

# NEW MEN

EMOTIONAL AND SOCIAL INTELLIGENCE FOR THE DEVELOPMENT OF NEW MASCULINITIES IN THE WORKPLACE

## NEWMEN

The project “NEWMEN” explores new masculinities through the use of emotional and social intelligence. It is a new Erasmus plus project, driven by five organisations from Austria, Italy, Spain, Sweden and The Netherlands.

NEWMEN is a European project funded under the Erasmus+ framework that addresses the well-known phenomenon of machoism. The vision of the project is to develop a programme that has a positive impact on workplace culture for men and women, supports gender equality and fights against sexism.

NEWMEN



NEW MASCULINITIES  
THROUGH EMOTIONAL  
& SOCIAL INTELLIGENCE



Funded by  
the European Union

## Aim NEWMEN

Machoism or machismo culture is one of the roots of many social conflicts and is based on the projection of an external image of masculinity and gender roles sustained by aggressiveness, dominance, competitiveness, and ultimately, inequality as the norm at the workplace environment.

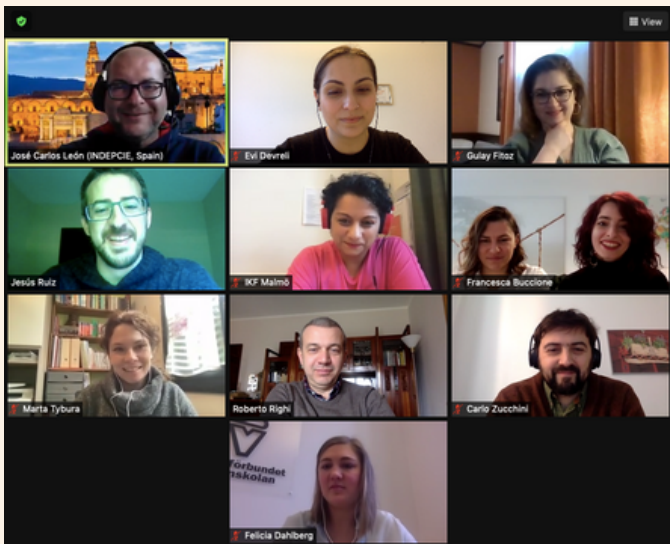
Therefore, the project aims to develop a training plan on alternative masculinities to promote behavioural change in the workplace. To do this, we will apply the competencies and skills provided by the development of emotional intelligence with a gender perspective, impacting from the individual level to the company's organisation.



## Why NEWMEN at the workplace

A study by the European Parliament (2020) admits that women in the EU earn on average almost 15% less per hour than men. If we turn to data on sexual harassment, a report by the French Institute for Public Opinion (2019) determines that 60% of female workers in the EU have endured sexist treatment or suffered sexual violence during their careers.

The main goal is to re-signify the stereotypes of hegemonic masculinity and its reflection and expressions in the workplace in particular, but also in the public space in general.



## Target group

Our target groups are workers and managers in companies and organisations of all sizes and sectors. Through the implementation of this project, we recall men to deconstruct and reformulate the idea of masculinity and advocate for unlearning harmful gender roles acquired over generations. We will do so, by working on the skills it provides to deconstruct stereotypes and roles based on hegemonic masculinity.

To achieve effective equality between women and men, it is necessary to promote behavioural change among men and create intrinsic motivation through Emotional Intelligence. Including men in gender policies encourages their responsibility and involvement in change. Excluding them, however, may lead to hostility and resistance and possibly an exacerbation of inequalities.



## Collaboration

IKF Malmo (Sweden), INDEPCIE (Spain), STePS (Italy), VAEV (Austria), and NP2E (The Netherlands) will develop a training system and a toolkit for employees and managers in companies and organisations of all sizes and sectors, to educate and change behaviour in the workplaces. Together, we will create a bank of resources and design a good practice guide plan to impact men and women in expressing their gender in the workplace without feeling they have to act according to a certain stereotype. Ultimately, our aim with NEWMEN is to support the fight against sexism, gender-based violence, or any kind of abuse.

Overall project coordinator IKF Malmo (Sweden): Iulia Halangescu [iulia.halangescu@ikf.se](mailto:iulia.halangescu@ikf.se);  
 Project manager Indepcie (Spain): Jose Carlos Leon [josecarlos@indepcie.com](mailto:josecarlos@indepcie.com);  
 Project manager Steps (Italy): Marta Tybura [mtybura@stepseurope.it](mailto:mtybura@stepseurope.it)  
 Project manager VAEV (Austria): Marco Roux [eu.at.vie@gmail.com](mailto:eu.at.vie@gmail.com),  
 Project manager NP2E (the Netherlands) Gülay Fitoz [g.fitoz@np2e.org](mailto:g.fitoz@np2e.org)