



HeForShe Talking Points & Communication Guidelines

HeForShe is UN Women's global movement for gender equality, launched in 2014 by UN Women Global Goodwill Ambassador Emma Watson.

- HeForShe was launched on September 20, 2014 at the United Nations, by UN Secretary-General Ban Ki-moon and UN Women Global Goodwill Ambassador, Emma Watson.
- HeForShe is a solidarity movement for gender equality, inviting men and boys to build on the work of the women's movement as equal partners.
- HeForShe was launched as an awareness campaign, aiming to engage 1 billion men and boys on the topic of gender equality.
- Since the launch of HeForShe, hundreds of thousands of men from around the world have committed to gender equality, and HeForShe has been the subject of more than 2 billion social media conversations.
- In the past year, HeForShe has expanded beyond awareness, to activism, advocacy, and impact creation in communities around the world. The success of HeForShe's first year suggests that the moment is now for a true turning point on gender equality.

HeForShe was created by UN Women, the global entity for gender equality and the empowerment of women. HeForShe is an accelerator across the core programmatic work of UN Women.

- In July 2010, the United Nations General Assembly created UN Women, merging four previously distinct groups within the UN to create a global entity for gender equality.
- Phumzile Mlambo-Ngcuka is the Executive Director of UN Women, and a United Nations Under-Secretary-General. Prior to assuming this role in 2013, Ms. Mlambo-Ngcuka worked across government, civil society, and the private sector, and was actively involved in the struggle to end apartheid in her home country of South Africa.
- UN Women is responsible for the well-being and promotion of equality for all women and girls - more than half the world's population.
- Grounded in the vision of equality enshrined in the UN Charter, UN Women, among other issues, works for the:
 - Elimination of discrimination against women and girls
 - Empowerment of women
 - Achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security
- UN Women's offices are in more than 90 countries around the world and work every day toward the achievement of gender equality and women's empowerment.

Incredible progress has been made over the last few decades, but we have a long way to go if we want to reach equality. Today, no country on earth has achieved gender equality, and current research suggests it will take 80 more years before we get there.

- Across the world, women continue to face barriers; though we've seen changes, there is more progress to be made. Illustrative facts include:
- Worldwide, over 700 million women alive today were married as children (below 18 years of age), but legislative reform and implementation is accelerating around the world.
- More women than men work in vulnerable, low-paid, or undervalued jobs.
- Globally, women make up 24% of senior managers in corporations. This is up from 19% just 11 years ago.
- According to a 2013 global review of available data, 35% of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence.
- The representation of women in parliament has nearly doubled over the last 20 years; but this only translates to a 22% share of women in parliament today.
 - In Nordic countries, this share is up to 41.4%.
 - Globally, 37 countries remain in which women account for less than 10 per cent of parliamentarians in single or lower houses, as of August 2015, including 6 chambers with no women at all.

HeForShe aims to increase the pace of change towards gender equality, so that we can achieve it in this lifetime. The moment is now to create transformative change in our world.

- The UN's Sustainable Development Goals (SDGs), released in September 2014, include a commitment to end discrimination and inequality, access to justice, and participation in political and economic life on the basis of gender by 2030.
- This is the first time ever that the United Nations' global development goals have included a specific provision to end gender-based discrimination.
- The SDGs also include particular provisions to eradicate violence against women and girls and to end child marriage worldwide.

HeForShe is for everyone; there is a place for all of us within HeForShe. We all benefit from the achievement of equality and together, we can achieve it.

- HeForShe builds on decades of effort by women around the world. Just as we needed women to reach this point, we need women to help us cross the finish line and achieve equality. HeForShe calls upon women and girls to influence and stand beside men and boys as they join the movement. Together, we can change the world. Women around the world have taken action, including:
 - Senior Chief Inkosi Kachindamoto of Malawi, who annulled more than 300 marriages, enforcing the country's new child marriage laws and implementing Malawi's IMPACT 10x10x10 Commitments.
- HeForShe calls on men and boys to take action; the HeForShe journey begins online with a simple affirmation that gender equality is not only a women's issue, but also a human rights issue that requires everyone's participation and commitment to achieve. HeForShe then moves beyond awareness to action, asking men to define what matters to them, and what they will do to make a difference in their own communities. Men around the world have taken action, including:
 - A young man in a Zimbabwean village, after hearing UN Women Executive Director Phumzile Mlambo-Ngcuka's radio address on HeForShe, approached men in his village who he knew were violent towards their wives, and gathered them for a weekly discussion on respect, masculinity, and relationships.

