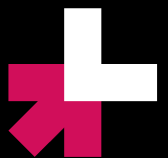
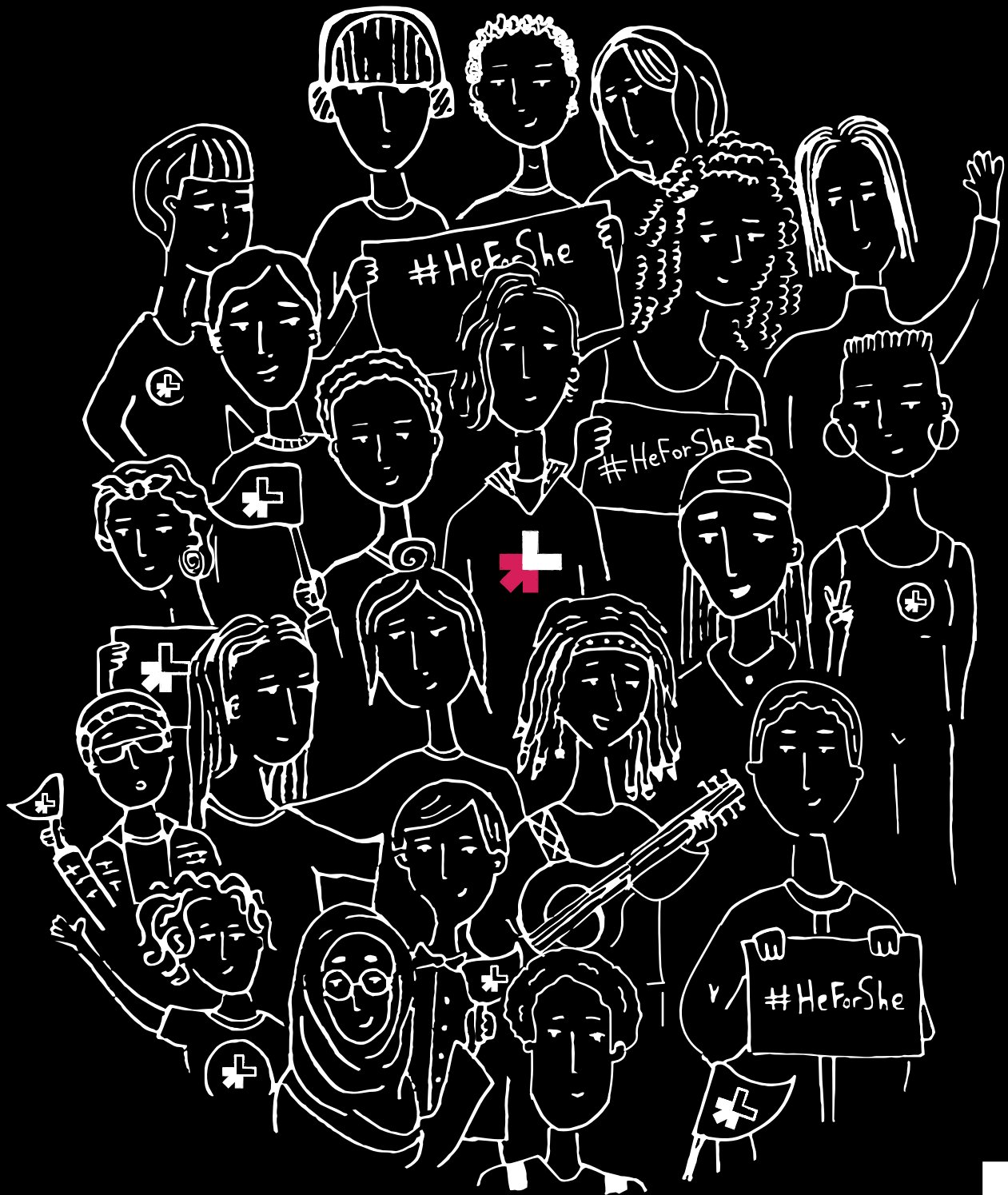


# HeForShe Action Kit

WORKPLACE



HeForShe

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# Introduction

**Created by UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women, the **HeForShe** solidarity movement for gender equality provides 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 invites people around the world to stand together as equal partners to craft a shared vision of a gender equal world and implement specific, locally relevant solutions for the good of all of humanity.

