

UPF UK: Men Advocating Gender Equality(MAGE) Launch Event Swindon

Robin Marsh

March 1, 2026

13 March 2026, 10am–12pm

A promotional poster for the MAGE Launch Event. The poster has a white background with green and blue decorative elements. At the top left, a green banner says "LAUNCH EVENT". In the center, the UPF logo is displayed above the text "UPF proudly presents:". Below this, the event title "MEN ADVOCATING GENDER EQUALITY (MAGE)" is written in large, bold, blue letters. A paragraph of text describes the event as a discussion at the end of #IWD2026 week. The date and time are highlighted in a blue box: "MAR 13 FRIDAY" and "10:00 AM - 12:00 PM". The location is "New College Swindon" with the address "North Star Avenue, Swindon, SN2 1DY" and a note that it is a 5-minute walk from Swindon Railway Station. A "Google Maps" button is provided. At the bottom, it says "With thanks to our event partner" followed by the New College Swindon logo. A green section at the bottom contains the "AGENDA:" with a list of five items. To the right of the agenda is a QR code, and below it is a red button that says "SCAN THIS QR CODE TO REGISTER".

LAUNCH EVENT

UPF proudly presents:

MEN ADVOCATING GENDER EQUALITY (MAGE)

A discussion at the end of #IWD2026 week to encourage more men to partner with women in eradicating gender bias, discrimination and abuse in our communities, in sports, across institutions and workplaces.

MAR 13 FRIDAY **10:00 AM - 12:00 PM**

New College Swindon
North Star Avenue, Swindon, SN2 1DY
(A 5-Minute walk from Swindon Railway Station) | Parking available on site

[Google Maps](#)

With thanks to our event partner **New College SWINDON**

AGENDA:

- > Welcome and Introducing MAGE
- > The 'How': 4 areas of focus and we need you
- > Panel 1 - Key Issues and opportunities for MAGE
- > Panel 2 - Voice of young people panel
- > Wrap: In-room discussion and getting to action
- > Networking to find out more and get involved

SCAN THIS QR CODE TO **REGISTER**

Men Advocating Gender Equality (MAGE) is bringing people together at the end of #IWD2026 week to

encourage more men to partner with women in tackling gender bias, discrimination and abuse - across communities, sport, institutions and workplaces. Join us in Swindon for a focused morning of discussion, practical pathways, and networking to help turn shared concern into action.

Key Takeaways

- Understand **MAGE's purpose and four areas of focus** - and how you can support action locally.
- Hear from a **mixed panel and young people's voices** on the challenges and opportunities for change.
- Leave with **practical next steps** and new connections to get involved.

Register for the MAGE Launch Event (Free event) Link: forms.gle/aPZqdmmt5odp4CWb9

Venue - **New College Swindon**: North Star Avenue, Swindon, SN2 1DY

View location on Google Maps Link: maps.app.goo.gl/2GeckAH2X6FSgygt5

MAGE Launch Event in Swindon: panels, discussion and practical steps to engage men alongside women for gender equality.

Find out more about MAGE here - uk.upf.org/mage

We look forward to welcoming you to an inspirational event

Jeremy Blain

Chair of MAGE

mage@uk.upf.org

See Related Posts:

[Launch of MAGE - Men Advocating Gender Equality](#)

[Beijing Platform for Action at 30: What Progress Looks Like Now](#)

Men Advocating Gender Equality (MAGE)

A UPF initiative engaging communities, youth, and Ambassadors for Peace.

Practical male allyship that supports gender equality.

MAGE brings people together to take achievable steps for gender equality through community dialogue, education, workplace engagement, and communications—starting locally and building momentum.



Jeremy Blain
UPF Chair, MAGE (Men Advocating Gender Equality)

Focus areas

- National & local policy engagement
- Education and youth-led dialogue
- Corporate workplaces and leadership balance
- Social media and communications

About MAGE

MAGE supports gender equality by encouraging constructive male allyship and building a practical pipeline for youth engagement. Activities may include debates and forums, community events, and collaboration with schools, workplaces, and local leaders.

Upcoming event

MAGE workshop & community

Topics

gathering

Date: 13th March

Format: Interactive, inclusive, and energised

Audience: Youth, Ambassadors for Peace, community partners

- Gender equality and allyship
- Youth-led dialogue and debates
- Practical actions for communities and workplaces

Note: Update location/venue details as soon as confirmed.

