



HeForShe

UN Women Solidarity Movement
for Gender Equality

**ACTION KIT FOR
PARLIAMENTS**

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INTRODUCTION

This Action Kit has been developed to guide the overall implementation of the HeForShe solidarity movement. It provides general information about the campaign, simple-to-follow implementation steps and a list of accessible campaign tools and resources. It is specifically tailored for parliamentarians, although similar action kits also exist for civil society organizations and gender equality advocates.

KEY MESSAGES

- Gender inequality is one of the most persistent human rights violations of our time. Despite many years of promoting gender equality, inequalities among women/girls and men/boys continue to manifest in egregious ways around the world;
- HeForShe is a solidarity movement for gender equality that engages men and boys as advocates and stakeholders, to break the silence, raise their voices and take action for the achievement of gender equality;
- Gender equality is not only a women's issue, it is a human rights issue that affects all of us – women and girls, men and boys. Society benefits socially, politically and economically from gender equality in our everyday lives. When women are empowered, the whole of humanity benefits. Gender equality liberates not only women but also men, from prescribed social roles and gender stereotypes.



ABOUT THE CAMPAIGN

HeForShe is a solidarity movement for gender equality developed by UN Women to engage men and boys as advocates and agents of change for the achievement of gender equality and women's rights. The campaign encourages them to speak out and take action against inequalities faced by women and girls.

CAMPAIGN GOALS

The overall goal of the campaign is to spread awareness and spark action on the responsibility that men and boys have in eliminating all forms of discrimination against women and violence against women and girls.

Additional goals include:

- Engage UN Women and UN entities and their country offices to develop sustainable, transformative programs for the full participation of men and boys in support of gender equality;
- Collaborate with government officials, parliamentarians, men's organizations and other civil society organizations, universities and schools to create and promote HeForShe events and campaigns within their local communities;
- Inspire people to take action against gender-based discrimination and violence against women and girls;
- Create a platform to highlight as role models, men and boys who are taking a stand against gender-based discrimination and violence against women and girls globally.



THE HeForShe CONCEPT

- Much has been achieved by the feminist movement and women's rights organizations in promoting gender equality to this day; however, progress has been uneven between and among countries with pervasive gender-based discrimination;
- It is time to capitalize on the recognition that women's empowerment is essential for inclusive economic growth, social cohesion and social justice, environmental balance, and for progress in all spheres of life;
- Men and boys need to be part of the global movement to promote women's rights both as advocates and stakeholders, who need to change to make gender equality a reality for all. This is not about women or men, it is about crafting a shared vision of human progress for all – about creating a solidarity movement between women and men for the achievement of gender equality.

IMPLEMENTING THE HeForShe CAMPAIGN

The realization of the HeForShe campaign's full potential requires joint efforts from all of society. Where male parliamentarians have prioritised gender equality, great results have followed. The HeforShe campaign will be used to both highlight the contribution these male leaders have already made in promoting gender equality, and will provide targeted support to men eager to engage further in these strategies. UN Women will act as a facilitator, convenor and implementer of the campaign and its global goals.



IMPLEMENTATION PLAN FOR PARLIAMENTS AND PARLIAMENTARIANS

The success of this international solidarity movement requires your participation, contribution and action. Your passion and determination will contribute to our collective goal of achieving gender equality and the empowerment of women and girls around the world. Below is a list of suggested actions that you can take in support of the HeForShe campaign. We encourage you to effectively complete as many actions as possible and rally others to do the same.

BE PART OF THE CONVERSATION

It starts with knowing the basics and sharing them. Some of the best opportunities to learn more about gender equality are celebratory events such as International Women's Day, but there are a range of others.

- Attend trainings on gender equality, gender mainstreaming and gender analysis, including the use of sex-disaggregated data;
- Participate in committee hearings held away from parliament and public outreach missions to become personally familiar with women's stories of obvious and manifest discrimination;
- Participate in gender equality celebrations such as those held on International Women's Day and National Women's Days;
- Join delegations to the UN Commission on the Status of Women.
- Use social media to share your insights and contribute to the global conversation on gender equality via:

Twitter: @HeForShe Instagram: @HeForShe

Facebook: HeForShe YouTube: HeForShe

- Submit your impact story/image/video:

Twitter: @HeForShe Instagram: @HeForShe

Facebook: HeForShe YouTube: HeForShe



ACT AS AN ADVOCATE

Once you have the evidence and the narratives, you can use them to champion positive change through existing parliamentary channels.

