

Café SWAN

Athena SWAN Journal Club - Kingston University
School of Life Sciences, Pharmacy and Chemistry

Tuesday, 25 February 2020, 13:00 - 14:30pm

Moderator: Mehmet T DORAK
School of Life Sciences, Pharmacy & Chemistry

Topic: ***Getting Men Onboard to Achieve Gender Equality***



Benefit for Everyone

Benefit for Everyone

The benefits of gender equality

Research shows that gender equality has a positive impact on companies and workplaces, including:

- Productivity and economic growth
- Performance
- Talent attraction
- Employee retention
- Reputation
- Team morale



Male allies and our journey towards gender parity

Engaging men to drive change in our organisation

Benefit for Men

WHAT'S IN IT FOR MEN?

MEN GAIN WHEN WOMEN GAIN

Because gender equality is good for women and girls, it is good for men too. Men and boys share their lives with women and girls – their wives and partners, sisters, daughters, mothers, aunts, friends, co-workers, and so on. The quality of every man's life depends to a large extent on the quality of those relationships. Men gain when the women and girls around them have lives which are safe and fair.

WELL-BEING

Men's own well-being is limited by narrow ideas about how they are "supposed" to behave. Men often pay heavy costs – in the form of shallow relationships, poor health, and early death – for conformity with narrow definitions of masculinity.

Feminism gives men greater choices about their working and family lives by questioning narrow, restrictive gender roles for women and men (e.g. women must be the full-time stay-at-home carer and men must be the full-time breadwinner).

RELATIONSHIPS

Gender equality is good for men's relationships and sexual lives. US research finds that men with feminist partners report greater relationship stability and sexual satisfaction than men with non-feminist partners.

In turn, feminist men are good for women. Women with feminist male partners have relationships with greater quality, equality, and stability and greater sexual satisfaction than women with non-feminist male partners.

FRIENDSHIPS

Gender equality is good for men's friendships, as it reduces the pressure on men to be stoic and avoid emotion, making more room for friendships with other men and women which are intimate and supportive.

PARENTING

Men also benefit from active involvement as fathers in their children's lives.

COMMUNITIES

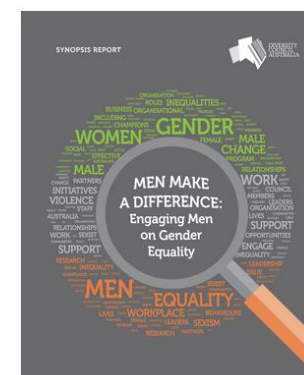
Gender equality is good for our workplaces, communities, and country. Gender progress benefits the communities in which men live. Our communities benefit from flexibility in divisions of labour, improvements in women's health and well-being, reductions in violence against women, and other signs of growing gender equality.

DIVERSITIES

Gender equality also tends to open up room for diverse sexualities, creating greater space for same-sex and queer relationships and communities.

WORK EXPERIENCES

With progress towards gender equality in workplaces, men will enjoy workplaces with greater productivity, creativity, and diversity because of the wider pools of talent and fairer processes on which they are based. Men will also experience higher quality work resulting from greater teamwork and collaboration and a reduced emphasis on competitiveness. Finally, men will benefit psychologically from being active participants in the process of positive change.



Benefit for Everyone, Including Men



A YouTube video player interface. The video frame shows Michael Kimmel, a middle-aged man with grey hair, wearing a black button-down shirt, speaking on a stage with blue lighting. His hands are raised in a gesturing motion. A large red play button is centered over the video. Below the video frame is a progress bar showing 0:00 / 15:58. At the bottom of the player, the title "Why Gender Equality Is Good for Everyone — Men Included | Michael Kimmel | TED Talks" is displayed, along with "463,027 views • Oct 6, 2015". To the right of the title are icons for likes (8.3K), comments (2.9K), share, save, and a menu. At the bottom left is the TED logo and "TED 16.2M subscribers". At the bottom right is a red "SUBSCRIBE" button.

Why Gender Equality Is Good for Everyone — Men Included | Michael Kimmel | TED Talks

463,027 views • Oct 6, 2015

8.3K 2.9K SHARE SAVE ...

