

B A R B E R S H O P

TOOLBOX



<https://www.heforshe.org/en/barbershop>



THE BARBERSHOP TOOLBOX

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 behavior, men can work towards the positive transformation of social norms and take responsibility for their actions; they can also hold other men accountable, and encourage them to join in.

Explore the tools below to see how you can mobilize men and boys around you to work for gender equality!

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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



TOOL #02

LEARN FROM THE COMMUNITY: HIGH LEVEL EVENT

Motivate leadership, management or all staff by organizing an event with inspiring presentations and performances by prominent leaders on gender equality within your sector.

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TOOLBOX

Here you can view or download the full toolbox as one PDF

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THE TOOLBOX

