

WHAT WORKS IN MALE ALLYSHIP PROGRAMS?

New insights from  

THE BACKLASH IS REAL

We're seeing serious setbacks for women's rights around the world. In 2024, **1 in 4 countries** reported pushback on gender equality. And support among **young men is declining.**

-Source: UN Women

RIGHTS UNDER THREAT

From schools and workplaces to politics and healthcare, women are losing ground.

Even diversity efforts at work are being attacked. This moment puts decades of progress at risk.



EQUALITY SHOULDN'T BE CONTROVERSIAL

It shouldn't be controversial to say:

1. **EVERYONE DESERVES A
FAIR CHANCE**
2. **SOME PEOPLE HAVE HAD
UNFAIR ADVANTAGES**

But today, **it is controversial**
— and we need to change that!



ALLYSHIP PROGRAMS CAN HELP

When done right, male allyship programs:

- 1. HELP PEOPLE SEE HOW GENDER INEQUALITY WORKS AND AFFECTS US ALL**
- 2. SHIFT WORKPLACE CULTURE**
- 3. OPEN THE DOOR FOR LASTING CHANGE**

But there's one problem:
they're rarely studied.



SO WE DUG IN

Equimundo and Gender at Work:

- 1. REVIEWED GLOBAL RESEARCH**
- 2. INTERVIEWED DOZENS OF EXPERTS**
- 3. RAN A SURVEY**

Our goal: **Find out what really works — and what doesn't.**

PERCEPTION GAP

Most men think they're doing their part. Most women disagree.

77% of men say they support gender fairness at work

only **41%** of women agree

89% of men say they'd listen to a woman sharing her story

only **58%** of women believe it

Tip: Create spaces where men listen, not lead. Invite storytelling. Keep showing up.

THE MAN BOX HURTS EVERYONE

Many men want a **more open, caring workplace** — but don't know how to speak up.

They fear being judged or punished.

Tip: Normalize discomfort. Make space for learning. Show that this is part of real change.

ALLYSHIP MUST CONSIDER EVERYONE

“I want to emphasize that what I have learned - that in contexts like ours, where I sit, you need an intersectional approach. And that is very important. I am worried about a framing that is only about male allyship for gender equality, that does not integrate multiple layers of intersectionality.”

-Srilatha Batliwala, Senior Advisor, CREA



MAKE IT MEANINGFUL

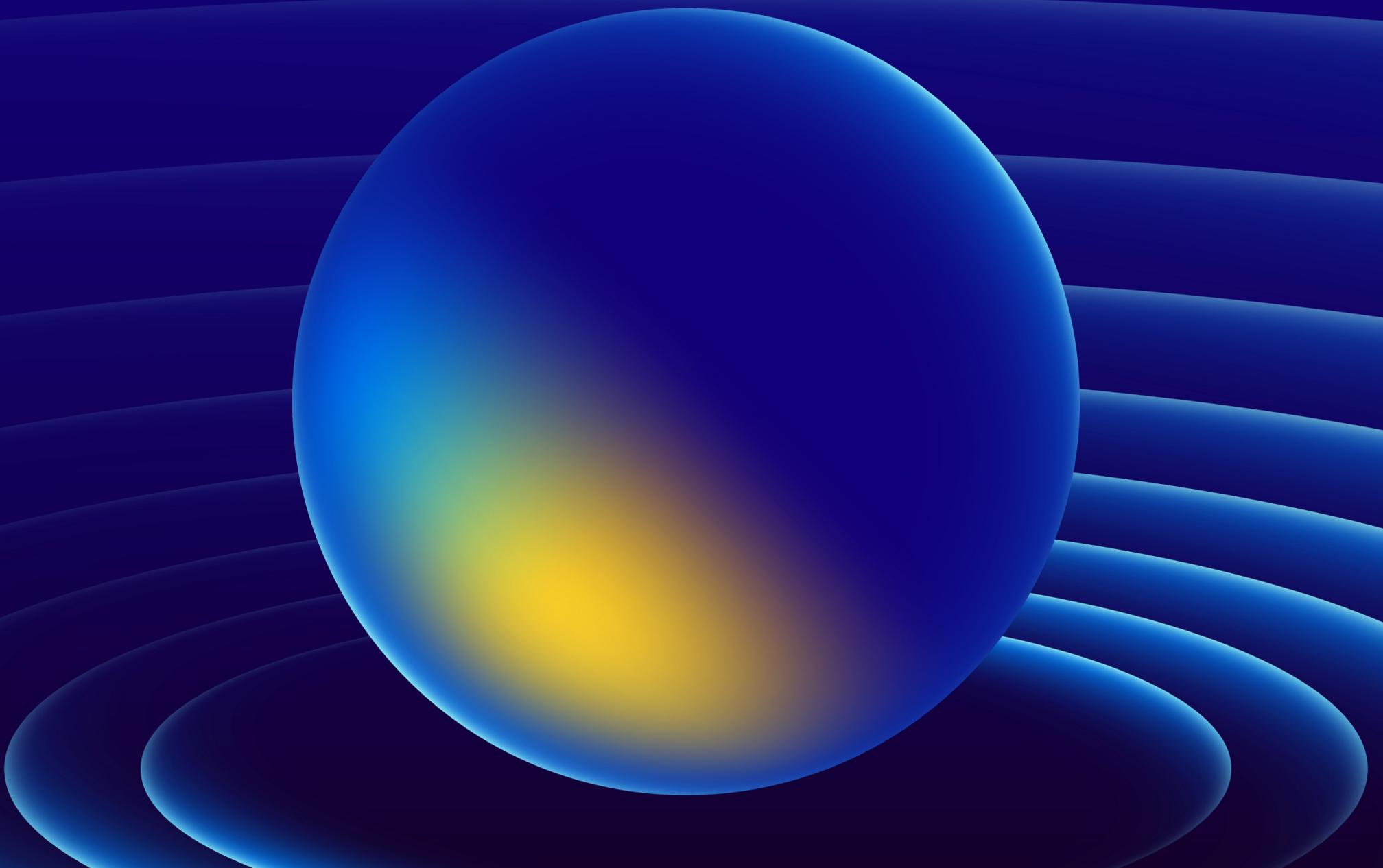
Allyship fails when it feels like a checkbox.

Tip: Get leaders to show up.
Make it relevant to daily work.
Reward participation.

FOCUS WHERE IT MATTERS

Don't try to change everyone at once.

Successful interventions
target specific groups
who are ready to move.



TRACK REAL PROGRESS

Don't just ask "Did you like the training?"

Ask:

**DID BEHAVIORS
CHANGE?**

**DID EQUITY
IMPROVE?**

Tip: Set clear goals. Define success.
Involve women from day one.



BE LOUD ABOUT IT

Even when it's hard, **talk about your allyship work.**

Tip: Share stories internally to spark learning. Share externally to show commitment.

THE IMPACT IS REAL

“When a person is included, rewarded, and feeling seen at work, workplaces can be transformed: Social cohesion and collaboration go up, and so does productivity. But this only happens when leaders like you have fully bought in.”

**–Gary Barker (Equimundo)
and Madeleine Kennedy-Macfoy (Gender At Work)**

READY TO START?

**READ THE
FULL REPORT**

1. Check out the self-guided:
Male Allyship e-learning course
2. Download:
***Engaging Men for Gender Equality
program manual***
3. Reach out to us:
contact@equimundo.org
info@genderatwork.org