

# EQUIMUNDO

## CENTER FOR MASCULINITIES AND SOCIAL JUSTICE

Strategic Plan Summary  
2022 – 2027



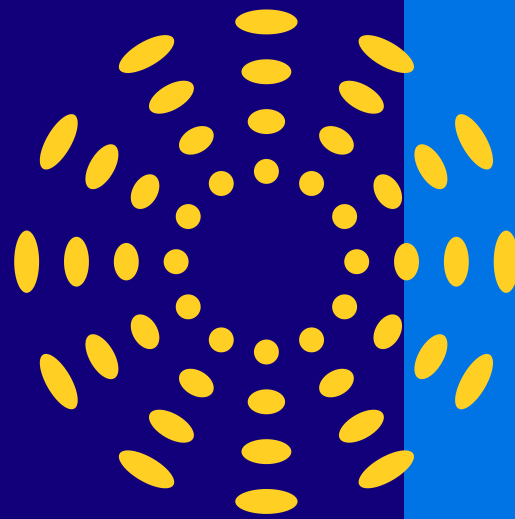


# WHY WE'RE HERE

**For too long, gender equality efforts around the globe have been viewed as a zero sum game where gains for one group mean harms for the other. This simply isn't true anywhere.**

Gender equality is a social good – it means a caring society, supportive relationships, healthy childhoods, and empathetic workplaces.

Every day at Equimundo, we work to demonstrate and realize this.



## OUR PURPOSE

It's no longer a question of whether we need to engage men and boys in the pursuit of gender equality. The question now is **how**. At Equimundo, we specialize in the how.



## OUR MISSION

Equimundo works globally to achieve gender equality and social justice by breaking intergenerational cycles or patterns of harm and promoting patterns of care, empathy, and accountability among boys and men throughout their lives.

# WE STRIVE TO...



## **Cement social justice at the heart of our work.**

Center diverse stories, perspectives, and leadership.  
There is no gender equality without equality in all forms.

## **Be interconnected, intergenerational, and intersectional.**

Acknowledge and build on the work of feminist and social justice movements and look to future generations to carry the torch.  
Trust in local knowledge to guide solutions.

## **Foster empowering and accountable partnerships.**

Recognize how power and privilege show up in our relationships.  
Approach the work with reverence. Move at the speed of trust.

## **Say the hard thing and do the right thing.**

Reimagine social systems for a more inclusive future, collectively and bravely. Shine a light on structural inequalities wherever they exist.



# STRENGTH IN PARTNERSHIP

# AND LOCAL LEADERSHIP

**From community organizers to school teachers to health care workers, data collection teams, research participants, local governments and beyond, Equimundo's work succeeds because of our partnerships and ethic of collaboration.**

This extends from high-level partnerships with international organizations, funders, and national governments, all the way to the teams who bring our programs, research, and advocacy to life in their respective communities.

## OUR PARTNERS

We work with local and international NGOs, universities and research partners, governments, private sector companies, and thought leaders.

