



# HeForShe

UN Women Solidarity Movement  
for Gender Equality

## IMPACT 10X10X10

### CORPORATION 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. The achievement of gender equality requires an inclusive approach that recognizes the crucial role of men and boys as partners for women's rights. HeForShe invites men and boys as equal partners in the crafting and implementing of a shared vision of gender equality that will benefit all of humanity.

Since the campaign's launch at the United Nations, September 20th, 2015, by Honourable 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, celebrities, and global luminaries have committed their voices to gender equality.

Our ambitious aim is to secure the commitment of 1 billion men to support the issue of gender equality and women's empowerment, starting at a high level with a simple positive pledge, and moving to a deeper level of concrete action and social change. Men joining the Campaign are counted through online and smart phone activations, rural and urban events, and mobile phone technology activations. 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 initiative aims to ensure that HeForShe influences lasting change within three key sectors during the campaign's implementation phase. Concluding in September 2015, the focused engagement convenes a select group of 10 gold-standard setting Heads of State, CEOs and university Presidents to globally identify approaches for addressing gender inequality, and test pilot the effectiveness of these interventions for scalability. The work of our IMPACT 10x10x10 leaders will be highlighted and extended over the course of the Campaign.

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. 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 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. 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, and by virtually every global measure, women are more economically excluded than men, according to Gender at Work. Trends suggest women's labor 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.



## 3.0 THE BACKGROUND

For decades, the women and girls have been the major drivers of gender equality. And while the past decades have seen 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, despite a significant body of research indicating that 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 to break through the roadblock that prevent 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 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 Corporate Partners will have very high reputations for strong ethical practices and equitable gender policies; demonstrate global excellence in their field of business; offer a global reach with a broad information distribution channel that they are prepared to bring to the campaign; and commit their expertise and other corporate resources to help UN Women end gender inequality.

:



## 6.0 THE OPPORTUNITY

The role of corporations in gender equality has been well documented. Men comprise sixty percent of the employed labour force and 95% of the CEOs of the world's largest corporations are men. As such, we are asking CEOs to lead by example through actions that demonstrably advance and empower women. Our IMPACT 10x10x10 Champions will assume their role by make three basic commitments:

- 1. Women's Empowerment Principles:** As an initial step, these CEOs will sign the CEO Statement of Support for the [Women's Empowerment Principles \(WEPs\)](#), a set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community. The WEPs are the result of collaboration between UN Women and the UN Global Compact.<sup>1</sup> Companies will establish targets and benchmarks aligned with the 7 Principles and will commit to publicly report on their progress by September 2015.<sup>2</sup>
- 2. Launch and Leadership:** IMPACT 10x10x10 corporations will launch HeForShe mobilization activities within their organizations, including the use of tools such as the '**HeForShe Commitment API**' (a geo-located intranet app allowing men to register and visualize in real-time the number of male activated on the map globally within their organization) as a performance indicator for male engagement.
- 3. Commitment:** Within each corporate structure, a 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.

## 7.0 THE ACTIONS

A host of possible actions may be undertaken as part of the Corporate Champion 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 may be unique to the corporate culture and unique expert capabilities, or may be new and stretch the corporate into innovative or unexplored territory. Regardless, actions will propel forward the campaign's goals and the achievement of gender equality.

---

<sup>1</sup> <http://weprinciples.org/Site/PrincipleOverview/>

<sup>2</sup> <http://www.weprinciples.org/Site/MakingAndMeasuringProgress/> and <http://www.weprinciples.org/Site/CommunicationOnProgress/>.



To undertake IMPACT 10x10x10, Corporate Champions may wish to:

1. Using the WEPs as guidance, develop a gender action plan that includes specific targets and indicators aligned with the Principles to measure and publicly report on their progress.
2. Take steps towards joining the UN Global Compact, a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption<sup>4</sup>.
3. Use the 'HeForShe Commitment API' to measure male employee engagement.
4. Establish gender sensitization training initiatives and gender equality initiatives.
5. Graft the theme of gender equality onto major corporate conferences, events and meetings.
6. Establish their own 10x10x10 campaign and disseminate information on HeForShe through corporate distribution systems and supply chains.
7. Organize think tanks on particular topics that promote women's empowerment.
8. Use their corporate footprint to inspire suppliers and customers to join HeForShe.

## 5.0 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 Corporations will commit to changing the world for women and girls by allying themselves with a dynamic organization with demonstrated strong results in programming and global advocacy, and will be recognized as catalysts in the global efforts to end of gender inequality.

The post-2015 development agenda offers a real 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.

For more information, please contact: [heforshe@unwomen.org](mailto:heforshe@unwomen.org)