

The Nordic Council of Ministers hosts a

**BARBERSHOP EVENT:
MOBILIZING MEN AND BOYS FOR
GENDER EQUALITY**
and a West Nordic Conference
EQUALITY AT HOME AND AT WORK

Traditionally, the quest for gender equality has been led by women, with men largely missing from the debate. Barbershop events encourage men and boys to become actively engaged in promoting gender equality by better understanding how gender equality enables individuals and communities to reach their full economic and social potential. Further information and registration on the conference webpage:

www.barbershopconference.fo

SAVE THE DATE

11 & 12 June 2019, Tórshavn, Faroe Islands

The Barbershop Event and the Conference Gender Equality at Home and at Work are presented under the auspices of the Icelandic Presidency, by the Nordic Council of Ministers, in a partnership between the Prime Minister Office in Iceland and the Ministry of Social Affairs in the Faroe Islands. The primary aim is to create a platform for stakeholders to take directly part in the equality work of the Nordic Council of Ministers, as well as to discuss recent developments and status of gender equality in the Faroe Islands and in Iceland. The focus of both events will be on how men can contribute to improve gender balance in the workplace and caretaking at home.

The events build upon the Nordic Prime Ministers initiative “the Nordic Gender Effect at Work” consisting of four main components showcasing the importance of investment in public infrastructure for the advancement of gender equality. One of the components is the provision of paid parental leave, both maternity and paternity leave, universal access to affordable childcare, flexibility at work and an equal investment in the human resources of male and female employees to promote gender equality in leadership all of which promotes both economic and social benefits. In the Nordic countries both the public and private sector have come a long way in addressing gender inequality and offering work-life balance to men and women alike. Still, there is room for improvement and the entire society needs to be involved.

The Conference will showcase successful public policy, good practices from the private sector as well as academic insight into the benefits of gender equality both at home and in the workplace and the unconscious social norms that still inhibit progress.

FURTHER INFORMATION ON THE BARBERSHOP CONCEPT AND THE BARBERSHOP TOOLBOX ON THE HEFORSHE WEBSITE:

www.heforshe.org/barbershop



Barbershop Conference / MOBILIZING MEN AND BOYS FOR GENDER EQUALITY

11 June 2019, 1 pm – 5 pm
Öström, Skálatrøð 18, 100 Torshavn

Hosted by

The Icelandic Presidency in the Nordic Council of Ministers, the
Ministry of Social Affairs in the Faroe Islands and the Faroese
Gender Equality Commission.

13.00-14.00 BARBERSHOP



Chair

Gary Barker

President and CEO of Promundo, co-founder of
MenCare and MenEngage



Opening session

Aksel V. Johannesen

Prime Minister of the Faroe Islands



Rósa Guðrún Erlingsdóttir

Senior Adviser, Department of Equality, Prime Minister's
Office of Iceland and Chair of the Nordic Committee of
Senior Officials for Gender Equality



The Business Case for Gender Equality

Gender equality is everyone's business

Ólavur Ellefsen

Head of the Gender Equality Commission of the Faroe
Islands

KEYNOTES:



Men and Gender Equality

— Why does it matter to engage men?

Gary Barker

President and CEO of Promundo, co-founder of
MenCare and MenEngage



*An example from sports — how do we influence
the mindset of young boys and men?*

Pálmar Ragnarsson

Motivational speaker and a youth basketball coach

14.00-14.45

POLICIES FOR GENDER EQUALITY — WHY DOES IT MATTER TO INCLUDE MEN?



*Sharing the Care: the example of shared
parental leave from Iceland*

Ingólfur V. Gíslason

Associate Professor in Sociology, University of Iceland



Leadership engagement

Bjarni Bjarnason

CEO of Reykjavik Energy



Political engagement for gender equality

Þorsteinn Víglundsson

Member of Parliament, former Minister of Social Affairs
and Equality and Secretary General of Business Iceland
(Federation of Employers)

14.45-15.00

COFFEE BREAK

15.00-16.15

INTERACTIVE WORKSHOP: LEADERSHIP ENGAGEMENT ON GENDER EQUALITY



Workshop facilitator

Mr. Gary Barker

President and CEO of Promundo, co-founder of
MenCare and MenEngage

16.15-17.00

ARE WE THERE YET?

Panel discussion

Moderated by



Gary Barker

President and CEO of Promundo, co-founder of MenCare
and MenEngage



Walk the Talk

Þorsteinn Víglundsson

Member of parliament, former Minister of Social Affairs
and Equality and Secretary General of Business Iceland
(Employers Association)



Gísli Kort Kristófersson

Associate Professor, School of Health Sciences, University
of Akureyri



Hjálmar Sigmarsson

Counsellor and Prevention educator at Stígamót,
Education and Counseling Center for Survivors of Sexual
Abuse and Violence

17.00

Closing



Eyðgunn Samuelsen

Minister of Gender Equality and Social Affairs,
the Faroe Islands

17.10

COCKTAIL RECEPTION

COMMIT TO TAKE ACTION

Pledge to take action – participants offer their
commitments to HeForShe. Participants are invited
to make a pledge to take specific action as well as
to sign up for HeForShe.

