HeForShe
UN Women Solidarity Movement for Gender Equality
ACTION KIT
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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 tailored for the following implementing partners; UN Women and United Nations entities and their country offices; Civil Society Organizations and Gender Equality Advocates and University/College students.

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. We all benefit 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, 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 continuing in every country and region;)

(+++ It is the 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 full potential requires joint efforts from all of society. UN Women will act as a facilitator, convenor and implementor of the campaign and its global goals.

IMPLEMENTATION PLAN FOR UN WOMEN / UN ENTITIES

The success of the HeForShe international solidarity movement requires the full participation of UN entities and their country offices. Their expert knowledge will guide the localization of the campaign for its full adoption and implementation with your local stakeholders. Below are six simple implementation steps which serve as a guide whilst allowing for tailored solutions in line with local contexts.

STEP 1: APPOINT A HEFORSHE FOCAL POINT

Whilst the HeForShe campaign requires a UN system/organizational/office wide effort, we recommend that you appoint a dedicated HeForShe Focal Point who will act as liaison for engagements with internal and external stakeholders as well as with UN Women Headquarters. The proposed Terms of Reference for the Focal Point are outlined as follows:

- Oversee overall implementation of the HeForShe campaign in your country/region
- Help identify and recruit local HeForShe celebrities/role models and engage with national/local media for advocacy purposes
- Facilitate the creation of localized HeForShe content and drive online and offline conversations
- Collaborate with local men networks and civil society organizations for advocacy and mobilization purposes
- Monitor and report on the campaign goals
- Share key learnings for evaluation purposes as well, as case studies on best practices
STEP 2: DEVELOP A LOCALIZED IMPLEMENTATION PLAN

Developing a comprehensive implementation plan will ensure successful implementation of the HeForShe campaign in your country. The plan should align with local priorities and take into consideration the overall goal of the HeForShe campaign. An impactful implementation plan should take into consideration the following strategic elements:

⊕ **Measurable Goals:** Set inclusive measurable goals on the number of men/boys and women/girls you plan to mobilize

⊕ **Activation Calendar:** Define your activation calendar for the 12-month implementation period (July 2014 – Jul 2015). It is highly recommend that your localized activities calendar aligns with the global plan, enabling you to leverage global resources and capitalize on momentum generated by other implementing partners. The global HeForShe twelve month activation calendar is provided in image one:

Image one: HeForShe Global Activation Calendar

<table>
<thead>
<tr>
<th>LAUNCH PHASE</th>
<th>FOCUS Ending Violence Against Women</th>
<th>FOCUS Women’s Economic Empowerment</th>
<th>FOCUS Women’s role in Politics &amp; Peace Building</th>
<th>FUNDRAISING EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off with HeForShe Event</td>
<td>In support of the UNITE campaign, intensify advocacy efforts &amp; mobilize men to end violence against women</td>
<td>Mobilize support and resources for Women’s Economic Empowerment</td>
<td>Drive awareness &amp; rally support on role of women in political processes</td>
<td>Final push for 1 billion target</td>
</tr>
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Q3 2014 | Q4 2014 | Q1 2015 | Q2 2015 | Q3 2015 |

⊕ **Define a Communication & Advocacy Strategy:** Identify your primary and secondary target audiences and relevant tools for message dissemination. For instance; Twitter and Facebook may be effective tools for engaging university students, while an offline event may be more suited for maximum engagement of remote communities. Ensure use of the HeForShe hashtag (#HeForShe) and include the @HeForShe handle in your tweets for retweet purposes and global recognition of your efforts towards the campaign.
**STEP 3: ALLOCATE CAMPAIGN RESOURCES**

Create a budget and allocate relevant funds for a successful implementation of the plan. Funds allocation needs will depend on the ambitious level of your plan.

**STEP 4: LAUNCH YOUR EVENT**

To commemorate the official launch of the HeForShe campaign in your country, you are encouraged to host a launch event in partnership with local partners. Where feasible co-host the event with your national government to ensure high level endorsement and support. There is no single ideal format for a HeForShe launch event, rather, the format should be informed by your goals and what you want to generate from the event, based on the envisioned future implementation of your campaign. It is the responsibility of the country office to successfully secure all resources for the event.

**STEP 5: DRIVE THE CONVERSATION THROUGH ACTIVITIES & LOCALIZED CONTENT**

Define a content calendar adapted in local languages. You are encouraged to create localized media assets which include, but not limited to the following: Public Service Announcement which feature local celebrities/role models; images of men/boys with their relevant quotes on gender equality; infographics; impact stories and videos from the field. To sustain local engagement throughout the entire year, you are encouraged to organize HeForShe activities periodically, leveraging national/local events and conferences that will facilitate panel discussions on the HeForShe campaign and its goals.

