

## HEFORSHE FREQUENTLY ASKED QUESTIONS

### What is the HeForShe campaign?

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Created by UN Women, the United Nations entity for gender equality and the empowerment of women, **HeForShe** is a global effort to engage men and boys in removing the social and cultural barriers that prevent women and girls from achieving their potential, enlisting men and boys as equal partners in the responsible crafting and implementing of a shared vision of gender equality, with norms of gender equality, non-violence and respect, and thus together positively reshaping society.

### What are the campaign's objectives?

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The fundamental objective of HeForShe is to change discriminatory behaviours, through building awareness of the importance of gender equality and women's empowerment and the crucial role men can play in their own lives, and at more structural levels in their communities, to end the persisting inequalities faced by women and girls globally. HeForShe also provides a platform for men and boys to become advocates for women and girls, and to behave accordingly, telling their stories to the global community about the actions they are taking to end inequality.

### Why is HeForShe necessary?

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The achievement of gender equality requires an inclusive approach: one that invites men and boys to build on the work of the women's movement as equal partners, in order to benefit all of humanity. Research estimates suggest that, on the current trajectory, gender equality would not be achieved until 2095. With men and boys at the table and engaged in the issue, we believe that we can more than double the speed of change.

### What will change because of this campaign?

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Our ambitious aim is to secure the commitment of 1 billion men to make changes in support of gender equality and women's empowerment. Those changes may range from small steps – acknowledging the issue and recognizing that the status quo is unacceptable – to big steps that directly make changes to individual or community lives.

Out of the signatories to HeForShe, we anticipate that half will take the initial step of joining the solidarity campaign by making a simple positive pledge for gender equality. We project that another

quarter may make the pledge and then be inspired to become more engaged by taking a second step - to donate, to advocate and to sensitize themselves to gender equality issues. And a final quarter may deepen their engagement by making and following through on a major commitment that substantially contributes to social change.

Each level of commitment gained would be an achievement in its own right. Every story of a champion making a difference has the potential to inspire others to become more engaged. Each man who takes a new action helps all of humanity to take an additional step towards gender equality.

### **How will you measure success?**

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Throughout the campaign we will collect feedback and measure HeForShe impact. In the first year of accelerating HeForShe campaign impact, we will specifically focus on four success measures:

1. Engage 1 billion men and boys both online and offline to get involved by September 2015
2. Mobilize resources in support of UN Women's gender equality funding needs
3. Share impact stories and personal commitment stories through Twitter, Facebook, and other social media to drive 1 billion social media impressions in the first year and keep the dialogue strong
4. Implement Impact 10x10x10 to enlist 10 governments, 10 corporations, and 10 universities globally to identify, test, and bring to scale innovative and powerful approaches to address gender inequality.

Tracking measures will include counting social media mentions, online conversations, HeForShe events, content creation, media interviews, impact stories, collaborations, and resource mobilizations.

However, true success can only be counted when lasting gender equality is achieved and women and girls everywhere in the world are offered the same level playing field to achieve their potential as men and boys.

### **How many men have signed up to date?**

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To date, our online pledges have exceeded 200,000, and our offline activities have engaged many hundreds of thousands more. Over the past months, HeForShe has been the subject of more than 1.2 billion conversations on social media, reaching all corners of the globe.

### **How can women engage with the campaign?**

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The role of women and girls is integral to the success of the HeForShe Campaign. This solidarity movement calls upon women and girls to be influencers in engaging men and boys. HeForShe calls on

women to be leaders in inviting and welcoming men and boys into this solidarity campaign and to be part of shaping and defining the new balance.

### **What is IMPACT 10X10X10?**

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The World Economic Forum's Global Gender Gap Report 2014 highlighted wide gaps in women's political and economic participation and underlines the strong correlation between a country's gender gap and its economic performance. Increasing women's involvement in political and economic participation needs the leadership of employers and parliamentarians.

