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

Conference programme is on page 2
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 Reykjavík Energy

Political engagement for gender equality
Þorsteinn Viglundsson
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 Viglundsson
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

Closing
Eyðgunn Samuelsen
Minister of Gender Equality and Social Affairs, the Faroe Islands

17.00 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 Departement 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

*Bjørt 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 FAROEYS**

*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

*Høgni 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**
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 Reykjavík Energy

Marita Rasmussen
Managing Director of House of Industry, the Faroe Islands

Óluva í Gong
The Faroese Nurses organisation

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 Dicactics, 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

Closing remarks
Ólavur Ellefsen
the Head of the Gender Equality Commission, the Faroe Islands

LUNCH
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