



Dynamique des Jeunes Leaders pour la Paix et le Respect des Droits Humains

**DYJEPREDHU asbl**

Dynamics of Young Leaders for Peace and Respect for Humans Rights

**CHANGEMENT | TRANSFORMATION | IMPACT**

## Promoting positive masculinity Engage, Educate, Empower Men for Equality

April 2026

Siège : Goma-RD Congo  
Email: [djpredhuasbl@gmail.com](mailto:djpredhuasbl@gmail.com)  
Téléphone : +243 (0) 991 707 324, +243 (0) 829 050 632  
Facebook : [djpredhuasbl](https://www.facebook.com/djpredhuasbl)



# PROJECT TECHNICAL PROPOSAL

## I. Project Summary

---

1. Title of the project: **Promoting positive masculinity Engage, Educate, Empower Men for Equality**

### 2. Contact details:

• Name of the organization: Dynamic of Young Leaders for Peace and Respect for Human Rights, “DYJEPREDHU asbl” in acronym

Address: Avenue Kasindi II, No. 131, Quartier KATOYI, Commune of Karisimbi, City of Goma North Province – Kivu / DRC.

- Telephone: +243 (0) 991707324, 0829050632
- Email: dyjepredhuasbl@gmail.com

- Referees:

Mr Christian AHADI BEN MASONGA (Executif Director)

Such: +243 (0) 991707324

Mr. RIZIKI BARAKA Isaac (Financial Administrator)

Such: +243 (0) 974744434

### 3. Organization Mission Statement:

- To engage, educate, and empower men to champion gender equality and redefine masculinity through empathy, respect, and shared responsibility.
- Our mission is to dismantle harmful stereotypes by equipping men with the tools to lead lives of positive masculinity, fostering a world where equality is a collective reality.
- Empowering men to lead the change for a more equitable and inclusive world.
- To transform the narrative of masculinity by engaging men in the journey toward gender justice, personal growth, and community leadership.

## II. Project Objectives

### 1. General Objective (Goal)

To foster a culture of **positive masculinity** by engaging men and boys as active allies in the pursuit of gender equality, emotional well-being, and social justice.

### 2. Specific Objectives (SMART)

- **Engage: Community Mobilization**

- To establish **monthly safe-space circles** where men can discuss mental health, societal pressures, and healthy relationships without judgment.
- To recruit and train **male ambassadors** to champion equality within their local communities, workplaces, or schools.

- **Educate: Awareness & Skill Building**

- To deliver **educational workshops** focused on deconstructing harmful gender stereotypes and promoting "care-based" masculinity (active fatherhood, empathy).
- To develop and distribute a **digital toolkit** on emotional intelligence and non-violent communication reached by **participants**.

- **Empower: Leadership & Action**

- To implement a **mentorship program** pairing adult role models with **young men** to promote respectful behavior and leadership.
- To advocate for **policy changes** (such as increased paternity leave or workplace equity) by partnering with at least **local organizations or businesses**.

## III. Target Population

The project adopts a multi-generational and inclusive approach, focusing on those who can most effectively drive a shift in cultural norms.

### 1. Primary Target: Men and Boys

- **Adolescents and Young Men (Ages 12–25):** To prevent the internalization of harmful stereotypes and promote healthy relationship foundations at a formative age.
- **Fathers and Caregivers:** To encourage active fatherhood and the redistribution of domestic responsibilities as a pillar of equality.
- **Adult Men in the Workforce:** To challenge "toxic" professional cultures and promote inclusive leadership.

## 2. Secondary Target: Community Leaders & Influencers

- **Educators and Coaches:** To provide them with tools to address masculinity and gender issues in schools and sports clubs.
- **Community and Religious Leaders:** To engage them as allies in deconstructing traditional norms that hinder progress.
- **Human Resources Managers:** To implement workplace policies that support positive masculinity (e.g., paternity leave, mental health support).

### 3. Indirect Beneficiaries

- **Women and Girls:** Who benefit from a safer, more equitable society with reduced gender-based violence and more supportive partners/colleagues.
- **Families and Children:** Who experience more balanced and emotionally expressive household environments.

## Secondary Beneficiaries

### 1. Women and Girls (Femmes et filles)

- **Direct impact:** Reduction in gender-based violence (GBV) and harassment.
- **Household level:** Fairer distribution of unpaid care work and domestic chores, reducing their "mental load."
- **Social level:** Safer public spaces and more equitable interpersonal relationships.

