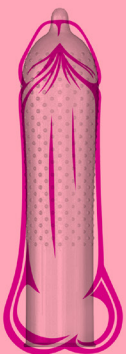
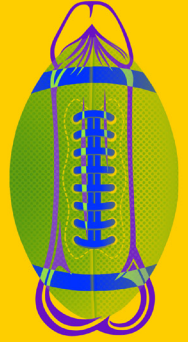


The Future of Masculinity

Created by Faith Popcorn's BrainReserve





Wondering About Our Cover?

Well, it's certainly not about penis envy, but more about penis confusion. It expresses an exploration of how masculinity is morphing at this tense time.

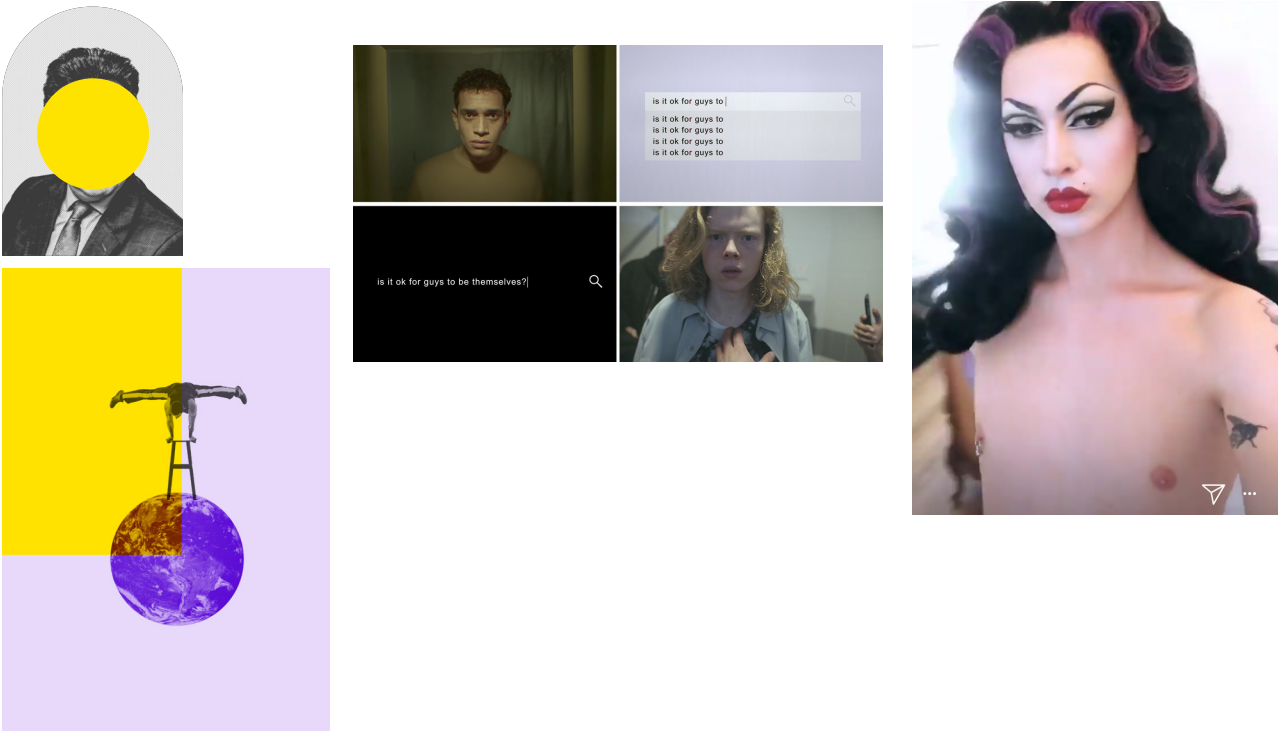
Too often, masculinity is defined by genitalia and stereotypes. Stereotypical thinking that a man's biology dictates aggression, anger, strength and stoicism. Stereotypical beliefs that society wants to feminize men in the future, weaken what it means to be masculine, and push to put a pink bow on their human nature.

But what if their nature is changing? What if pink becomes the color of courage and civility?

This zine starts a conversation and shares ideas about where masculinity is heading, how it will impact creativity, and how men will participate in our society anew, personally and professionally. Keep reading.

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An Obituary for Masculinity



RIP Masculinity: 300,00 BC – 2018 AD

Or at least for old-school masculinity. For centuries, millennia even, men ruled. They were hunters and gatherers. They were our providers, our heroes, our bad guys, our cowboys, our soldiers, our leaders.

They told the “little women” what to do. They held the power in politics, the workplace, behind the wheel and everywhere else. They earned more for the same job.

They were strong, they kept a stiff upper lip, and no one was going to push them around.