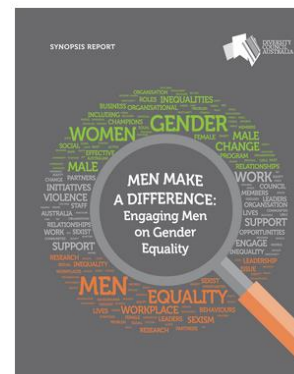
TED TED 16.2M subscribers

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Why Are Men Guilty?

WHAT IS 'EVERYDAY SEXISM'?

- **Evaluating women less positively** than men (e.g. in job application and promotion processes)
- **Ignoring and talking over** women
- **Sidelining women** in social and work networks
- **Calling women “girls”** but not calling men “boys”
- Criticising others for **acting “like a girl”**
- Comments that women **are not as good as men at certain things** (maths, sports, cars, leadership) or that they are too easily offended
- **Seemingly harmless comments about women**, such as that they are naturally better at collaborating, detailed work, child care, cooking or shopping
- **Not offering women work opportunities** out of misplaced concern that they may not be able to manage it (e.g. assuming that women can't travel or work in male-dominated or heavy industries)
- **Choosing women for stereotypical assignments** or tasks such as taking meeting notes, getting tea or coffee or cleaning up the room after meetings
- **Unwelcome remarks** about a woman's body or clothing



Why Are Men Guilty?

SSRN

The Old Boys' Club: Schmoozing and the Gender Gap

45 Pages • Posted: 9 Dec 2019

[Zoe Cullen](#)

Harvard University - Business School (HBS)

[Ricardo Perez-Truglia](#)

University of California, Los Angeles (UCLA); National Bureau of Economic Research (NBER)

Why Are Men Guilty?

When Men Schmooze, Women Lose – How Male Bonding Tilts the Playing Field and Hurts Business

 Bruce Anderson February 18, 2020



New research suggests that bigger paychecks and smaller restroom lines are not the only advantages that men have over women. Men get promoted more quickly than woman, and a recently released paper from the [National Bureau of Economic Research](#) entitled “[The Old Boys’ Club: Schmoozing and the Gender Gap](#)” pointed to male bonding as one of the causes for this disparity.

[‘The Old Boys’ Club: Schmoozing and the Gender Gap](#)

45 Pages • Posted: 9 Dec 2019

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University of California, Los Angeles (UCLA); National Bureau of Economic Research (NBER)

Why Are Men Guilty?

All Along the Pipeline, Men Promote Men

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Share this article:

Written By

Christina Le Beau
January 15, 2020

At one bank, the cumulative effect of male bonding accounts for 39% of the gender pay gap

Women are half the workforce, yet they don't get promoted at nearly the same pace as men. A National Bureau of Economic Research [working paper](#) by Harvard's Zoe Cullen and UCLA Anderson's Ricardo Perez-Truglia suggests male bonding is in large part to blame. The "male-to-male advantage" in promotions could account for 39% of the gender gap in pay.

'The Old Boys' Club: Schmoozing and the Gender Gap

45 Pages • Posted: 9 Dec 2019

[Zoe Cullen](#)

Harvard University - Business School (HBS)

[Ricardo Perez-Truglia](#)

University of California, Los Angeles (UCLA); National Bureau of Economic Research (NBER)

Do We Agree?

The Allyship Gap: Diverging Opinions

Men are doing everything they can to advance gender equality in the workplace

while **77%** of men said they are

only **41%** of women agreed that men are

Men at my work would be good listeners to a woman reaching out about an experience of workplace harassment

while **89%** of men said they would be

only **58%** of women agreed

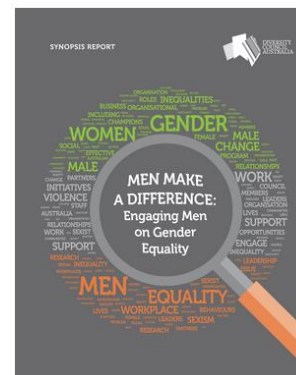
Summary and Recommended Action

Most men want to be allies for gender equality, and many think they already are – but women aren't convinced. It's time for men to close this “allyship gap” and move from intention to thoughtful action.

