



HeForShe

UN Women Solidarity Movement
for Gender Equality

STRATEGY OVERVIEW



1.0 BACKGROUND

For decades, the women's movement has led the struggle for gender equality. Although important advances have been made in the rights and well-being of women and girls with regard to health and education, and to a lesser extent in political and economic participation, substantive gender equality is yet to be achieved anywhere in the world. Progress has stalled and we are a long way away from realizing the full promise of gender equality, women's human rights and women's empowerment.

This moment in history represents a unique opportunity to position gender equality and women's empowerment at the heart of the global agenda. We stand at the junction of several historic processes: the review of the Millennium Development Goals; the deliberations on the post-2015 development framework and Sustainable Development Goals; and the twentieth year review and appraisal of the Beijing Declaration and Platform for Action.

The momentum of these historic processes provides an unparalleled opportunity to engage men and boys as partners in addressing some of the greatest human rights violations of our time. As outlined in the core principles of UN Women's Strategic Plan 2014-2017 paragraph 33 C, the achievement of gender equality requires an inclusive approach that recognizes the crucial role of men and boys as partners for women's rights. These principles build upon the agreed conclusions of the 48th Session of the United Nations Commission on the Status of Women held in 2004, which urged that men and boys have a greater role and accountability in the achievement of gender equality.

Raewyn Connell, a leading researcher on men, masculinity and gender equality, has argued that the achievement of gender equality has two pre-requisites. The first is cultural and social change – or, men's and boys' acceptance of the importance and benefit of a gender-equal society, which is more likely to occur when '[men] can see positive benefits for themselves and the people in their lives'. The second is institutional change. Despite this recognition, the enlisting of men and boys as equal partners in the crafting and implementing of a shared vision of gender equality is yet to be fully realized.

GENDER EQUALITY FACTS

- Worldwide, almost 1/3 of all women who have been in a relationship have experienced some form of violence by an intimate partner.
- Women and girls account for 3/4 of all trafficking victims.
- Globally, women and girls continue to lack access to essential health services and information. In low- and middle-income countries, complications from pregnancy and childbirth are a leading cause of death among girls aged 15-19.
- Girls and women represent 2/3 of the world's illiterate population. Although more girls are attending primary school than ever before, gaps persist between girls' and boys' attendance in many regions.
- Globally, women devote 1 to 3 more hours a day to housework than men and dedicate 2 to 10 times the amount of time a day to care-work compared to men, nurturing children, elderly, and the sick.
- On average, women in paid work earn 10 - 30% less than men for the same tasks.
- Throughout the world, women are less likely to hold leadership positions in companies and businesses. In the United States, women are just 4.6% of Fortune 500 CEOs and hold only 16.9% of Fortune 500 board seats.
- Women comprise only 21.8% of national parliamentarians around the globe, despite there being virtually no legal restrictions on women running for public office.



2.0 THE OPPORTUNITY

As the United Nations transitions from the Millennium Development Goals to the post-2015 Sustainable Development Agenda, there is an unprecedented opportunity to reshape the dialogue on women's rights and accelerate progress towards the achievement of gender equality. This will be achieved through a reframing of gender equality, from that of a women's issue, to an issue that requires the full participation of both women and men, the achievement of which will benefit all of society – socially, politically and economically.

HeForShe has an opportunity to accelerate the advancement of gender equality by:

1 CREATING SOLIDARITY

The reframing of the discourse of gender equality to that of an inclusive platform on which to engage both women and men equally is long overdue. HeForShe unifies the efforts of women and men in addressing gender equality, bringing together one half of humanity (men) in support of the other half of humanity (women) for the benefit of all.

2 ENGAGING MEN

Given the crucial role of men and boys as advocates and agents of change, HeForShe provides a platform for men to self-identify with issues of gender equality and its benefits, which liberate not only women, but also men, from prescribed social roles and gender stereotypes.

3 RE-ENGAGING YOUTH

According to a UN Department of Economic and Social Affairs 2013 report, roughly half of the world's population is under the age of 30.¹ Young people can be mobilized, supported and challenged to contribute to advancing gender equality, yet they remain underutilized as agents of change. 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.² HeForShe actively mobilizes this 'new' demographic to re-energize the women's movement and accelerate progress towards the achievement of gender equality.

¹<http://www.un.org/en/development/desa/population/publications/pdf/trends/Concise%20Report%20on%20the%20World%20Population%20Situation%202014/en.pdf>

² UN Commission on the Status of Women, 56th Session Report, 2012, http://www.un.org/ga/search/view_doc.asp?symbol=E/2012/27



3.0 STRATEGY

The HeForShe campaign intends to mobilize men and boys globally to stand up and take action for the achievement of gender equality. The campaign will be implemented across UN Women's country offices globally in support of UN Women's Strategic Plan 2014 – 2017 and the organization's resource mobilization efforts.