- 1 in 20 Icelandic men has made a commitment to HeForShe. In New York in May 2015, UN Women presented the Icelandic Minister for Foreign Affairs, Gunnar Bragi Sveinsson, with an award honoring Iceland's remarkable contributions to the movement.
- Ongoing research by the United Nations and other international bodies reinforces the universal benefits of gender equality, for example:
 - An increase in female labour force participation—or a reduction in the gap between women's and men's labour force participation—results in faster economic growth.
 - Increased educational attainment accounts for about 50 per cent of the economic growth in OECD countries over the past 50 years, of which over half is due to girls' increased access to education.
 - A study using data from 219 countries from 1970 to 2009 found that, for every one additional year of education for women of reproductive age, child mortality decreased by 9.5%.
- We've seen this to be true in some of HeForShe's early success stories, such as:
 - In Lahore, Pakistan a dedicated team of 72 male and female students from the University of Engineering and Technology (UET) engaged more than 5,000 men and boys in to commit online to HeForShe, bringing the global tally over 300,000. They also received UN Women's first-ever global "HeForShe Award," recognizing them as young role models and leaders.

HeForShe is a people's movement, working with individuals in every country around the world. Grassroots activism is at our core, but HeForShe also works to create systematic, structural and sustainable change through the IMPACT 10x10x10 program.

- HeForShe works in a number of ways, from supporting grassroots efforts that organically emerge around the globe to fostering the 10x10x10 program.
- In the first three days after HeForShe was announced, more than 100,000 men, representing every country in the world, committed online to HeForShe.
- More than 200 HeForShe student clubs have been established in schools and universities around the world.
- Activists and supports in countries from Afghanistan to South Sudan have organized HeForShe events in their own communities.
- 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: government, the private sector, and academia. These thirty leaders serve as public champions for change, and commit to concrete progress within their own institutions. By demonstrating progress in a select group of companies, countries, and universities, the program aims to identify and scale successful approaches to institutions across the world.
- For more information on the IMPACT 10X10X10 program, visit heforshe.org/impact
- The inaugural group of IMPACT partners includes:
 - Countries: Finland, Iceland, Indonesia, Japan, Malawi, Romania, Rwanda, Sweden
 - Corporations: AccorHotels, Barclays, Koç Holding, McKinsey & Company, PwC, Schneider Electric, Tupperware Brands, Twitter, Unilever, Vodafone Group
 - Universities: Hong Kong University, Nagoya University, Georgetown University, Leicester University, Oxford University, University of Sao Paulo, State University of New York (Stony Brook), Institut d'études politiques de Paris (Sciences Po), University of Waterloo, University of the Witwatersrand

HeForShe's latest initiative, the #GetFree Tour, embodies the grassroots activism of HeForShe by bringing a conversation on gender directly to young people around the world. The #GetFree Tour is about creating a world where we can all feel free to be ourselves; to be emotional, to be ambitious, to be vulnerable, to be real.

- The first-ever #GetFree Tour launched in September 2015 in the United Kingdom and France, raising awareness of gender equality among 110,000 students across six academic institutions: the University of Cambridge, Imperial College London, Leicester, the London School of Economics and Political Science, Nottingham, University College of London, and the Paris Institute of Political Science (Institut d'études politiques de Paris) respectively.
- In one week, GetFree sparked more than 35 million social media conversations and one billion media impressions. Students and administrators at each institution shared their perspectives and challenges on gender equality, crafting their own solutions to create real, tangible change on campus.
- In 2016, the #GetFree Tour will continue expanding its impact, visiting universities in the Middle East and North Africa, South Asia, Latin America, and North America.

