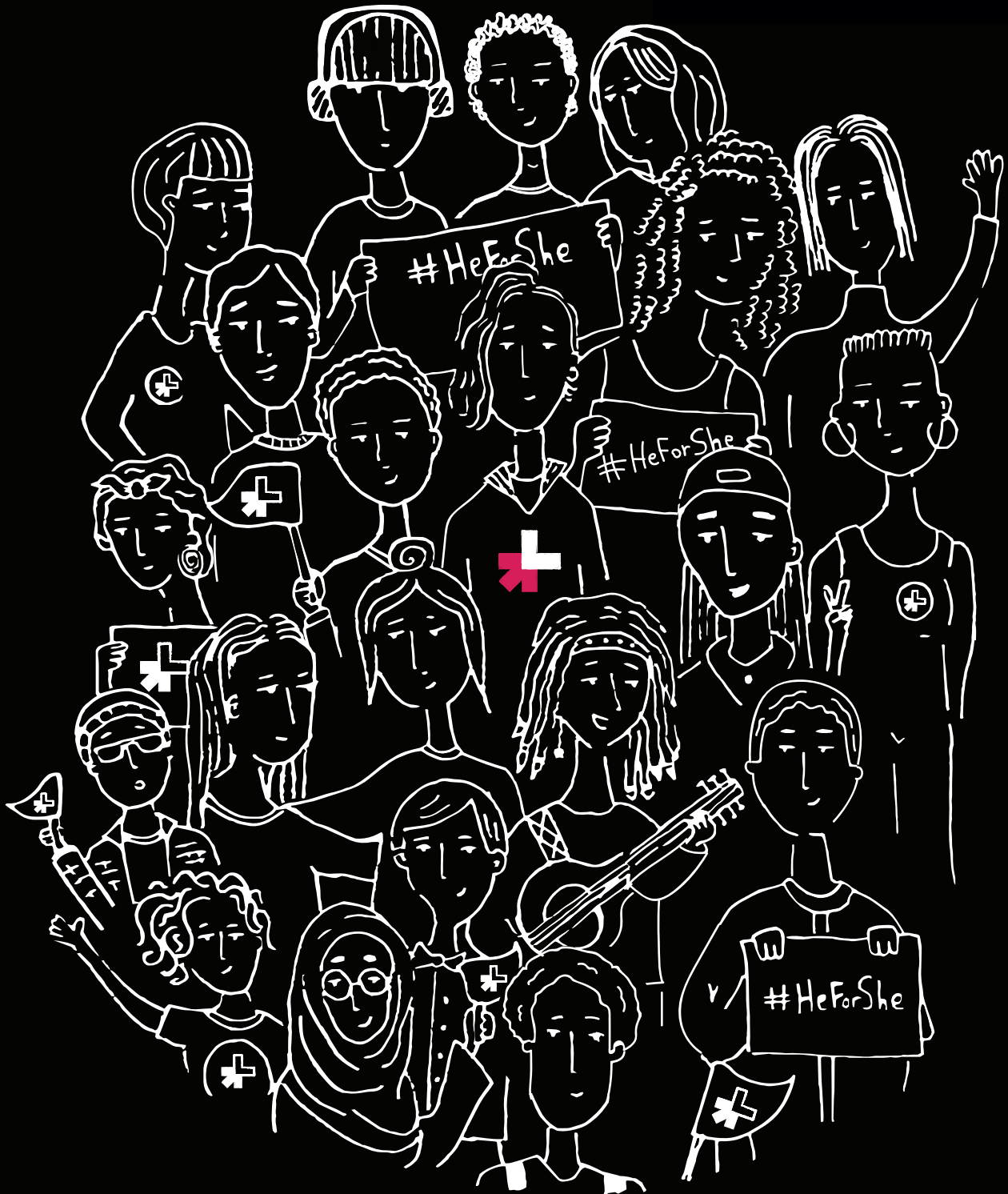


# HeForShe Action Kit

CIVIL SOCIETY ORGANISATIONS



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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.

