

UPF UK: Launch of MAGE - Men Advocating Gender Equality

Jeremy Blain
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Universal Peace Federation - Campaign Reflection (December 5 - 11)



great evening launching our new men's group

MAGE - Men Advocating Gender Equality** at Lancaster Gate with my partners at the [Universal Peace Federation](#) hours of discussion in the room with 30 invited guests and partners, both men and women, to help us move intent to action - And we got there.



4 key areas focused upon - Government, Communities and Families (including education) Business and our plan to bring in the right Creators, Notable persons and positive influencers who are already as passionate as we are about moving the dial

Our four areas have led to 8 small, right actions.

➡ ➡ This is important as we all agreed that looking too big, too early wont get us there yet. We need our feet firmly on the ground and we impact both from top down and bottom up, making the right moves, bringing people along with is and making impact as we going. That is about building momentum and accelerating from there **100**


As the always sparkling [nic careem](#) reinforced, we are the mosquitoes of the gender equality moving - targeting the right areas and making small, targeted movements that have an impact 🦟

⚠️ I'd like to hear from men of all ages who would like to join our movement and help us create early wins to build on. Please DM me or comment here ⚠️

Our stated aims:

- ☞ We are individuals actively supporting and working towards achieving equal rights, opportunities, and treatment for all genders; and the benefits arising.
- ☞ Our action-oriented purpose is to challenge, educate, promote and improve overall gender equality.
- ☞ We challenge toxic machismo and misogyny; we advocate for policies that promote gender equality and equity; we speak out against sexism, violence against women and girls (VAWG) and other gender-based discrimination
- ☞ We act at governmental level, in our communities, in our workplaces, on the terraces and with families.



Huge thanks to Margaret, [Robin Marsh](#), Duchess Naveen for her strong support and commitment going forward, [Joel Van der Molen](#) who joined us at the last minute and left us with beautifully stirring words, [Kostas Kapelas \(Msc\)](#) [Dr. Rochelle Haynes](#)  - so great to see you [Justina Mutale](#) for your always strong support and everyone else getting stuck in... we made it a lot of fun (Thelma, Sam, [Marijah Butcher](#) (brilliant visioning idea we will action!) and everyone else. Thank you for joining us.

Finally [LORNA](#) thank you for such a wonderful way to end the evening with your poem. Beautiful...and the idea on the videos!

Written by Jeremy Blain

Chair of MAGE

Related Posts:

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[International Women's Day 2024 - March 19th, UPF - UK Event](#)

[Universal Peace Federation - UK Report: 12 Years of Action to End Violence Against Women and Girls](#)

[Beijing Declaration and Platform for Action: Thirty Years On](#)