In the drive to achieve gender equality by 2030, universities have a crucial role to play.

Universities stand as a key instrument for generating real change; as a vital space for fostering transformative dialogue; and as a powerful bridge between education and the professional world.

- Universities not only educate young people for careers of distinction; they enrich student knowledge of a global world and empower them to enter it thoughtfully and successfully.
- These pursuits embody the pillars of HeForShe as we look to the generation that will implement gender equality in their lifetime.
- Within university engagement, HeForShe's top priorities include:
 - Encouraging and supporting students to pursue study and careers within disciplines where gender is traditionally limiting (e.g., women in STEM, men in humanities subjects)
 - Increasing women's leadership at every institutional level, across sectors
 - Developing, promoting and achieving inclusive, diverse learning and working spaces free from gender stereotypes

Communications Guidelines

The language, tone, and framing of HeForShe are vital parts of the movement's influence. It is important to note several important guidelines, which were developed in consultation with a broad range of research experts and focus groups of young people.

When speaking about HeForShe please keep in mind the following guidelines:

Always:

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- Frame statements in the positive, i.e., "achieving gender equality" (vs. negative framing, ending inequality)
 - Describe HeForShe as a movement (vs. a campaign)
 - Use "commitment" to describe the online signature process (e.g., 500,000 men have committed to HeForShe in my country)
 - "Invite" women and men to get involved (vs. "challenging" someone)
 - Describe the HeForShe color as magenta (vs. "pink")
 - Use inclusive language, such as "all of us" (vs. emphasizing the binary, men and women)

Never:

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- Use gender-stereotypical language e.g., "man up" or "real men"
 - Use violent language, i.e., "struggle for women's empowerment, "fight for equality"
 - "Help" women; we empower, stand with, or support women

Appendix | IMPACT 10x10x10

By visibly enacting progress at their institutions, Champions lead as exemplary innovators and visionaries on the global stage. They embody the movement to achieve gender equality in this lifetime through the sustainable implementation of dynamic commitments. Champions directly mobilize a movement, catalyzing systemic, transformative change within their sector, upholding commitments that translate into bold actions generating positive change in institutional structure and culture for all.

All IMPACT champions have agreed to engage other institutions to take up this cause and to meet frequently with fellow IMPACT champions to share best practices. IMPACT champions from around the world have committed to setting a gold standard in the advancement of gender equality; each sector shares common commitments (described below), and have developed tailored commitments to drive change within and beyond their companies.

Each sector has common ‘sector-wide’ commitments, described below:

- Heads of State IMPACT champions commit to launch a nationwide HeForShe movement. Additionally, each Head of State stands as a personal champion for gender equality in his country, enlisting men and boys as partners for gender equality.
- Corporate IMPACT champions sign the CEO Statement of Support for the Women’s Empowerment Principles (WEPs). The WEPs are a set of business principles offering guidance on how to empower women in the workplace, marketplace and community; learn more at <http://weprinciples.org>. Each company commits to implement WEP Principle 7: “Measure and publicly report on progress to achieve gender equality.” Finally, each company launches the HeForShe API, a geo-located map that tracks the number of commitments per region, around the world. See an example here <http://heforshe.org/unilever>
- University IMPACT champions develop and implement a gender sensitization curriculum for the students, faculty and staff (including a mandatory orientation for all new students), and commits to address gender-based violence on campus. University presidents commit to use their voices to influence change and engage other universities to take up the cause of gender equality.

Finally, each IMPACT champion developed three individual commitments, which have been formally reviewed and approved by UN Women. Individual commitments cover the core issues in each sector, including:

- Commitments by Heads of State to: close the employment gap; address child marriage; address gender stereotypes in employment; provide support for working parents; end violence against women and girls.
- Commitments by CEOs to: close the gender pay gap; reach parity across the talent pipeline; empower women in developing markets.
- Commitments by universities to: close the gap between men and women in key gender-stereotypical subjects; increase the representation of women in academic positions; establish research centers for gender study; increase the representation of women in STEM subjects.