

**HOPE Exhibits presents:**

**“INFLUENTIAL MEN”  
A Global Advocacy Project**

***What We Focus On We Get More Of***

*“Nothing is more contagious than example,  
and no man does any exceeding good or exceeding ill  
but it spawns new deeds of the same kind.”  
Francois Duc De La Rochefoucauld (1613-1680)*

**ABOUT THE PROJECT:**

**INFLUENTIAL MEN is a global photography exhibition that engages men and boys in achieving gender equality, while also offering young men and boys positive male role models to identify with.**

**The exhibit is to be used for both public policy and grass root / community advocacy.**

**ABOUT THE PARTNERS:**

**MENENGAGE 2009 GLOBAL SYMPOSIUM, RIO DE JANEIRO, BRAZIL**

**The EMPC exhibit will launch at the [www.engagingmen2009.org](http://www.engagingmen2009.org) global symposium March 29<sup>th</sup> – April 3<sup>rd</sup> 2009 in Rio de Janeiro, Brazil.**

MenEngage is an umbrella organization working to improve gender equality globally by engaging men and young boys in gender equality work. Partner organizations include **UNDP, UNFPA, WHO, Intl Save the Children, Engender Health, Planned Parenthood, and 400+ member NGOs worldwide.** The material will be used in MenEngage’s “tool kit” (education and information) and website. It also offers an opportunity to spread the exhibit globally in a “global positive ad campaign” – creating potentiality and feasibility for the message to reach a large global audience at very low costs. (In practical terms, posters in health clinics, schools, community centers etc – with/without accompanying seminars or classes.) Contacts: Gary Barker, Executive Director. Gabriela Aguiar, Global Symposium 2009 Coordinator. Fabio Verani, Senior Program Officer.

**SAVE THE CHILDREN**

Hope Exhibits is proud to announce that we work in partnership with Save the Children, who also contributes with their expertise in this field, as well as cooperations with their member countries. Contacts: Eva Nordfjell, Gabriella Olofsson, Pernilla Norström and Henrik Häggström.

**HOPE EXHIBITS**

HOPE Exhibits’ goal is to spread positive images and ideas that create long-term, sustainable change. By providing positive examples of “what works” and by offering positive role models more of the same can be created.

In 2007-2008, Project Leader Viktoria Saxby Roxie brought the exhibit “I Want You to Know” (Gender & Development) to the World Bank in Washington DC, the Swedish International Development Agency in Stockholm, Sweden, and “Children First!” (Children’s Rights) The House of Sweden in Washington DC, in partnership with Photographer and Artistic Director Ulla Lemberg. Hope Exhibits is a non-profit organization producing exhibits and seminars with humanitarian themes based out of Stockholm, Sweden. Board members include Mr. Lars Plantin, PhD, Researcher on Gender and Fatherhood from Malmö University, and advisor to the EU, the WHO, and the

Swedish Ministry of Integration, as well as Mr. Roland Williams, Art Director and Creative Director, originally from Washington DC, currently residing in Stockholm.

### **PROJECT GOALS:**

- **The 3 Main Long-term Objectives and Goals Are:**
  1. **Engaging Men in Achieving Gender Equality**
  2. **Promoting Positive Male Role Models for Young Boys**
  3. **In this way, both strengthen a positive male role and increase gender equity globally. Long-term positive results include a win/win situation for all, with less violence, better health, better life quality for women, children, AND men, as well as social, peace and economic developments.**
  
- The goal of the project is to increase gender equality on a global scale by engaging men and young boys in gender equality work. The exhibition offers boys and young men positive role models to identify with, while also giving tangible examples of how gender equality benefits everyone (including men and boys).
  
- INFLUENTIAL MEN shows what research has proven: namely that when men have the opportunity to live closer to children they develop more empathy, feel happier, and engage in less risk-behaviors. Children who get to grow up with positive male role models become more safe and secure individuals.
  
- “A picture speaks a thousand words”. This exhibition will speak tens of thousands of words - even to populations that may not be able to read. (Including young children as well as illiterate populations.)
  
- Educate about the long-term benefits of gender equality – not merely about empowerment of women - but social, peace and economic developments that benefit entire societies/nations. The involvement of men and boys is necessary for success.
  