## Who is this action kit for?

This action kit is aimed at civil society organizations that are interested in engaging men and boys to promote gender equality. When using this action kit, due consideration should be taken of the local context of the CSO, in terms of socio-political and economic contexts, views around men, masculinities and their gendered expressions, including prevalence and attitude towards violence against women and girls, existing legal and policy frameworks around gender equality, national and regional women's rights and feminist movements, and other relevant factors.

# Four actions for equality

Each initiative brings us to one step closer to a gender - equal world – by engaging with HeForShe, as a CSO, you accelerate change. **Here are four actions that you can do to support equality through your organization's engagement with your communities.**

# 1

## Start at community level:

Support the movement by starting at the community level. As with any social change process, the HeForShe movement will only be successful and sustainable if action is rooted in the community where intervention is needed. This will bring authenticity to the movement building. See examples here:

**Changing the Course:** Men's Action to Stop Violence Against Women (MASVAW) is an alliance of organizations working in India to reduce gender-based violence. Through cultural and advocacy campaigns, MASVAW raises awareness and recruits members who work for changes in gender relations.

Check out their [video](#) to learn about their work.

**HeForShe Taverns:** In South Africa, men are combatting domestic violence by bringing gender equality conversation to their HeForShe Taverns.

Check out their [video](#) for inspiration

**Start the conversation:** Engage a HeForShe conversation at the community level with men to discuss their role in advancing gender equality. [HeForShe Barbershop toolkit](#)

# 2

## Identify a concrete action or initiative

Identify a concrete action or initiative to work on. This could be about ending Child Marriage, Female Genital Mutilation, or gender-based violence. It is important that the initiative is linked with local actors and CSOs working on areas of women's rights, social justice, education as relevant to the context.

# 3

## Connect groups with other networks

Once you have identified a group that you will work with, on a specific issue, connect the group with other networks for sharing of experiences, lessons and materials. Often groups perceive that they are alone in addressing the challenging issues they are addressing. Opening avenues for them to engage with other networks eases the feeling of isolation.

# 4

## Strengthen groups by collective capacity building

As CSO an inherent role you are expected to play is to enhance the capacity of local actors. Once you have connected groups, facilitate peer-peer sharing and coordinate training by organizations with specific expertise i.e. men and masculinities, women's rights, gender inequality, gender justice etc.

# Key Lessons in Engaging Men and Boys in Gender Equality

- 1 Start with where men and boys are coming from**, but don't get stuck there. Take chances, be challenging, and show respect for men by challenging stereotypes and sexist assumptions about men and boys
- 2 Challenge the abuse of power and ideas** that justify the social domination by men or the domination by men in individual relationships. At the same time, use well-chosen messages to navigate through the fear that lies at the heart of the experience of men and boys: that is, fear about not living up to the demands and expectations associated with masculinity. One way to do both of these is to use male role models and male voices. They can raise key issues, set a clear example, and make it safe for other males to speak out and get involved.
- 3 Women's programs and women's rights organizations** can play a key role in successful work with men. They help ensure accountability; they're also the experts on issues concerning violence against women.

- 4 One size does not fit all!** We need diverse entry points, diverse efforts, and diverse approaches to reach a diverse population and different age groups.
- 5 When speaking about the use of violence by some men**, describe the violence as a choice that these men make. Also, avoid language that reduces an individual man to this part of his actions. Hold these men accountable but also say we know they can be better men than that.
- 6 Use positive messages and use language of responsibility**, not collective blame or collective guilt. Avoid generalizing about 'all men'!
- 7 Create broad partnerships** with those across the social, political, and religious spectra to speak with a united voice. Work to make all this a mainstream issue.
- 8 Understand the most important role we can play is as catalysts:** catalysts for other men, other organizations and institutions to get involved; and catalysts for individual men and boys to rethink their assumptions about who they are as men.
- 9 To keep moving forward:** assess our efforts, evaluate programs, measure men's attitudinal and behavioral changes.<sup>1</sup>

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<sup>1</sup> Adapted from Michael Kaufman's "Ten Ways to Engage Men and Boys in Promoting Gender Equality, Redefining Manhood and Ending Gender-Based Violence".