Contact

General enquiries

Email: MAGE@uk.upf.org

Phone: +44 7483 272471

[Support our work](#)

[Legal notice](#)

43 Lancaster Gate, London W2 3NA
© UPF-UK 2023. All Rights Reserved



Charity Number 1185412



Featured

Launch of MAGE - Men Advocating Gender Equality

🔥 A great evening launching our new men's group
MAGE - Men Advocating Gender Equality at Lancaster Gate
with my partners at the [Universal Peace Federation](#)

💡 3 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 🏃

As the always sparking [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 & 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

[#DEI](#) [#genderequality](#) [#Men4Women](#) [#MAGE](#) [#leadership](#)

Related Posts:

[Elimination of Violence Against Women and Girls - UPF UK Event in the Lords](#)

[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](#)



[Support our work](#)

[Legal notice](#)

43 Lancaster Gate, London W2 3NA
© UPF-UK 2023. All Rights Reserved



Charity Number 1185412

Featured

Beijing Declaration and Platform for Action: Thirty Years On

On the thirtieth anniversary of the [Beijing Declaration and Platform for Action](#), widely regarded by the United Nations as the most comprehensive global program of action for gender equality, the international community takes stock of progress and identifies the gaps that still require attention. The Platform's [twelve critical areas](#) of concern, spanning education, health, violence prevention, economic participation, and women's participation in power and decision-making, continue to shape international policy and national reforms.

UPF recognizes the continuing significance of this framework and highlights the vision and leadership of [Dr. Hak Ja Han](#) and [Dr. Sun Myung Moon](#), who for decades have emphasized women's capacity to strengthen families, communities, and institutions. Dr. Hak Ja Han shared this vision internationally, addressing major global gatherings of [Women's Federation for World Peace](#) and [International Association of First Ladies for Peace](#) and engaging leaders, academics, and civil society in discussions on the role of women in building ethical and stable societies. UPF founders called for at least one third, if not half, of elected parliamentarians to be women.

As preparations continue for the [Beijing+30](#) review, UPF calls for sustained commitment in the core areas of the Platform for Action, including ending gender-based violence, ensuring equal access to education and economic opportunity, expanding women's participation in leadership, and strengthening legal protections.

UPF chapters will continue to convene women leaders, experts, and youth to address these issues and to promote initiatives that reduce discrimination, support women entrepreneurs, and cultivate mutual respect among young people. (See [International Women's Day 2024 - March 19th, UPF - UK Event](#))

In line with the Founders' view of the family as a school of character formation, we support programs that help communities develop the habits of cooperation, responsibility, and ethical partnership.

This anniversary also aligns with global discussions on the future of governance and peacebuilding, where Member States underscore that societies achieve lasting stability when women participate fully in shaping policy, resolving conflict, and contributing to community development. UPF remains committed to contributing to these international efforts and to advancing the principle of One Family under God.

Dr. Tageldin I. Hamad,
President, Universal Peace Federation International

Be part of building a culture of peace

If this message resonated with you, take the next step:

Join our Peace Network

Email updates with thoughtful insights, invitations, and ways to serve.

Become an Ambassador for Peace

Join a global network of ethical leaders and bridge-builders.

Become a Monthly Supporter

Help sustain our long-term peace initiatives and leadership development.

Get Involved in our Work

Interfaith cooperation, youth leadership, gender equality, community service.



Continue exploring how peace, dialogue, and ethical leadership are shaping a more just and harmonious world:

[Dr Hak Ja Han - Mother of Peace, A Life Dedicated to Unity, Family, and Global Peacebuilding](#)

[A Decade of Action for the Global Goals](#)

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

[Elimination of Violence Against Women November 26th 2025](#)

[Elimination of Violence Against Women and Girls - UPF UK November 2024 Event in the House of Lords](#)

[Harmony Through Diversity: UPF Celebrating International Women's Day and Ramadan Iftar 8th March 2025](#)

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

[#AmbassadorsForPeace](#) [#UniversalPeaceFederation](#) [#GenderEquality](#) [#BeijingPlatform](#) [#WomenLeaders](#) [#Beijing30](#)
[#BeijingPlatformForAction](#) [#WomenLeadership](#) [#WomenSupportingWomen](#) [#EVAW](#) [#HumanRights](#) [#WomenEmpowerment](#)



[Support our work](#)

[Legal notice](#)

43 Lancaster Gate, London W2 3NA
© UPF-UK 2023. All Rights Reserved



Charity Number 1185412