



IN BRIEF

HeForShe
UN Women Solidarity Movement for Gender Equality

What is HeForShe?

Created by UN Women, the United Nations entity for gender equality and the empowerment of women, the HeForShe solidarity movement for gender equality provides a systematic approach and targeted platform on which men and boys can engage and become change agents towards the achievement of gender equality. Achieving gender equality in our lifetimes requires an innovative, inclusive approach that both recognizes men and boys as partners for women's rights, and acknowledges the ways in which they also benefit from this equality. HeForShe invites men and boys to build on the work of the women's movement as equal partners, crafting and implementing a shared vision of gender equality that will benefit all of humanity.

Since its launch on 20 September, 2014, at the United Nations by UN Secretary-General Ban Ki-moon and UN Women Global Goodwill Ambassador, Emma Watson, hundreds of thousands of men from around the world including Heads of State, CEOs, and global luminaries, from all walks of life have committed to gender equality. HeForShe has been the subject of more than 2 billion conversations on social media, with off-line activities reaching every corner of the globe.

HeForShe Goals

Our ambitious aim is to mobilize 1 billion men to accelerate the achievement of gender equality. HeForShe uses innovative online, offline, and mobile phone technology to identify and activate men in every city, community, and village around the world. The HeForShe journey begins online with a simple affirmation that gender equality is not only a women's issue, but a human rights issue that requires the participation and commitment of men. HeForShe then moves beyond awareness to action, asking men to define what matters to them, and what they will do to make a difference.

Hundreds of thousands of men have made this commitment, and are now taking their own steps to change the world, sharing their stories to inspire others to follow suit. Their individual actions will collectively create the sustainable social and systematic change we need to achieve equality.

Follow HeForShe at:



HeForShe.org



[@HeForShe](https://www.instagram.com/HeForShe)



[@HeForShe](https://twitter.com/HeForShe)



[/HeForShe](https://www.youtube.com/HeForShe)



[/HeForShe](https://www.facebook.com/HeForShe)



HeForShe@unwomen.org

HeForShe Alignment with the UN Women Strategic Plan

HeForShe is an accelerator for UN Women's work across its core strategic pillars.

ACCELERATING WOMEN'S ECONOMIC EMPOWERMENT

Men play a critical role in supporting and enabling women's economic empowerment. Recent research highlights the significant gender gap in leadership and pay that persists across the business sector. HeForShe engages male CEOs and other leaders as champions for gender equality within their own organizations, encouraging them to question the status quo and commit to concrete action. On an individual level, HeForShe engages men to examine how their own personal and professional lives can better recognize, reduce, and redistribute care and responsibilities between the market and the state, between the household and the workplace, and between women and men.

SUPPORTING WOMEN'S ROLE IN PEACE & SECURITY

The international community has recognized that women's participation is vital to achieving and sustaining peace. Women are proven agents of change—and should be able to do even more. HeForShe provides an opportunity to rebalance the representation of men and women in the peace process by engaging both sides of the table; empowering female leaders and working with men as advocates for change.

ADVANCING WOMEN'S POLITICAL PARTICIPATION & LEADERSHIP

Increasing women's political participation and leadership requires dedicated political commitment from today's predominantly male political parties, governments, and parliamentary leaders. Political parties create and control political opportunities, playing a 'gatekeeper' role that in many countries means women remain on the outside of the male-dominated political sphere. Where men have prioritized gender equality, great results have followed. HeForShe engages male political leaders as catalysts for change across both public and private spheres, and provides targeted support to male leaders eager to engage in this work.

ELIMINATING GENDER BASED VIOLENCE

Ending gender-based violence requires a comprehensive approach that engages every segment of society. As such, we all have a role to play. HeForShe provides a platform through which, first and foremost, men and boys can prevent violence by observing and evolving their own attitudes, values and behaviours towards women and girls, ensuring that they do not personally engage in discrimination or violence. In cases where violence has already been perpetrated, men can, through HeForShe, seek support to change their behaviours, breaking the cycle of violence. We can all inspire broader change by proactively intervening where we witness discrimination or violence.

HeForShe Pilot Initiative | IMPACT 10X10X10

IMPACT 10X10X10 is a three-to-five year pilot effort to advance and ultimately achieve gender equality and women's empowerment through top-down change, engaging global leaders across three sectors: governments, the private sector, and academia. These leaders are at the forefront of gender equality, serving as public champions for change, and committing to concrete progress within their own institution. Each leader has developed bold commitments which aim to deliver real change, transparently reporting on progress throughout the pilot. More information on their game-changing commitments can be found at HeForShe.org/impact.