**STEP 6: MONITOR & EVALUATE**

Put in place monitoring and evaluation guidelines for local use. Periodically monitor the effectiveness of your implementation plan, refining it if and when needed. To assist us with tracking of the campaign’s global impact and progress, you are strongly encouraged to make use of the reporting tools accessible in annex one of this document.

We hope that this six-step process provides a useful guide for the implementation of your HeForShe campaign. Should further assistance be required, 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 for the betterment of the lives of women and girls globally.
IMPLEMENTATION PLAN FOR INDIVIDUALS & CIVIL SOCIETY ORGANIZATIONS

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.

ONLINE ENGAGEMENT:

1. Retweet and share official content from HeForShe social media channels:
   ⊕ Twitter: @HeForShe
   ⊕ Instagram: @HeForShe
   ⊕ Facebook: HeForShe
   ⊕ YouTube: HeForShe

2. Share your insights with us and contribute to the global conversation on gender equality via:
   ⊕ Twitter: @HeForShe
   ⊕ Instagram: @HeForShe
   ⊕ Facebook: HeForShe
   ⊕ YouTube: HeForShe

3. Submit your impact story/image/video:
   ⊕ Twitter: @HeForShe
   ⊕ Instagram: @HeForShe
   ⊕ Facebook: HeForShe
   ⊕ YouTube: HeForShe

4. Donate to the HeForShe campaign at www.HeForShe.org

5. Display the HeForShe logo on your website/blog

OFFLINE ENGAGEMENT:

1. Introduce at least one close friend or relative to the HeForShe campaign and encourage him to participate in the campaign

2. Participate in HeForShe activities in your community, youth club, university or school.

3. Organize a HeForShe event in your community. You are encouraged to host an advocacy event in partnership with community partners and where feasible co-host the event with civil society organizations to ensure high level engagement and support. There is no single ideal format for a HeForShe event, rather, the format should be informed by your goals, and what you want to generate from the event. Successfully secure all resources for the event is the organizer’s responsibility.
**SUSTAINED ENGAGEMENT:**

We welcome your sustained support to the HeForShe campaign over its twelve-month implementation phase from July 2014 – 2015, by starting your own HeForShe community group. As a community mobilizer of the campaign, you will engage your community with educational and advocacy tools, enhancing the implementation of the HeForShe solidarity movement.

The following activities are suggested:

- Oversee your community engagement with the HeForShe campaign
- Help identify and recruit influencers/role models in your community and engage them as advocates for the HeForShe solidarity movement
- Engage your community press in providing media coverage for your HeForShe mobilization efforts
- Facilitate the creation of community HeForShe content and drive online and offline conversations. To sustain community engagement throughout the entire year, you are encouraged to organize HeForShe activities periodically, leveraging community events and dialogues that will facilitate discussions on the HeForShe campaign and its goals. To spark creativity, we encourage you to consider a wide variety of activities that can range from community plays to a sporting competition.
- Hold a HeForShe fundraising event. You must contact us prior to holding such an event so we can provide you with the appropriate United Nations fundraising guidelines; [HeForShe@unwomen.org](mailto:HeForShe@unwomen.org)
- It is recommended that you monitor and report on your community progress. Reporting tools are available for your use in annex one of this document.
- We welcome your feedback, insights and onsite knowledge as well impact stories/video from the field. Reach us at any time at the following email address: [HeForShe@unwomen.org](mailto:HeForShe@unwomen.org)
- To further enhance your efforts and align with the campaign’s global activation calendar, please refer to image one of this document.
- 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](mailto:HeForShe@unwomen.org). We thank you and wish you great success in championing the HeForShe solidarity movement in your community.
IMPLEMENTATION PLAN FOR UNIVERSITIES/COLLEGES

The success of this international solidarity movement requires the full participation of all of society, in particular youth. This implementation plan supports the successful engagement of students in mobilizing fellow students and faculty members at their universities/colLEGes. The current generation of youth is better positioned and has more opportunities than previous ones to help shape development, with greater access to information, technology, education and training. The HeForShe campaign will support and challenge the youth to contribute to advancing gender equality as agents of change.

Below are six simple implementation steps, which serve as a guide whilst allowing for tailored adaptation in line with your university/college regulations.

