

MODULE 1

**WHAT
WOULD YOU
LIKE TO**

TALK ABOUT

**– IF YOU
WEREN'T**

JUDGED?

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THE NON-PROFIT FOUNDATION MAKE EQUAL

asked Swedish men this question as a part of the initiative **#guytalk** that started in the summer of 2016. They received hundreds of answers. Here are some of them:

‘I want to talk more
**ABOUT LOVE &
EMOTIONS** with my
friends.’

‘I often feel lonely.’

‘I WISH I HAD MORE CLOSE FRIENDS.’

‘**HOW TO SUPPORT**
the people close to me and
BE THERE FOR THEM.’

‘I wish I had love and
intimacy, but I am scared
to let that show.’

‘Who can I turn to
when I feel like a
failed parent.’

‘That it’s OK to
**FEEL SCARED
or INSECURE.**’

‘The negative
effects of
masculinity
norms.’

‘I’m not as **CONFIDENT**
as everyone seems
to believe.’

WANT TO JOIN?

#GLOBALGUYTALK

The concept is simple – gather a group of men, and use conversation guides to start talking about things that men seldom speak about. The goal is to give us men the chance to create a more equal society – starting with ourselves. The initiative #globalguytalk is a collaboration between Make Equal and the Swedish Institute.

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**LET'S START
TALKING.**

FOR OUR OWN SAKE

**AND FOR
EVERYONE
ELSE'S**

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MODULE 2

During lectures on masculinity in Sweden, Make Equal usually ask what makes a good person, and then ask what makes a 'real man'. Why don't the answers match, and what does that say about masculinity norms?

Good person

KIND
GENEROUS
REFLECTIVE
OPEN-MINDED
THOUGHTFUL
CONSIDERATE
FAIR
RESPECTFUL
SUPPORTIVE
EMPATHETIC
CARING

'A real man'

STRONG
(MENTALLY AND PHYSICALLY)
LEADER
STEADFAST
PRINCIPLED
SEXUAL
INDEPENDENT
HARD-WORKING
ABLE TO TAKE CONTROL
PROTECTIVE
BRAVE
ABLE TO TAKE INITIATIVE

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WHAT HAPPENS WHEN MEN STAY QUIET?

Men tend to keep quiet about personal and emotional problems, and rarely ask for help. We don't talk about how we are affected by norms, stereotypes, and expectations. This has negative effects on men, but also on the people around us.

We know that

17%

of all men live without a close friend.

We know that

62%

of all people experiencing homelessness are men, and men are more likely to abuse drugs and alcohol than women.

We know that

many men feel fully responsible for the family finances and spend more time at work than with the family. Women often take most of the responsibility for the home, and many children grow up with an absent father.

We know that 52%

of all physical assault victims are men, and that men commit 79% of these assaults and

98% **of all sexual assaults.**

Let's change that.

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The statistics come from Sweden, but we can see the same trends in other parts of the world.
Statistics Sweden. www.scb.se
Levtov, van der Gaag, Greene, Kaufman and Barker, 2015
The National Board of Health and Welfare in Sweden. www.socialstyrelsen.se
The Swedish National Council for Crime Prevention. www.bra.se
The Swedish Council for Information on Alcohol and Other Drugs. www.can.se

**IF THESE QUESTIONS
WERE ASKED**

IN YOUR COMMUNITY

**WHAT WOULD THE
ANSWERS BE?**

WHAT DOES IT MEAN

TO BE A MAN

IN YOUR COMMUNITY?

WHAT HAPPENS WHEN MEN

START TALKING

#globalguytalk is a way for us men to get involved in creating an equal society where everyone, regardless of gender, can feel safe and be themselves. We can break free from the negative effects of gender norms, and get access to a wider range of emotions and ways of expressing our masculinity. Through conversations with other men, we also take responsibility for our problems, so that they don't become problems for others.

And even if we don't recognise ourselves in the statistics, we can create change for others and for the future.

Who's with us?

MODULE 3

LONELINESS

**'I wish I had someone
to talk to.'**

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RELATION- SHIPS

**'I feel pressure to have
a girlfriend.'**

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FEAR

**‘My greatest fear is
that my dad doesn’t
really love me.’**

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JEALOUSY

‘I get furious when my partner talks to other guys like that.’

MODULE 4

FATHER- HOOD

‘I would like my children

to be able to come to me

for comfort.’

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PRIDE

**‘The last thing I want to
do is admit I’m wrong.’**

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AVOIDANCE

**'I just couldn't handle it,
so I ignored it and hoped it
would go away. It didn't.'**

PERFORMANCE

**‘I’ve had sex for all the
wrong reasons.’**

MODULE 4

ALT.

PERFORMANCE

‘There’s no time to rest,

even when I’m really tired.

I have to keep it up.’

MODULE 5

TAKE RESPONSI- BILITY

**‘I’m going to be perceptive
of other people and make
sure I treat them like they
want to be treated.’**

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#GLOBALGUYTALK STARTED

in the summer of 2016 and made a huge impact in Sweden. Talks were arranged at the Swedish parliament, football clubs, festivals, corporations, and at home with friends. When the #metoo movement took off in Sweden, it sparked the commitment to #guytalk again. Men wanted to do more than just talk. They wanted to take action.

