



HeForShe

UN Women Solidarity Movement
for Gender Equality

IMPACT 10X10X10

HEAD OF STATE FRAMEWORK



1.0

HEFORSHE

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 four 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.

2.0

IMPACT 10X10X10

To accelerate progress towards our goal, the 'IMPACT 10x10x10' pilot has been initiated to ensure that HeForShe influences lasting change within three key sectors during the campaign's implementation phase: government, private sector and youth. Concluding in September 2015, 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.

The World Economic Forum's Global Gender Gap Report 2014 highlights that wide gaps remain in women's political and economic participation and underlines the strong correlation between a country's gender gap and its economic performance. 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. By virtually every global measure, women are more economically excluded than men, according to the World Bank's "Gender at Work" report. Trends suggest women's labour force



participation worldwide has stagnated over the past 30 years, dropping from 57 to 55 percent globally, despite accumulating evidence that jobs benefit women, families, businesses, and communities. The gender gap for economic participation and opportunity has closed by just four percentage points since 2006. Based on this trajectory, with all else remaining equal, it will take 81 years to close this gap completely.

It is clear that gender equality will eventually be achieved, but to accelerate its attainment before the cusp of the next century, men and boys need to be part of the solution. IMPACT 10x10x10 aims to inspire, activate and support the engagement of men and boys, in creating, building and scaling up solutions through government, private sector and youth leadership.

3.0 THE BACKGROUND

For decades, it has been women and girls driving for gender equality. And while there have been some tremendous advances in the rights and wellbeing of women and girls—including health, education, political participation — progress is uneven and in many areas far from sufficient. Lack of progress is not for lack of evidence. There is a significant body of research showing how gender equality, women’s rights and women’s empowerment can have a catalytic effect on the achievement of sustained peace, development, human rights and sound relationships between the environment and human populations. It has become clear that a strategic shift needs to occur that brings men and boys side by side with women and girls, in order to break through the barriers preventing women and girls from achieving their full potential and contributing this potential to our global community.

4.0 THE MOMENT

This moment in history represents a unique opportunity to position gender equality and women’s empowerment at the heart of the global agenda. We stand at the junction of several historic processes: the review of the Millennium Development Goals; the deliberations on the post-2015 development framework and the Sustainable Development Goals; and the twentieth year review and appraisal of the Beijing Declaration and Platform for Action.

The momentum of these historic processes provides an unparalleled opportunity to engage men and boys as partners in addressing some of the greatest human rights violations of our time. As outlined in the core principles of UN Women’s Strategic Plan 2014-2017 paragraph 33 C, the achievement of gender equality requires an inclusive approach that recognizes the crucial role of men and boys as partners for women’s rights. These principles build upon the agreed conclusions of the 48th Session of the United Nations Commission on the Status of Women held in 2004, which urged that men and boys have a greater role and accountability in the achievement of gender equality. Despite this recognition, the enlisting of men and boys as equal partners in the crafting and implementing of a shared vision of gender equality is yet to be fully realized.



5.0 THE CRITERIA

HeForShe IMPACT 10x10x10 Head of State Champions will have high reputations for strong ethical practices and equitable gender policies; demonstrate global excellence in their public service; offer global network that they are prepared to bring to the campaign; and commit their expertise and other resources to help UN Women end gender inequality.

Head of State Champions will demonstrate their commitment to women and girls through the active voice of their leadership, and the development and implementation of a concrete, scalable action plan focused on dramatically accelerating the achievement of gender equality and women's empowerment.

6.0 THE COMMITMENT

The role of governments in gender equality has been well documented. As such, we are asking Heads of State to lead by example and seize the opportunity afforded by the HeForShe platform to demonstrably advance and empower women. Our IMPACT 10x10x10 Champions will assume this role by making three foundational commitments:

- 1. Gender Equality and Women's Empowerment:** As an initial step, IMPACT Heads of State will demonstrate their commitment to the global effort to engage men and boys in removing the social and cultural barriers that prevent women and girls from achieving their potential by enlisting men and boys in their country and indeed around the world, 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.
- 2. Launch and Leadership:** IMPACT 10x10x10 Heads of State will launch HeForShe mobilization activities within their countries. This may include piloting at a national level IMPACT 10x10x10 initiatives, that in turn engage a further 10 municipalities, 10 corporations and 10 universities in advancing the issue of gender equality and the principles of HeForShe in their own country.
- 3. Unique Contribution:** Within each national government structure, a powerful and innovative commitment will be made to propel progress on gender equality and women's empowerment. That might mean making a commitment to change internal policies; creating programmes that empower women, or encouraging men and boys to better understand what gender equality means and what their role in achieving it is; or it could mean defining an externally facing commitment that supports programming that advocates for women and girls globally through UN Women.

UN Women commits to working with national governments and the offices of Heads of State to develop powerful strategies and action plans that will maximize their strengths, capabilities, impact and visibility.



7.0 THE ACTIONS

A host of possible actions may be undertaken as part of the IMPACT 10x10x10 commitment to gender equality and women's empowerment. Whether internally or externally focused, these actions will aim to address gender inequality through fresh and innovative approaches that have the potential to be scaled and replicated. Actions will be focused on the goals of HeForShe and the achievement of gender equality.

To undertake IMPACT 10x10x10, Head of State Champions may wish to:

1. Organize a significant national launch for HeForShe and offer the keynote address to inspire the men of the country to come forward and stand beside women in creating change.
2. Make commitments as to the number of men and boys in their country who will join the Campaign and stand beside men and women.
3. Explore obstacles to gender equality at the country level and encourage men to find innovative solutions.
4. Introduce gender sensitization education and school-based programmes, as well as in government offices and departments, and more broadly through public social change campaigns.
5. Encourage male public sector employees to give their voices to the Campaign, particularly in departments and areas where gender equality may be lacking such as the military.
6. Host or encourage national meetings, conferences and special events targeted at raising the awareness of importance of men standing up for gender equality, and the importance of women's empowerment for national economic development.
7. Promote the Campaign through public media and other communication channels both online and offline.
8. Encourage the national private sector, and state-owned and parastatal companies, and universities and municipalities to launch initiatives that recognize the connectivity between economic growth and gender equality, particularly in areas and sectors that are male-dominated.

8.0 THE INVESTMENT

As the leading organization with a global mandate to promote gender equality, women's rights and women's empowerment, the realization of UN Women's mandate requires a level of funding that supports its infrastructure and allows it to continue to create IMPACT in ending the persisting inequalities faced by women and girls globally. IMPACT Champions will commit to changing the world for women and girls by allying themselves with UN Women: a dynamic organization with demonstrated results in programming and global advocacy, and will be recognized as catalysts in the global efforts to end gender inequality.

The post-2015 development agenda offers a powerful opportunity to drive lasting change for women's rights and equality, and to bring transformative change in women's and men's lives. We cannot afford to miss this opportunity.

IMPACT 10x10x10 is an official programme of UN Women's HeForShe Campaign.



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