Since its launch on 20 September 2014, at the United Nations, by UN Secretary-General Ban Ki-Moon and UN Women Global Goodwill Ambassador, Emma Watson, millions of men from around the world including Heads of State, CEOs, and global luminaries 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.

As leaders in your workplace you can support the movement by encouraging your colleagues to make the HeForShe commitment and take action – we look forward to changing the world with you.


# Five actions for equality

Each individual action brings us one step closer to a gender-equal world – by engaging with HeForShe in your workplace, you accelerate change. **Here are five actions that you can do today to support equality in the workplace:**

1

## Schedule a HeForShe launch event


Book time out after work or during a lunch or coffee break or even a union meeting to talk about HeForShe. Creating platforms for discussion about gender equality related issues is central to understanding the barriers to equality such as stereotypes and their effect on society.

**For details on different types of events, have a look at our Barbershop Toolkit:**   
[www.HeForShe.org/Barbershop](http://www.HeForShe.org/Barbershop)

2

## Run a gender equality training session


Gender equality training is essential to shifting perspectives – with gender stereotypes being an ingrained part of our society, many people need support in understanding what forms inequality or discrimination may take in modern day society and therefore how to proactively respond to it.

**More information on training resources can be found here:**   
<https://trainingcentre.unwomen.org>

3

## Run a HeForShe commitment drive


If we are going to accelerate the progress of creating a gender equal world and ensure that this is achieved in our lifetime, we are going to need more people to make the HeForShe commitment. Use a tablet or laptop and encourage people to make the commitment at [www.HeForShe.org](http://www.HeForShe.org) or use the commitment cards and sheets in this kit.

**If you collect commitments on paper, make sure you send them through to the HeForShe team or you can upload them here:**   
[www.HeForshe.org/en/your-events-upload](http://www.HeForshe.org/en/your-events-upload)

4

## Encourage everyone to take the Gender IQ test

PwC, a HeForShe IMPACT Champion, developed a Gender IQ course. This course shows the user some of the situations that may occur in society due to unconscious bias.

**Encourage all your colleagues to take the test and learn more about gender equality in the workplace:**   
[www.HeForshe.org/en/newsroom/news/building-gender-iq](http://www.HeForshe.org/en/newsroom/news/building-gender-iq)

5

## Ensure gender balance in meetings

Become a change agent, look around the room in meetings whether at work or in the union and think about the actions you could take to make the environment or atmosphere more equal. It could be questioning standard practices that may exclude some genders or it could be supporting people to speak up or attend meetings where they may not previously have done so. It is small actions like supporting someone to speak up in a meeting that will begin to shift perspectives, remember, **no action is too small!**

# Why we need equality in the workplace

**At current estimates, workplace and economic gender equality won't be achieved until 2095, and at that rate most of us won't be around to see it!**

We need to make sure that as with some of the great civil liberties and human rights movements over the last few centuries, the generations that come after us look back proudly knowing that we didn't sit idly by, and that we made a difference. To achieve global gender equality, we need to make sure that equality is at the heart of everything that we do, whether it's going to work, taking the kids to school or the programs we watch in the evening. This action kit provides a few ways in which you can make sure you are adding your voice to the gender equality movement.

Every workplace is different, please use this as a guide only, to spark creative, dynamic and effective ways to shift your workplace culture. If you have any questions, then please reach out to your union or to the HeForShe team.

We love hearing back from our supporters so keep us updated on any news or events and share photos and stories as you work with us to change the world.

## Talking points

### What counts as inequality and who does it affect?

Inequality can be experienced in many ways but it is important to remember that it can affect anyone. HeForShe is committed to creating an equal world which will benefit everyone. For example, at work men may feel stigmatized for taking family or parental leave, women may feel unable to speak up in a meeting. Both examples demonstrate that inequality at work can affect all of us. By creating a gender equal world, we can all be free to be ourselves and to have equal opportunities and experiences.