To accelerate progress towards our goal, HeForShe will be launching 'IMPACT 10x10x10', a pilot initiative that aims to engage governments, corporations and universities as instruments of change. In each of these sectors, approaches for addressing gender inequality will be identified and pilot tested, with a view to locating the most suitable interventions for others to replicate and scale up.

### **Who is the IMPACT 10X10X10 target?**

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IMPACT 10x10x10 convenes a select group of 10 gold-standard setting heads of State, CEOs and university presidents to ensure that HeForShe influences lasting change within three key sectors during the campaign's implementation phase: government, private sector and youth education.

### **Why target governments, corporations and universities?**

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Governments and corporations have become increasingly important partners in development work. A lot remains to be done to advance gender equality at both the government and corporate levels. In nine years of measuring the global gender gap, the world has seen only a small improvement in equality for women in the workplace. The direction of change within countries from 2006 to the present day has been largely positive, but not universally so. In fact no country in the world has thus far been successful in closing its overall gender gap.

The mobilization of young people represents one of the greatest opportunities for accelerating progress toward the achievement of gender equality. The inclusion of universities in the 'Impact 10x10x10' pilot programme harnesses this potential, and at the same time contributes to ongoing efforts in combating violence on campuses at a global level.

### **What are the selection criteria for IMPACT Champions?**

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HeForShe Champions must be willing and able to make **concrete commitments** to advancing gender

equality within their government/corporation/university. They will have very high reputations for strong ethical practices and equitable gender policies; demonstrate global excellence in their field of government, business and education; offer global reach with broad information distribution channels that they are prepared to bring to the campaign; and commit their expertise and other resources to help UN Women end gender inequality.

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**What does the engagement framework entail for governments, corporations and universities?**

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Under the HeForShe IMPACT 10x10x10 initiative, UN Women will partner with at least 10 governments, at least 10 corporations and at least 10 universities to mobilize countries, corporations and university campuses to reshape the global discourse on gender equality. UN Women will engage with governments, corporations and universities at the leadership level on gender equality and women's empowerment.

The 30 IMPACT Champions will work to form a cross-sharing network that will set a new global bar in their gender practices and gender equality.

The HeForShe IMPACT 10x10x10 Champions will, through role modeling and demonstrated social change, highlight the value brought by gender equality to growing their countries, corporations and campuses.

IMPACT Champions will commit to raise awareness, advocate, and act on issues that affect the status, safety, and agency of women and girls worldwide.

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**What concrete actions/impact will come from IMPACT Champions?**

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Our IMPACT 10x10x10 Champions will assume their role by committing to agreed standards on gender equality and women's empowerment. IMPACT 10x10x10 Champions will launch HeForShe mobilization activities within their countries, corporations and schools.

That might mean making a commitment to internal change or to the creation of programmes that empower women employees or customers, or to encourage male employees and customers to better understand what gender equality means and what their role is in achieving it; or it could mean a commitment to support programming that advocates for women and girls globally.

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**What will the success of IMPACT 10x10x10 look like?**

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IMPACT 10x10x10 will be considered a success if more than 10 leaders from governments, corporations and universities sign up and implement concrete new actions that powerfully influence change. The effect should go beyond specific local influence; through their leadership Champions will inspire change and replicated actions in other countries, corporations and campuses around the world. The strategies,

initiatives and actions undertaken by the IMPACT Champions will be documented, tracked and reported on in September 2015.

### **Who has already committed to IMPACT and what are their commitments?**

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The Initiative will be launched on 23 January, 2015 at which time the commitments of the launch partners will be announced. The current list of Champions and their commitments is under embargo until the launch.

### **How can my government, corporation or university join IMPACT 10X10X10?**

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Please contact us for a personal invitation at: [heforshe@unwomen.org](mailto:heforshe@unwomen.org)

To learn more about HeForShe, please visit:

- Website: [www.HeForShe.org](http://www.HeForShe.org)
- Twitter: [@HeForShe](https://twitter.com/HeForShe)
- Facebook: [HeForShe](https://www.facebook.com/HeForShe)
- YouTube: [HeForShe](https://www.youtube.com/HeForShe)
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