



Pre-Roundtable Brain Food

Thank you very much for agreeing to be part of the #ManOnside roundtable event, which will take place from 2.00 – 5.00 p.m 21st September at One Alfred Place, WC1E 7EB. To make the most of the time we have together, we thought it would be useful to highlight some of the questions that we'll be exploring and to provide some brain food to stimulate your ideas / responses.

A reminder - what is #ManOnside?

#ManOnside is a flagship WST campaign that will launch in 2017. It will engage men and boys as role models to speak up & take action in support of women's sport - and to back women to play, lead, coach and get involved in sport. We see this as vital if women's sport is going to thrive, grow and connect with new audiences. Parts of the business world have started to make progress on gender equity by acknowledging that it isn't a "women's issue"; it's a talent, fairness and performance issue and relevant to men and women alike. This thinking could be equally applied to sport. #ManOnside will also build on the success and behaviour change insights from [#ThisGirlCan](#) and has the active support of Sport England.

Aims of the round table event

This roundtable event will enable us to develop a powerful campaign plan and creative brief. The specific objectives of the session are to:

- **Connect.** Bring together leaders and influencers in sport, business and media – connect you with one another and with WST.
- **Insight.** Generate and share insights into how best to engage men and boys with gender equity initiatives both within and beyond sport.
- **Shape.** Influence the thinking behind #ManOnside and have a tangible impact on the campaign content, structure and outcomes.
- **Involve.** Explore ways of involving you in #ManOnside that would be advantageous to both you and WST.

Questions we will be addressing

Any effective campaign needs to be grounded in good insights – both from research and from those with experience and knowledge of the landscape we are trying to influence.

The territory we plan to explore with you includes:

- What is the current state of women's sport and what would you like to see change?
- How do men and boys currently view women's sport? What range of perspectives exists? What accounts for this?
- What turns men on and off engaging with gender equality initiatives?
- What does all this mean for #ManOnside?

Brain Food

There is not a huge amount "out there" specifically about how to engage men with women's sport – but there are insight pieces from related areas that could prove useful.

Men Advocating Real Change ([MARC](#)) – an initiative from [Catalyst](#) - has produced some ground-breaking research into men's career experiences and how to engage them as full partners in creating gender-inclusive workplaces. They identify solutions that are rooted in a broad understanding of how gender affects men's and women's behaviours in the workplace.



The ways that men negotiate “masculine norms” is a key determinant of whether they support or resist efforts to close gender gaps in the workplace. Catalyst identifies those norms as:

- “Avoid all things feminine”.
- “Be a winner.”
- “Show no chinks in the armour.”
- “Be a man’s man.”

You can find other insights in notions of masculinity and masculine norms here:

- Grayson Perry’s BBC [series entitled ‘All Man’](#) highlighted men’s need for status, respect and a sense of belonging.
- Huffington Post created a short but powerful video entitled, [‘48 Things Men Hear In A Lifetime \(That Are Bad For Everyone\)’](#)
- This article highlights work being done by Dr Kimmel at the Centre for the Study of Men and Masculinities at Stony Brook University on a [Men’s studies programme](#).
- Jack Urwin, author of the highly-acclaimed book ‘Man Up’, [talks about ‘toxic masculinity’](#).

For men, the price of compliance with these gender norms can be especially steep, including poor psychological and physical health. Challenging gender norms can therefore be seen to be advantageous for both men and women – freeing them up from restrictive stereotypes.

So how do you bring men on board with gender initiatives, and start tackling this issue together?

According to Catalyst we must:

1. Help men recognise that gender bias exists
2. Use social proof, i.e. the idea that because everyone else is doing it, I will too.
3. Show the advantages for everyone
4. Make it clear that diversity includes men too
5. Make it a way of doing business – (and in this case, sport.)

Research showed that the higher men’s awareness of gender bias – the more they felt it was important to achieve gender equality. Those men more likely to engage with gender initiatives include:

- Men who experience gender bias as restrictive in their own lives
- Men who have had women mentors
- Men with a strong sense of fair play

[The Maasai Cricket Warriors](#), fighting to give women a voice and end female genital mutilation, is perhaps an interesting case study to ponder.

Some areas of the business world have also started to make progress by repositioning gender equality away from being a [“women’s issue”](#) and instead reframing it as a core concern for the organisation and its leaders.

- MAKERS has announced its new [MAKERS Men video series](#).
- SSE launched a [Dad’s & daughters](#) campaign.
- And [gender stereotype-busting ads](#) are receiving acclaim.



What does this mean for #ManOnside?

There is a growing appetite for increasing male involvement in gender progression initiatives – and a building evidence base for the value of inclusion. That said, we need to better understanding the precise challenges faced by sport and then scope out a campaign that moves the support of women's sport from a 'worthy' pursuit to an 'irresistible' no-brainer. We need your help to get at a more nuanced understanding about what is going on, what needs to change and how best to go about doing it.

Key outputs of the campaign could include:

- Diverse group of visible male role models - from elite sportsmen to active fathers and coaches - signed up as allies of the #ManOnside campaign to talk about why they support women and girls playing sport.
- Use media and digital platforms to amplify #ManOnside messages creatively, humorously and widely – actively avoid finger wagging / preaching.
- Identify and promote specific actions that men and boys can take to support women and girls in sport – keep it practical and tangible.
- Positively profile individuals, teams and sports that are doing the most to connect with women and girls – show that it works.
- Generate evidence and insight about the impact of positive male role models – and share this so sport and business can take advantage.