



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, and thus together positively reshaping society. The achievement of gender equality requires an inclusive approach that recognizes the crucial role of men and boys as partners for women's rights, and as having needs of their own in the formulation of that balance. HeForShe invites men and boys to build on the work of the women's movement as equal partners in the crafting and implementation of a shared vision of gender equality that will benefit all of humanity.

Since its launch at the United Nations, on 20 September, 2014, by the Executive Director of UN Women, Phumzile Mlambo-Ngcuka, His Excellency Sam Kahamba Kutesa, President of the 69th session of the General Assembly, 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.

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. Our ambitious aim is to secure the commitment of 1 billion men to support gender equality and women's empowerment, starting with a simple positive pledge, and moving to deepen their engagement through taking specific action that contributes to social change. Men joining the Campaign are counted through online and mobile phone technology activations, and rural and urban events. Their stories are being captured and shared to inspire others to follow suit.

Through interaction with those who sign up, we ask men and boys to agree that gender equality is not only a women's issue, but also a human rights issue that requires their participation and commitment to achieve. Further, we ask them to define what they will do to make a difference and to report back to us when they have taken action. Hundreds of thousands have made this pledge, and are now taking their own steps to change the world. UN Women is hosting the platform within which this online community is growing, and inspiring each other through the stories they tell.

To accelerate our progress, we have launched the IMPACT 10x10x10 Initiative. IMPACT 10x10x10 fosters the catalytic engagement of a group of 10 standard-setting Heads of State, CEOs and university Presidents. Individually, each of the groups will identify the most appropriate approaches for addressing gender inequality in "their" sector, and will pilot-test the effectiveness of these interventions for scalability. The work of our IMPACT 10x10x10 leaders will be highlighted and extended as already-viable projects to others within each sector over the course of the Campaign.

Our goal of 1 billion means that everybody is needed; every voice counts; every action will make a difference. Become a champion for gender equality and women's empowerment: join [www.heforshe.org](http://www.heforshe.org).