

Barbershop at the
COUNCIL OF EUROPE
April 2023



What is it all about?





*Barbershop organized
by the Government of
Iceland and others*

UN Headquarters 2015

OSCE Vienna 2016 and 2018

NATO 2016

Human Rights Council Geneva, ILO,WTO 2016

Council of the Baltic Sea states 2017

Nordic Council of Ministers 2017

The Parliament of Iceland 2018

Ministry for Foreign Affairs Iceland 2018

Malawi –Lilongwe & Mangochi District 2018

The World Bank 2019

Council of European Parliamentary Assembly 2018

Iceland Union of Electrical workers in Iceland 2019

UNESCO 2019 and 2023

Ministry of Slovakia 2023 (promotion)



B A R B E R S H O P

TOOLBOX



Why is it called Barbershop?

Most men have been to a barbershop. These are spaces where men talk to each other and where behaviours and attitudes about gender relations – including what it means to be a man are learned, discussed, and reinforced. While relations between men and women are often discussed among men in barbershops (or locker rooms), these conversations too often reflect the stereotyped roles of women and men, and rarely tackle serious issues at the root of gender inequality.

Barbershop events provide a setting for male-to-male discussions about their own behaviours, privileges, and roles; and a space to elevate women's voices, in order to realize gender equality. This way, the Barbershop platform encourages men to make a proactive commitment to gender equality at an individual level, inspire other men to join them and bring the discourse on gender equality to barbershops and locker rooms around the world.

Together we can achieve gender equality.



We want to advance Gender Equality in international fora and support various initiatives to enhance dialogue internationally. The aim of the Barbershop is to create a space and a process for men in senior positions of authority to reflect on and speak out on the roles that they, as men, can play in work for gender equality. The emphasis is on mobilizing men to see themselves as “part of the solution” to patriarchy.





Leadership Engagement on Gender Equality

This session was developed in co-operation with Dr. Michael Kimmel, one of the world's leading experts on the studies of men and masculinities. Dr. Kimmel is experienced in engaging with leadership on gender equality. For more information and resources from Dr. Michael Kimmel, see the [Resource](#) list below.

Goal

This session aims to explore how leadership can support women to advance in the workplace and how to set an example so that both female and male employees are valued, deserving of equal pay and of family-supportive workplace policies.

After the session, individuals should have a deeper understanding of the benefits of gender equality and what they can do in their own position as leaders to influence change. Leaders must be engaged, motivated and have a clear vision on how they can contribute to achieving gender equality.

The role of governments and corporations in achieving gender equality has been well documented. Men comprise 60% of the employed labour force, and 95% of the CEOs of the world's largest corporations are men. At the same time only 23% of seats in national parliaments are held by women. As such, the importance of leading by example through actions that demonstrably advance and empower women is vital.

Required for this session

Facilitator for the session. Discussion leaders to facilitate table discussions. Material for facilitator and discussion leaders, including the Facilitator's Checklist and Terminology from [Getting Started](#). The facilitator and discussion leaders should also have a copy of the questions with explanations, as presented below. Provide the participants with a clean version of the questions, without the explanations (provided at the end of this tool).

Timeframe

1.5 – 2 hours

Mobilizing Men and Boys for Gender Equality

Gender inequality is one of the most significant human rights violations of today. To solve this global challenge, and to achieve full gender equality, it is of great importance that men and boys participate in the conversation and be part of the solution.

Barbershop events encourage men and boys to become actively engaged in promoting gender equality by better understanding how gender inequality limits the ability of individuals, businesses, and communities to reach their full human, economic and social potential. Barbershop events provide men with tools to address this inequality and become agents of change. Through their own behaviour, men can work towards the positive transformation of social norms and take action; they can also hold other men accountable, and encourage them to join in.

Explore the tools below to see how you can mobilize the men and boys around you to achieve gender equality.



