Transforming gender relations
UN Women's work with men and boys for gender equality and the HeForShe campaign

The normative inspiration

- The Beijing Platform for Action: a relationship of partnership based on equality among men and women is critical to achieving gender equality;

- Commission on the Status of Women: The engagement of men and boys is essential in achieving gender equality and women's empowerment.
UN Women’s approach

- Achieving gender equality is about transforming unequal power relations among men and women, with men challenging notions of masculinity and traditional perceptions of manhood and male privilege that foster inequalities;

- It is about going beyond change at individual level changing institutions, changing economic and social structures that perpetuate discrimination;

- And it is about breaking social norms, practices and gender stereotypes that limit opportunities for women and girls and restrict men and boys to certain roles.

UN Women’s approach

- This transformative agenda must tackle the structural underpinnings of gender inequality:
  - sexual and reproductive health and rights
  - violence against women and girls
  - unpaid care work
  - lack of access to assets and productive resources,
  - women's low participation in decision-making at all levels...

In all these areas, social values, unequal policies and their reflection in institutional and organizational functioning need to change.

By questioning these dynamics, men take responsibility for changing them.
UN Women’s approach

- Transforming power frees both genders to make choices in life:
  - Fatherhood,
  - shared responsibilities in the household,
  - providing,
  - care giving,
  - parenting,
  - community roles,
  - household responsibilities,
  - leadership

become shared endeavours, towards a common idea of citizenship that ultimately benefits all.

UN Women’s normative, advocacy and policy work on men and boys for gender equality

- 2nd MenEngage Global Symposium on Men and Boys for Gender Justice
  - a key Beijing+20 global event;
  - organised by the MenEngage global alliance;
  - attended by 1,200 participants from more than 100 countries
  - MenEngage is a key partner for UN Women in its work to advance men’s engagement on gender equality.
  - UN Women took a leading role in several events and plenaries;

UN Women also supported the development of the MenEngage discussion paper "Men, Masculinities and Changing Power", an overview of the work done in this area and a substantive and critical dialogue about the way forward; including action oriented recommendations for Beijing +20 and the outcomes of the post 2015 development agenda
UN Women’s normative, advocacy and policy work on men and boys for gender equality

- **CSW59** - the formal session will include a conversation on the responsibility of men and boys in achieving gender equality.
  - will present how far the global agenda has advanced since Beijing 1995, in terms of working with men as partners, advocates, and stakeholders in achieving gender equality and women’s empowerment.
  - will provide examples of what policies and programs have been implemented to include men in a shared vision of gender equality and to transform prevalent notions of masculinities and power.
  - will discuss the results and the remaining challenges, and address key policy and strategy recommendations for moving forward.

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**HeForShe**

Gender Equality
Solidarity Campaign
Overview

A solidarity movement that calls upon 1 billion men and boys to stand up against the persisting inequalities faced by women and girls.

HeForShe was launched in September 25, 2014 seeking to:

1. Create solidarity amongst men and women; provide a common platform; and actively mobilize youth to propel progress towards gender equality
2. Raise funds to support the achievement of UN Women’s work across its four strategic pillars

In its first four months, HeForShe has:

1. Enlisted heads of state, private sector leaders, celebrities, world luminaries, along with more than 200 thousand online, and more than 500 thousand offline, activists to champion UN Women and gender equality.
2. Resulted in more than 1.2 billion media impressions from the launch, was named by Twitter as a 2014 catalytic moment and painted on their wall, and Emma Watson’s speech viewed more than 11 million times.
3. Elicited more than 500 emails a day from supporters, many having initiated concrete actions. More than $10 thousand have been donated through the website and significant gifts in kind through new strategic partnerships with JPMorgan Chase, McKinsey, Weber Shandwick, Ogilvy, Barclays and Twitter.
4. Engaged students from more than 100 universities in more than 50 countries who have launched HeForShe activities on their campuses to promote gender equality.
5. Generated new conversations on masculinity, gender equality and the new face of feminism in a multitude of online and live forums.

IMPACT 10x10x10

A pilot initiative launched to create lasting change, through the engagement of at least 10 governments, corporations and universities.

Launched January 2015 at the World Economic Forum, champions commit to inspire the world by identifying approaches to address gender inequality, and pilot the effectiveness of those interventions for scalability.

IMPACT 10X10X10 Champions will:

1. Lead by example through actions that advance and empower women.
2. Establish impact targets for gender equality, including for Corporations signing the WEP, and for universities agreeing to annual gender sensitization programs.
3. Launch mobilization and awareness platforms for their national, corporate and university constituencies.

In its first month, IMPACT 10x10x10 has:

1. Surpassed 1 billion media impressions in its first week and “Impact 10x10x10” now has more than 140 thousand Google hits
2. Enlisted the PMs of Sweden, Netherlands, Finland and the Presidents of Sierra Leone and Senegal; along with and the CEOs of Tupperware, PriceWaterHouse Coopers and Unilever formally as IMPACT Champions.
3. Engaged the offices of an additional 26 heads of state; 22 universities; and 8 corporations who are seriously considering joining the IMPACT group.
4. Generated significant new contributions to UN Women.
Impact indicators

Awareness and outreach impact will be tracked through key indicators

- Resource Mobilization
- Online Conversations
- Content Creation
- Collaborations

UN Women's programmatic work on men and boys

- In 2014 UN Women had programmes addressing the role of men and boys in over 60 countries.

- Programmes cover a range of issues, but all aim to change structures and institutions that sustain patriarchy and gender inequalities.
Example: Arab States

• The Women for Women and Men for Women Programme
  
  — First of its kind to address the new challenges and opportunities for gender equality raised by the Arab uprisings;
  
  — Focuses on engaging men and boys on issues related to masculinities and how men and women view their roles and rights;
  
  — Enhancing capacities of new and emerging civil society movements;
  
  — Focused on Morocco, Libya, Egypt and Palestine;
  
  — Includes the first ever survey in the Arab region on male perceptions and masculinities;
  
  — Will develop community-based solutions to promote gender equality based on innovative approaches and South-South exchanges.

Some other examples:

• Albania
  
  — UN Women, UNDP and UNFPA have jointly supported the Ministry of Social Welfare in engaging men and boys as partners with women and girls to end violence against women.
  
  — Led by by the Minister of Social Welfare and Youth, boys and girls, Muslim and Catholic leaders, university professors, police officers, magistrates and mayors all joined up to play an active role

• Mozambique
  
  — An innovative programme is increasing men’s participation in domestic activities and promoting gender equality and addressing violence against women and girls.
  
  — At least 1,600 men have taken part in the course.
Some other examples:

- **Turkey**
  - A ‘fatherhood programme’ is mobilizing awareness on prevention of violence against women and girls by promoting gender sensitivity and equity among fathers.

- **Bangladesh, Brazil, India, Nepal, Argentina, Uruguay, Bosnia Herzegovina, Serbia, Macedonia, Albania, Montenegro**
  - UN Women, with the Department of Peacekeeping Operations (DPKO) and other partners, piloted a training programme for UN peacekeepers to provide peacekeeping unit commanders with an understanding of sexual violence in conflict, covering preventing or responding to sexual violence and rules of engagement and ways of enhancing the protection of women.

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**THANK YOU!**

*for supporting UN Women’s work with men and boys for gender equality and the HeForShe campaign*