



EDITORIAL



We are starting 2014 on the right foot! This is the first edition of Promundo News and we already have an exciting announcement: Promundo has opened a European office in Coimbra, Portugal. The new "Promundo-Europe" delegation aims to extend our research on masculinities and gender relations within the context of the current European financial and economic crisis. Read inside for more details.

Also in this edition, Marina Motta, a researcher with Instituto Promundo, analyzes recent cases of violence against women in Brazil. Based on this data, Motta argues the need to question hegemonic masculinities and traditional gender norms - since transforming these ideals can have the power to reduce gender-based-violence in Brazil and worldwide.

On this topic, let's take a closer look at Promundo-US's...

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INTERVIEW



Amana Mattos

Assistant Professor for the Psychology Department at the State University of Rio de Janeiro (UERJ)

Assistant Professor for the Psychology Department at UERJ, Amana Mattos focuses her research in development psychology and political psychology, specifically on issues related to youth and adolescence, freedom, feminist theory and political subjectivity.

[> Read the full interview](#)

NEWS



Article

Violence Against Women in the First Month of 2014 Begg us to Question how Masculinity Forges Violent Men

(Marina Motta – Instituto Promundo Researcher) On the first day of 2014, Brazilians were faced with three pieces of news about extreme violence against women - perpetrated by a husband and two former partners. The traditional Copacabana New Year's party, one of the most beautiful and...

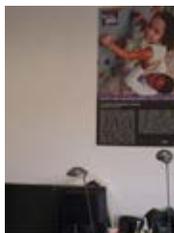
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News

MenCare+ Advances with Launches in South Africa and Indonesia

It was an eventful end of year for MenCare+, with official launches in South Africa and Indonesia. The program has now been launched in all four target countries, including Brazil and Rwanda. The program's goal is to engage men in these countries as caregiving partners in maternal and child health (MCH) and sexual and reproductive health rights (SRHR)...

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News

Promundo Opens its Doors in Europe

On January 14th, 2014, Promundo opened its first office in Europe, in Coimbra, Portugal. The launch of the delegation "Promundo-Europe" has three main goals: i) To expand research on masculinities and gender relations within the context of current European financial and economic crises. ii) To...

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PROMUNDO'S AGENDA

During the latest TEDxBarcelonaWomen event, Promundo-US's International Director Gary Barker used personal stories and global trends to reinforce the importance of men's caregiving in improving gender relations. Barker was one of ten speakers, ranging from gender experts to entrepreneurs, invited to talk at the December 5th event in Barcelona, Spain. The theme of this year's conference was "Get men involved in gender equity!"

Promundo-US's Program Officer, Jane Kato-Wallace, was a speaker at the first annual meeting of China's White Ribbon Volunteer Network on November 24th, in Beijing. Her talk introduced White Ribbon's work globally on behalf of Promundo and the MenEngage Alliance. The event was attended by more than 200 professional counselors, who volunteer their hours to staff a national hotline for survivors of violence.



News

"Shameless" Campaign Mobilizes Nine Schools in Rio de Janeiro

Instituto Promundo launched the campaign "Shameless" on November 7th, in partnership with the Health and Prevention in Schools Program. "Shameless" was implemented in nine schools in Rio de Janeiro, involving 3,000 students in initia...

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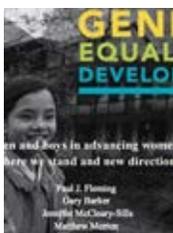


News

Women's Economic Empowerment Project Completes One Year in Rio de Janeiro

On December 14th, the first stage of the project Unindo Prazeres: homens e mulheres pela igualdade (in English: Combining Goals: men and women for equality), which has been taking place in Morro dos Prazeres since October 2013, came to an end...

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News

Promundo-US and The World Bank Analyze Men's and Boys' roles in Gender Equality

Promundo-US and The World Bank have partnered to produce a report examining the role of men and boys in preventing or promoting women's agency and gender equality. The document entitled "Gender Equality & Development - Engaging men and..."

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News

"The Other Side of Gender: Men as Critical Agents of Change" recommends approaches and programming

The special report "The Other Side of Gender: Men as Critical Agents of Change", co-produced by Promundo-US, has been published by the United States Institute of Peace (USIP). The document reviews existing work with men in post-conflict settings and recommends future approaches and programming. It is available for download on the USIP website...

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News

Pilot Initiative Engages Refugees on Campaign Against Gender Violence

Instituto Promundo, in partnership with the UN High Commissioner for Refugees (UNHCR) and Caritas, developed a pilot initiative in October 2013 using a gender transformative approach aimed at engaging refugees, asylum seekers and professionals who deal directly with refugees and asylum seekers...

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RSS 

Promundo-US's International Director, Gary Barker, and MenEngage's Global Communication and Campaigns Manager, Marc Peters, both contributed to the January 2014 edition of the IDS Bulletin, available online. The publication typically brings together several experts who work closely with development issues. This edition's theme is "Undressing Patriarchy: Men and Structural Violence."

Instituto Promundo participated in the Clinton Global Initiative (CGI), in Copacabana Palace, December 8th-10th 2013. The event, organized by the Clinton Foundation, took place in Latin America for the first time, with the aim of establishing partnerships in order to solve social and environmental challenges in the region. Promundo has also been represented at previous meetings, held annually in Washington, DC.

Instituto Promundo is developing a project, Fathers and Daughters: building other stories, with the support of Save the Children. The project aims to better understand how girls relate to their fathers, and how this relationship may be affected by rigid gender norms. The project will bring together 10 girls between 6 and 14 years old in Morro dos Prazeres. The goal will be to produce a children's book on equitable education and on the prevention of physical and humiliating punishment against children.

Stay updated about our work to promote caring, non-violent and equitable masculinities and gender relations internationally! Follow Promundo's new social media channels in English: You can find us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

This is a publication



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