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THE **GIZONDUZ**
INITIATIVE

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1 INTRODUCTION

Gizonduz is a pioneering initiative by the Basque Government overseen by the Emakunde-Basque Women's Institute. It is aimed at promoting men's awareness, their participation and their involvement, in working towards Equality between women and men.

The term Gizonduz strives to transmit the idea that, since Equality allows for the personal development of women and men and broadens their life horizon, it also makes us better people and consequently, men become more manly in terms of more human.

The objectives of the initiative are specified in the document The Gizonduz Initiative, "**Equality makes you more of a man**" and are as follows:

- Increase the number of men sensitised to support Equality between women and men.
- Increase the number of men trained in subjects related to the Equality between women and men.
- Increase the responsibility of men in doing domestic work and in providing care for other people.

Although the initial timeline for the initiative was November 2007 to December 2009, Emakunde decided to have Gizonduz continue with the journey that it has undertaken based on the positive feedback that it received during its first two years.

The results obtained by the Gizonduz Initiative for the period 2007 until 2010, have been recorded in the document entitled: "**The Gizonduz Initiative Report: Period 2007-2010**".

2 ACTIVITIES CARRIED OUT DURING 2011

2.1 WEB SPACE

During 2011, Gizonduz continued to administer the website (www.euskadi.net/gizonduz) which was created in April 2008 as a virtual space for men who support Equality. This website contains extensive information about the initiative using different web-media and is organised into different sections such as interviews, documentation, bibliographies, videos, links to other webs of interest and access to add support to the Charter adopted by Basque men in favour of Equality and against violence against women, etc.

During the year in question, the website had been visited 13 977 times registering 40 000 hits on its pages. Of these, 9 437 were unique visits which further consisted of 66% new visits compared to 34% being returning visitors.

88,6% of all visits came from different locations within Spain, while the rest originated from other countries: Mexico (2%), Columbia (1%), Chile (0,7%), Venezuela (0,7%), Argentina (0,7%), The United Kingdom (0,7%), Peru (0,6%), France (0,4%) and the United States (0,4%). According to these statistical reports, it can be said that the website has been visited from all of the 5 continents.

In terms of the visits that originated from within Spain, 24% were accessed from Bilbao, 15,5% from Vitoria-Gasteiz, 10,3% from Madrid, 8% from Donostia-San Sebastián, 4% from Barcelona and 3,5% from Pamplona.

Furthermore, visitors utilised different languages to access the website: 91% of the visitors did so in Spanish, compared with 3% in Basque and 1,5% in English.



Image 01 > Online presence > www.gizonduz.com

2.1.1 Blog

The Gizonduz blog is a space where debates, news and other useful information are put forward. It is open to all citizens so that they can express their opinions, reflections and comments about current issues relating to Equality, men and masculinities.

During the period January to December 2011, 120 entries were made which can be classified according to the following categories: institutional initiatives, masculine violence, violence against women, men's groups and men facing up to Equality.



Image 02 > Online presence > Blog

2.1.2 Interviews

This section is made up of interviews with people associated with Equality. The following people were interviewed during 2011:

- Teresa del Valle Murga. Professor of Social Anthropology and Emakunde Equality Prizewinner.
- Rafa Pérez. Lawyer for Women’s Services at the Psychosocial Unit at Deusto-San Ignacio.
- Fernando Oregi. Programme Coordinator at NAHIKO.
- Zipriztintzen. The Ermua pro-feminist and anti-sexist men’s group.
- Xabier Odrizola Ezeiza. Masculinity expert and founder of men’s groups
- José Ángel Lozoya Gómez. Member of the Men’s Forum for Equality.



Image 03 > Online presence > Interviews at www.gizonduz.com

2.1.3 Social Networks

An institutional page was created on Facebook in 2009. This was accomplished after successfully migrating existing content from the Facebook previous profile to the current page. Similarly, profiles for Gizonduz have been set up on other websites like YouTube and Vimeo and are periodically updated.

It is also fitting to highlight that Emakunde was invited to participate in a presentation on User Guides and Styles for Social Networks within the Basque Government. This event was organised by the Open Government and Internet Communication Directorate as well as the Directorate for Citizen Care, and served as an opportunity for Gizonduz to publicize the work that they have done in this space.