**STEP 1: CREATE A HEFORSHE STUDENT CLUB/ASSOCIATION**

While the HeForShe campaign requires a university/college wide effort, we encourage you to start your own HeForShe Student Club/Association, which will centralize the HeForShe mobilization efforts at your university/college as well as liaise with UN Women offices. The proposed responsibilities for the Student Club/Association include:

- Oversee overall implementation of the HeForShe campaign at your university/college
- Help identify and recruit influencers/role models at your university/college and engage them as advocates for the HeForShe campaign
- Engage your university/college press in providing media coverage for your HeForShe mobilization efforts
- Facilitate the creation of university/college HeForShe content, and drive online and offline conversations. To spark creativity, we encourage you to create content creation competitions with your fellow students
- Hold a HeForShe fundraising event. You must contact us prior to holding such an event so we can provide you with the appropriate United Nations fundraising guidelines: heforshe@unwomen.org
- Monitor and report on the campaign goals through tools provided in annex one of this document.
- Share key learnings for evaluation purposes as well as case studies on best practices.

**STEP 2: DEVELOP UNIVERSITY/COLLEGE IMPLEMENTATION PLAN**

Developing a comprehensive implementation plan will ensure successful implementation of the HeForShe campaign at your university/college. The plan should align with university/college regulations and take into consideration the overall goal of the HeForShe campaign.

An impactful implementation plan should take into account the following strategic elements:

- **Measurable Goals:** Set inclusive measurable goals on the number of men/boys and women/girls you plan to mobilize
_activation_calendar: Define your activation calendar for the twelve-month implementation period. It is highly recommended that your university/college calendar aligns itself with the HeForShe global activation calendar, enabling you to leverage campaign resources and to capitalize on momentum generated by other implementing partners. The global HeForShe twelve-month activation calendar is provided in image one of this document.

Define a Communication & Advocacy Strategy: Identify your student and faculty audiences and relevant tools for message dissemination. We recommend a mix of both online and offline events. Ensure use of the HeForShe hashtag (#HeForShe) and include the @HeForShe handle in your tweets for retweet purposes. Please include your university/college name for global recognition of your efforts towards the campaign.

step 3: launch your event

To commemorate the official launch of the HeForShe campaign at your university/college you are encouraged to organize a launching event co-hosting it with your university/college administrators to ensure high-level endorsement and support. There is no single ideal structure for a HeForShe launching event; rather, the proper structure is a function of your goals, and what you want to generate from the event envisioning the future implementation of your campaign. It is the responsibility of your HeForShe Student Association/Club to successfully secure all resources for the event.

step 4: drive the conversation through activities & localized content

Define a content calendar and create media assets which include, but is not limited to the following: HeForShe videos which features your preferred influencers/role models; images of students/professors with their relevant quotes on gender equality; infographics and impact stories. To sustain university/college engagement throughout the entire year, you are encouraged to organize HeForShe activities, leveraging your university/college sporting and other events/conferences/celebrations to facilitate panel discussions on the HeForShe campaign and its goals.

step 5: monitor & evaluate

Monitor and track your influence periodically to measure your impact towards the global HeForShe campaign goals. Reporting tools are provided for your use in annex one of this document.

We hope that this five-step process provides a useful guide to the implementation of the HeForShe campaign at your university/college. Should further assistance be required, 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 for the betterment of the lives of women and girls globally.
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
- Twitter: @HeForShe
- Facebook: HeForShe
- Email: HeForShe@unwomen.org
- YouTube: HeForShe
- Instagram: @HeForShe

HeForShe OFFLINE RESOURCES

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

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)

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>TRACKING METHOD</th>
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<tbody>
<tr>
<td>Social Media Mentions</td>
<td>• Number of HeForShe hashtags generated from your country</td>
</tr>
<tr>
<td>Online Conversations</td>
<td>• HeForShe conversation hosted digitally through medium such as google hangouts, tweetathon and webinars</td>
</tr>
<tr>
<td></td>
<td>• Number of online participants</td>
</tr>
<tr>
<td>HeForShe Events</td>
<td>• Number of organized HeForShe events including both standalone or panel discussions as part of other existing events</td>
</tr>
<tr>
<td></td>
<td>• Number of event participants</td>
</tr>
<tr>
<td>Content Creation</td>
<td>• Amount of relevant content generated locally in support of the campaign</td>
</tr>
<tr>
<td></td>
<td>- Images</td>
</tr>
<tr>
<td></td>
<td>- Video</td>
</tr>
<tr>
<td></td>
<td>- Articles/blog post entries</td>
</tr>
<tr>
<td>Media Interviews</td>
<td>• Number of media interviews facilitated with local media. Please specify outlet channel</td>
</tr>
<tr>
<td>Impact Stories</td>
<td>• Number of personal HeForShe impact stories generated</td>
</tr>
<tr>
<td>Collaborations</td>
<td>• Number of new collaborations formed in support of the HeForShe campaign</td>
</tr>
<tr>
<td>Resource Mobilization</td>
<td>• Amount of funds raised to support your local HeForShe campaign</td>
</tr>
<tr>
<td></td>
<td>• Amount of additional funds contributed to UN Women</td>
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