## WHERE WE WORK

**NORTH AMERICA • ASIA**

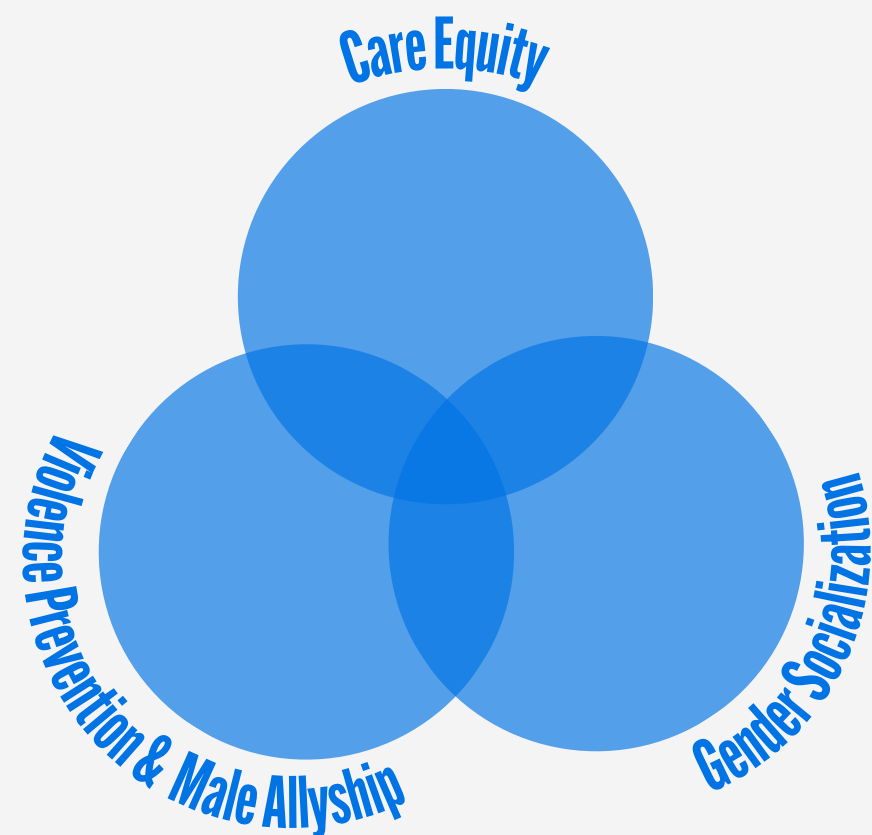
**LATIN AMERICA AND THE CARIBBEAN**

**SUB-SAHARAN AFRICA • EUROPE**

**MIDDLE EAST AND NORTH AFRICA**



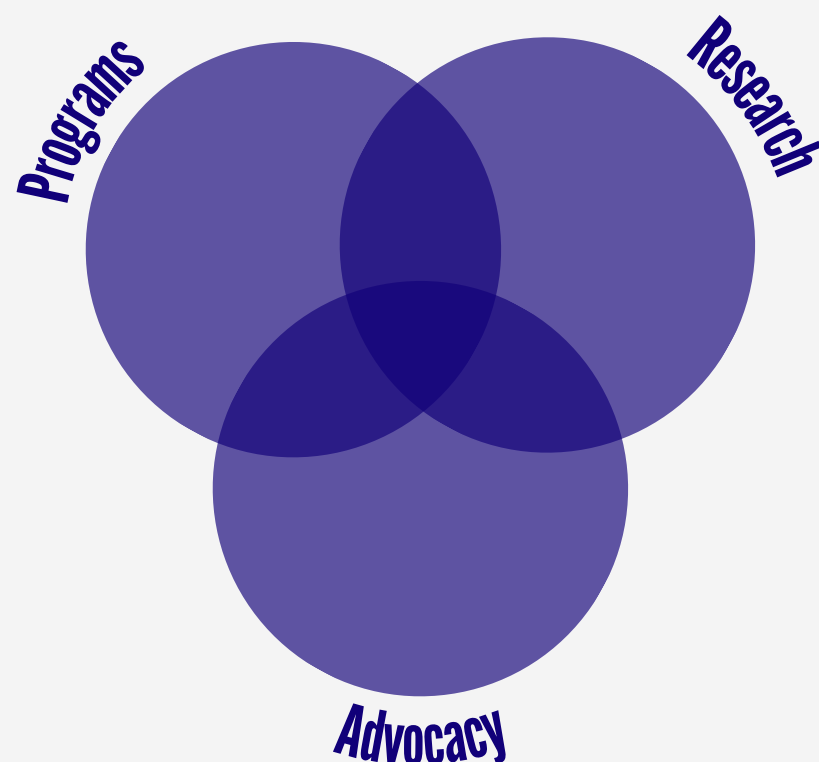
# STRATEGIC PLAN 2022-2027



## OUR OBJECTIVES

To achieve gender equality and social justice, we focus on three thematic areas: Care Equity, Gender Socialization, and Violence Prevention & Healthy Masculinities. Our cross-cutting Thought Lab explores emerging issues.

