

HEFORSHE FREQUENTLY ASKED QUESTIONS

What is the HeForShe campaign?

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.

What are the campaign's objectives?

The fundamental objective of HeForShe is to build awareness on 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. In addition, HeForShe provides a platform for men and boys to self-identify with gender equality as advocates for women and girls, inviting them to share with the global community the actions they are taking to end inequality.

Why is HeForShe necessary?

The achievement of gender equality requires an inclusive approach that 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. Research estimates suggest that if we continue on our current trajectory, gender equality will be achieved by 2095. With men and boys at the table and engaged on the issue of we believe that we can more than halve that estimate.

What will change because of this campaign?

Our ambitious aim is to secure the commitment of 1 billion men to support gender equality and women's empowerment, to significantly advance the trajectory of gender equality.

Out of these 1 billion men, success will be achieved if half of the men that sign up will take the initial step of joining this solidarity campaign by making a simple positive pledge for gender equality. Another quarter, will 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 will deepen their engagement by making and following through on a major commitment that greatly contributes to social.

Each level of commitment is a success in itself and each level of success tells a story of champion making a difference that will inspire others to take a simple step, and then become more engaged.

The campaign will be a success out of the 1 billion men who sign up, a quarter take a significant step to remove the persisting barriers to gender inequality.

How will you measure success?

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 4 success measures:

1. Engage 1 BILLION men and boys by September 2015 both online and offline to get involved.
2. Mobilize resources towards 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 scale innovative and powerful approaches to address gender inequality

Tracking measures will include counts of 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?

To date, our online pledges have exceeded 200 thousand and our offline activities have engage 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?

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.

What is IMPACT 10X10X10?

To accelerate progress towards our goal, HeForShe will be launching 'IMPACT 10x10x10', a pilot initiative that aims to engage governments, corporations and universities, as levers for change, globally identify approaches for addressing gender inequality, and test pilot the effectiveness of these interventions for scalability.

Why IMPACT 10X10X10?

The World Economic Forum's Global Gender Gap Report 2014 highlights wide gaps still in women's political and economic participation. This report underlines the strong correlation between a country's gender gap and its economic performance.

Who is the IMPACT 10X10X10 target?

IMPACT 10x10x10 is a focused engagement convening 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?

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?

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 a 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.

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

Under the HeForShe IMPACT 10x10x10, 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, which gender equality brings to growing their countries, corporations and campuses.

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

What concrete actions/impact will come from IMPACT Champions?

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.

In addition, within each government, corporate and university structure, a **concrete commitment** will be made to make a difference to gender equality and women's empowerment.

That might mean making a commitment to make an internal change or to create programs 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 an externally facing commitment to support programming that advocates for women and girls globally.

How will you measure IMPACT 10x10x10 success?

IMPACT 10x10x10 will be a success if more than 10 leaders from governments, corporations and universities sign up and implement concrete new changes that offer a powerful influence of change, not only within their own countries, corporations and campuses, but through their leadership 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 and tracked and successes will be reported on in September 2015.

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

The Initiative will be launched on January 23, 2014 at which times, 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?

Please contact us for a personal invitation at: heforshe@unwomen.org

To learn more about HeForShe, please visit:

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