In fact, of all the Basque Government Facebook pages, the Gizonduz page has had the most 'friendships' during 2011: a total of 4 860 'friends'. It received 371 498 visits to view its publications and 535 comments were posted, with an average reach of 590 visits per publication.



Image 04 > **Online presence** > Social Networks: Facebook page

2.2 THE GIZONDUZ BACKPACK FOR FATHERS

This initiative, which was started in 2008, came to an end in February 2011. During this period, 30.000 backpacks were distributed. Each backpack contained a variety of materials aimed at making fathers aware of issues such as caregiving and fatherhood as well as stimulating them to reflect on the influence that the father figure has in transmitting non-sexist values. The bank Caja Laboral made this initiative possible through a direct sponsorship, assisting in filling up the backpack with the following: the documentary film 'Aitak', the children's story 'Aita's secret', a guide entitled 'Fathers and Equality', a guide 'Men, Equality and the New Masculinities', a game called 'Berdinometroa', a bumper sticker and the newsletter 'Gizonduz'.



Image 05 > **Educational materials** > Gizonduz backpack for parents

2.3 TRAINING AND AWARENESS PROGRAMME

The first edition of the Gizonduz Awareness and Training Programme was launched in March 2009. During 2009 and 2010, 3 116 people (1 665 men and 1 451 women) participated in the more than 140 courses.

During the year 2011 alone –the third year of the programme– 76 courses (74 in-person and 2 on-line courses of 60 hours and 8 hours each) were run. 1 650 people attended these courses of which 55,6% (919) were men and 44,4% (731) were women.



Image 06 > Educational materials > Educational and sensitisation programme

2.3.1 In-person Courses

For the years 2009 and 2010, the Training and Awareness Programme ran 138 in-person courses for 2 548 attendees, of which 1 407 (55%) were men and 1 141 (45%) were women. A total number of 711 hours of training were given.

For the year 2011, 74 courses were run, equating to 293 hours in total. 1 459 people attended these courses, of which 56% (821) were men and 44% (638) were women. 48,6% of the attendees participated in courses which were 2 hours long, 10% in courses of 3 hours, 34,5% in courses ranging from 4 to 10 hours and 6,8% in courses that went beyond 10 hours. Of the 4 in-person courses planned for 2011, only one 10-hour course was held at the Emakunde offices in Vitoria-Gasteiz. The remainder of the courses were not held since they did not satisfy the minimum number of attendee enrolment.

In the education sector, three 6-hour courses were held at the the School of Social Work at UPV-EHU; 4 workshops of 1 hour each were held at the Solokoetxe High School in Bilbao; two 2-hour workshops were held at the the Lantegi School in Vitoria-Gasteiz and last, a workshop was held with the teaching staff at the Basque Government ´s Department of Education, Universities and Research in Bilbao.

With regards to courses run at Public Institutions, 11 courses of 2 hours each were run at the Vitoria-Gasteiz Municipality. Courses were held at Old Age Homes, for example 2-hour long courses covering skills and Equality for fathers. A 4-hour course was held in conjunction with Norabide: a public services organisation for immigrants. A 2-hour session on awareness was

held at the Alegria-Dulantzi Municipality, while at Zalla Municipality, 2 courses of 10 hours each were held at 2 Study Centres. Similarly, 3 courses of 2 hours each were held with the AMPAS (these are school associations for the parents of students) at the Zumarraga Municipality. A talk lasting 2 hours was held at the Aretxabaleta Municipality and at the Ermua Municipality, one 8-hour course for civil servants was held. Last, in collaboration with the Barrika Municipality, a 2-hour learning session was held.



Image 07 > On-site classes

A course of 15-hours duration was organised with the Basque Youth Observatory and with the Directorate for Services for Victims of Gender Violence, a 5-hour training course was held for the regional police force's (the Ertzaintza) high command. Two courses lasting 5 hours each were run at the Basque Government's Department of Transport and Euskotren (a parastatal responsible for the Basque public train system).

In collaboration with the Bizkaia Provincial Council, a 12-hour course was held for its employees. In collaboration with the Bizkaia Basauri Provincial Prison, an 8-hour course was held for inmates.

Similarly, various courses were held with a number of different associations, such as the three 6-hour courses with the Lutzana Association and a two and a half-hour course with the 'Gizatiar' Association in Santurtzi. A 3-hour course was run with the men's group at the Coordinating body for Development NGOs, as well as with Prestaturik, who organised 3 courses that lasted 12 hours in total. A 2-hour course was run with Uhezi and with Zubietxe, two 4-hour courses were held aimed at the immigrant population.