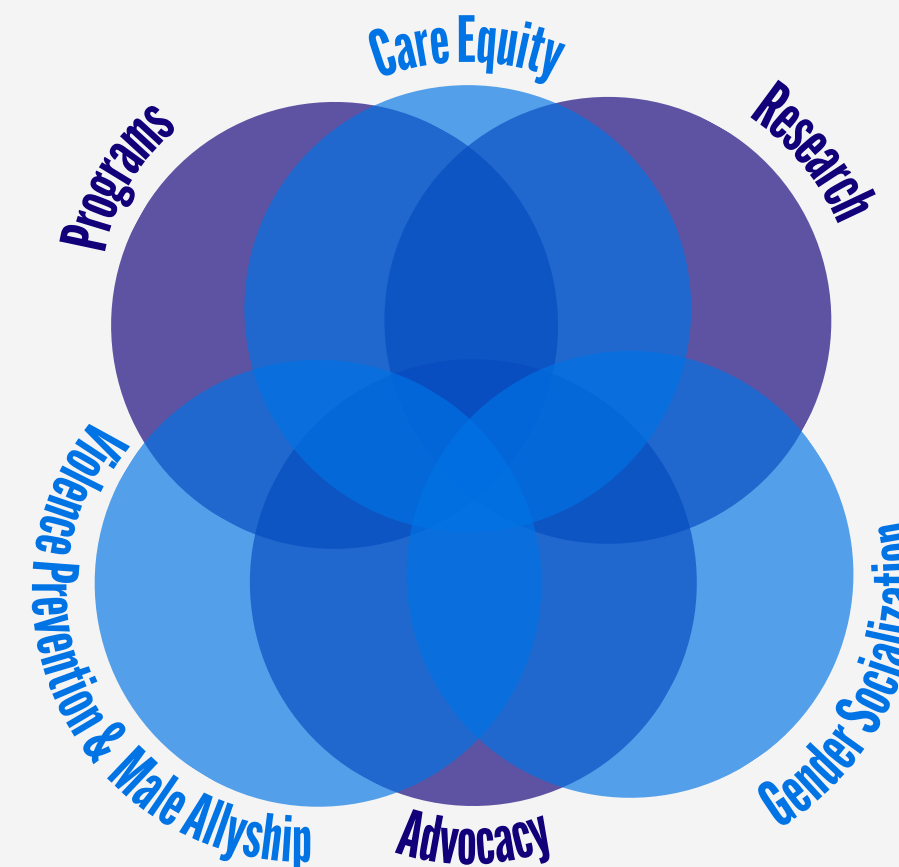
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## OUR TEAMS

Equimundo has established itself as the “go-to” organization for bringing evidence to action through compelling research, programming, and advocacy.

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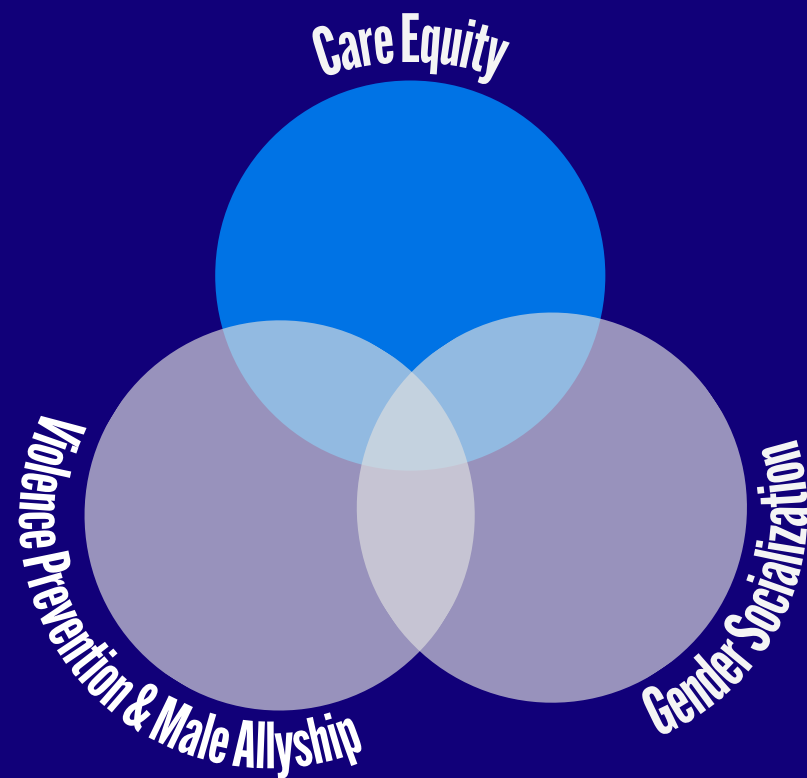
## OUR IMPACT

By enacting change at different levels, through multiple modalities, we work towards long-term systemic change while also seeking shorter-term, individual, and community level achievement.

## OBJECTIVE 1

# CARE EQUITY

Promoting equitable distribution of care and caring versions of masculinities in everything we do.



## WHAT DOES SUCCESS LOOK LIKE?

1. Through the **MenCare Campaign** and **MenCare 50/50 Commitment**, increase high level attention and commitment to the urgency and broad value of care equity and men's roles as caregivers.
2. Elevate up-to-date evidence on progress and setbacks in men's involvement as fully equal caregivers, using a feminist lens, through production of the **State of the World's Fathers** report and other research products.
3. Change narratives around fatherhood and support fathers to **develop equitable attitudes and caregiving skills** through effective programs developed in partnership with local organizations and embedded into public, private and community ecosystems.