### What are the benefits of gender equality in the workplace?

Research shows that gender equality has a positive impact on companies and workplaces, including:

- + Improved national productivity and economic growth
- + Increased organizational performance
- + Enhanced ability of companies to attract talent and retain employees
- + Enhanced organizational reputation

**There are many examples that can be found here:** 

<http://www.unwomen.org/en/what-we-do/economic-empowerment/facts-and-figures>

### What can we do to support HeForShe?

HeForShe is a grassroots, people's movement, lead by the work of supporters of gender equality across the globe. You can organize online or offline, through events or digital activations at work or at home: it's up to you! Here are the three key aims of HeForShe, so whatever action you take, try and include one or more:

- + Encourage more people to make the HeForShe commitment
- + Create platforms for discussion about gender equality
- + Raise funds for UN Women's vital programs

**Ideas for your workplace are listed under the 'Action Plan' but if you would like more ideas please contact the HeForShe team.**

The following section outlines answers to FAQs and aims to guide successful implementation of HeForShe across your organisation.

## Key messages

### Gender equality is not a zero-sum game

HeForShe deliberately uses the word “commitment” rather than “pledge” because to truly achieve gender equality, a commitment is required. HeForShe is an inclusive platform on which men, women and all genders can identify and engage.

It can be perceived that only one side benefits from gender equality however, all evidence suggests that when there is true equality, we all benefit. From economic participation to gender-balanced organizations, we will all be wealthier, healthier and happier when there is true equality.

It is vital to foster an inclusive culture and create safe spaces for employees so that all genders can share their thoughts without fear of judgement. A positive example of this comes from HeForShe Corporate IMPACT Champion Barclays, which recently launched their Male Allies initiative; here internal work streams focusing on gender issues are run by men to encourage more men from all parts of the business, and at all levels, to become a part of the discussion.

### How does HeForShe go beyond click activism?

By making the online commitment to HeForShe, each individual is adding their unique voice to the gender equality movement. However, this is just the first step. To truly advance and ultimately achieve an equal world, it takes continuous action from all of us.

It is therefore critical that initiatives that advance gender equality are embedded within the very DNA of organizations. For example, completion of gender based trainings can be made a component of performance management.

### By its name, HeForShe seems binary

HeForShe was created from a very simple idea: engage men in the gender equality conversation. As the spectrum of gender and identity evolves, so does HeForShe; an inclusive movement that is not bound or defined by gender but rather a platform on which individuals are empowered to become agents of change in their own unique way to advance equality.

### What is the role of women in HeForShe?

Everybody has a role in the HeForShe movement; every voice counts; every action will make a difference. The achievement of gender equality requires an inclusive approach that recognizes the crucial role of men and women as partners in the crafting and implementation of a shared vision of gender equality that will benefit all of humanity.

Gender equality has often been for women by women; however, all genders have a role to play and HeForShe actively mobilizes this 'new' demographic to re-energize the women's movement and accelerate progress towards the achievement of gender equality.

# Action plan

**Creating an Action Plan helps you organize what steps you and your colleagues can take for gender equality but also ensures that whatever your plan is, it is sustainable rather than just a one-off activation.**

**To truly change the world, we need to have an ongoing conversation that will shift perspectives. A variety of events and activations is the best way to affect this change.**

Some ideas you could try include:

- + Presentation or training session about gender equality using our [Barbershop toolbox](#)
- + Run commitment drives throughout the year to encourage more colleagues to make the [HeForShe Commitment](#)
- + Print out the stickers and posters in this kit and use them around the workplace to remind people about the movement
- + Ask management or your union if they could send an email asking all colleagues to commit to HeForShe
- + Create a HeForShe group or sub group to ensure the discussion about equality in the workplace continues
- + Run a bake sale or sport competition to raise funds for UN Women

**Try filling in the action plan in the appendix with a few ideas that you could action of the next 3 months** 💡

**For more information or support in activating HeForShe in your workplace please contact:**

The HeForShe team:  
HeForShe[at]unwomen[dot]org  
+1(646) 781-4960

# Action plan

In support of		
		
HeForShe		
ACTION	DATE/TIME	DESCRIPTION
Example:  Hold a fundraiser for HeForShe	Mon. May 1st, 2017 12:00-4:00PM	Organize a bake sale