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

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

Men Make a Difference



Men Make a Difference, but...

HOW ENGAGED ARE MEN IN GENDER EQUALITY?

Research tells us that on the whole, men show less support than women for gender equality, including initiatives aimed at achieving women's and men's equal treatment and workplace efforts to eliminate gender bias.

However, this is not due to malice. Many men just aren't aware of existing inequalities. Men are shaped by lifetimes in a gender-unequal world, so that sexism becomes normal, taken-for-granted, and invisible.

- Some men see gender equality as a 'women's issue'
- Men often assume that the other men around them support sexism more than they do
- Some men fear being judged by their male peers if they intervene
- Some men simply don't know what to do or say.

Much of this may sound like bad news. But there is good news as well.

Most men support gender equality.

And men can and do come to passionate personal support for gender equality.

Men can be effective advocates for change. In fact, men have some advantages over women in advocating for gender equality...



What Can Be Done?



'Engaging men' is **not a 'magic bullet'** for gender equality



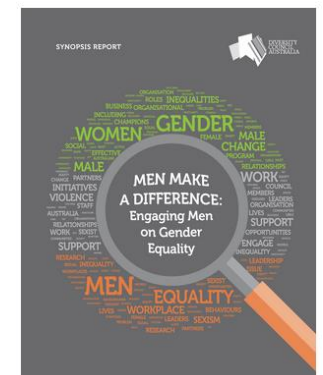
Maintaining women's initiatives and women-focused approaches is vital



Avoid putting men on a pedestal for being actively engaged in gender equality



Engage men at every level in your organisation – not just at the top



Men without Sisters and Daughters

**It may be that you are a man who
went to a Boys School, and does not
have a sister or a daughter**

You have a mother

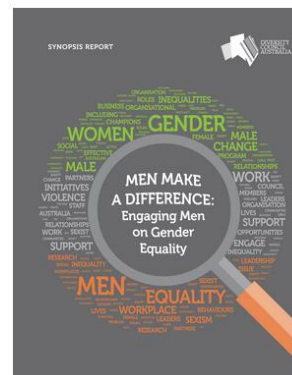
**You live in a society where women
make 51% of the population**

Getting men on board is part of the
solution to female disadvantage at work

Passive resistance to gender equality is still rife, but the men
who designed and mostly run workplaces need to take action
to change them

Why Getting Men Onboard Would Make a Difference?

Because men at the higher levels of workplaces can take for granted their gender and leadership positions and their acceptance by masculine establishments, research shows they are more able than women to act as public champions – they are often perceived positively, while the reverse is true for female champions of gender equality.



Benefit for Men

Flood and Russell point out: men will benefit from progress towards gender equality personally, in their intimate and family relationships, and in their workplaces and communities. And most men broadly support gender equality.

Getting men on board is part of the solution to female disadvantage at work

Passive resistance to gender equality is still rife, but the men who designed and mostly run workplaces need to take action to change them

What Men Can Do?



What Men Can Do?

Men can stop telling women:

- they need to back themselves more
- stop marginalising themselves
- negotiate better
- speak up
- support each other
- strike a balance between work and home

" Women fixing themselves won't fix the system, the system built by men "



What Men Can Do?

The most effective ways to engage men on gender equality at work:

1. *Get the foundation right* – ensure gender equality initiatives involve women and men as active and equal partners.
2. *Get the framing right* – treat gender equality as a business issue, not a women's issue.
3. *Go wide* – make visible and target all key gender equality areas (i.e. paid work, power and decision making, financial security, personal safety, interpersonal work relationships, caring, and community involvement).
4. *Get the messaging right* – to appeal to men as well as women.
5. *Engage a diversity of men* – including men in different organisational roles and levels, and with a variety of demographic backgrounds (e.g. ages, cultural backgrounds, sexual orientations).
6. *Educate about how to lead change effectively* – by resourcing initiatives, being visible and persistent, and 'walking the talk'.
7. *Make the connection between work and home* – by implementing initiatives that encourage gender equality in caregiving.
8. *Make the connection between work and communities* – by framing gender inequality as a societal/community problem.
9. *Build individuals' gender confidence and capability* – by providing opportunities for both men and women to change their mindsets, assumptions, and behaviours.
10. *Encourage men and women to challenge and change gender-biased organisational policies and practices.*



What Men Can Do?