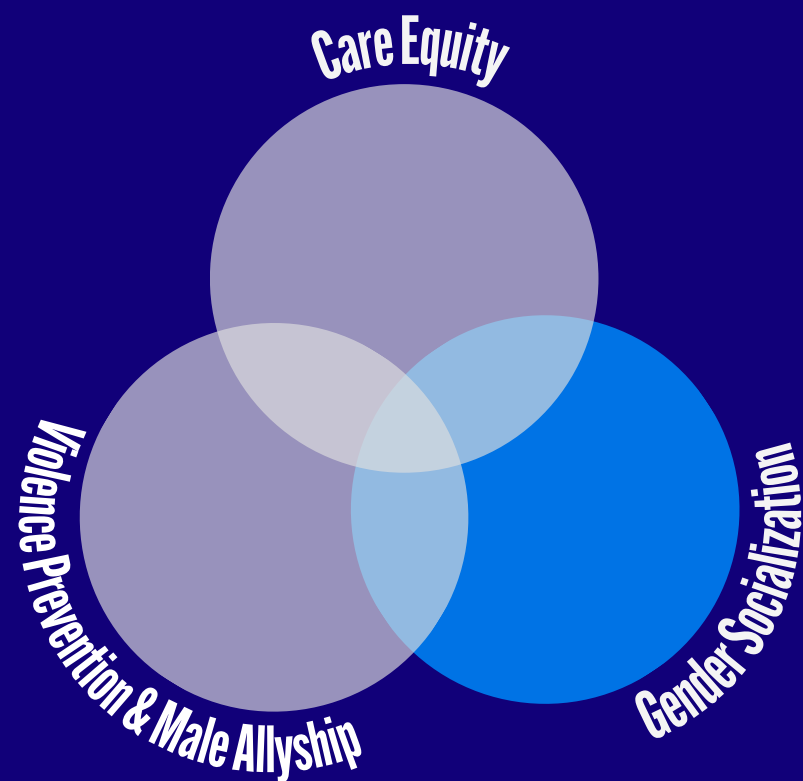
Men Care

A GLOBAL FATHERHOOD CAMPAIGN

## OBJECTIVE 2

# GENDER SOCIALIZATION

Fostering environments that support boys and young men to live diverse, equitable, and healthy masculinities.



## WHAT DOES SUCCESS LOOK LIKE?

1. Through the **Global Boyhood Initiative**, shift the global conversation on boyhood by increasing the prominence of **narratives of positive masculinities** in homes, schools, and media.
2. Increase the availability and usefulness of **evidence on gender socialization during childhood** as well as boys' attitudes and behaviors related to gender equality.
3. **Develop and scale evidence-based programs** for parents, teachers, and children that help boys grow up and learn in environments that are free of gender stereotypes, prioritize equity, emotional connection, freedom of expression, and promote healthy masculinities.

