



USAID's Engendering Industries Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries:

9.4 Motivate men to promote and serve as ambassadors for women's advancement

About Your Gender Equality Plan

The following Gender Equality Plan was generated using Engendering Industries' online tool: [The Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries](#). The best practices listed in this plan were identified and included to fill gender equality gaps at your organization. The information included in your plan provides an overview of how to implement best practices, challenges to implementation, and markers of success. More information and resources for advancing gender equality at your company are available at EngenderingIndustries.org.

Description

Recognize male employees as critical stakeholders in achieving gender equality in the workplace

Raise awareness among male employees on gender equality issues, toxic masculinity, and how gender equality benefits both women and men

Encourage male employees to become allies and change agents, with active roles and responsibilities identified in job descriptions and/or change management plans

Participate in the #HeForShe campaign, which asks men to speak out against violence and discrimination against women and girls around the world

Coordinate company and division dialogue where men and women hold small group discussions and interactive trainings sharing what their corporate culture change goals are, and how to achieve them

Support male leaders to amplify and model what male allyship looks like and encourage other male employees to participate in achieving culture change and gender equality goals

Challenges to Implementation

Men may be hesitant to become allies or support gender equality activities because they fear being perceived as less masculine or less powerful

Men may not see the personal benefit of being involved in gender equality initiatives or may feel threatened by the idea of empowering women

Men don't easily recognize unconscious gender biases that permeate the organization, and may not recognize the importance of their engagement

Male employees may feel uncomfortable joining a women's network or any events or discussions on gender equality, because they are in the minority

What Success Looks Like

A culture which encourages gender equality partnerships among colleagues is established

Men are allies for female colleagues which supports women in various ways and makes them feel more equal

Male leaders actively and publicly demonstrate their commitment to gender equality, and encourage others to do so

Men and women at all levels effectively work to support change of culture and gender equality in the organization

Resources and Tools

Guide: [Actions Men Can Take to Create an Inclusive Workplace](#) (MARC by Catalyst)

Guide: [Men Make a Difference: Engaging Men on Gender Equality](#) (Diversity Council Australia)

Guide (incl. Action Plan and Commitment Sheet): [HeForShe Action Kit](#) (UN Women)

Guide: [Do's and Don'ts for Engaging Men and Boys](#) (USAID Interagency Gender Working Group)

Guide: [Actions Women Can Take to Support Men's Engagement](#) (MARC by Catalyst)

Tool: [Continuum of Male Engagement: A Conceptual Model for Engaging Men to Prevent Gender-Based Violence and Promote Gender Equality](#) (Rus Funk Consulting)

Course/E-learning: [Manhood 2.0: A Curriculum Promoting a Gender-Equitable Future of Manhood](#) (Equimundo)

Training Resource/Tool: [Barbershop Toolbox](#) (National Committee of UN Women Iceland)

Example (incl. Additional Resources): [Continuum of Male Engagement](#) (Rus Funk Consulting)

Example (incl. Additional Resources): [MenEngage Alliance](#)

Example: [Men, Boys and Gender Equality](#) (Institute of Development Studies)

Example: [Workplace Advisors](#) (Equimundo)

Example: [White Ribbon Campaign](#)

Example: [HeForShe Campaign](#)

Example (incl. Additional Resources): [Men, Commit to Mentor Women](#) (Lean In)

Example: [Gender Equality is Everyone's Business: Engaging Men as Allies to Advance Gender Equality Across the Value Chain - Case Studies](#) (Business Fights Poverty)

Report/Study: [State of the World's Fathers 2021: Structural Solutions to Achieve Equality in Care Work](#) (Equimundo-US)

Report/Study: [The Man Box](#) (Equimundo)

Report/Study: [Men as Allies: Engaging Men to Advance Women in the Workplace](#) (Center for Women and Business, Bentley University)

Report/Study: [Better Together: Increasing Male Engagement in Gender Equality Efforts in Australia](#) (Bain & Company)

Report/Study: [The Design of Everyday Men: A New Lens for Gender Equality Progress](#) (Deloitte)

Report/Study: [Gender Equality is Everyone's Business](#) (Business Fights Poverty)

Report/Study: [We Set the Tone: Eliminating Everyday Sexism](#) (Male Champions of Change)

Article: [Pixar Unravels Toxic Masculinity in the Workplace](#) (JOBLO)

Article: [How to Get Men Involved with Gender Parity Initiatives](#) (Harvard Business Review)

Article: [Five Ways Men Can Improve Gender Diversity at Work](#) (Boston Consulting Group)

Article: [Lebanese NGO Reminds Men that a Women's Honor is Only Hers](#) (StepFeed)

Article: [Men United, for Women](#) (INSEAD)

Article: [How Men Can Become Better Allies to Women](#) (Harvard Business Review)

Article: [It's Not About You: How to Be a Male Ally](#) (The Conversation)

Article: [How Men Can Confront Other Men About Sexist Behavior](#) (Harvard Business Review)

Video: [Men as Allies](#) (JP Morgan Chase & Co.)

Video: [It starts with Me - Why Men Should Engage for Gender Equality](#) (Tomas Agnemo)

Video: [#NotYourHonor Campaign Song](#) (ABAAD MENA)

Video: [Gender Equality](#) (World Economic Forum)

Video: [What does My Headscarf Mean to You?](#) (Yassmin Abdel-Magied)

Video: [MenEngage](#)