But suddenly: Change. As a Futurist, I get to say, I told you so. I wrote the book “EVEolution” in 2000 about how women would rise and revolutionize society. And it’s happening.

The spotlight is on women.

They’re earning more degrees (60% of all master’s degrees).

They hold more than half of all managerial and professional jobs.

In key cities, young women in tech are paid more than men – in Detroit, females earn 123% to a guy’s dollar.

And the spotlight is also on the non-binary who refuse to be put in a pink or blue bucket.

Men as we used to know them – old, white, running the show, fueled by testosterone, aggression and libido – are on life support. They may have made it to the polls in November 2016, with 63 percent of white men casting their ballots for Trump, but their world and their ways are waning.

But enough about the past and present. Ahead lies an unfolding. A new sense of gender, a reinvention of what it means to be a man.

This zine, created with my brilliant panelists at the Cannes Lions – Violet Chachki; Michael Kimmel, Ph.D.; and Amy Nelson – and my team at Faith Popcorn’s BrainReserve, is your handbook to Tomorrow, what masculinity will look like, how gender will morph – and creativity will expand.

It’s the biggest, deepest, most transformative shift in our culture – and it’s happening in our lifetime. Join me as we explore it here and as we push to create....

The Best Future for all,

Faith Popcorn



Masculinity: Out With The Old, In With The New

Faith Popcorn, Futurist, and Michael Kimmel, Ph.D., Sociologist, talk about how masculinity is morphing and what to expect ahead – in corporations and our culture. It's going to be not just a bumpy ride, but a roller coaster.

Faith Popcorn: We are seeing a huge shift in the culture around gender. It's a thrilling time for women. They are benefiting from the hugest wealth transfer in history – \$22 trillion – and they're earning twice the educational degrees as men; opening businesses at twice the rate of men. Women are delaying or bypassing both marriage and motherhood at shockingly high rates: 25% of Millennial females will never wed, and the U.S. birthrate has been in decline for years and just hit a record low of 62 births per 1,000 women. Add to that the #metoo and #timesup movements, and you see why men are lost. Angry and lost. The statistic that white men make up 70% of all suicides in the U.S. is very telling.

Michael Kimmel: Depression is massive among men. Alcohol abuse, drug abuse, opioid abuse – all of these are the symptoms of dealing with unbearable pain. They are expressing anger, which is just a way of dealing with pain. So what's making men feel so bad?

FP: It's the end of an era for men, of being the dominant force in our culture. And this transition is not an easy one. The ground under their feet is shifting. How does one behave? Men don't know anymore. I've had a lot of Fortune 500 male executives express fear about being alone on an elevator with a woman, they're so worried about being #metoo'd.

MK: What I hear in every corporation is men saying, "I feel like I'm walking on eggshells." They feel uncomfortable. I say, "Look, women have been uncomfortable in the workplace for millennia. You've been uncomfortable for a month. Sit with it for a little bit."

FP: I love it. But a lot of men don't know when they're being jerks. They don't get it. Especially white men 50+. Their definition of masculinity – how a man should act tough, never cry, be the breadwinner, let women raise the kids – all that is dying with their generation.

MK: Exactly. There was a survey in The Economist that asked, "Is it okay to call a female coworker Honey or Sweetheart? Is it okay to come up behind a woman and give her a neck massage?" Eighty percent of the 18 to 30-year-olds said no. But about three quarters of the men over 60 said it was perfectly fine. We need reverse mentoring. We assume that older people have all the wisdom and that we can now impart it to younger people. Wrong. As a Baby Boomer, nobody taught me how to deal with gender fluidity, or being trans. My son who's 19, he knows much better than I do how to deal with this. And in a corporate setting, think of how valued younger people will feel if they're being asked to mentor.

FP: A terrific idea. Just as we get that going, they'll have to deal with gender fluidity. We'll eventually be one gender, really. But for now we're different points along a gradient. But we are still at a supremely stressful cultural moment for the short-term. It's not just men who don't want to be alone with female coworkers or to mentor them. Women are separating themselves: There's the Wing, a network

of female-only social clubs. And SuperShe Island is just getting started – a women-only island retreat. I think there will be more wariness and separation before we learn how to co-exist and feel comfortable. Maybe there will be separate floors in Fortune 500 companies, divided by gender identities. Right now there are 70+ different gender identities defined on Facebook. You'd need a skyscraper to separate the different clans before we all learn that we can get along and be one gender with infinite variations.

MK: I hear you. I think the separation is happening because men are still not ready for women who are strong, equal or superior. For so long, we've seen that having separate places leads to lower status for women. So in that context, if you say we need a woman-only space, that's very empowering, right? Because they've been oppressed. But if I say a men-only space, you'll say uh-oh, that's a problem since men have held the power for so long.