### 2. Children and Youth (Enfants et jeunes)

- **Role modeling:** Benefit from present, emotionally engaged, and non-violent father figures.
- **Breaking the cycle:** Exposure to positive masculinity prevents the intergenerational transmission of toxic gender norms.

### 3. The Community / Society at Large (La communauté au sens large)

- **Public Health:** Reduction in "risk-taking behaviors" (substance abuse, dangerous driving) often linked to traditional masculine bravado.
- **Safety:** Lower rates of crime and community violence.
- **Economic growth:** Increased female participation in the workforce when men take on more domestic responsibilities.
-

#### **4. Workplaces and Institutions (Entreprises et institutions)**

- **Corporate Culture:** More inclusive environments, reduced toxicity, and better retention of diverse talent.
- **Leadership:** Development of empathetic leadership styles that improve team morale.

#### **5. Mental Health Systems (Systèmes de santé mentale)**

- **Prevention:** As men learn to seek help and express vulnerability, there is a decrease in male suicide rates and untreated trauma, relieving pressure on public health services.

#### **Funding and Other Contributions**

Total cost of the project: **US \$ 88,200**

##### **1. Corporate Sponsorship**

##### **2. Individual Donations / Crowdfunding**

Support requested: **US \$ 88,200**

- **Bank account: Dynamique des Jeunes Leaders pour la Paix et le Respect des Droits Humains, DYJEPREDHU asbl**

**Trust Merchant Bank S.A. (TMB)**

**Goma Agency -DRC**

**No. 1272-28000-23526760001-87**

**Following code: TRMSCD3L**

## **1. Context and Justification**

### **1.1. The Global and Local Challenge**

Gender inequality remains one of the most persistent human rights violations worldwide. While decades of advocacy have focused rightly so—on the empowerment of women and girls, the role of men and boys in this transformation has often been overlooked. Traditional social constructions of masculinity frequently equate "being a man" with dominance, emotional suppression, and risk-taking. This "toxic" or rigid masculinity not only fuels **Gender-Based Violence (GBV)** but also creates a barrier to achieving true social and economic equality.

## **1.2. The "Double Burden" of Rigid Masculinity**

The justification for this project lies in the recognition that current gender norms are harmful to everyone:

- **Impact on Women:** Rigid masculine norms are the root cause of systemic discrimination, the unequal sharing of domestic labor, and the prevalence of violence.
- **Impact on Men:** Men pay a high price for these stereotypes. Statistical data consistently shows higher rates of suicide, substance abuse, and untreated mental health issues among men, driven by the pressure to never show vulnerability or seek help.

## **1.3. Men as Strategic Partners for Change**

To achieve the **Sustainable Development Goals (SDG 5: Gender Equality)**, men must be moved from the sidelines of the conversation to the center of the solution.

- **Engaging men** is not about taking resources away from women's rights; it is about dismantling the patriarchy from within.

- When men are **educated** to embrace empathy and **empowered** to act as allies, they become catalysts for change in their families, workplaces, and communities.

#### **1.4. The Need for Positive Alternatives**

There is currently a "role model vacuum." In the absence of a clear definition of **Positive Masculinity**, many men feel defensive or alienated by gender equality discourse. This project justifies its intervention by providing a constructive, inclusive, and non-judgmental framework. By promoting "care," "emotional intelligence," and "accountability," we are not just asking men to stop negative behaviors; we are inviting them to adopt a more fulfilling and healthy way of life.

#### **1.5. Strategic Alignment**

This initiative aligns with international frameworks and local policies aimed at reducing violence and promoting social cohesion. By targeting the root causes—the mindsets and behaviors of men—this project ensures that gender equality becomes a shared lived reality rather than a top-down mandate.

### **2. Project Vision**

#### **2.1. The Core Vision Statement**

"To cultivate a society where **masculinity is defined by empathy, accountability, and care**, enabling men and boys to live fulfilling lives as active partners in the global movement for gender equality."

