



HeForShe

UN Women Solidarity Movement
for Gender Equality

ACTION KIT

FOR THE WORKPLACE

About HeForShe

The HeForShe solidarity movement was created by UN Women to provide a systematic approach and targeted platform where a global audience can engage and become change agents for the achievement of gender equality in our lifetime.

This requires an innovative, inclusive approach that mobilizes people of every gender identity and expression as advocates, and acknowledges the ways that we all benefit from this equality. HeForShe uses online, offline, and mobile phone technology to identify and activate advocates in every city, community, and village around the world.

Since its launch on 20 September, 2014, by UN Secretary- General Ban Ki-moon and UN Women Global Goodwill Ambassador Emma Watson, hundreds of thousands of supporters from around the world – including Heads of State, CEOs, global luminaries, and people from all walks of life – have committed to gender equality.

HeForShe has been the subject of more than 2 billion conversations on social media, with off-line activities reaching every corner of the globe. Check out [Emma Watson's launch speech](#) and our [TED Talk](#) to learn more.

HeForShe in Your Workplace

What we share is more powerful than what divides us | Every day, in every community around the world, people go to work. The actions, policies, and attitudes that operate in these spaces shape culture and define accepted norms.

Globally, women represent nearly 50% of the population, but only 39.8% of the workforce. Fifteen countries still have laws allowing men to prevent their wives from working. Research shows that gender equality has a positive impact on companies' bottom-line and improves decision-making, yet 95% of Fortune 500 CEOs are men and no country has yet achieved pay equality.¹ At the current rate of progress, we will not achieve gender equality in the workplace until 2095.

Each individual action brings us one step closer to a gender-equal world – by engaging with HeForShe in your workplace, you quicken the pace of change. This Action Kit provides you with the tools and resources you need to mobilize, leading progress in your organization or company with simple-to-follow implementation steps. Every working context is different, so we aim to provide you with a set of examples that will spark creative, dynamic, and effective approaches to shifting your workplace culture, without being overly prescriptive about what this might look like.

IMPACT 10x10x10 | UN Women and HeForShe work with organizations to accelerate structural and systematic change in a number of ways. One of these is the IMPACT 10x10x10 initiative, a partnership with thirty leading corporations, universities, and heads of state committed to demonstrating a gold standard of gender equality at their institutions.

IMPACT 10x10x10 Corporate Champions span ten industries and employ almost a million people in 190 countries around the world. Together, their commitments engage every stage of the pipeline and supply-chain to drive broad change, from equitable hiring and retention, parity in pay, and women's leadership, to parental leave policies, male mentoring, and gender sensitization.

IMPACT 10x10x10 is now closed to new members, but its cohort can serve as valuable leaders, offering powerful resources while inspiring other institutions around the world to cascade change. Read more about the IMPACT 10x10x10 commitments: [HeForShe.org/impact](https://heforshe.org/impact).

¹ World Economic Forum Gender Gap Report, [weforum.org](https://www.weforum.org)

What can you do?

You can be a catalyst for change at your place of work, driving awareness and action. To identify and implement an effective approach, simply leverage your familiarity with your organization and build on strategies pioneered by our IMPACT 10x10x10 champions. Here are thought starters, inspiration and resources for turning your workplace into a beacon of gender equality:

Get started

Use all office channels

Kick off the conversation by sharing HeForShe through available office channels.

- For ideas on the many possible approaches to driving employee awareness, read the IMPACT commitments from Corporate Champion [Koç Holding](#).
- Connect coworkers with HeForShe through our social media platforms:
 - [Facebook](#)
 - [Twitter](#)
 - [YouTube](#)
 - [Instagram](#)

Create space for equality

Designate and visibly mark common spaces as “HeForShe gender equal spaces.”

- For context, read and share the World Economic Forum’s [Global Gender Gap Report](#).
- For motivation, read about how Corporate Champion [Twitter](#) started on the path to equality.
- For insight into scaling impact, read the commitments from Corporate Champion [Vodafone](#).

Schedule a launch event

Host a HeForShe launch event that brings employees together to discuss gender issues.

- To set the stage, reference current research on women in leadership by [Catalyst](#), the leading research nonprofit for inclusive workspaces.
- For ideas, read more about employee engagement strategies utilized by Corporate Champions [AccorHotels](#), [Tupperware](#) and [Unilever](#).

Deepen your engagement

Set and drive HeForShe commitment goals by encouraging everyone in your office to make the commitment at [HeForShe.org](#).

Get inspired

Think of creative ways to mobilize supporters, utilizing your communication channels, social opportunities, and team building moments.

- For inspiration, read about the internal campaign by Corporate Champion [Schneider Electric](#).

- For compelling thought starters, reference the Initiative Network (WiN) and Dynamic Working Campaign from Corporate Champion [Barclays](#).

Hold a town hall meeting

Establish regular town halls where employees and employers can listen and learn on topics of gender, raising ideas and sharing experiences.

- For thought starters and context, reference the 2014 report “[Women in the Workplace](#)” from Corporate Champion McKinsey & Company.
- To strategize ways to engage men specifically, look to research by [Catalyst](#).

Extend the invitation

Introduce male engagement groups on the topic of gender *or* invite men into your women’s network by using inclusive language, such as the “Gender Equality Network.”

- As a place to start, reference Corporate Champion [PwC](#) and their approach to diversity and inclusion.
- For additional context and strategies, consider thought starters from [Lean In Together](#) for eradicating gender bias in the office.

Stay in touch

We encourage you to review some of the stellar research available on gender equality in the workplace and to stay in touch with HeForShe and the UN Women network.

- [IMPACT 10x10x10 Institutions & Commitments](#)
- [UN Sustainable Development Goals 2015](#)
- [Women’s Empowerment Principles \(WEPs\)](#)
- [UNWomen.org](#)
- [Locate your regional UN Women office or committee](#)

Be creative and remember to have fun – if you don’t know where to start, reach out to your human resources administrator or drop us a line at HeForShe@unwomen.org.

What you do today will change the world.

Email us your questions and stories: HeForShe@unwomen.org

Keep updated by visiting www.HeForShe.org

Share images and content from the HeForShe efforts at your workplace:
[instagram.com/HeForShe](https://www.instagram.com/HeForShe)