FP: So maybe it's also just a transitional stage we're moving through. Let's look ahead on this path. How will we come to a new, better place – with less gender divisiveness? What do you see driving change? I know that as you and I have discussed, greater equality is good for business. It leads to higher productivity, better returns. Companies with more women on their boards perform better, too.

MK: Exactly. And younger men are far more egalitarian fathers than their fathers and grandfathers were. And they're not resenting it. They're not saying, I wish I could be working more. Men are actually living far more egalitarian lives and they're enjoying more involvement with the kids, more

caregiving. Social scientists were predicting that as more and more couples had women earning more than men that we would see an increase in violence against women. Hasn't happened, right?

“Greater equality is good for business. It leads to higher productivity, better returns. Companies with more women on their boards perform better, too.”

FP: Right. I love seeing how brands are engaging in this conversation, like the Harry's ad (page 30) that ends with the line, "The truth is, there's no one way to be a man." Brilliant. Everyone should watch it on Youtube. And I love the recent Axe ads (page 26). Watch those too. We need more of that: Authentic representations of the complexity of being a man.

MK: We're moving away from so many years of the same ideology of masculinity: stoic, never show your feelings, powerful. Men getting rich, getting laid. We're starting to reflect on the truth that men are doing more housework and childcare; supporting their wives' careers, coaching their daughter's soccer team, and so on. In the interim men are still strong, stoic, powerful, competitive. But, showing a kinder, gentler, nicer, more nurturing side. I see it in the

Dove Men Plus Care ads. It's exactly that – traditional men plus care.

FP: There are new icons of masculinity in the culture – strong leaders who have tremendous empathy, who aren't afraid to cry. Barack Obama, Justin Trudeau.

MK: Yes. They take gender equality for granted. Like, of course it's a no-brainer.

FP: We need more of this ideology and quick. We don't just want equality. We want superiority. But there are even bigger changes ahead. Beyond male-female. And beyond non-binary. AI is about to transform our culture and relationships. Everyone is focused on how robots and AI will impact the workplace, but human relationships are about to be rocked. Imagine a bot that looks human, smells and feels wonderful, and really, really knows what you want and need – and can deliver that. It will know just how you take your coffee or a cocktail. And can have sex with you the way you want it and even the way you don't know you want it – it will be programmed for spontaneity and surprise. With those bots among us, the gender discussion will be just a small facet of a new focus on, what does it mean to be human? And as we merge with bots, it becomes an even more urgent question.

MK: I hear you, but AI and bots are too far in the future for this, uh, "presentist."

FP: I'm just the messenger. And the message is change or die.

FUTURE

OF

MASCUL

INITY

—Treasonous Jaw (Jason W. Tesauro)

UNTIE YOUR FITFUL SCAM*

5,000,000 years from now...

When we've long since shed our skin
and jettisoned the penis
whatever else comes between us
can be unscrambled, undamned,
reprogrammed better
nature rearranged like letters

MY UNFIT, FATUOUS RELIC

because
every male possesses affinity
for a return to divinity
but first, purge what's inside of He
this obsolete trinity:
father, son, holy ghosting
men conquering, then coasting

and boasting, we boys
taught girls not to make noise
yet now the once-brash
are withering to ash
in this great identity crash
and depression
we unleashed as women's oppression
in every last profession
for which we were paid
20% more than we actually made

A. I FELT MY FURIOUS CUNT

50,000 years from now...
The body is still a temple
but let's redecorate
the furniture is outdated

masculinity is overrated
yet like matter itself,
cannot
B. destroyed
though it can be separated, unboy-ed
from gender, this mask, your line,
is a labyrinth you can cross –
to escape and soar
boldly face your minotaur
not with brute and balls
rather instead
gather a delicate hold
on Ariadne's red thread

C. UR MY FOUL FIESTA UNIT

FAULTY INFECTIOUS RUM

500 years from now...
The future of masculinity
is in the vicinity
beyond cock and its jeers
past the moon, Mars colonies
these next frontiers
need freer queers
inclusion and intuition, mixed
with what's betwixt our ears
is a superior tonic
to bionic swords
beneath an astronaut's tunic
the wild uncharted,
dear sisters and brothers
demands peace fronds, mothers' breasts
not chevrons and armored chests

A LOUSY MUFF TINCTURE, I

F-U, U.S., MY ANTI-EROTIC FLU

5 minutes from now...
O say can you She?
stand by Dawn's gnarly light?
ergo,
how did you treat femininity
up til 5 minutes ago?
why on earth
would you try to deceive her?
the vagina is both transmitter
and receiver
of higher vibrations
than the megahurts
of war, control, body politics
your time is up, old pricks,
holla for the chicks
times are evolving
see the binary Boy Scouts dissolving?
CUM FUNERAL... IT FITS YOU
the future of masculinity
is an inevitable reaction
a faction powerful beyond physical,
it's softer and mystical
but firmly mobilized to an action,
our future no longer masculinear
let's call it masculabstraction

* SKEWER ANY, er, ANSWER KEY:
Predicting the future of masculinity
is hard. Rearranging the letters of
FUTURE OF MASCULINITY is easy.