## 2.2. The Desired Future State (Impact)

Our vision is to dismantle the rigid and harmful stereotypes that restrict male potential and fuel inequality. We envision a world where:

- **Emotional Intelligence is a Male Strength:** Men are free to express vulnerability, seek mental health support, and communicate without resorting to violence or dominance.
- **Equality is a Shared Responsibility:** Men actively share domestic labor, parental care, and the defense of women's rights, recognizing that gender equality benefits everyone.
- **Violence is Socially Unacceptable:** A new social contract exists where peer-to-peer accountability among men becomes the primary tool for preventing gender-based violence (GBV).

## 2.3. The Transformation Journey

This project moves beyond simply "stopping bad behavior." Our vision is a **positive transformation:**

- **From Dominance to Partnership:** Shifting the male identity from "power over others" to "power with others."
- **From Silence to Dialogue:** Replacing the "stiff upper lip" culture with open, honest conversations about manhood, fatherhood, and leadership.

- **From Spectators to Allies:** Transforming men from passive observers of inequality into proactive "Champions of Change" in their communities.

## **2.4. Long-term Sustainability**

The ultimate goal of this vision is to **normalize positive masculinity**. We aim for a future where the term "positive masculinity" is no longer needed because these values respect, equity, and care—will have become the universal standard for being a man.

## **3. Goals and Objectives**

### **3.1. Overall Goal (But Global)**

To foster a culture of **positive masculinity** by engaging, educating, and empowering men and boys to become active allies in the pursuit of gender equality and the prevention of gender-based violence (GBV).

### **3.2. Specific Objectives (Objectifs Spécifiques SMART)**

#### **Objective 1: Awareness & Engagement (ENGAGE)**

- To reach of men and boys through community-based outreach and digital campaigns within the first 12 months.

- To create of "Safe Space" dialogue circles where men can discuss fatherhood, mental health, and gender norms without judgment.

### **Objective 2: Education & Skill Building (EDUCATE)**

- To deliver of training workshops on emotional intelligence, consent, and the deconstruction of harmful stereotypes.
- To increase by the participants' understanding of gender equality and the impact of rigid masculinity on their own well-being (measured by pre- and post-surveys).

### **Objective 3: Empowerment & Action (EMPOWER)**

- To train and mentor of "Male Champions" who will lead peer-to-peer sensitization activities in their workplaces or local communities.
- To promote a **20% increase** in the involvement of male participants in domestic care work and active parenting roles within their households.

### **Objective 4: Institutional Advocacy & Partnership**

- To establish formal partnerships with of local institutions (schools, sports clubs, or businesses) to integrate positive masculinity modules into their internal policies.
- To advocate for the inclusion of male-targeted gender sensitivity training in local government social programs.

### 3.3. Key Performance Indicators (KPIs)

- **Number of men trained** who demonstrate improved attitudes toward gender equity.
- **Reduction in reported incidents** of gender-based violence within the target community (long-term impact).
- **Level of engagement** in social media campaigns (shares, comments, and positive interactions).
- **Participant feedback** on improved mental health and communication skills within their families.

### 4. Project Timeline (12-Month Plan)

| Phase                              | Months | Key Activities  | Deliverables  |
|------------------------------------|--------|---|---|
| <b>Phase 1: Setup &amp; Launch</b> | 1 - 3  | <ul style="list-style-type: none"><li>• Recruitment of project team &amp; facilitators.</li><li>• Stakeholder mapping &amp; partnership agreements.</li><li>• Baseline survey (Initial data collection).</li><li>• Official Project Launch Event.</li></ul> | <ul style="list-style-type: none"><li>• Team hired.</li><li>• 5 Partnerships signed.</li><li>• Baseline report completed.</li></ul> |

|   |                |   |  |
|---|----------------|---|--|
| <p><b>Phase 2: Engage<br/>(Awareness)</b></p>     | <p>4 - 6</p>   | <ul style="list-style-type: none"> <li>• Launch of the "New Models" digital campaign.</li> <li>• Starting "Safe Space" community dialogue circles.</li> <li>• Outreach in sports clubs and workplaces.</li> </ul>   | <ul style="list-style-type: none"> <li>• 10 Dialogue circles held.</li> <li>• 5,000+ people reached online.</li> </ul> |
| <p><b>Phase 3:<br/>Educate<br/>(Training)</b></p> | <p>7 - 9</p>   | <ul style="list-style-type: none"> <li>• Intensive workshops on Emotional Intelligence.</li> <li>• Training on Consent &amp; GBV Prevention.</li> <li>• Distribution of "Positive Masculinity" toolkits.</li> </ul> | <ul style="list-style-type: none"> <li>• 200 men trained.</li> <li>• Toolkits distributed.</li> </ul>                  |
| <p><b>Phase 4:<br/>Empower<br/>(Action)</b></p>   | <p>10 - 11</p> | <ul style="list-style-type: none"> <li>• "Male Champions" mentorship program starts.</li> <li>• Peer-to-peer community sensitization walks.</li> <li>• Workshop on Shared</li> </ul>                                | <ul style="list-style-type: none"> <li>• 20 Champions certified.</li> <li>• 5 Community actions led by men.</li> </ul> |