- Advocate for women's increased access to power and decision-making across all sectors;
- Participate in parliamentary debates on gender equality issues and encourage your male colleagues to do the same;
- Introduce, or co-sponsor bills on gender equality issues;
- Use parliamentary mechanisms to oversee the budget to ensure expenditure allocations further gender equality outcomes and revenue generation is gender-sensitive;
- Proactively engage with international gender equality accountability mechanisms such as the Convention on the Elimination of All forms of Discrimination Against Women;
- Champion gender equality in all global processes, including the Sustainable Development Goals, climate change, and financing for development;
- Lend your technical experience in your special areas of interest and expertise to the fight for gender equality;
- Sensitize your fellow male parliamentarians and colleagues about gender equality issues and encourage them to sign up to the HeForShe campaign.



CREATE SUSTAINABLE PARTNERSHIPS

We welcome your sustained support to the HeForShe campaign by creating partnerships both within and outside the parliament. In some cases, mechanisms can be created to ensure gender equality becomes a permanent issue in the course of the parliament's work.

- Use existing parliamentary mechanisms to engage with gender advocates, such as civil society representatives or national gender equality mechanisms;
- Put your hand up to chair gender equality bodies in the parliament such as a committee, or group;
- Ask to become a member – even an 'honorary' member – of the women's parliamentary caucus;
- Engage with and participate in these bodies, and share your experiences.

We hope that these suggested activities will inspire you to join the HeForShe solidarity movement and think of other ideas and activities to take the campaign forward. If you need assistance, please do not hesitate to contact us on the following email: HeForShe@unwomen.org. We thank you and wish you great success in championing the HeForShe solidarity movement in your parliament.



COMMUNICATIONS & ADVOCACY ASSETS

To contribute to the global momentum of the HeForShe campaign, we invite you to leverage our campaign resources adhering to the specified guidelines.

HeForShe ONLINE MOBILIZATION TOOLS

Visit our website and follow our social media channels:

- Website: www.HeForShe.org
- Facebook: [HeForShe](https://www.facebook.com/HeForShe)
- YouTube: [HeForShe](https://www.youtube.com/HeForShe)
- Twitter: [@HeForShe](https://twitter.com/HeForShe)
- Email: HeForShe@unwomen.org
- Instagram: [@HeForShe](https://www.instagram.com/HeForShe)

HeForShe OFFLINE RESOURCES

Contact your local UN Women office to be located via our website.

USE OF HeForShe CAMPAIGN LOGO

The HeForShe campaign logo may be used by individuals, NGOs, Men's Organizations, Universities/Colleges, and other entities for any promotional activities aimed at increasing awareness of the HeForShe Campaign, provided they adhere to the HeForShe Campaign which are available at www.heforshe.org.

To use the HeForShe Campaign logo, you must agree to the Terms and Conditions. The logo is available for direct download at: www.HeForShe.org

CONCLUSION

Our goal is to mobilize *“one billion men by July 2015”* to help communities around the world develop sustainable and transformative programs to promote gender equality. We thank you in advance for your support in contributing to this crucial initiative.



ANNEX ONE: HeForShe REPORTING TOOL

There are different types of indicators that you may and must track, and they all depend on the goals you set for your HeForShe efforts. The metrics table below contains some of the most common indicators and tracking methods, however, please feel free to adapt where needed. For ease of tracking and global recognition of your efforts towards the HeForShe campaign, please report your results at: HeForShe@unwomen.org

CAMPAIGN OVERALL METRICS (Frequency: once per month)

INDICATOR	TRACKING METHOD
Social Media Mentions	· Number of HeForShe hashtags generated from your country
Online Conversations	· HeForShe conversations hosted digitally through medium such as google handouts, tweetathon and webinars · Number of online participants
HeForShe Events	· Number of organized HeForShe events including both standalone or panel discussions as part of other existing events · Number of event participants
Content Creation	· Amount of relevant content generated locally in support of the campaign <ul style="list-style-type: none"> - Images - Video - Articles/blog post entries
Media Interviews	· Number of media interviews facilitated with local media. Please specify outlet channel
Impact Stories	· Number of personal HeForShe impact stories generated
Collaborations	· Number of new collaborations formed in support of the HeForShe campaign
Resource Mobilization	· Amount of funds raised to support your local HeForShe campaign · Amount of additional funds contributed to UN Women



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