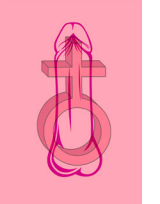
Reworking the Work World: 5 Ways to Get to Equal

We're at an insanely tense moment
when it comes to 9-to-5 life.

Can't we all get along?

One innovator spells out the
path to parity and harmony.

By Amy Nelson, CEO & Founder, The Riveter



We've reached The Moment – the one in which Corporate America, with its hierarchies, corner offices and cubes, is disrupted, disassembled, and reconstructed. This realm was built by and for men in an era when most women worked in the home, and it's clearly broken. I experienced this firsthand as a corporate litigator; I worked more than 80 hours a week in an environment designed for men – from an inflexible schedule and large pay gap to the temperature chosen for the office space (yes, it's set for men). As I became a mother, the pressure increased as I juggled childcare for my children and the demands of my caseload.

And I'm not alone in this experience. Today, nearly two-thirds of American mothers are breadwinners. Yet almost half

of "highly-trained," talented mothers offramp at some point after they have children, frustrated by a system where men still make the rules and dictate every major decision.

The future of work in America – for men, women and those who are gender-fluid – is transforming, and I'm part of that change. I believe that when you aren't given a seat at the table, you must build your own table. (That's what I'm doing with The Riveter, creating communities and coworking spaces that show what work would look like if women led the way.) We all have a role in bringing true equity to corporate America. Here are 5 crucial steps every one of us needs to take to create – finally – a fair future for all.



#1



Welcome multitudes of women into leadership.

Only 24 CEOs leading America's Fortune 500 are women. In fact, there are more men named "John" in America with the title CEO than there are women in total. But to change the face of leadership, we must also challenge old assumptions – especially the archaic belief there can only be one woman in any given role. We cannot have just one woman as a CEO in a given industry. We cannot have just one woman on a corporate board. We cannot have just one woman on the ballot. We need multitudes.

#2



Share salaries.

A woman must earn a man's dollar, not the 78 cents white women earn or the 64

cents black women make. One way to close the pay gap is to make information about wages more readily available to women so we know when we're being paid less. Let's make a public database that shows how much employers pay by type of work, segmented by race, sex, and ethnicity. The U.S. Congress should also pass the Paycheck Fairness Act, which prevents employers from retaliating against employees who share information about their wages. Transparency about pay will lead to progress.

#3



Take on the childcare challenge.

During World War II, American women made up 65 percent of the industry's total workforce, compared to just 1 percent before the war. This shift was enabled by the U.S. government building a heavily-subsidized childcare program. But then Congress eliminated the benefit after the war, creating a huge barrier for women in the workplace. We need to bring subsidized childcare back. We need everyone to demand it.

#4



Know your bias.

Every workplace should mandate training in unconscious bias and its implications. We need to rethink how we evaluate and grow our teams and talent. Women are 15 percent less likely than men to be promoted – and a mother is half as likely to be promoted as a childless woman. It's not about performance but about opportunity. Men, how do you feel about your wives, sisters, mothers, and daughters facing this bias?

#5



Ignite a conversation.

All too often, women speak exclusively with other women about gender-parity issues in the workplace. Men need to engage directly with women on these topics. People of color, who are often not in the conversation, must be heard. We cannot change what we do not know or understand, so it's vital for all genders and ethnicities to gather, share, and listen.

We're in a tense moment, no doubt. But the path to a place where we can work together and thrive is clear. And it's waiting just ahead of us.

Gender - Fluid Forever

By Violet Chachki

“Androgyny
is one of the
most beautiful
things ever...
And it’s the future.”



Violet Chachki, winner of RuPaul’s Drag Race, drag queen, burlesque dancer, model and TV personality, explains it all >

I was always playing with androgyny and makeup and admiring beautiful women's clothing as a child. I went to Catholic school and there were really strict gender-specific rules you had to follow. So, I was constantly getting in trouble, which caused me to question things.

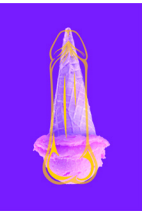
I didn't have the opportunity to hide who I was. There's a thing called passing privilege (which refers to the benefits that come with being perceived as cis by cis gender people). I never had that. I "came out" when I was born. I was told I was gay before I even knew what sexuality was.