MEN: HOW TO MAKE A DIFFERENCE TO GENDER EQUALITY



ADOPT A PARTNERSHIP MINDSET. Look for ways to partner with women – to work together – to address gender equality issues in your organisation. Review your organisation's gender equality strategy and suggest ways to improve this based on a partnership approach.



MAKE SPACE FOR EQUAL VOICE. Ensure that women have an equal voice in all discussions and meetings in which you are involved. Take responsibility to: (i) set up this expectation at the outset, and (ii) conduct a review at the end of meetings to check whether equal voice was achieved.



GET INVOLVED. Attend diversity events and personally invite other male colleagues to come with you.



EQUIP YOURSELF AND OTHERS. Stay informed about issues that link directly to gender inequality (e.g., domestic and family violence), and share this information with those around you both at work and in the community.



SEEK FEEDBACK. Openly seek feedback from others, both women and men, in order to challenge your own mindsets and behaviours in relation to gender equality.



PROMOTE GENDER EQUALITY. Learn about, and promote, the benefits of gender equality for both women and men.



CHALLENGE OTHER MEN. Challenge men who engage in behaviour that perpetuates gender inequality, and motivate other men to do the same.

What Men Can Do?

MEN: HOW TO MAKE A DIFFERENCE TO GENDER EQUALITY



RECRUIT FOR GENDER BALANCE. Actively seek to recruit women into your team when roles become available, and retain them. Ask, what is the business case for not recruiting and retaining women?



LOOK FOR EQUAL DECISION-MAKING. Advocate for regular reviews and audits to be conducted into men's and women's involvement in key business decisions, with the aim of ensuring equal representation.



MAKE IT COUNT. Take responsibility for integrating gender equality into your personal KPIs and development plan.



MEASURE IT. Advocate for gender pay equity analyses and caring audits to be undertaken in your organisation. Be involved in determining what actions are needed to address the identified issues.



BRIDGE THE WORK-LIFE GAP. Look out for opportunities to redesign jobs and work to enable both men and women to balance caring and work responsibilities. If applicable, take parental leave and actively encourage and support other men to do so as well.



ROLE MODEL FLEXIBILITY. Actively engage in flexible working and make this visible to others in your organisation. Redesign your own job to increase your flexibility options.



TAKE IT HOME. Live gender equality in your personal life by ensuring your relationships are based on equality, care, fairness, and mutual respect. Model these relationships to the children you interact with in your life.

What Men Can Do?

ROAD MAP FOR MALE ALLYSHIP

1

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

2

Reflect on your own power and privilege as a man.

3

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

4

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

5

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

**SO, YOU WANT TO BE
A MALE ALLY FOR
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Results from a National Survey,
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What Men Can Do?

ROAD MAP FOR MALE ALLYSHIP

6

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

7

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

8

Volunteer for nonprofit organizations that do good work and support gender equity.

9

Support diverse female leaders you believe in.

**SO, YOU WANT TO BE
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(AND YOU SHOULD):**

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

What Men Can Do?

According to Women:

- Acknowledge that there is still a problem.
- Ask women about what they are experiencing, listen to their responses, and echo and amplify their concerns.
- Be open about your opportunities and salaries.
- Bring more women to the table as peers.
- Speak up and say something when you know something isn't right,
- Be respectful and call out anyone who isn't.
- Back up women at work when we are passionate about something.
- Pay it forward. If there is an area where you excel and your coworker, on the other hand, needs help or has too much on her plate to focus on, offer your assistance to help her accomplish her goals. Be supportive of her success by giving her the tools needed to be successful.
- Don't expect women to act like men. Stop perceiving feminine strengths as weaknesses (e.g., diplomacy, training/teaching, flexibility, etc.).
- Stop focusing on our physical appearance. Trust that they have the skills and more to do the job they were hired for.
- Give credit where credit is due.
- Share your salary information. Women lose out on a daily basis because they don't know their worth.