The active participation of strong partners is central to the success of the campaign. Those partners can be individuals, or groups. HeForShe will mobilize individual men and boys online and offline through the “sign up” approach that encourages increasing engagement, from initial awareness to advocacy to action, with actions being recorded and shared through the website.

HeForShe will also work closely with Member States, UN bodies, corporations, and non-governmental organizations to achieve the objectives of the campaign, targeting the actions, partnerships, and leadership that can achieve the greatest possible change momentum. HeForShe will also seek to enhance and further promote existing strategies and activities that contribute to the goal of gender equality.

The HeForShe website will provide action kits to support the next steps for all those who sign up. The kits are tailored to appropriate actions for governments, UN bodies, non-governmental organizations, corporations, universities, and the full array of individuals and institutions that have committed to pushing the tipping point on gender equality.



3.1 STRATEGY

HeForShe 3As

01 AWARENESS

EDUCATION & SENSITIZATION

HeForShe aims to enable men to identify with the issues of gender equality and to recognize the crucial role that they can play to end the global persisting inequality faced by women and girls, both in their own lives, and at more structural levels in their communities. Through sensitization, HeForShe challenges men to address gender equality as a human right, and as a social and economic imperative, the achievement of which will benefit both men and women.

The engagement of men is facilitated through a comprehensive approach to awareness and sensitization using online and offline tools. HeForShe will use social and cultural media to extend reach and build global, national and local understanding about the current reality and perception regarding women and equality, particularly highlighting social change success stories. The tools will use arts, pop culture and technology to spotlight the impact of gender equality on both men and women, and the leaders who are fostering change.

The first of the online tools is the '**HeForShe Commitments API**'. This is a geo-located website app allowing men to register and visualize in real-time the number of men activated on the map globally. Subsequent tools will use emerging technology such as a crowdsourcing platform to further engage both men and women.



Image 1



3.1 STRATEGY

HeForShe 3As

02 **ADVOCACY** IMPACT THROUGH POLICY & PROGRAMMING

HeForShe advocacy supports UN Women's policy and programming agenda by engaging men and boys in the achievement of its strategic objectives: Women's Economic Empowerment; Ending Violence Against Women; Governance and Leadership; and Peace and Security (see Annex 1).

The campaign's pilot programme, 'Impact 10x10x10', constructs and tests scalable engagement frameworks at the government, corporate, and university level, as outlined below in section 3.2. This one-year programme is being implemented until September 2015.

Additionally, HeForShe will establish a network of spokespeople and "influencers" who represent target audience groups, understand and care deeply about the issue, have the reach and stature to change the hearts and minds of the world, and are willing to stand in the spotlight.

HeForShe will also link with other ongoing advocacy campaigns on men and boys for gender equality, such as those run by civil society networks.

03 **ACTION** FUNDRAISING & OTHER ACTIONS

The HeForShe action platform facilitates various levels of engagement through:

MULTI-LINGUAL ACTION KITS:

Campaign multi-lingual action kits provide comprehensive implementation guidelines enabling social mobilization for individuals, governments, non-governmental organizations, United Nations agencies, universities and corporations.

ENGAGEMENT FRAMEWORKS:

The 'Impact 10x10x10' pilot programme is guided by engagement frameworks for government, corporate and university participation as outlined below in section 3.2.

RESOURCE MOBILIZATION:

The HeForShe fundraising efforts contribute to the delivery of UN Women's programmatic work globally. Tactics include innovative cause marketing initiatives, online/individual giving via HeForShe.org and corporate sponsorship.



3.2 STRATEGY PILOT PROGRAMME

IMPACT 10X10X10

The '*Impact 10x10x10*' pilot programme aims to create impact during the campaign's implementation phase within three key sectors. This programme, which concludes in September 2015, will engage with at least 10 governments, 10 corporations and 10 universities globally to identify approaches for addressing gender inequality, and pilot test the effectiveness of those interventions for scalability.