I started doing drag as a rebellious thing, and found I was good at it. My gig is burlesque – I'm known for being really skinny and wearing corsets. But those of us who do drag, we don't look like men or women – I think we like genderless super-heroes.

Day by day, my gender identity flows. It changes. Sometimes I feel more like a woman, sometimes more like a guy. I just float in between – that's how I live.

There's not enough representation of that gray area, and I am happy to stand for that in the public eye. Society pressures you to choose one gender. It's okay to not be "normal," to stop being hung up on the binary.

Androgyny is one of the most beautiful things ever – it's represented and recreated in the art and fashion worlds so many times. It's fascinating and beautiful. And it's the future.



A Hope for Masculinity

A young woman shares a beautiful vision of what it might look like in the future. Will we achieve it?

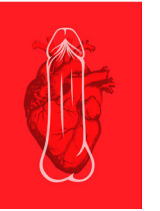
By Rachel Kauder Nalebuff



Before I can talk about male masculinity, I need to tell you about my own relationship to masculinity as a woman.

I spent my teenage years being pulled between fear of showing any signs of masculinity and shame around my femininity. Shave your legs, but also don't show them. Be desirable, but don't show that you have your own desire. All the way through college, this impossible dance took

up the introspective energies I had for getting to know myself. At 27, I'm now more able to see that I contain a matrix of gendered traits that are seemingly incongruous and therefore true. I have a little mustache and I feel more feminine than ever. When I was 13, I'd bleach the shit out of it. Now I think my upper lip hair makes me look like a ripe peach. So then: What if my mustache is actually the most feminine thing? How can I see someone's issue with my mustache as their problem?



As I practice outsourcing shame, I reclaim my entire self, inch by inch, day by day. I imagine it will take me a life to complete this process.

So I wonder about people born as men and how they can come to terms with their gender. I am not hopeful for men in the U.S. How can they go on this journey when any deviations from the strictest versions of masculinity can be fatal? Here a femme man can be outcast, a trans woman can be beaten to death.

My clearest views of masculinity come from my trans male friends, my queer friends, my non-American family. My Austrian grandfather – who was delicately wristed and made muesli in the mornings – was defined by being gentle and was such a man.

In a dream world, what could an American masculinity – especially for cis-men, straight hetero men – that trusts itself – look like? Only when we stop fearing femininity, and therefore when "emasculat-ion" is neither good nor bad, can masculinity come out of its state of emergency and express its complicated truth.

How would people who identify as men talk in this world?

How would they move?

How would they be together?

I can only make out the fragments:

In this world, two boys, two men, two people can hold hands and this doesn't have to be charged – it can be exactly what it is, which is swinging your arms together, leading someone through a crowd, being connected.

In this world, a health teacher says:

Let's talk about gender and how you can pick and choose what you respond to. And how this may change over the course of your life. Enjoy trying on different combinations! I'm pumped to see what you pick.

In this world, a football team chants:

We are afraid! We are afraid! Everybody, instead of the anthem, let us now pray for our safety!

In this world, a man would immediately fight for domestic workers rights, for sex workers rights, for parental leave, for universal health care, for gun control reform. Because in this world, men would know that care work is all our work. Because caring for the world could be an expression of masculinity.

In this world, a man would show up to the staff meetings and say:

I made muffins for everybody.

The ratio of muffin-making and snack bringing would be the same across all genders – because no one would be self-conscious about caring for the office community, and because no one would be compensating for insecurities around their

“...a health teacher says: Let's talk about gender and how you can pick and choose what you respond to.”

professional worth by bringing food. Muffins would no longer be a litmus test of power. They could just be muffins.

In this world, a man can walk down the street and say to another man:

Hey buddy, just wanna say you're looking great today, or Man, I love your necklace.

And it is taken simply as a compliment.

In this world, when men discuss employing female parents they say:

We should hire Allie because she is invested in the future of the world and great at delegating responsibilities.

In this world, my father could say:

I have a feeling, I don't know what it is but I just need to sit with it.

In this world, the President (if the president is still a cis hetero man) could say:

Our country is not great.

Our history is not great.

...

The only thing that would make us great would be to acknowledge this.

In this world, a man can say to his partner:

I am lost.

I am sad.

I am not sure of what I'm doing with my life and my career and how I'm giving back to the world.

Because he is human, too. And we understand that he is and allowed to be. And because emotional honesty isn't mutually exclusive with strength. In fact, it's viewed as a sign of inner strength.

In this world, a man explains to someone on a date:

I wanted to meet up with you because you seem really wise.

In this world, a man says his role model is his grandmother.

