
Barbershop Toolbox

Tool #02

March 2017





Learn From the Community: High Level Event

Goal

This session should inspire members of leadership to become agents of change by highlighting examples of leading figures who are promoting gender equality through their work with men and boys.

After this session, members of leadership should be inspired to become agents of change after learning from others who are actively working on engaging men and boys. The speakers should share their personal experience by highlighting best practice examples and bringing to life success stories of implementing gender equitable practices in their professional and personal life.

Required for this session

Facilitator, speakers, possible performers, possibly a microphone, a large screen to show videos, a stage, etc.

Timeframe

1–2 hours



Guidelines for organizers

This tool is designed to bring together leaders who are working towards gender equality. However, it is up to you as organizer to decide how this tool is most useful for your organization.

Reflect on the following questions to identify the topics most beneficial for your organization and targeted audience:

What are the chief obstacles in your organization to greater gender equality?

What concrete steps can the organization/company take to champion non-discrimination and non-sexist male attitudes and behaviour within and beyond the workplace?

How can your organization learn from others already mobilizing men and boys for gender equality?

The next step is to identify and reach out to high level politicians, CEOs, international or local experts, NGOs and activists in your field that could share their own experience and commitment to mobilizing men and boys, and invite them to participate at the event, either as keynote speakers or as part of a panel. Think “outside the box” when looking for speakers: is there an educator or coach who is raising awareness among young boys? Or a local business that has worked hard to reach gender equality within the workplace? This session offers an opportunity to look for outside inspiration and

works best when there is a mixture of statements, videos and testimonials that provide best practice examples.

Give the event some flavour by including inspiring and informative videos and identify possible performances by singers, authors or actors who are working towards gender equality with their art. For suggestions see **Resources** below. Keep in mind that if possible speakers cannot attend they might be willing to submit a video to be shown during the event or give their presentation via Skype.

Find an expert to take on the role of facilitator for the session. This can be someone within the workplace, in the local community or an international activist/expert. Guidelines on the role of facilitators are outlined in **Getting Started**. The facilitator can introduce the session, serve as Master of Ceremony and give concluding remarks.

Share information about the audience and the event’s main objective with the speakers, performers and facilitator beforehand so they have a clear idea of the desired outcome.

Encourage speakers to address the issue from a personal point of view:

What inspired them to become active in achieving gender equality?

Have they faced any challenges along the way? How have they overcome them?

What best practice examples can they share with the audience?

Ask some key managers and inspiring staff members to prepare a personal commitment to gender equality and publicly declare them by the end of the session. See examples under the **Be the Change – Make a Commitment** tool.

Ask the facilitator to end the session by tying the main themes together and discussing some of the personal stories and best practices identified on both an organizational and individual level. Highlight for the audience the following possibilities to start their personal commitment to the cause.

Organize a **photobooth or a selfie corner** where attendees can take pictures championing the cause and share with their friends and family on social media.



Becoming an agent of change

Encourage participants to take the HeForShe and PwC's interactive 35 minute online course **Building Gender IQ** on the benefits of gender equality and why it matters.

Implement the commitments made by leadership at the event.

Continue the co-operation with the speakers and attendees and look for ways to build on the discussion.

Organize a workshop for all staff to create a more gender aware workplace (see **Workshops** in this toolbox).

Resources

Inspiring stories of men who are breaking gender stereotypes
HeForShe equality story from Iceland
Gunnar Pétursson is breaking down gender stereotypes in nursing. His home country, Iceland, is one of the most gender equal societies in the world, yet only 2% of males are nurses.

For more HeForShe equality stories

Pálmar Ragnarsson, basketball coach in Iceland, is having real impact by educating young boys on gender equality and breaking stereotypes in sports

Mr. Gudlaugur Thor Thordarson, Iceland's Minister for Foreign Affairs, on the Barbershop concept

Former Barbershop events
Senior leaders' panel during a Barbershop Conference at the United Nations Human Rights Council in Geneva, March 2016

Barbershop Conference, High Level Event, United Nations (UN) headquarters in New York, January 2015

Donald McPherson, a former NFL player, an activist, feminist and educator addressing the Barbershop High Level Event at UN Headquarters in New York, January 2015

Guante, a spoken-word hip-hop artist, educator and social justice activist, performing at the Barbershop High Level Event at UN Headquarters in New York, January 2015

Magnús Scheving, entrepreneur and founder of Lazy Town, addressing the Barbershop High Level Event at UN Headquarters in New York, January 2015

Max Bryant, a 13-year-old youth activist for girls education, addressing the Barbershop High Level Event at UN Headquarters in New York, January 2015

Video by Lt. General David Morrison, addressing the Barbershop High Level Event at UN Headquarters in New York, January 2015

Video by Vigdís Finnbogadóttir, former President of Iceland and the world's first democratically directly elected female president, on the importance of engaging men and boys. Filmed for the Barbershop High Level Event at UN Headquarters in New York, January 2015 .

In the workplace
CATALYST, Flip the Script: Women in the Workplace

HeForShe, Workplace Action Kit

McKinsey & Company, Women in the Workplace



Sheryl Sandberg, Why we have too few women leaders, Ted Talk

World Economic Forum, The Global Gender Gap Report 2016

Politics

CATALYST, Government Affairs

HeForShe, IMPACT 10x10x10 Corporation Framework

OSCE Office for Democratic Institutions and Human Rights, Handbook on Promoting Women's Participation in Political Parties, 2014

Halla Tómasdóttir, It's time for women to run for office, Ted Talk

UN Women, Importance of women's leadership and political participation

Women Political Leaders Global Forum

Work/Life Balance

LeanIn, LeanIn Together

MenCare, Parental Leave Platform

White Ribbon, Fatherhood Films: 4 Men, 1 Question

White Ribbon, I'm a male model #fathers

White Ribbon, Involved Fathers and Gender Equity

White Ribbon, It Starts With You, It Stays With Him

NGOs and Civil Society

Greig, Alan with Edström, Jerker (2012) Mobilising Men in Practice: Challenging sexual and gender-based violence in institutional settings, Institute of Development Studies, Brighton: IDS

International Rescue Committee, Preventing Violence Against Women and Girls: Engaging Men Through Accountable Practice

MenEngage Alliance, Accountability Toolkit

National Community of Practice Toolkit

Promundo, Living Peace: The Story of Abby and Kyalu

Violence Prevention

Stígamót, Survivors speak Out – Consequences and Recovery

Stígamót, Survivors Speak Out – Justice System

Stígamót, Survivors Speak Out – Perpetrators

White Ribbon, Draw the Line

White Ribbon, Engaging Men and Boys to Reduce and Prevent Gender-Based Violence

White Ribbon, Men's Attitudes and Behaviours Toward Violence Against Women