Men: Have you really stopped to think about gender equality?

It's an entirely different thing for men to try to put themselves in women's shoes so they can suss out what their female coworkers may really be experiencing on the job.

FAST COMPANY

What Men Can Do?



What Men Can Do?



Spanish Prime Minister Pedro Sánchez filled nearly two-thirds of cabinet positions with women. Image: Ministry of the President. Government of Spain

Refuse to Sit on Manels

What Men
Can Do?

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The Head of NIH Will No Longer Participate in “Manels” – and Why Companies Should Take Note



Bruce Anderson July 9, 2019

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Dr. Francis Collins knows difficult.

Help Increase Diversity in Committees

All-male boards are a thing of the past.
But there are still challenges ahead.

Women now hold more than 1 in 4 corporate board seats

What Men
Can Do?



**Give Equal Chance to Female Colleagues in
Everything You Do**

**What Men
Can Do?**

**Female authors listed on just 30% of
recent UK academic research**

**Progress rate 'disheartening', says expert as 2014-17 figure is small
improvement on 2006-09**

Female Members in a Team May Need Encouragement

Our more introverted colleagues may not have the appetite, or frankly, the energy, to elbow their way into a conversation dominated by those who are more expressive.

And research shows consistently that women are often ignored and interrupted by men in meetings.

So to run a better meeting, here's a few action points for us all to consider.

For instance, research shows that when a woman asks the first question or offers the first comment in a meeting, other women are likely to speak, too. So ladies, when you're offered the space - take it.

Second, create space for quieter colleagues by asking them beforehand how they would like to be heard. After years of being talked over in meetings, I can promise you that they have many ideas.



Why I hate meetings - and how to make them better

© 23 October 2018

f b t e Share

What Men Can Do?

Female Members in a Team May Need Encouragement

[Home](#) / [News & Opinion](#)

Opinion: How to Stop Women's Silence in STEM

Our survey of seminars in biology and chemistry shows that women ask fewer questions than men. We propose ways to change that.

Jul 16, 2019

ANDREA ANTON, FRANCISCA C. GARCIA, MARIA LL. CALLEJA



489



1



94

What Men Can Do?

We found that, on average, men asked three times more questions (absolutely and proportionally) than their female counterparts. Our findings agree with those of a recently published [study](#) showing a comparable gender disparity in participation in academic seminars: the study reports that men were 2.57 times more likely to ask questions after seminars. Therefore, the three of us are not the exception; we are the norm.

We think that to reduce women's inhibition in academic communication, universities could provide courses of professional development to train in oral communication skills at the undergraduate and graduate levels, and possibly at the early stages of education. To address the specific inhibition during seminars and conferences, assigning the first question to a woman would be a good start as the gender disparity of those who [ask questions will be subsequently reduced](#). Finally, we think women in science must be aware of this phenomenon and work actively to get their voice back. We advocate a conscious effort from women to work up the nerve to participate in all academic settings and thereby help remove lingering gender bias in STEM.

Learn From Female Leaders



Latest Career News

Search for titles - Try: meeting, interview, leadership...



Diversifying the boardroom: what can we learn from female leaders?

Reference: Forbes; CIPD; Caliper Corp; the Guardian

07 Mar 2019

women in business

What Men Can Do?

The theme of this year's International Women's Day is #BalanceforBetter, highlighting the need to close the gender pay gap that is still existent in modern society - and apparently will be for the next 200 years.

There are different factors behind the gap, one of them being **a lack of women in senior roles**. Research by Cranfield School of Management showed that the share of women in executive functions in the UK was only 10% in 2017.

There are multiple reasons behind this, as a CIPD study from 2016 suggests, including the increased likelihood of women to work part-time or take career breaks – most notably to start a family – which hampers them from following traditional routes to senior roles. The most pervasive obstacle for women, however, is unconscious bias, with discussions on leadership traditionally favouring stereotypically 'masculine' traits like dominance and assertiveness; traits that women supposedly lack.