In addition to the fact that Member States are the heart of the United Nations and corporations have become increasingly important partners in development work, the prioritization of governments and corporations is further underlined by findings from the World Economic Forum's Global Gender Gap Report 2014 that highlight wide gaps still in women's political and economic participation. This report highlights the strong correlation between a country's gender gap and its economic performance. In nine years of measuring the global gender gap, the world has seen only a small improvement in equality for women in the workplace. The gender gap for economic participation and opportunity has closed by just four percentage points since 2006. Based on this trajectory, with all else remaining equal, it will take 81 years to close this gap completely. The direction of change within countries from 2006 to the present day has been largely positive, but not universally so. In fact no country in the world has thus far been successful in closing its overall gender gap.³

HeForShe will make a particular effort to work closely with Member States, and to support and encourage them to participate in the campaign. In turn, Member States will be encouraged to include local governments, UN Country Teams, corporation leaders, non-governmental organizations and universities in the creation of HeForShe programmes that spread the message of the campaign and improve gender equality in their countries.

As previously outlined in section 2.0, the mobilization of young people represents one of the greatest opportunities for accelerating progress towards the achievement of gender equality. The inclusion of universities in the '*Impact 10x10x10*' pilot programme harnesses this potential, and at the same time contributes to ongoing efforts in combatting violence on campuses at a global level.

³ World Economic Forum, Global Gender Gap Report 2014: <http://reports.weforum.org/global-gender-gap-report-2014/press-releases/>



3.2 STRATEGY PILOT PROGRAMME

IMPACTING 10 GOVERNMENTS

HeForShe seeks at least 10 Heads of State/Political Leaders who are prepared to become role models for the global political community. These champions will support successful extension of the campaign by publicly articulating their HeForShe commitment towards the achievement of gender equality and by facilitating the official launch of the campaign at the national level.

As part of their commitment the champions will also be asked to demonstrate leadership in transparently collecting and tracking national statistics on gender equality; and to use these statistics to introduce key policy changes to remove barriers to gender empowerment.

ACTIONS

1. Organize a significant national launch for HeForShe and offer the keynote address to inspire the men of the country to come forward and stand beside women in creating change.
2. Make commitments as to the number of men and boys in their country who will join the campaign and stand beside women. Explore national hindrances to gender equality and encourage men to find innovative solutions.
3. Explore obstacles to gender equality at the country level and encourage men to find innovative solutions.
4. Introduce gender sensitization education and programmes based in schools, as well as in government offices and departments, and more broadly through public social change campaigns.
5. Encourage male public sector employees to join the campaign, particularly in sectors where achieving gender equality may be traditionally have been challenging, such as in the military.
6. Host or encourage national meetings, conferences and special events targeted at raising the awareness of the importance of men standing up for gender equality, and the importance of women's empowerment for national economic development.
7. Promote the campaign through public media and other communication channels both online and offline.
8. Encourage the country's private sector, as well as state-owned and parastatal companies to launch initiatives that recognize the connectivity between economic growth and gender equality, particularly private sector companies in male-dominated fields, and encourage them to sign and implement the Women's Economic Empowerment Principles.



3.2 STRATEGY PILOT PROGRAMME

IMPACTING 10 CORPORATIONS

The role of corporations in gender equality has been well documented. As such, particular effort will be made to engage the CEOs of at least **10** leading corporations. The CEOs will lead by example through actions that demonstrably advance and empower women. As an initial step, these CEOs will sign the CEO Statement of Support for the *Women's Empowerment Principles* (WEPs), a set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community. The WEPs are the result of collaboration between UN Women and the UN Global Compact.⁴ Companies will establish targets and benchmarks aligned with the 7 Principles and will commit to publicly report on their progress by September 2015.⁵

Additionally, these corporations will launch HeForShe mobilization activities within their organizations, including the use of tools such as the '**HeForShe Commitment API**' (a geo-located intranet app allowing men to register and visualize in real-time the number of male activated on the map globally within their organization) as a performance indicator for male engagement.

HeForShe Corporate Partners will have very high reputations for strong ethical practices and equitable gender policies; demonstrate global excellence in their field of business; offer a global reach with a broad information distribution channel that they are prepared to bring to the campaign; and commit their expertise and other corporate resources to help UN Women end gender inequality.

ACTIONS

1. Learn about the WEPs and signal their commitment to advancing gender equality and women's empowerment by signing the CEO Statement of Support for the WEPs.
2. Using the WEPs as guidance, develop a gender action plan that includes specific targets and indicators aligned with the Principles to measure and publicly report on their progress.
3. Take steps towards joining the UN Global Compact, a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption⁴.
4. Use the 'HeForShe Commitment API' to measure male employee engagement.
5. Establish gender sensitization training programmes and gender equality initiatives.
6. Graft the theme of gender equality onto major corporate conferences, events and meetings.
7. Establish their own 10x10x10 campaign and disseminate information on HeForShe through corporate distribution systems and supply chains.
8. Organize think tanks on particular topics that promote women's empowerment.
9. Use their corporate footprint to inspire suppliers and customers to join HeForShe.