Two 5-hour courses were conducted with trainers and referees from the Bizkaia Basketball Federation and with ASFEDEBI (an association for sporting federations in Bizkaia). Also, 2 courses were held at the Peñascal Foundation as well as a 2-hour course at Zumarragako Gaztetxea. For Supergintza a 6-hour course was held and for Etorikintza, a course of 20 hours. In Erandio, a 3-hour course was conducted with one of the associations based there.

Courses were also held at various companies. At Ingeteam in Zamudio, four 3-hour courses were held with staff members. Two courses totalling 6 hours were run at the consulting company UNA. A 5-hour course on the prevention of occupational hazards was held at a company called

Bellota de Zumarraga and at 2 other companies – BETEAN and ATE – 4 courses were run, each one lasting 4 hours.

Two courses of 8-hour duration were held at the ESK Trade Union and another of 5 hours at the UAGA Trade Union. A 10-hour training session was also held at the ERNE Trade Union.

In terms of the course evaluation, 91% of all attendees found them to be useful in their personal lives and a further 76% found them to be useful in their professional lives.

Furthermore, Emakunde through its role in Gizonduz participated in awareness activities facilitated by other organisations. The following ones are some of the highlights:



Image 08 > On-site classes

- Assisted with the organisation as well as the participants' forum at the Ibero-American Conference on Masculinity and Equity, which was organised by the Homes Igualitaris-Ahige Catalunya and held in Barcelona.
- Assisted with the organisation and the round table discussions at the Symposium on Social Initiatives and Social Institutions entitled 'Men in times of Equality', organised by the Psychosocial Unit at Deuso-San Ignacio and held in Bilbao.
- Participated in the work-group on Reconciliation / Joint Responsibility within the framework of the Symposium for Constructing Gender Equality, that took place in Bilbao and was organised by the Bizkaia General Assembly, the Bizkaia Autonomous Council, the Bilbao Municipality and the Bilbao Bizkaia Kutxa Savings Bank.
- Participated at the symposium on 'joint responsibility', which was organised by the Bergara Municipality.
- Attended the conference entitled 'Gizonezkoen rola genero berdintasunaren alorren' ('The role of men in the field of Equality') organised by the Gautegiz Arteaga Municipality.
- Participated at the symposium 'Masculinity and Human Development', organised by the Coordinator for Development NGOs in Basque Country.
- Participated in a workday organised by the Álava Rural Women.
- Delivered a paper entitled 'Strategies for men's involvement and their participation' at the 'Second Conference on Public Policies on Gender Equality 2011' organised by the Cantabria Government's Women's Directorate and which was held in Santander.



Image 09 > Congresses > CIME 2011

2.3.2 Internet-based Courses

2.3.2.1 Awareness online

This course covers the following topics: the origins of gender in Equality, the part that socialisation plays in defining sexual roles and stereotypes, a review of the different models on masculinity, the role of caring for others and for one self in the lives of men, men's involvement in domestic work and in caring for others, how sexist socialisation causes gender-based problems that also affect men and last, the role that the legitimisation of violence plays in constructing male identities.

The course has an estimated duration of 8 hours and can be done anytime of the day. It was first initiated in 2009 and during the years 2009 and 2010, 351 people (241 women and 110 men) successfully completed the course.

During 2011, 71 people successfully completed the course; 53 women and only 18 men. These figures indicate a lower enrolment for the course overall as well as a tendency for fewer men to take part.

Regarding the course evaluation, 90% of the participants thought that the course had been useful in their personal lives and 83% thought that it was useful in their professional lives. Participants awarded high marks for the course's interestingness in general (4,9 points), its content (4,5 points), course materials (4,3 points) while previous knowledge about the subject matter scored lower (3,8 points). Scores were based on a scale from 1 to 6.

2.3.3 On-line Training

The Internet-based training course of 60 hours was run from the 21st of September 2009 until the 21st of December 2009, and was then repeated the following year during the same dates. Due to high demand for the year 2009, it was decided to increase the allowed number of participants from 60 to 79, of which more than half successfully completed the course. 45 applicants had to be turned away from the course, but were given priority for the following year.