*A photo booth will be available all day for
participants to share their commitments to
social media.*

West Nordic Seminar / GENDER EQUALITY IN THE WORK PLACE

12th of June 2019 // 08.30 – 12.30 // Smæran, J.H. Schrøtergøta 7, Tórshavn



Chair: Kira Appel

Deputy head of Department of Gender Equality, Ministry of Foreign Affairs, Denmark

08.00-08.30 WELCOME AND REGISTRATION

08.30-09.20 OPENING

EQUAL RIGHTS TO WORK AND CARE



Eyðgunn Samuelsen

Minister of Gender Equality and Social Affairs of the Faroe Islands



KEYNOTE:

Equal rights to paid parental leave and caring fathers—the case of Iceland

Ingólfur V. Gíslason

Associate Professor in Sociology, University of Iceland

PANEL DISCUSSION

THE FAROESE PARENTAL LEAVE AND POSSIBILITIES FOR A MORE EQUAL SHARE

Moderator



Ólavur Ellefsen

The Head of the Gender Equality Commission, the Faroe Islands



Participation of

Heðin Mortensen

Minister of Transport, Infrastructure and Labour of the Faroe Islands



Björt Samuelsen

Former Minister of Trade, Industry and Labour, Member of Parliament, and Member of West Nordic Council, Faroe Islands



Elsebeth Mercedis Gunnleygsdóttur

Member of Parliament and Member of Town Council of Klaksvík in the Faroe Islands



Rósa Guðrún Erlingsdóttir

Senior Adviser, Department of Equality, Prime Minister's Office of Iceland, and Chair of the Nordic Committee of Senior Officials for Gender Equality

09.20-10.20

SESSION I

EQUAL PAY FOR EQUAL WORK OR WORK OF EQUAL VALUE

KEYNOTE:

Equal Pay Certification Act



Þorsteinn Víglundsson

Member of Parliament, former Minister of Social Affairs and Equality and Secretary General of Business Iceland (Federation of Employers)



Leading by example — Closing the gender pay gap in the Icelandic energy industry

Bjarni Bjarnason

CEO of Reykjavík Energy



Current wage statistics analysis of the Faroese labour market

Kári Holm Johannesen

Sociologist and Head of Department of Statistics at Statistics Faroe Islands

PANEL DISCUSSION

POSSIBILITIES IN THE FAROES

Moderator



Erika Anne Hayfield

PhD, Associate Professor at the University of the Faroe Islands



Participation of

Eyðgunn Samuelsen

Minister of Gender Equality and Social Affairs, the Faroe Islands



Hogni Hoydal

Chair of the Tjóðveldi Party and Minister of Fisheries and Culture of the Faroe Islands



Dennis Holm

Representative of the Faroese Municipals, Mayor of Vágur, Chair of the Municipal Association and former researcher

10.20-10.35

COFFEE BREAK

Hosted by

The Icelandic Presidency in the Nordic Council of Ministers, the
Ministry of Social Affairs in the Faroe Islands and the Faroese
Gender Equality Commission.

**10.35-11.20 SESSION II****GENDER AND LABOUR MARKET PARTICIPATION**

KEYNOTE:

*Women, men and work: Structure, choice and gendered contexts***Erika Anne Hayfield**

PhD, Associate Professor at the University of the Faroe Islands

**PANEL DISCUSSION****WHAT IS THE EFFECT OF THE UNBALANCED LABOUR MARKET AND HOW DO WE CHANGE THE SITUATION?***Moderator***Rósa Guðrún Erlingsdóttir**

Senior Adviser, Department of Equality, Prime Minister's Office of Iceland, and Chair of the Nordic Committee of Senior Officials for Gender Equality

*Participation of***Poul Michelsen**

Minister of Trade and Industry and Chair of the Framsókn Party of the Faroe Islands

**Bjarni Bjarnason**

CEO of Reykjavik Energy

**Marita Rasmussen**

Managing Director of House of Industry, the Faroe Islands

**Óluva í Gong**

The Faroese Nurses organisation

**11.20-12.25****BREAKING GENDER STEREOTYPES**

KEYNOTE:

*"This is not a goddamn bus!" Is it possible to increase the number of males in nursing in Iceland?***Gísli Kort Kristófersson**

Associate Professor, School of Health Sciences, University of Akureyri

*Women Go Tech experience in empowering female talents to discover tech***Paulius Vertelka**

Director at Infobalt, and co-founding board member of the project "Woman go Tech" supported by the Nordic Council of Ministers

**PANEL DISCUSSION****HOW DO WE CHANGE THE MINDSET?***Moderator***Pálmar Ragnarsson**

Motivational speaker and a Youth Basketball Coach

*Participation of***Hanna Jensen**

Minister of Education and Research the Faroe Islands

**Erla Olsen**

Dean, PhD, Associate Professor in Biology and Science Didactics, Faculty of Education, University of the Faroe Islands

**Jógvan Philbrow**

President of the Trade Union for Pre-school and Social Education Union, the Faroe Islands

**12.25***Closing remarks***Ólavur Ellefsen**

the Head of the Gender Equality Commission, the Faroe Islands

**12.30****LUNCH**



Why is it called Barbershop?

Most men have been to a barbershop. These are spaces where men talk to each other and where behaviours and attitudes about gender relations – including what it means to be a man are learned, discussed, and reinforced. While relations between men and women are often discussed among men in barbershops (or locker rooms), these conversations too often reflect the stereotyped roles of women and men, and rarely tackle serious issues at the root of gender inequality.

Barbershop events provide a setting for male-to-male discussions about their own behaviours, privileges, and roles; and a space to elevate women's voices, in order to realize gender equality. This way, the Barbershop platform encourages men to make a proactive commitment to gender equality at an individual level, inspire other men to join them and bring the discourse on gender equality to barbershops and locker rooms around the world.

Together we can achieve gender equality.

@BarbershopConf
#BarbershopToolbox
#NordicSolutions
#HeForShe