



# South-South Series: Empowering and Growing Women-led Business

Session 9: Engaging men as  
partners and champions of  
women's empowerment

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# **Men as Allies: Championing Women's Entrepreneurship**

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## **CARIMAN - PROMOTING MEN'S ALLYSHIP THROUGH DEDICATED ACTION**

≡ All women and girls deserve to live a life free from violence and fear. However, harmful attitudes, values and beliefs about what it means to be a man contribute to the violence that women and girls experience on a daily basis. To help change this reality, I must take stock of my personal life, my behaviour in private and public, and how I interact with others. I accept that I have a responsibility to end violence against women, children and vulnerable persons.

**An Ally's Pledge for Transformative Action**

# CARIMAN - PROMOTING MEN'S ALLYSHIP THROUGH DEDICATED ACTION



- Have peaceful relationships
- Value what women say
- Treat women with respect
- Respect consent

- Share the care
- Hold other men accountable
- Spread the word
- Ask for help

**An Ally's Pledge for Transformative Action**



# Actioning this Pledge to Empower and Grow

## As a Leading Regional Organisation, CariMAN's Response

- **Harnesses** regional and international networks and mobilises diversity, shared knowledge and partnerships.
- **Deploys** independent actions to promote gender justice, climate justice, human rights, and social justice for all.
- **Actions** challenge harmful gender norms related to men and masculinities that reproduce challenges to empowerment and growth.
- **Engages and Encourages** men and boys to work in solidarity and recognise a common vision.
- **Recognises successful allyship** as resting in acknowledgement and respect for diversity among men and boys in terms of identities, status, and power.





# *Active Advocacy* Works to Cultivate Participation

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- **Speaking up and out give voice** to solidarity and allyship and leverages privilege because patriarchal structures afford men disproportionate influence, affording men the positioning to call out exclusionary behaviors in funding and policy environments where a woman's objection might be dismissed as self-interest.
  - **Closing economic gaps** through;
    - challenging hypermasculinity and engaging gatekeepers in dismantling entrepreneurial ecosystems and financial institutions that are often androcentric, or male-dominated.
    - supporting women's leadership roles as male allies in leadership are crucial for de-biasing venture capital distribution and creating inclusive workplaces.



# *Actionable Allyship*

## **Develops Strength to Combat Contemporary and Historical Challenges**

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Authentic allyship requires men to share economic resources, amplify female voices in business networks, and advocate for gender-sensitive training. Thus allies confront:

- The Male Marginalization Thesis
- Zero-Sum Misconceptions
- Tokenism
- LGBTQI+ Exclusions
- Hero Complex
- Unilateral Power



**Thank you for you time!!!**



**Allies Amplify  
Accountability  
Always!!**

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# Thank you

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