

# Masculinities for a Greener Future

**A new story**

**1/11**

**swipe** 



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You ask the question about what does **“embodying care”** look like and how does it show up? It can be these really simple acts of kindness where somebody is actually pulling the blinders back and paying attention to the relationships that they have with the people around them

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# 3 masculinity clusters

by Starfish Collective

## Industrial bread-winner masculinities

- Traditional and conservative views often tied to industries and fossil fuels
- “Natural resources are unlimited and their purpose is for humans to use”
- Focus on caring for those in your immediate family or circle
- Sceptical of climate science, “because accepting climate science would question my whole lifestyle and my whole identity”



## Ecomodern masculinities

- More progressive but still unsustainable
- Emphasis on staying within current societal structures, promoting economic growth and individual solutions

## Ecological masculinities

- Focusing on diversity as a strength, calling for actual equality between people of all genders
- Shift towards sustainable and regenerative societies
- Collaboration instead of individualism
- Humans are a part of the ecosystem, rather than above it
- Small scale circular and local solutions instead of exploitation

SYSTEM  
CHANGE

The  
Guardian

## It's time to rethink modern masculinity

Masculinity is a construct that can be imagined, reimagined and reshaped over generations - it is not toxic in itself, writes

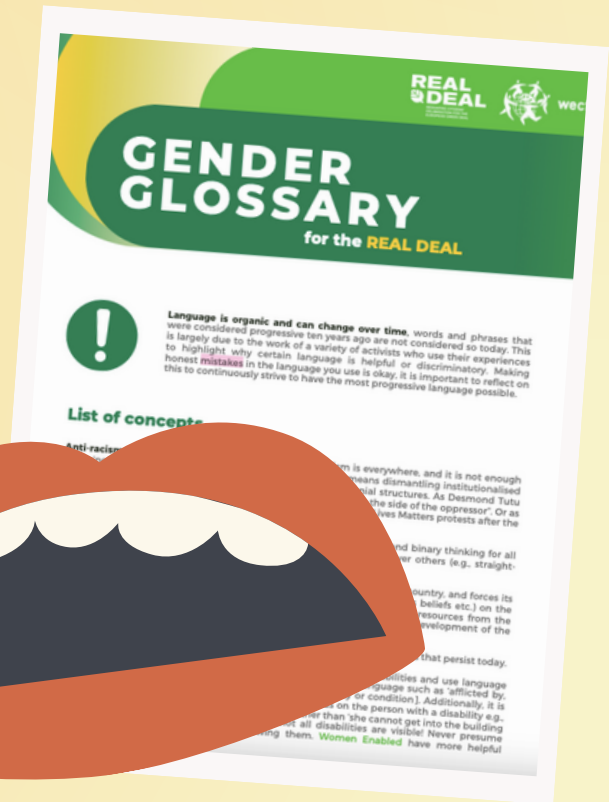
**“Masculinities impact people of all genders, and not just those who identify as men.”** Abigail Sykes, Starfish Collective

**Ecological masculinities** - A conceptual and practical framework that questions traditional notions of masculinities that could contribute to environmentally harmful effects. It encourages redefinition of masculinities to promote more sustainable and eco-friendly attitudes and actions.

Source: Hultman, M., & Pulé, P. M. (2018). Ecological masculinities: Theoretical foundations and practical guidance. Routledge.

**LANGUAGE**

**MATTERS**



# Embodying care

**When we shape new masculinities, we must embody care. How do we do that? Well we start by looking at:**

- Societal expectations and norms
- Cultural and regional nuances of masculinity
- Colonial impacts on masculinity and racism. Including looking at the intersectionality of gender, climate justice, and post-colonial struggles
- Gender roles and expectations in relationships
- Professional and social context, including looking at male dominated sectors
- Education in challenging traditional gender norms around masculinities

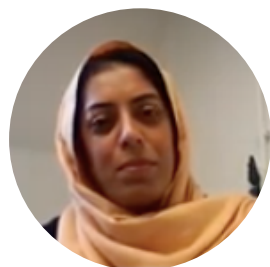
# Mobilising the masses

## How to help citizens understand sustainable/ecological masculinities:

- Promote **educational initiatives** that address the intersections of gender and environmental issues.
- **Challenge traditional narratives** of masculinity and redefine societal expectations to include care, empathy, and environmental stewardship.
- **Use storytelling**, literature, and creative expressions to reshape cultural perceptions of masculinities.
- Foster **community-level discussions** and activities that encourage open dialogue about gender roles and environmental responsibilities.
- Break down stereotypes by creating **safe spaces** for sharing experiences.



