



HeForShe

**IMPACT 10X10X10:
OVERVIEW FOR CORPORATE PARTNERS**

WHAT IS IMPACT 10X10X10

IMPACT 10x10x10 engages key decision makers across sectors to drive change from the top. IMPACT champions make gender equality an institutional priority, committing to real change within and beyond their organizations.

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University
Presidents

Develop and implement a gender sensitization curriculum for students, faculty and staff, including a mandatory orientation for all new students
In collaboration with other universities, develop programs to address gender-based violence

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CEOs

Sign the Women's Empowerment principles (<http://weprinciples.org/>)
Implement Principle 7; "measure and publicly report on progress to achieve gender equality"
Launch HeForShe API

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Heads of
State

Head of State stands up as a personal champion for gender equality in his country, inviting men and boys to join him
Government launches a nationwide HeforShe campaign

WHAT ARE THE COMMITMENTS

All corporate IMPACT champions make two pledges:

1. Sign the **Women Empowerment Principles (WEPs)**.
2. Implement **Principle #7, "measure and publically report on progress to achieve gender equality."** All IMPACT champions will begin with a commitment to transparency; this information will serve as a baseline as our partners work towards gender equality.

Each champion also develops their own HeforShe commitments.

The HeforShe team works with IMPACT champions to design challenges tailored to the needs and institutional priorities of each company.

Champions commit to internal policy changes (e.g., talent acquisition, approach to promotion, gender balance senior leadership targets) or external-facing programs (e.g., economic empowerment initiatives, gender-focused CSR, product collaborations) to support gender equality.

10x10x10 champions will not act alone; the program enables gold-standard leaders to collaborate on these issues, accelerating individual progress towards gender equality.