

What are Male Champions?

- Male champions are men - chosen from within their communities - who actively advocate for gender equality including among other men and **support initiatives aimed at empowering women**.
- This goes beyond men being supportive household partners. It includes raising awareness and engaging men and boys as champions for women's participation and addressing structural inequalities.

What can Male Champions help achieve?

- ✓ Promote gender equality: They challenge traditional norms and drive acceptance of women's roles in economic and social spaces.
- ✓ Influence communities: As respected figures, they can encourage other men to support women's empowerment initiatives.
- ✓ Reduce barriers: They help mitigate resistance and foster collaboration between women and men.

How Male Champions support Women's Economic Empowerment

- ✓ Advocate for women's access to resources like jobs, education, and financial tools.
- ✓ Encourage shared household decision-making, including finances.
- ✓ Promote safe and inclusive environments for women in communities, including female leadership.

IMPORTANT: Engagement of men and boys must not reinforce negative gender norms/power dynamics or put women at risk. Before you start ensure:

- Internal & external stakeholders understand the goals
- There is a sound understanding of the context. You may use [gender assessments](#) or [User Journeys](#)
- Staff and facilitators demonstrate support of and commitment to gender equality
- Potential risks have been assessed and prepared for, including a [GBV mitigation plan](#).

CARE provides further guidance on preparation [here](#).



5 tips for working with Male Champions

1. **Ask the community to select men who are well-respected** and trusted in their communities, to choose candidates who already practice gender equality principles and **are willing to invest time**. Choose men who can influence and inspire others positively.
2. **Understand gender dynamics:** Conduct [gender assessments](#), [Social Norms Evaluations](#) or [User Journeys](#) to identify norms, barriers, and ways men can support women's empowerment.
3. **Provide (technical) training:** Equip Male Champions with the knowledge and tools to advocate for women's empowerment effectively. Male Champions are great allies in ensuring cash distributions are safe by learning about [people's rights](#) and [ensuring financial service providers provide high service quality](#), free of discrimination and abuse of power. See also tips on [Community-based Champions](#).
4. **Clearly define their responsibilities**, such as organizing awareness sessions or mentoring other men. Where possible, you should consider incentivizing people for their efforts (in-kind or financial incentives).
5. **Support community collaboration:** Ensure male champions work alongside women and community groups, collaborating with local leaders.

Here are other useful resources:

- Concern Worldwide – [Engaging men on gender equality – Toolkit with Facilitator Guide](#) [EN/FR]
- USAID [Male Champions Training Manual](#) [EN]
- CARE [Engaging men & boys on gender equality](#) [EN]
- NDI [A Guide to Gender Analysis Frameworks](#)
- ILO [Engaging Men in WEE and Entrepreneurship Development Interventions](#)

Check the [CIWA website here](#) for more resources.

Case study: Male Champions in Uganda

In 2021, [WFP Uganda](#) together with its partners trained 40 Male Champions in Nakivale refugee camp to challenge discriminatory attitudes and promote women's economic empowerment. Through advanced financial literacy training, **Male Champions experienced profound mindset shifts**, recognizing the importance of empowering their wives and involving them in financial discussions. This led to Male Champions encouraging and inspiring their peers to also have more equitable household decision-making.

To learn more about the project, read this [blog](#).