- Highlight the **interconnectedness** of gender justice and environmental justice to underscore the relevance of sustainable masculinities.
- **Build alliances** and connect the dots between various struggles and emphasize the collective responsibility for a sustainable future.
- Address “what” and “who” is holding us back.
- **Normalise** emotional expression and care within masculinities to challenge the stigma associated with “vulnerability”.



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It's very cultural thing in Pakistan... Girls don't like boys who cry, and so here's the point. We are asking [men and boys] to be caring, but we don't want them to be emotional - and **emotion** is one of the humane things that a person should have.

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**Altering the  
fabric of society...**

**9/11**

## Shifting to ecological masculinities will help us...

... shift to a **wellbeing economy** that focuses on relationships, empathy, and care instead of traditional markers of power and success such as economic growth.

... improve **education** and awareness programmes targeted at addressing our multiple and intersecting crises.

... improve **decision-making processes**.

... Improve **mental health** worldwide.

... challenge the systemic bias ingrained in **legal frameworks**.

... challenge the gendered aspects of **economic systems** by promoting gender-inclusive policies and practices.

... break away from **patriarchal norms**.

... improve climate actions and policies. And lead us to a **regenerative society**.

**Ecofeminist Ecospirituality: Manifestations of Queerness and Gender in (Re)connecting with Nature and the Non-human World**

- Article: Asmae Ourkiya, Todd LeVasseur, and Paul M. Pulé. In *Gender and Environments: Advances in Gender Research (Volume 35)*, edited by Vasilikie Demos and Marcia Segal [in print].

**Ecological Masculinities: Theoretical Foundations and Practical Guidance Monograph (2018)**

- Monograph: [Ecological Masculinities](#)

**From Ecomodern Breadwinners to Ecological Masculinities Podcast**

- Podcast: [Sustainable Masculinities](#)

**Men in the Climate Crisis Conversation Guide**

- Conversation guide: [Men in the Climate Crisis](#)
- About: This conversation guide in English, originally piloted with groups of Män in Sweden, is "copylefted." You are free to share, use, and adapt it as you wish. Contact the Starfish Collective at [info@starfishcollective.se](mailto:info@starfishcollective.se) for assistance in adapting it to your context.

**Men, Masculinities, and Earth: Contending with the (m)Anthropocene Anthology (2021)**

- Book: [Men, Masculinities, and Earth](#)

**Post-gender Ecological Futures: From Ecological Feminisms and Ecological Masculinities to Queered Posthuman Subjectivities**

- Article: Paul M. Pulé and Asmae Ourkiya. In [Beyond Anthropocentric Masculinities: Posthumanism, New Materialism, and the Man Question](#) edited by Ulf Mellström and Bob Pease. London: Routledge.

**Queering Stories of Religious Materialism: Plural Practices of (Earth) Care and Repair**

- Article: Todd LeVasseur, Paul M. Pulé, and Alfonso Merlini. In [Religion, Materialism, and Ecology](#) edited by Sigurd Bergmann, Kate Rigby, and Peter Scott.

**The Starfish Collective Website**

- Website: [The Starfish Collective](#)

**This Critical Moment: A Case Study in Education for Change**

- Article: Paul Pulé. In [Deep Time Journal](#).

**Transforming Destructive Masculinities Norms through the Work that Reconnects**

- Article: Paul M. Pulé and Abigail Sykes. In [Deep Time Journal](#).

**Why The European Green Deal Needs Ecofeminism: Moving from Gender-blind to Gender-transformative Environmental Policies**

- Report: Heidegger, P., et al. [EEB \(European Environmental Bureau\) & WECF \(Women Engage for a Common Future\) \(2021\)](#)



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