Choose your tool

The tools in the Barbershop toolbox can be divided into three series:

1. Leadership sessions
2. Workshops
3. Increasing engagement

The leadership series is tailored to deepening understanding and commitment to gender equal practices and policies at the highest level. The workshop series allows the organizer to lead the participants through exploration of the ways gender inequality manifests itself in our societies. Increasing engagement is aimed at increasing interaction with the topics during a Barbershop event and is as such not meant to be used independently, but as additional features to either a leadership session or a workshop.

Tool	Type	Objective	Recommended Audience
Leadership Engagement on Gender Equality	Leadership session	Increase understanding at the highest level	Closed event for management only
Learn from the Community: High Level Event	Leadership session	Inspire attendees by inviting prominent leaders and pioneers on gender equality	All levels of management; possible to include everyone
What is Gender?	Workshop	Understand how gender stereotypes harm society	Everyone
Act Like a Man, Act Like a Woman	Workshop	Explore how gender norms impact everyday lives of men and women	Everyone
What is Violence?	Workshop	Identify different types of violence and explore gender-based violence	Everyone
Be the Change – Make a Commitment	Increasing engagement	Key participants commit to concrete actions to achieving gender equality	Managers/role models who enjoy respect among participants
Photobooth	Increasing engagement	Build momentum by offering participants the chance to have their photo taken with slogans and signs pledging support for gender equality	Everyone





Inspiration from
UNITED NATIONS in 2015





Vigdís Finnbogadóttir former President of Iceland





AND BE A
**POSITIVE
ROLE MODEL**

CHRISTOPHER GRAVES

TODD MINERSON

LUIS MORA

KELLY WALLACE

#BarberShopConf

Barbershop
Conference





R SURINAME

MINISTER ICELAND

PRESIDENT OF THE GENERAL ASSEMBLY

DEPUTY-SECRETARY-GENERAL









#HeForShe
Gender equality is not a women's issue, it is a human rights issue

I am an agent of change
#HeForShe

#HeForShe
When women are empowered, the whole of humanity benefits

HeForShe
UN Women Solidarity Movement for Gender Equality





Inspiration from
NATO 2016



MINISTER OF FOREIGN AFFAIRS

CHAIRMAN

SPECIAL REPRESENTATIVE
FOR WOMEN PEACE







SPEAKER

SPEAKER



How do you support
gender equality
at NATO?



We are pushing
more female voices
at the table.

We advocate
for more women
as leaders at NATO.

We work to empower
women in international
peace and security.

We call for more women
in peace and
security work. Why?
Because it's 2016.

How do you support
gender equality
at NATO?




**Women's participation
in global security isn't a
favour to women. There
can be no lasting peace
without equal inclusion
of both men & women.**

How do you support
gender equality
at NATO?





I SAY: To be a
21ST CENTURY SUCCESS
NATO MUST BE A
WORLD LEADER
IN GENDER EQUALITY

A man with glasses, wearing a dark suit, a striped shirt, and a patterned tie, stands in front of a white backdrop. He is holding a large white sign with blue text. The backdrop features a stylized flag on the left and the NATO logo on the right. The background behind the backdrop is dark blue with red vertical stripes on the far left and right.

How do you support
gender equality
at NATO?




I work to empower
women in international
peace and security.



How do you support
gender equality
at NATO?



We advocate
for more women
as leaders at NATO.



Let's work together for more female voices in international peace and security.

How do you support
gender equality
at NATO?



NECESITAMOS MAS VOCES
DE MUJERES EN LA
OTAN PARA LA PAZ
Y LA SEGURIDAD

#RCSNU 1325
#RCSNU 2242

How do you support
gender equality
at NATO?



We call for more women
in peace and
security work. Why?
Because it's 2016.

How do you support
gender equality
at NATO?



We work to empower
women in international
peace and security.

We advocate
for more women
as leaders at NATO.