During the course's second iteration, demand continued to grow and hence, the allowed number of participants was increased to 138. But even then, 107 applicants had to be placed on

the waiting list. Of the 138 participants who started the course, 76 completed it successfully; made up of 39 women and 37 men.

During 2011, demand for the course increased dramatically. 575 people applied for the course, but only 140 places were available. Applications came from all the autonomous communities in Spain including Catalunya, Valencia, Galicia and Asturias but also from 10 other countries (mostly from South America).

Of the 140 participants who were selected and started the course, 80 were men and 60 were women. 29 women and 52 men successfully completed the course.



Image 10 > **Online sensitisation** > 'Los Hombres y la Igualdad' guide

Also, for the 2011 edition of the course, the tutor –Antonio García– held an in-person session for participants. 25 course participants attended the session, while 60 participants accessed the session on-line via live streaming or viewed the clip afterwards on the Irekia website.

Furthermore, more than 70 course participants made 111 comments on the forum that was set up for those people who could not attend the session in person.

In terms of how the participants evaluated the 2011 course, it is noteworthy that all of them thought that the course was useful in their personal lives and that 84% thought that the course was useful in their professional lives. This compares with 98% and 94% respectively for the 2010 course evaluation. Another highlight is that for the overall course evaluation, on a scale of 1 to 10, a score of 8,3 points was awarded for the 2009 course, 8,5 points for 2010 and 9 points for 2011,

In 2009, for the first edition of the course, 37% of the participants came from the Álava province, another 37% from Bizkaia, while only 8% of the participants came from Gipuzkoa. The remaining 17% came from the rest of Spain. For the 2010 course, it is fitting to highlight that 62% of the participants came from Bizkaia, compared with 13% from Álava, 10% from Gipuzkoa, 8% originated from other parts within Spain and the remaining 8% came from mostly South America. For the 2011 course, 11% of the registered participants came from Araba, 3% from Gipuzkoa and 29% from Bizkaia, while 54% of the enrolment came from other parts within Spain.



Image 11 > Online education

Regarding the participants' educational qualifications, 60% of those who finished the course had a university degree, 29% a technical university diploma and 9% had doctorate degrees. In terms of age, 49% of the participants were between 33 and 40 years old, 29% between 41 and 50 and only 14% were between 18 and 29 years old.

2.4 THE «YOUTH FOR EQUALITY 2.0» PROJECT

This project was designed and its technical aspects defined in collaboration with the public entity – EJIE, SA. The project is aimed at making teenagers and the youth –especially male youth– more conscientious about issues related to Equality and involve them in working towards Equality between women and men and against violence against women. To accomplish this, it makes use of innovative educational tools that are based on new technologies.

It is foreseen that the project will be established during 2012 and will consist of 3 platforms:

- An informative webpage or 'shop window' that will have information about the project, its development and phases, and about the entities involved.
- An on-line graphical adventure (a videogame), made up of different scenarios that will present users with a particular problem that they have to confront and resolve. In other words, users will have to choose from a range of possible options how to deal with sexist, homophobic or violent situations.
- A virtual community as a space to participate and which will strengthen communication between teenagers.

2.5 SPREADING TRAINING AND AWARENESS ACTIVITIES

As in previous years, in order to increase the number of men who participate in training and awareness-raising activities, information about masters and postgraduate university degrees, specific IVAP courses on Equality as well as the Forum for Equality's activities, were publicized on electronic bulletins and on the Gizonduz webpage.

2.6 DIGITAL PUBLICATIONS

A document entitled 'Activity Report for The Gizonduz Initiative for the period 2007 to 2012' was prepared and published and contains a comprehensive review of all activities that the Gizonduz Initiative has carried out from its inception as well as the extent to which its objectives have been fulfilled.

Another document entitled 'Masculinities and Equality: a multi-disciplinary study' was also published. It is aimed at those persons who want to explore questions related to men's values and behaviour, Equality and masculinities as well as subjects as diverse as health, caregiving, human rights, masculine violence, violence against women, road safety or prevention of substance addiction and criminality.

2.7 CONSULTING

Finally, it must also be mentioned that during the year 2011, 150 enquiries were attended to - via email but also telephonically. These enquiries were about the Gizonduz Initiative itself but some also dealt with questions related to men, Equality and masculinities.

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