngage newsletter format & strategy**
- Create a **website content plan/approach that elevates diverse news** and updates from across the global alliance
- Update **look and feel for new Strategic Period**, including brand guidelines
- **Improvements and additional features for the new website**
- Build a **high-quality online resource library and member directory** (& map)
- Continue implementing and updating the Alliance's communications strategy, including the **social media strategy & guidelines**
- **Develop campaigns** aimed at members, partners, and more broadly for key initiatives in advocacy, accountability, member engagement, governance
- **Make resources and dialogues available in multiple languages** (at least EN, ES and FR) through interpretation and translations



# Partnership Building for Resource Mobilization

Maintain and strengthen partnerships with existing donor agencies and feminist partners for accountability around fundraising and resource mobilisation, including:

- Partner with the MenEngage regional/country networks and members to **establish and strengthen partnerships, proposals and resource mobilization** for joint actions
- **Co-organizing a consultation with donors, governments and partners** on the importance of feminist-informed and accountable work on transforming masculinities towards gender justice
- Continue building **partnership with Sida, Ford Foundation**, as well as proactively reach out to potential funding partners who can support in the implementation of our strategic plan
- Partner in the **UNESCO Men'talities initiative** with SVRI, White Ribbon Canada, Equimundo and country & regional level MenEngage members
- Build partnerships and explore **joint proposals with feminist women's rights organizations and networks**, such as Global Women's Institute (GWI)
- Develop and implement a **resource mobilization and fundraising plan**



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