**GLOBAL  
BOYHOOD  
INITIATIVE**

coordinated by

**equimundo**

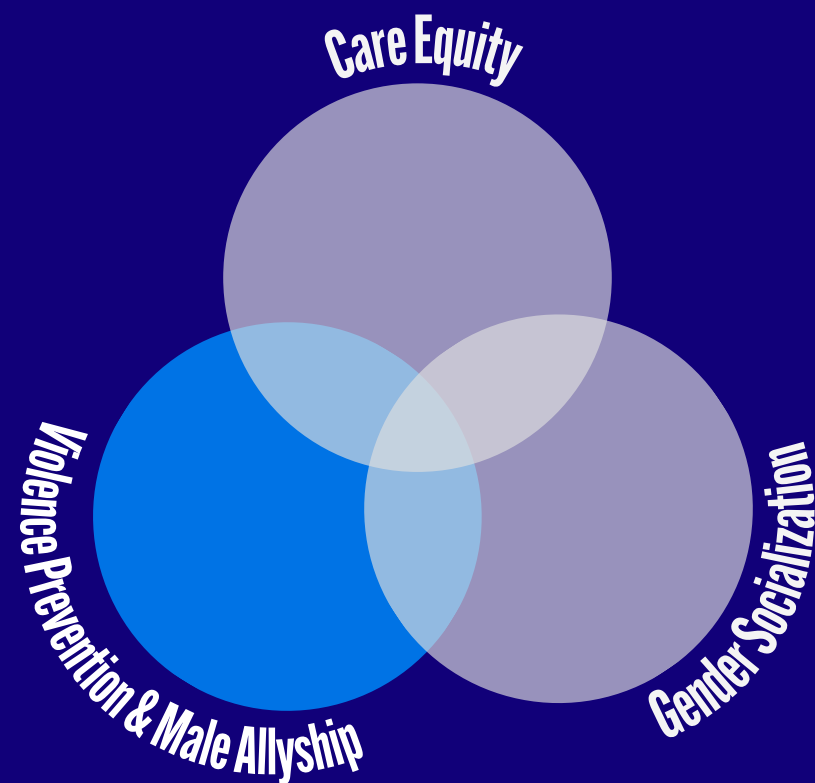


## OBJECTIVE 3

# VIOLENCE PREVENTION

# AND MALE ALLYSHIP

Preventing and reducing violence carried out by men and boys.



## WHAT DOES SUCCESS LOOK LIKE?

1. Use **innovative and rigorous research methodologies** to continually build the knowledge base on intergenerational cycles of violence and other individual, intersectional, and social factors underpinning men's use of violence.
2. **Expand evidence on scaling our programs** to promote male allyship and nonviolent masculinities in a variety of settings, including at home, schools, workplaces, and in communities.
3. **Advocate alongside women's rights organizations** and other social justice groups that seek to end men's violence against women and promote nonviolent, gender-equitable societies.

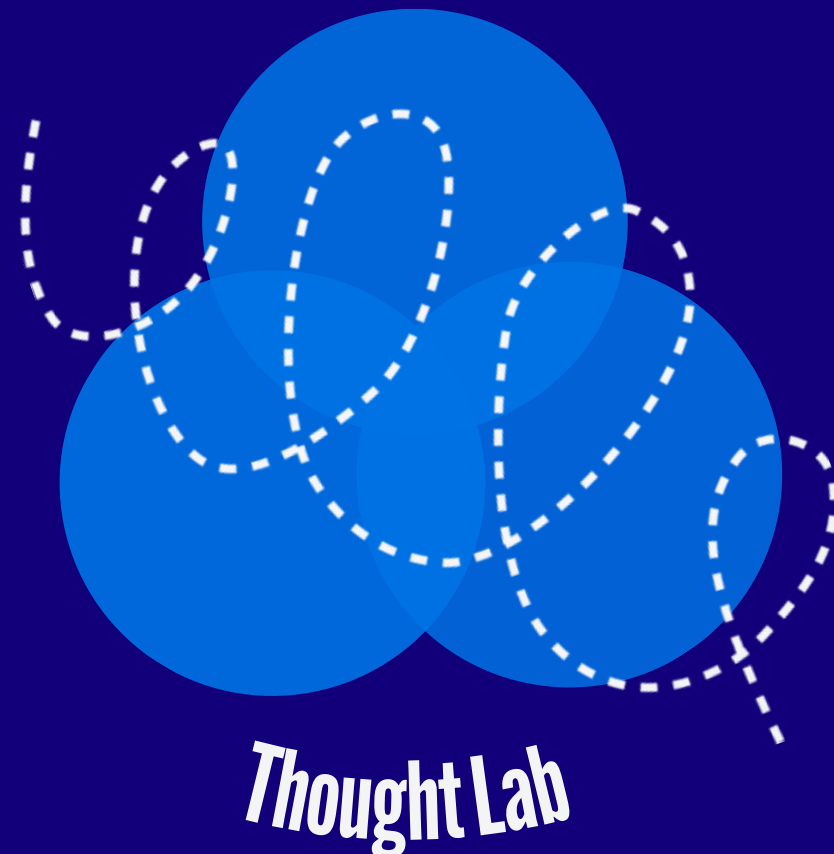




CROSS-CUTTING

## THOUGHT LAB

Narrative-changing research, targeted advocacy, and innovative programming to address emerging issues related to masculinities and social justice.



We adopt a forward-looking posture for this strategic plan period. The work of the **Thought Lab**, nested under Research but informed by wisdom across Equimundo, offers us a flexible space wherein we can explore a small set of pressing issues as they arise.

### WHAT DOES SUCCESS LOOK LIKE?

1. Increase nuance and change narratives related to **men's crisis of connection and political polarization**, initially through our first ever State of American Men report, convenings, media placements, and hub, as well as other new research and programmatic interventions.
2. Increase the collection and use of high-quality data on masculinities by developing and disseminating a **Masculinities at the Crossroads** survey for use in health surveys worldwide.
3. Advance evidence of the **intersection of harmful masculinities and the climate crisis**, contribute to global advocacy calls and test interventions that can offer actionable steps toward climate and gender justice.

**THANK YOU!**