⁴ <http://weprinciples.org/Site/PrincipleOverview/>

⁵ <http://www.weprinciples.org/Site/MakingAndMeasuringProgress/> and <http://www.weprinciples.org/Site/CommunicationOnProgress/>.



3.2 STRATEGY PILOT PROGRAMME

IMPACTING 10 UNIVERSITIES

HeForShe will engage with at least **10** universities at the administration level to implement a framework for broader sensitization of gender equality, and more specifically to address violence on campus and in universities. As part of the framework, the 10 Universities will implement gender training as mandatory orientation for new students, and provide refresher training annually for all enrolled students within the first year. These 10 universities will be global in scope, high in reputation and prepared to commit to actively create safe learning environments that fully address issues of inequality. It is envisioned that these universities will form a network that will develop guidelines, curriculum and perhaps even an accreditation process by which universities can be identified as HeForShe endorsed.

Furthermore, these universities will be asked to join forces and create a powerful cross-learning and motivating network of HeForShe universities that will not only inspire and benefit from the experience of each other, but will also bring the campaign to new universities.

The 10x10x10 Universities will, through their role modeling and demonstrated social change, highlight the value that gender equality and the safety of their students brings to growing their campuses. Their leadership will be celebrated by UN Women. Their achievements and experiences will be spread as a new standard for other universities around the world.

HeForShe Universities will enlist their own 10x10x10 campaign partners, reaching out to alumni; affiliated universities, colleges and continuing education institutions; parents of students and suppliers, in order to achieve campaign sign up targets that extend the messages and actions of the campaign to new constituents generating greater impact.

ACTIONS

1. Organize a campus launch for HeForShe that includes a keynote address offered by the University President to inspire the men on campus to join HeForShe.
2. Make commitments as to the number of men and boys on campus who will join the Campaign and stand beside men and women and create easy ways for them to sign up, such as during course registration.
3. Develop programmes and policies to ensure that both female and male students are safe on campus, and emergency measures that ensure their access to justice and their dignity and rights are upheld in the case of assault or misconduct.
4. Offer gender-equality resource modules for faculty and other university staff.
5. Develop a campus-wide HeForShe branded public social change campaign.
6. Encourage male university employees and faculty to give their voices to the campaign, particularly in departments and areas where gender equality may be lacking.
7. Host or encourage students to host meetings, conferences and special events targeted at raising the awareness of the importance of men standing up for gender equality.
8. Establish outreach programmes to students, faculty, alumni, suppliers, and affiliated education institution partners.



4.0 PROGRESS TO DATE ON MALE ENGAGEMENT

As long as women have been campaigning for an end to discrimination, for equal rights, for an end to violence and sexual assault, there have been men who have stood with them, working alongside them, and supporting them. However, the number of men has often been few and their influence on those in political power has had mixed results.

Around the world there are local, regional, national, and global efforts to continue to engage men in support of gender equality. These range from local to international initiatives - for example, Promundo in Brazil, which works internationally to engage men and boys to promote gender equality and end violence against women; Salud y Genero in Mexico City, which engages men to support women's reproductive rights and health; Sonke Gender Justice in South Africa, which links HIV risk reduction to campaigns to end men's violence against women to global efforts to engage men; White Ribbon Campaign, which operates in 40 countries to engage men specifically around violence against women, or MenEngage, a coalition of more than 400 NGOs around the world organized to engage men around all aspects of gender equality.

Campaigns to engage men will certainly increase in the coming years. HeForShe is a central part of that engagement providing an 'entry-point' for men during the campaign's initial phase while at the same time seeking to partner with other similar efforts around the world.



STRATEGIC
PILLAR
01

WOMEN'S ECONOMIC EMPOWERMENT

THE CHALLENGE

Significant strides have been made towards greater gender equality over the last 30 years. Worldwide, more women are being educated and finishing school, more women are entering labour markets and earning wages as employees or owning and running businesses. Women have made enormous contributions to economic growth nurturing small and medium enterprises (SMEs), spurring local development and generating new employment opportunities.