Inspiration from
UNESCO PARIS
2023



**“MASCULINITIES AND
FEMININITIES: “THE LIMITING
IMPACTS OF GENDER NORMS”**

14 FEBRUARY 2023, UNESCO HQ, ROOM IV

HOSTED BY THE PERMANENT DELEGATE OF ICELAND TO
UNESCO, H.E. AUDBJÖRG HALLDORSÐOTTIR

MASTER OF CEREMONY: ÁSDÍS ÓLAFSDÓTTIR, AUTHOR
OF THE BARBERSHOP TOOLBOX

SPEAKERS

Katrín Jakobsdóttir, Prime Minister of Iceland,
video message

Begoña Lasagabaster, Director of UNESCO
Division of Gender Equality, *opening address*

Thomas Brorsen Smidt, Project Manager, GRÓ-
GEST, UNESCO Category 2 Center, *presentation*

Gary Barker, President and CEO of Equipundo:

AGENDA

9:30-10:00
REGISTRATION
AND PAUSE
CAFÉ

10:00-10:55
OPENING AND
INSPIRATIONAL
SPEECHES

10:55-12:10
INTERACTIVE
WORKSHOP:
“ACT LIKE A
MAN, ACT LIKE
A WOMAN”



THE BARBERSHOP





Calling Men *In* to Gender Equality and Healthy Manhood

Gary Barker, PhD
President and CEO









Gender equality helps individuals reach their full human, economic and social potential

Men must take responsibility for the promotion of gender equality

Gender equality strengthens Peace

Gender equality is a human right

I support the work of UNESCO on gender equality

Gender equality is a smart investment in our future

Strength has no gender

I support UNESCO's Global Priority Gender Equality

Gender equality for stronger Multilateralism

Gender equality is a human fight, not a female fight

We work to empower women to influence international human rights agenda

We are pushing for more diverse voices at the table







**NORDIC COUNCIL OF
MINISTER & UN CITY
COPENHAGEN 2017**



NORDIC COUNCIL OF
MINISTER & UN CITY
COPENHAGEN 2017

The Barbershop Conference on mobilizing men for gender equality was held at UN City Copenhagen by the Nordic Council of Ministers and UN Women. The event focused on how male and female leaders can achieve gender equality together



How can you help achieve gender equality?

The progress made towards gender equality in the Nordics has brought great social and economic benefits. The Nordics lead the way globally when it comes to gender equality in the labor market and the economic sphere, but full equality is yet to be reached. That is why the Nordic Council of Ministers has organized a Barbershop Conference in Copenhagen, in cooperation with UN Women, to showcase successful public policy, effective gender equal practices from the private sector, and provide academic insight into the benefits of gender equality.

Traditionally, the quest for gender equality has been led by women, with men largely missing from the debate. Barbershop events encourage men and boys to become actively engaged in promoting gender equality by better understanding how it enables individuals and communities to reach their full economic and social potential. Participants will gain valuable tools to address inequality and become agents of change in their own sphere of influence – both at home and at work.

Background

The Nordic Prime Ministers launched an initiative through the Nordic Council of Ministers to bring forward Nordic Solutions to Global Challenges. This includes the Nordic Gender Effect, which showcases Nordic investments in gender equality such as parental leave, childcare, work flexibility and equity in leadership; and promotes the economic and social benefits of gender equality at work.

World leaders and private sector pioneers are increasingly committing to gender equality but concrete action is needed to accelerate progress. To support this effort, we must highlight best practices and learn how others have successfully improved work-life balance and gender equality in senior leadership. UN Women leads this issue globally and the Nordic countries actively support international efforts by bringing to the forefront the lessons that are at the core of the Nordic Gender Effect.

The Barbershop provides a platform for an open exchange on how we can work together to close the gender gap. We encourage male leaders from the public and private sector to join Nordic and international leaders for a day of dialogue and reflection – to be followed by concrete commitments and action in support of HeForShe.

Nordic Solutions to Global Challenges is an initiative by the prime ministers of the most integrated region in the world. The Nordic Region promotes sustainability and progress toward the UN Sustainability Goals, sharing knowledge of three themes: Nordic Green, Nordic Gender Effect and Nordic Food & Welfare.

#nordicsolutions to
global challenges



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Thank you