# Commitment sheet

## ADD YOUR VOICE. COMMIT TO HeForShe.

I am one of **billions** who beleive that everyone is born **free and equal**. I will take actions against gender bias, discrimination and violence **to bring the benefits of equality to us all**. If you collect commitments on paper, make sure you send them through to the HeForShe team via email: [HeForShe\[at\]unwomen\[dot\]org](mailto:HeForShe[at]unwomen[dot]org) or you can upload them here: [www.HeForshe.org/en/your-events-upload](http://www.HeForshe.org/en/your-events-upload)

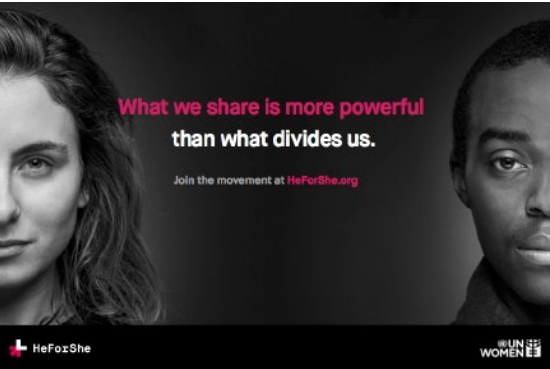
FIRST NAME	LAST NAME	GENDER	COUNTRY	EMAIL



# Commitment card, poster & sticker

## COMMITMENT CARD

Download a print-ready pdf at:  
[bit.ly/HeForSheKits](http://bit.ly/HeForSheKits)



HeForShe Commitment Card

My personal commitment to gender equality is:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Gender: \_\_\_\_\_ Email: \_\_\_\_\_

Please email a photo of your completed commitment card to [HeForShe@UNWomen.org](mailto:HeForShe@UNWomen.org)

HeForShe UN WOMEN

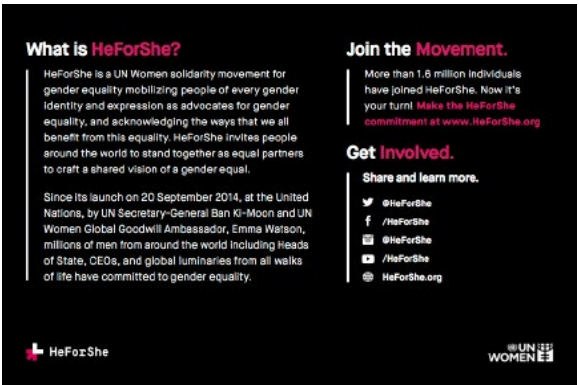
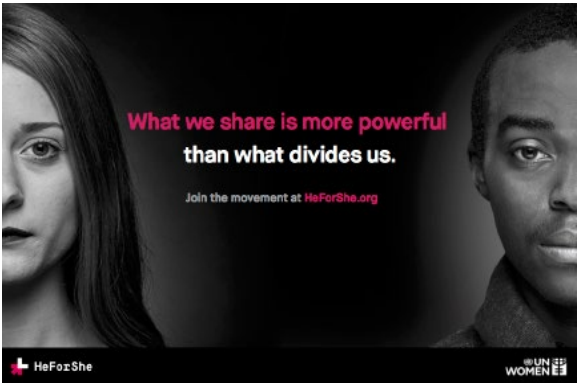
## STICKERS

Download a print-ready pdf at:  
[bit.ly/HeForSheKits](http://bit.ly/HeForSheKits)



## HeForShe POSTER

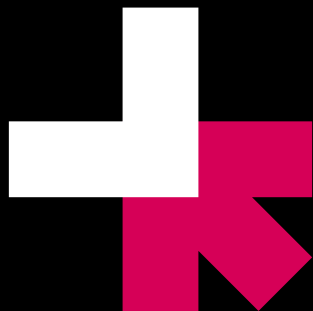
Download a print-ready pdf at:  
[bit.ly/HeForSheKits](http://bit.ly/HeForSheKits)



In Support of

# HeForShe

PUBLIC SPACE



THIS SPACE SUPPORTS  
GENDER EQUALITY.

NO HARASSMENT OF ANY  
FORM WILL BE TOLERATED.



**TODAY YOU WILL  
CHANGE THE  
WORLD.**

**#HeForShe**