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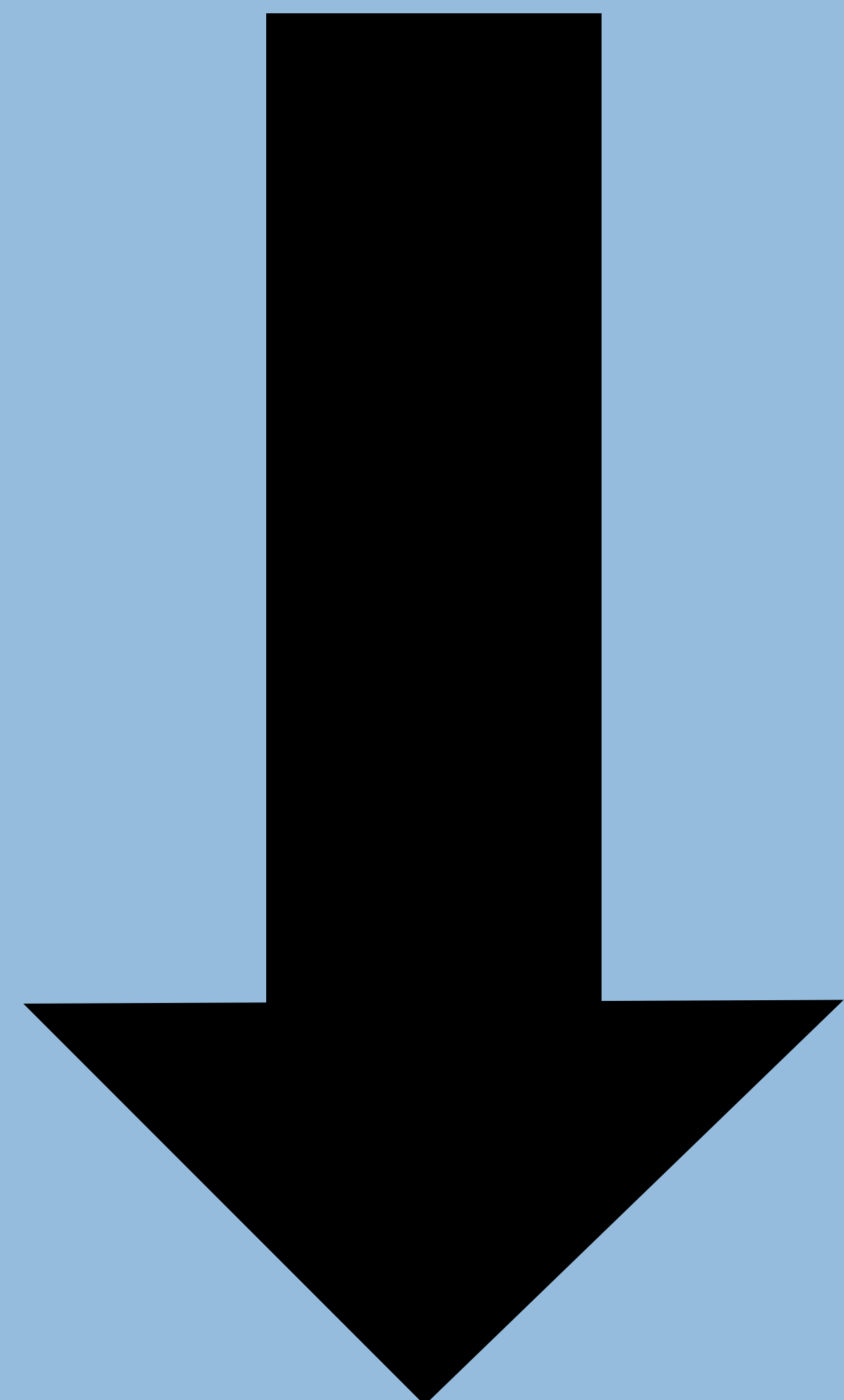
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#GLOBALGUYTALK

GUYYS

**The conversation can start
right here, right now!**

Take a seat!



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#GLOBALGUYTALK

GUYS

The conversation

can start now!

**FIND YOUR LOCAL
#GLOBALGUYTALK**

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#GLOBALGUYTALK

GUYS

The conversation

can start now!

**START YOUR OWN
#GLOBALGUYTALK AT
WWW.GLOBALGUYTALK.COM**

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THE NON-PROFIT FOUNDATION MAKE EQUAL asked men what they were willing to do to contribute to a more equal society and a culture of consent. Here are some of the hundreds of answers that flooded in:

'I will start talking with other men about my insecurities instead of just talking to women about them.'

'Admit to myself and others that I'M ONE OF THOSE MEN who have committed these assaults. IT'S NOT "THEM" - IT'S ME.'

'I'm going to compliment other men in a genuine way.'

'I WANT TO TALK MORE OPENLY ABOUT MY FEELINGS.'

'I'll take good care of my own physical and mental health, so it doesn't affect others.'

'I'M GOING TO TALK TO OTHER GUYS ABOUT EXPRESSING EMOTIONS.'

'I'll make sure my partner consents before I act.'

'I'm going to check myself and not take up so much space at meetings and conferences.'

'I'm going to tell my friends about the times I have **CROSSED SOMEONE'S BOUNDARIES and why it was wrong to do so.'**

'I'M NOT GOING TO ACT ON MY JEALOUSY - I'M SEEKING TREATMENT FOR IT INSTEAD.'