- The exhibition offers a low-cost opportunity to promote gender equality globally and engage men and young boys in the process. Once the exhibition is produced for the MenEngage Symposium, it will be replicated inexpensively globally. Posters will be printed at very low costs, and spread through already existent distribution channels - the partner and member organizations of Men Engage; including the almost 500 NGOs and multi-lateral organizations already present in communities everywhere - into schools, health clinics, and community / public spaces – with or without accompanying seminars or classes.
  
- The exhibition will also influence and inspire on a public policy level, including national and international conferences and seminars of NGOs, multi-lateral organizations and to world leaders. Main target groups include the UN, MenEngage, The World Bank, WHO, EU, African Union, at national levels, as well as global conferences. The exhibit is relevant to all areas of development as gender equality is directly linked to all areas of development. The images / messages of EMPC are presented in the form of easy-to-understand examples, stories and testimonies from all over the world, to the whole world.
  
- Promote what we wish to see more of. (Rather than focusing on what’s wrong and what we do not want.) Challenge ‘negative, outdated’ gender stereotypes by highlighting positive examples and qualities already existent everywhere, yet seldom celebrated as too often only the negative receives attention.

- Offer new, more positive connotations of what “manhood” and “manliness” means. Show positive male role models in various forms: fathers who live close to and are active in the lives of their children, present male relatives such as grandfathers, uncles, or brothers, engaged teachers and coaches, and other positive role models in the community.
- The questions asked are: What kind of positive behaviors, qualities and attitudes do we wish to see more of in the young boys and men growing up today? What kind of role models do we want them to see, to look up to, be influenced by and identify with? **Boys need to see positive role models, behaviors, qualities and attitudes in order to be able to emulate them.**
- “A positive global ad campaign”. Highlight what is right with the world and what “works” in order to inspire towards more of the same - “Fund the vision instead of the fear.” Just as advertising works – spreading images with positive role models and behavior create paradigm shifts in gender attitudes in a positive, non-preachy, non-threatening way that inspire and influence towards more of the same. *“Example is not the main thing in influencing others, it's the only thing”*, Albert Schweitzer, 1952 Nobel Peace Prize
- Rather than speaking of gender equality in vague, conceptual terms, this exhibition offers tangible examples and visible “proof” of how gender equality in action is good for everyone. The global nature of the project also creates a sense of “unity” in our common humanity. Regardless of nation, race, socio-economic status, or gender, we have a lot in common - are more similar than different. EMPC thus also functions as a counter-balance to the prevalent “us and them” consciousness that also contributes to much human suffering and conflict.
- Instead of putting “band-aids” on core problems that may have contributed to gender inequalities, violence towards women and children, armed conflicts and war, spread of HIV/Aids, abandoned and orphaned children, even poverty, to begin with - and that keep repeating themselves in vicious cycles and inherited behaviors – instead work towards erasing some of these so-called “Root Causes”.
- Research concludes (WHO study 2007) that men who live close to their children are in better health than men who do not, with less drug and alcohol abuse, less risk-taking or violent behaviors, and with both better physical and mental health.

#### **STATEMENT OF NEED:**

- Gender Equity contributes to social, health, peace, and not least economic developments.
- Gender equality is vital to achieve the Millennium Development Goals and successfully reduce poverty.
- Research proves that when men spend more time with children from an early age, they engage in less risk-behaviors, become healthier and happier (WHO)
- Children who grow up with present and positive male role models become more safe and secure individuals, in turn more likely to be present in the lives of their children.
- In South Africa, 70% of children grow up without a present father (Unicef, Fatherhood Project, South Africa.)
- 20-70% of women globally are victims of men’s violence against women, most often in the form of domestic abuse, making violence a major threat to women’s physical and mental health (Unifem)
- 10-20% of women and girls are subjected to sexual abuse or rape (Unifem)

- 80-98% of children are victims of physical abuse (mostly within the home), 14% of sexual abuse, 1.8 million children used in prostitution and child pornography, 1.2 million are trafficked (UN World Report on Children Oct 2006, commissioned by UN General Secretary, OHCHR, UNICEF, WHO.)
- Absent fathers also contributes to increased poverty in single-mother households
- Inequalities in gender is a contributing factor to the fact that the largest group of HIV/Aids positive peoples are women (Sub-Saharan Africa 59%) and that many children are left orphaned (MSF)
- There are 15 million orphans due to AIDS today (Unicef), expected to be 18 million by 2010. Many places, children are still considered orphans when the mother dies, as the father is not regarded as the natural caregiver of the child. This makes up a big problem as to the welfare of children in nations with high levels of HIV/Aids, poor health care and poor maternal health.
- Gender inequalities remain a factor that impedes development in many ways, health, social, and economic. 2/3 of children not in school are girls. 2/3 of illiterate populations are women and girls. Female health care is worse than for men. It is said that to educate a woman is to educate a village, her children will benefit and the entire family and society prosper in every way.
- Many men and young boys are themselves “victims” of unhealthy and unproductive connotations of what manliness and manhood means, often leading to violence in various form, within the home, in gangs, or in armed conflicts and wars.