In this world, it is as common for a man to date someone older as it is to date someone younger because there is no need for a hierarchy in a relationship to compensate for insecurity.

In this world, one man lifts weights and another goes to dance class because it makes them feel good, not because they have anything to prove.

In this world, a man is not as concerned with spreading his legacy as he is with exploring who he is while he is alive. Because we trust that who we are right now and how we are repairing and caring for the world – that's what really matters.



In this world, a man will be...

Tweet @faithpopcorn with the
hashtag #futuremasculinity
how you would finish this sentence

Marketing to the New Man

We spoke with Rik Strubel, Global VP at Axe/Lynx, about how his team decoded where guys are going – and accelerated their evolution. Here's the timeline.



That Was Then: Late 2000's

Axe used to show the underdog, a guy who wasn't good-looking but had something special, something clever. He wasn't the type who'd stand a chance with beautiful sexy women – but our brand helped him find a way to attract her. We broke the stereotype in our own way.

Then we realized we needed a change. We spoke to 3,000+ guys around the world for 18 months. The idea of dating conquest didn't resonate anymore. They said the dating game was about mutual connection – unique attributes that bring two people together. They felt more pressure than ever because there was the stereotype of manhood and then also rising goals of being more multifaceted: kind, caring and funny.



In a Year of Magical Thinking: 2016

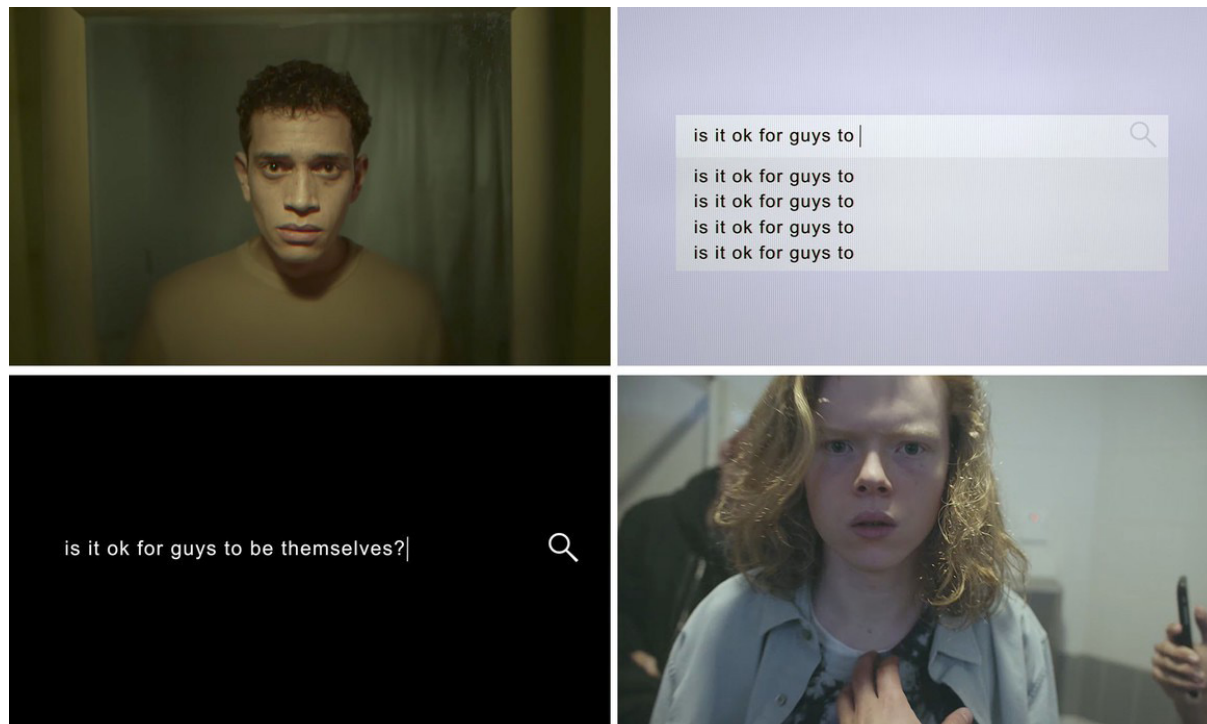
So we went out with “Find Your Magic” which launched during the Super Bowl in 2016. It showed that each man has his own special thing, a talent, a certain look that makes him attractive. We threaded through more messaging about gender: We showed women driving the car, not the guy – subtle message that this is a game of equals – and guys really appreciated that.



To watch the ad: <https://bit.ly/2k9APvy>

Uncovering What's OK: 2017

Next we worked with Google to find out what guys wondered when they were alone, which led to our “Is it okay for guys to...” ads. This was about pushing the definition of masculinity by opening the discussion. We don’t dictate, the brand doesn’t intervene. The audience decides for themselves.



