



PROGRAMME BRIEF



MEN AND WOMEN FOR GENDER EQUALITY IN TUNISIA

UNW/Marwan Tahtah

Men and Women for Gender Equality in Tunisia

UN Women's regional programme 'Men and Women for Gender Equality' (MWGE) was launched in 2015 to mobilize men and boys to challenge gender stereotypes, change attitudes and behaviors to combat gender inequalities, and entice a change in social norms that discriminate against women and girls. This programme funded by Sweden is a unique ground-breaking intervention for the Middle East and North Africa (MENA) region due to its focus and innovative approaches employed.

Understanding Masculinities in the MENA Region

Under the MWGE regional programme, UN Women built comprehensive evidence across the MENA region to analyze the drivers of attitudes and behaviors of men and boys in relation to gender and social norms, with a distinct focus on men's caregiving and the prevention of violence against women and girls.

In partnership with Promundo and national research partners, UN Women has conducted the International Men

and Gender Equality Survey (IMAGES) in Egypt, Lebanon, Morocco, Palestine. This study is one of the most comprehensive household studies ever conducted on men's attitudes and beliefs about gender equality. It is currently being undertaken in Tunisia and Jordan who joined the MWGE programme in its second phase in 2019.

Stemming from the observation that violence breeds violence and gender attitudes are important and influential. The MWGE programme aims to better understand the root causes of inequality and to address them through a bottom-up approach by creating innovative methods to shift behaviors of men and boys.

IMAGES in Tunisia

UN Women is partnering with Beity and the Arab Institute of Human Rights (AIHR) to conduct the qualitative and quantitative components of the IMAGES national study. UN Women, Promundo, and the national partners collectively adapted the methodology and household survey used in the region to the Tunisian context.



IMAGES Tunisia focuses on



Gender attitudes, roles, behavioral and social changes, gender equality and masculinities



Relationships within the home



Women's access to employment and working conditions and women's political participation



Parenting and caregiving



Representation and experience of sexuality



Gender-based violence

The IMAGES research consists of a literature review, followed by a quantitative component ([national household survey targeting 1,200 men and 1,200 women aged 18 to 59](#)) which aims to understand men's response to gender equality and how to best engage them to end discrimination against women and girls. The survey [is consolidated by a qualitative survey \(semi-structured interviews\)](#) with [around fifty men and women](#) to ensure a deeper understanding of attitudes around the roles and rights of men and women.

Moreover, the latter qualitative component focuses on better understanding how patriarchal masculinities and social norms are built among Tunisians and highlight personal experiences for insights to transform gender stereotypes and discriminatory gender roles.



Regional Campaign in Tunisia

The regional [#Because_I_am_a_man](#) campaign, launched in 2017 and expanded during Phase II of the programme, aims to shift behaviors and promote positive roles that men can play in achieving gender equality and in unpaid caregiving and domestic work.

In Tunisia, as part of this campaign, 13 videos were produced with Tunisian influencers – such as Haythem El Mekki, Malek Ouni, Mehdi Kettou, Helmi Dridi, Chedly Arfaoui and Sabry Mosbah- and other relevant stakeholders.

The [#Because_I_am_a_man](#) campaign was launched in Tunisia in 2021 where the local Tunisian campaign reached over 1.4 million people including over 80 thousand on the newly launched UN Women in Tunisia social media, while the regional campaign reached over 48 million people in the Arab States region.

The campaign can be found on the Tunisian UN Women [Facebook](#) and [twitter](#) pages, and the regional UN Women Arabic [Facebook](#), [Instagram](#) and [twitter](#) pages as well.