Battling this gendered view of leadership is tough, with the CIPD stating that even when women do reach the top, they feel like they have to mimic 'masculine' behaviours to be successful. A shift in preferred leadership styles in recent years has, however, gone some way to changing these gender biases. Transformational leadership focuses on motivating and inspiring team members to perform to their best ability, so they can ultimately become leaders themselves. A good leader is therefore expected to possess traits like collaboration, empathy and emotional intelligence: characteristics stereotypically considered 'feminine'.

A year-long study by Caliper, comparing men and women's leadership skills, showed this shift to a more collaborative style very clearly. The test mainly looked at traits like flexibility, sociability and empathy, but also discussed persuasiveness and assertiveness. The results showed that **women scored higher than men on all of these points.**

What Men Can Do?

Gender Equality in Academia

Engaging men to support women in science, medicine, and global health

Kopano Ratele, Ravi Verma, Salvador Cruz, Anisur Rahman Khan

- The collective privilege of men, and their power over women in broader society, could be a key factor in the low representation of women within STEMM in general, and particularly in positions of power within these fields and in global health.
- Gender-biased structures, and the attitudes and practices of male researchers, teachers, or leaders in the STEMM and global health fields can be a barrier for girls and women entering and progressing in their professions.
- Given the collective power of men over women, egalitarian men have a role to play in promoting opportunities for girls and women in STEMM and global health, either in organised groups or as individuals.

THE LANCET

Advancing women in science, medicine, and global health



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What Men Can Do?

Gender Equality in Academia

Engaging men to support women in science, medicine, and global health

Kopano Ratele, Ravi Verma, Salvador Cruz, Anisur Rahman Khan

- The male engagement agenda seeks to create a more gender just world and transform gender relations between women, girls, men, and boys in public, work, and private life.
- Several prominent global or regional organisations, such as [MenEngage Alliance](#), [MenCare](#), [Promundo](#), [Sonke Gender Justice](#), [Rwanda Men's Resource Centre](#), and the [White Ribbon Campaign](#), have adopted engaging men and boys as a key theme in their work on [gender equality](#).
- Engaging men to support girls and women requires working with male researchers and leaders in STEMM and global health to critically consider [masculinities](#), change men's gender power and relative privilege, participate in shifting entrenched unequal gender power relations, and act as champions.



What Men Can Do?

A Few Good (Feminist) Men: How to Get Men On Board with Gender Equality & What Men Stand to Gain

Free Access

Ashley E. Martin, Bobbi Thomason, Ashley E. Martin, Bobbi Thomason and Katherine W. Phillips

Published Online: 30 Nov 2017 | <https://doi.org/10.5465/ambpp.2015.14840symposium>



While gender and organizational scholars have a robust understanding of the roles women in organizations often hold (e.g. Kanter, 1977), what women do to get ahead, though at a cost (e.g. Rudman & Glick, 1999; 2001), and what women could do (e.g. Bowles & Babcock, 2013), there is also a growing realization among scholars and practitioners that progress towards gender equality will not only be about "fixing the women (Liff & Cameron, 1997; KMPG, 2014)." In order to increase gender equality, it is essential that men, oftentimes the gatekeepers to powerful positions, and participants in the families which burden women with "Second Shift" (Hochschild, 1989), embrace gender equality in principle and in practice. While men and women have much to gain from gender equality, supporting gender equality is particularly complex for men. We believe exploring men's and gender equality would contribute to diversity research in three fundamental ways. First, in order to move past the current plateau of progress towards gender equality (Ridgeway, 2011), we believe it is imperative that men are on board. Second, while research has robustly understood how status-quos are maintained (e.g., Kanter, 1977; Ridgeway & England, 2007) we believe that this research contributes to filling a void in how to disrupt the gender status quo (e.g. Ely & Meyerson, 2010). Third, feminist theorists have stressed the importance of understanding the intersection of multiple identities (Acker, 2012), and the study of masculinity is an excellent opportunity to understand how masculine identities intersect with other identities, such as racial and professional. Thus, in this symposium, we seek to 1) understand and explore the men's experience engaging with gender equality; 2) expose the benefits of men supporting gender equality; and 3) highlight how men can and do participate in gender equality. To do so, we unite a diverse set of qualitative and quantitative scholars who will present their empirical and theoretical contributions to the study of men and gender equality.