To watch the ad: <https://bit.ly/2pVfAPI>

Tomorrow's Man

A decade ago, the ideal of masculinity was tough, self-reliant, stoic, violent at times. The emerging definition is individual, complex and relaxed. Guys want to explore what it means to be a man, develop a balance between traditional and new values, and make their own decisions about gender fluidity.

What Will It Take to Get There

We have a lot to accomplish: Structural barriers to equality for women need to be removed, and the societal barriers holding men back must be addressed. If a guy says he’s struggling, he’s quickly mocked and shut down, which is negatively impacting mental health. Men need to be able to share their emotions without fear.

The Creative Challenge

My plea to those of us in advertising and marketing is whenever you have the chance, break out of outdated act-tough stereotypes. Help broaden the definition of masculinity and let men decide what kind of men they want to be – they will thank you. And creativity is vital – helps change the status quo and explore issues. Personally, I think having a laugh is a great way. Use irreverence and humor to unlock the conversation about masculinity. Guys will be happier, women will be happier, and your business will be better.

“I hope gender roles will be obsolete in 10 years – and people will be free to be themselves.”

A Boy, an Alien & an Ad

How the grooming brand Harry's is tackling a tough conversation about masculinity with a charming film



Harry's, the shaving company, put a tender spin on the gender debate with a recent buzzed-about short film, "A Man Like You." In it, an alien comes to earth, meets a boy – who's grappling with his father's absence – and asks how to be a man. After offering such advice as "A man has to be strong," "Men know stuff, like cars, sports, how to give a good handshake" and "A real man wants to be taken seriously," the boy winds up acknowledging, "There really aren't any rules honestly...The truth is, there's no one way to be a man." We asked Jay Russell, Chief Creative Officer of the agency GSD&M, how the film came to be – and what role marketing must play today and tomorrow.



Q. What inspired this film?

A. Harry's point of difference is its purpose, which is to change the face of masculinity. So we're always thinking and talking about masculinity, and in particular about how men are portrayed as emotionally unavailable and never vulnerable. In one of those discussions, the conversation was about how hard it is to explain what masculinity is – like, if you were trying to define it for an alien, what would you say? That was the start. And where we ended was that there may not be one clear answer, but we need the cultural consciousness to allow uncertainty and vulnerability. That's the path forward.

Q. Do you think marketing can trigger cultural change? Can the industry's work lead to a better future?

A. We're always asking, Is marketing a mirror of what's happening in the culture, or do we lead it? We definitely lead. People emulate what they see in ads, so we have a powerful responsibility to portray things as they should be.

Q. The film has been hailed as a fascinating way to further this conversation. What told you that it was a success?

A. My wife said, "You've done a lot in your career, but this is the first thing you've done that really matters." That's my #1 audience!

But beyond that, I think we're all aware that this is a historic moment in time for culture – and there's a movement happening. The film came together before Weinstein and everything else, and became part of the cultural conversation. As it should be: Harry's wants to change culture rather than just sell razors.

To watch the short film, go to <https://bit.ly/2rRKUBk>



60,000 Voices Can't Be Wrong

What's going on globally with men and gender equality? Are things getting better, worse – both? We spoke to Gary Barker, Ph.D., CEO of Promundo, to find out. He steers the IMAGES (International Men and Gender Equality Survey), which has gathered insights from 60,000 interviews in almost 40 countries on this topic over the past decade. Here's what he's seeing (Warning: It's not always pretty):



There's a slow but steady trajectory of men accepting gender equality around the world.

Young men everywhere, except the Middle East, are more accepting of women's equality than older men. Urban and educated young men are even more likely to believe women are their equals. Since the world is becoming more urban and more educated, this bodes well for men being on board.

But wait: There is backlash.

In the U.S. (which is not so surprising given how the 2016 elections played out), the Middle East, and some other settings, we see young men hanging on to a tough guy version of manhood, a belief they have to control women, that a real man doesn't back down from a fight, and the like. We see this particularly among young men who are worried about their work prospects. They find some self-worth by taking on the tough guy routine.

Violence is still too much a part of the raising of sons, and it doesn't seem to be going away anytime soon.

Nearly two-thirds of men grow up experiencing physical violence either at home, in schools or in their communities. Experiencing and witnessing such violence is the largest single driver of men's use of violence against women and their own use of violence against children.

Men are struggling.

Everywhere we look, men's substance abuse (drugs and alcohol) is far higher than women's. While men are a bit less likely to be depressed than women, they are far less likely to seek help or even tell anyone. Men are more likely to be lonely, and up to 80% of men are worried about their ability to be providers. We should be worried about the men who feel they can't achieve meaningful work, as well as their partners and children. In areas of war and displacement, the situation is only worse.