|  |    |   |   |
|--|----|---|---|
|  |    | Domestic Responsibilities.  |   |
| <b>Phase 5:<br/>Evaluation &amp;<br/>Closing</b> | 12 | <ul style="list-style-type: none"> <li>• End-line survey &amp; Impact Assessment.</li> <li>• Final Stakeholder Meeting.</li> <li>• Publication of the "Best Practices" Report.</li> </ul> | <ul style="list-style-type: none"> <li>• Final Impact Report.</li> <li>• Closing Ceremony.</li> </ul> |

### 5. Estimated Project Budget (12-Month Period)

| <b>Category</b>             | <b>Item Description</b>         | <b>Unit Cost (Est.)</b> | <b>Quantity</b> | <b>Total (USD)</b> |
|-----------------------------|---------------------------------|-------------------------|-----------------|--------------------|
| <b>1. Personnel (Staff)</b> |                                 |                         |                 | <b>\$42,000</b>    |
|                             | Project Coordinator (Full-time) | \$1,500/mo              | 12              | \$18,000           |
|                             | Field Officers / Facilitators   | \$800/mo                | 2               | \$19,200           |

|   |  |               |     |                 |
|---|--|---------------|-----|-----------------|
|   | Part-time<br>Accountant/Admin            | \$400/mo      | 12  | \$4,800         |
| <b>2. Training &amp;<br/>Workshops</b>      |  |               |     | <b>\$18,500</b> |
|   | Venue Rental<br>(Dialogue Circles)       | \$200/day     | 30  | \$6,000         |
|   | Catering<br>(Participants'<br>meals)     | \$10/person   | 600 | \$6,000         |
|   | Training Materials<br>& Toolkits         | \$15/kit      | 300 | \$4,500         |
|   | Expert Guest<br>Speakers<br>(Honorarium) | \$200/session | 10  | \$2,000         |
| <b>3.<br/>Communication<br/>&amp; Media</b> |  |               |     | <b>\$11,000</b> |
|   | Social Media<br>Campaign & Ads           | \$500/mo      | 10  | \$5,000         |

|   |                                       |          |    |                |
|---|---------------------------------------|----------|----|----------------|
|   | Graphic Design &<br>Video Prod.       | Lump sum | 1  | \$4,000        |
|   | Printed Materials<br>(Posters/Flyers) | Lump sum | 1  | \$2,000        |
| <b>4. Equipment &amp;<br/>Logistics</b>   |                                       |          |    | <b>\$7,500</b> |
|   | Laptop & Office<br>Supplies           | Lump sum | 1  | \$2,500        |
|   | Local Travel<br>(Field Outreach)      | \$300/mo | 12 | \$3,600        |
|   | Communication<br>(Internet/Phone)     | \$110/mo | 12 | \$1,400        |
| <b>5. Monitoring<br/>&amp; Evaluation</b> |                                       |          |    | <b>\$5,000</b> |
|   | Baseline & End-<br>line Surveys       | Lump sum | 2  | \$3,000        |
|   | Final Impact Audit<br>/ Report        | Lump sum | 1  | \$2,000        |

|                                |                  |    |  |                 |
|--------------------------------|------------------|----|--|-----------------|
| <b>Subtotal</b>                |                  |    |  | <b>\$84,000</b> |
| <b>6. Contingency<br/>(5%)</b> | Unexpected costs | 5% |  | \$4,200         |
| <b>GRAND<br/>TOTAL</b>         |                  |    |  | <b>\$88,200</b> |

Done in Goma, April 7, 2026

For DYJEPREDHU asbl



  
 Christian AHADI BEN MASONGA  
 EXECUTIF DIRECTOR, HUMAN RIGHTS ACTIVISTI