SELF-IDENTIFYING WOMEN SCIENTISTS — [SIGN UP TO BE A RESOURCE](#)



REQUEST A WOMAN
SCIENTIST

The graphic features the text "REQUEST A WOMAN SCIENTIST" in a white, serif font, centered on a brown background. Below the text, the silhouettes of three women are visible, looking towards the right. The entire graphic is framed by a thin orange border.

What Organisations Can Do?

10 PRINCIPLES FOR ORGANISATIONS TO EFFECTIVELY ENGAGE MEN ON GENDER EQUALITY

What are the principles which will increase the effectiveness and impact of efforts to engage men on gender equality at work?



Get the foundation right – Ensure gender equality initiatives involve women and men as active and equal partners



Get the framing right –
Treat gender equality as
a business issue, not a
women's issue



Engage a diversity of men – including men in different organisational roles and levels, and with a variety of demographic backgrounds (e.g. ages, cultural backgrounds, sexual orientations)



Go wide – Make visible and target all key gender equality areas (i.e. paid work, power and decision making, financial security, personal safety, interpersonal work relationships, caring, and community involvement)



Get the messaging right – to appeal to men as well as women



Educate about how to lead change effectively – by resourcing initiatives, being visible and persistent, and ‘walking the talk’



What Organisations Can Do?



Make the connection between work and home – by implementing initiatives that encourage gender equality in caregiving



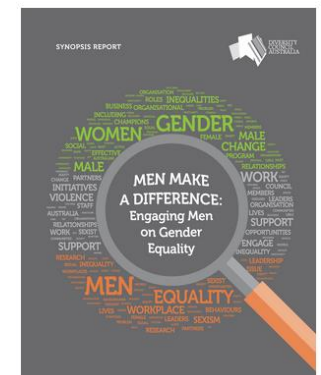
Make the connection between work and communities – by framing gender inequality as a societal/community problem



Build individuals' gender confidence and capability – by providing opportunities for both men and women to change their mindsets, assumptions, and behaviours



Encourage men and women to challenge and change gender-biased organisational policies and practices



Ready to Be an Ally for Black Academics? Here's a Start

Twelve ways that white faculty members can better support Black academics in their department and across the campus.

By *Ebony O. McGee* | NOVEMBER 11, 2020



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Men and Gender Equality

Gender equality is also a men's issue

[Find an activity on men and gender equality](#) 

[Reesources on masculinity in EIGE's Resource & Documentation Centre](#) 


White Ribbon

Violence against women is sad and shameful reality happening in all the societies of the European Union and across the globe. Although it is rooted in gender inequalities, it also exists because we, as a society and individuals, far too often let it continue un-noticed.

This must change.

Studies conducted by EIGE show that there is much work to be done at the institutional level, but also at the level of the individual. Men at EIGE have joined the White Ribbon Campaign and they invite you to do the same.

White Ribbon Campaign is the world's biggest campaign engaging men in fighting violence against women. Men wearing the white ribbon declare that they will never commit, condone or remain silent about violence against women. They also promise to raise the issue of violence against women and to work within whichever means possible towards ending it.

[View the White Ribbon Ambassadors](#) 



Sheryl Sandberg: How Men Benefit from Gender Equality

At the World Economic Forum in Davos, Facebook COO Sheryl Sandberg addressed how companies can shift unconscious biases and why it's more important than ever for men to get on board.

Equality starts with women, but must 'get the men on board'

By Cristian Angeloni, 29 Mar 19

Communication is key when it comes to promoting gender equality in the work place



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How to encourage men to be engaged in gender equality issues

Chio Verastegui of Bain & Company says a new report has found that few men are engaged in gender equality, but around three-quarters of those surveyed are keen on being involved.



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