Involved fatherhood, and women's paid work are the game changers.

The key drivers for believing in gender equality are having men in the household who did hands-on care work and having mothers who worked. Interestingly, we have lots of goals for females about education, work and political office, but no country has said we need males doing 50% of care work. It needs to be put out there as a real goal. Someone—read, a head of state—needs to put their name behind it and help it become true.

More equitable men are happier and healthier – and their wives are happier with them.

Let's end on that high note, and keep pushing for positive change.

To learn more about Promundo's work, visit www.promundoglobal.org

Contributors



Faith Popcorn is the founder and CEO of Faith Popcorn’s BrainReserve, a future-focused strategic consultancy. She is a noted futurist and a best-selling author of several books, including the landmark The Popcorn Report, which introduced readers to the world of consumer trends. Known as the “Nostradamus of Marketing,” Faith and her team consult with the Fortune 500, including Allergan, Citi, Constellation Brands, P&G, and The Home Depot.



Violet Chachki is a drag queen, burlesque dancer, model and TV personality who is known for creating sophisticated performances and entrancing visuals that blend strip tease, aerial acrobatics and fetish aesthetics – while also distorting the gender binary. Their charisma, uniqueness, nerve and talent won them the crown on Season 7 of “RuPaul’s Drag Race.” Since that victory, they have performed in large venues in over 20 countries on 6 continents.



Amy Nelson is a former corporate litigator who has been deep in the trenches of redefining the place for women in politics, in the workplace, and our communities. Last year, she launched The Riveter, a network of female-forward workspaces and an online community--places designed for women, to find a community of support and ambition, a professional network, and amenities steeped in wellness. Locations are in Seattle and Los Angeles, with more opening soon.



Rik Strubel is Global Vice President of Axe / Lynx, and has worked at Unilever for 15 years. Strubel has a passion for brands that do well by doing good and has worked on some of the biggest brands in the world, including Dove and Domestos, before turning his hand to Unilever’s biggest male grooming brand, Axe / Lynx. There he has reinvented the brand, earning accolades and awards, and started a global conversation about gender, stereotypes and understanding.



Gary Barker is President and CEO of Promundo, a global leader in promoting gender justice and preventing violence by engaging men and boys in partnership with women and girls. Gary is the co-founder of MenCare, a global campaign to promote men’s involvement as equitable, non-violent caregivers, and co-founder of MenEngage, a global alliance of more than 700 NGOs and UN agencies working toward gender equality.



Michael Kimmel is the SUNY Distinguished Professor of Sociology and Gender Studies, Center for the Study of Men and Masculinities. One of the world’s leading experts on men and masculinities, he has written many books, including the best-seller Guyland: The Perilous World Where Boys Become Men. A tireless advocate of engaging men to support gender equality, Kimmel has lectured at more than 300 colleges, universities and high schools.



Jay Russell is EVP, Chief Creative Officer at Austin, TX-based advertising agency GSD&M. He says he spends his days championing ideas that make a difference and his nights playing Xbox. He’s worked on such diverse accounts as Harry’s (the “How to Be a Man” film), Chipotle (a Space Invaders-style game), and PetSmart (putting “doggie bags” into magazines). He previously worked at Crispin Porter + Bogusky, DDB and other agencies.



Jason Tesauo co-authored three books and currently co-parents five children, including three sons. Nearing its 20th year in print, his “The Modern Gentleman” series addresses dicey issues for today’s men, from inner knowing and wooing all the way to parenthood. Since his first poem was published at age 16, he’s been composing mainly for live performance. A writer/ photojournalist/sommelier, Tesauo is a frequent contributor to Esquire, Travel+Leisure, and Bloomberg.



Amalia Branaa is the Creative Director of this zine. Based in Los Angeles, she has designed for Dell, Intel, Insight Strategy Group, VICE Media, and UNICEF Innovations, among other clients.



Rachel Kauder Nalebuff is a writer exploring new kinds of community. She is the editor of My Little Red Book and co-editor of The Feminist Utopia Project with Alexandra Brodsky. Her work has recently been supported and presented by the Brooklyn Arts Council, PRELUDE, the BBC, the Steirischer Herbst Festival, the National Performance Network, the Skirball Cultural Center, the Hammer Museum, REDCAT, and the LA Department of Cultural Affairs.



Janet Siroto is Editorial Director of this zine. She’s Managing Director of the TrendBank and TalentBank at Faith Popcorn’s BrainReserve, and previously held high-level content positions at Hearst, Condé Nast, and Match.com.

NOTES

If you believed
everything you just
read, how would
you think differently
about tomorrow?

Ask us questions about
the Future of Masculinity,
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