#### **ABOUT THE ARTISTS:**

- Photographers included so far: Daniel Arellano, Boogie CHIU, Ping-hang CHENG, George Hallett, Lisbet Helleberg, David Herdies, David Isaksson, Eric Miller, Sophie Joy Mosko, Pernilla Norström, Naomi Onaga, Nicholas Pitt, Carol Ross, Viktoria Roxie, Niclas Ryberg, Jan Sandberg, Rob Schoenbaum, Jon Spaul, Marie Swartz, Malin Sävstam, Paul Weinburg
- The project so far includes photographs from Afghanistan, Brazil, Cambodia, China - Hong Kong, El Salvador, Ethiopia, Kenya, Moldova, Nicaragua, Pakistan, Peru, Russia, Spain, Somalia, South Africa, Sudan, Sweden, USA, Vietnam, Yemen
- Possible ideas to be included: Middle East, Afghanistan (father want daughters be educated), Cambodia (condom-use, lower spread HIV/Aids), Turkey (teaching new gender attitudes starting early ages, preschools), Russia (male social worker, working with homeless children), Australia (after school program), Guatemala (indigenous), Ethiopia (grandfather), India (positive results for family, wife village-loan entrepreneur) (To be contributed, courtesy of Hand in Hand [www.hiseed.org](http://www.hiseed.org))

#### **FUTURE POSSIBILITIES:**

1. Long-term goals include to tour / show exhibit at grassroot / community levels in partnership with organizations GLOBALLY.
2. Initial Interested Partners / Requests include:
  1. **UN Headquarters, New York, USA.** (Possibly in connection US Father’s Day.)  
UNFPA, UNICEF
  2. **UNFPA Brasilia, Brazil**
  3. **World Bank, Washington DC, USA.** (Info Shop exhibit, 26 windows)

4. **Equal Opportunities Commission, Hong Kong.**
5. Possible exhibit together with the **Fatherhood Project, South Africa.**
6. **The Fatherhood Institute, UK**
7. **European Union Conference, Stockholm Oct 2009 (Ministry Integration)**

**CONTACTS:**

- Engender Health – Andrew Levack
- Equal Opportunities Commission, Hong Kong – Mr. Raymond Tang, Ms. Shana Wong
- EU Conference Stockholm 2009, (Ministry Integration Sweden)
- Fatherhood Project South Africa / Africa Media – Rosanne Larsen
- Hand in Hand – Sofia Altafi
- International Center Research on Women – Gary Barker
- Malmö Högskola – Lars Plantin, PhD
- Men Engage (Promundo) – Gary Barker, Marcos Nascimientos, Fabio Verani
- Men Engage 2009 – Gabriela Aguiar
- Män för Jämställdhet (Men for Equality) – Klas Hyllander & Ingvar Hjärtsjö (Unicef)
- PAPA – Benedito Medrado
- Save the Children – Eva Nordfjell, Henrik Häggström, Gabriella Olofsson, Pernilla Norström
- SIDA – Joachim Beijmo
- Swedish Institute – Olle Wästberg
- Swedish Embassy Brazil – Katarina Clifford
- UN Art Dept / Exhibition Committee NYC – Renata Morteo, Jan Arnesen
- Unicef New York – Susanne Mikhail (Ellen Tolmie, Stephen Cassidy, Sharad Sapra)
- Unicef Sverige – Ingvar Hjärtsjö, Veronique Lönnerblad, Ingeborg Ekblom
- UNFPA – Aminata Toure
- UN Division for the Advancement of Women
- World Bank – Maria Ekman (Erik Eldhagen, Mayra Buvinic)
- Presented, World Childhood Foundation, Gunilla von Arbin, Anna De Geer

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**“Influential Men”**

**- a global photography exhibit promoting gender equality  
& positive male role models**

**Project Leader: Viktoria Saxby Roxie**

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