# 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.

## **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 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.

## **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:

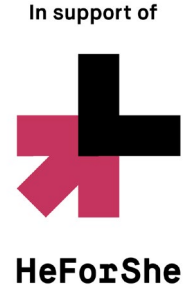
- + Presentation or training session about gender equality using our [Barbershop toolbox](#)
- + Run commitment drives throughout the year to encourage more colleagues to make the [HeForShe Commitment](#)
- + Print out the stickers and posters in this kit and use them around the workplace to remind people 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



ACTION	DATE/TIME	DESCRIPTION
<p><b>Example:</b></p> <p>Hold a fundraiser for HeForShe</p>	<p>Mon. May 1st, 2017 12:00-4:00PM</p>	<p>Organize a bake sale</p>

## Commitment sheet

### ADD YOUR VOICE. COMMIT TO HeForShe.

I am one of **billions** who believe 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)

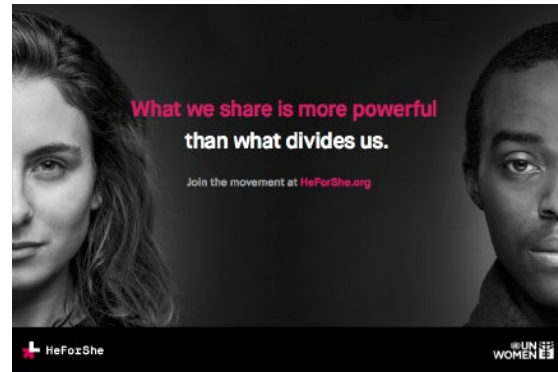
FIRST NAME	LAST NAME	GENDER	COUNTRY	EMAIL



# Commitment card, poster & sticker

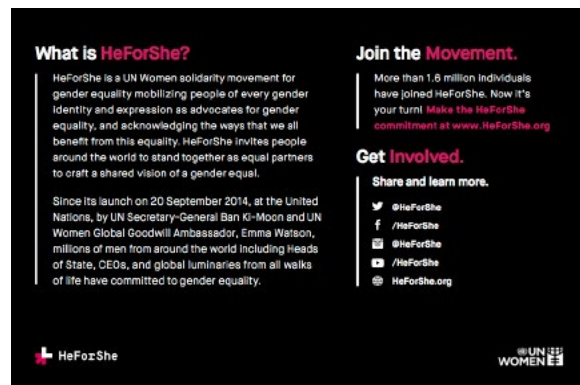
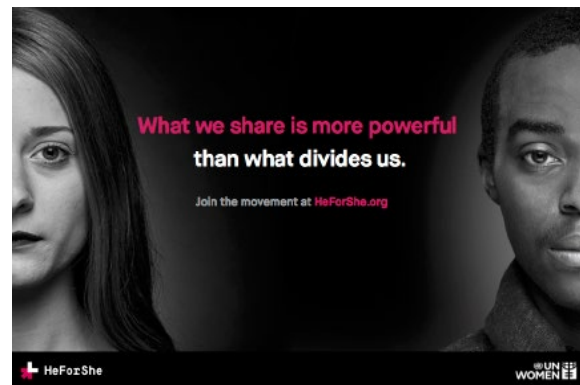
## COMMITMENT CARD

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



## HeForShe POSTER

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



### HeForShe Commitment Card

My personal commitment to gender equality is:

Name:

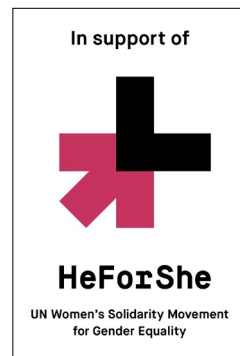
Gender:  Email:

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

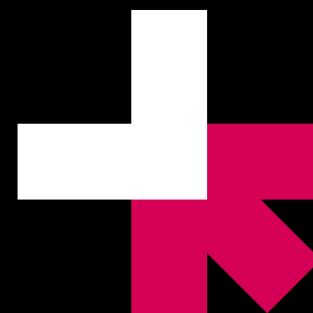


## STICKERS

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**