Yet even as women are entering the labour market in unprecedented numbers worldwide, their participation rates lag behind that of men, they tend to concentrate in feminized occupations, clustering disproportionately in part-time or informal employment, as a result of which marked gender differences in wages, hours and access to statutory benefits can be observed. Throughout the world, significant gender gaps exist in women's and men's participation rates, with women typically reporting lower levels of participation in paid employment.⁶ Moreover, sex-segmentation is prevalent in many labour markets with women clustering in a narrower range of lower paying occupations. Nearly one fourth of women globally are defined as unpaid contributing family workers, meaning they receive no direct pay for their efforts, and there is a pronounced segregation of women into lower paying sectors and informal employment.⁷ Globally, the gender pay gap is estimated to be 22.9 %, which means that on average women earn 77.1 % of what men earn.² Furthermore, the rates of return to potential experience (years since leaving full-time education) are lower for women than men and the pay gap for women who are married with children is generally larger (UN Women 2014, forthcoming)⁸.

Gender inequalities in participation and decision-making are also visible in the business sphere. There is extensive evidence that companies with more women on their board outperform companies with fewer or no women directors. For example, the Credit Suisse Research Institute recently found that net income growth over the past six years averaged 14% for companies with women directors as opposed to 10% for those with no female board members. A report from Catalyst showed that Fortune 500 companies with more women directors, on average, outperformed those with fewer women board members on a variety of financial indicators (Forbes, 2013).^{9,10} Yet, in 2011, women represented only 15 % of the seats on corporate boards and 14 % of those on executive committees in the United States; 16 % and 3 %, respectively, in Germany; and less than 10 % on both boards and executive committees in China, India, and Japan (McKinsey, 2012).

It is not possible to understand the gender inequalities in the labour market without also looking at the gender inequalities within the household. The gender division of labour within the household is a key determinant of the gender inequality that can be observed in the market. In contexts where women and

⁶ ILO (2010), Women in Labour Markets: Measuring Progress and Identifying the Challenges, Geneva: International Labour Organization

⁷ ILO (2011), A New Era of Social Justice, Report of the Director-General, Report I(A), International Labour Conference, 100th Session, Geneva: International Labour Organization

⁸ UN Women (2014) Progress of the World's Women, New York

⁹ http://www.mckinsey.com/insights/organization/the_global_gender_agenda

¹⁰ <http://www.forbes.com/sites/forbeswomanfiles/2013/01/08/women-on-boards-moving-from-why-to-how/>



girls undertake the bulk of the caring and reproductive work to maintain that household, their time available for market and remunerated work is greatly affected. Across the globe, men undertake the greater proportion of total paid work while women undertake the greater proportion of total unpaid work in the household. In Africa and Asia, women are responsible for approximately 80 %of the total time dedicated to unpaid work in the household. Although total time burdens vary, women appear to work longer hours in the sum of paid and unpaid work, with the greatest difference being between men and women in Africa and Latin America (UN Women 2014, forthcoming).

HOW MEN & HeForShe CAN ENGAGE TO SUPPORT PROGRESS

The role of men in supporting women's economic empowerment in labour markets and in the economic sphere is critical given current data representing the significant gender gap within the business sector. HeForShe engages male CEOs and leaders as champions for gender equality within their own organizations, encouraging them to question the status quo and commit to concrete action towards equality. On an individual level, HeForShe engages men to re-evaluate how their work and home life can be organized differently to better recognize, reduce, and redistribute care and responsibilities between the market and the state, between the household and the workplace, and between women and men.

STRATEGIC
PILLAR

02

ENDING VIOLENCE
AGAINST WOMEN**THE CHALLENGE**

Violence against women and girls is a global epidemic that impacts at least one in three women and girls in their lifetime. Its impact ranges from immediate to long-term multiple physical, sexual and mental consequences for women and girls, including death. According to data available, intimate partner and non-partner sexual violence are the most common forms of violence against women but it manifests itself in many other forms including sexual assault, stalking and harassment, femicide or gender-related killing of women, trafficking and female genital mutilation. It negatively affects women's physical, mental and general well-being and prevents women from fully participating in society. Violence not only has negative consequences for women but also their families, the community and the country at large. It has tremendous costs, from greater health care and legal expenses and losses in productivity, impacting national budgets and overall development.

Decades of mobilization by civil society and women's movements have put ending gender-based violence high on national and international agendas. An unprecedented number of countries have laws against domestic violence, sexual assault and other forms of violence but there are still many gaps in these laws in areas such as rape in marriage. Also of concern is that the implementation of laws and policies to address violence against women has been slow and uneven in many parts of the world, which limits women and girls' access to safety, justice and support. Not enough is done to prevent violence, and when it does occur, it often goes unreported and unpunished.

HOW MEN & HeForShe CAN ENGAGE TO SUPPORT PROGRESS

Ending violence against women and girls requires a comprehensive approach that actively engages every segment of society. As such, all men have a role to play. The HeForShe campaign provides a platform on which first and foremost, men and boys can prevent violence against women and girls by being conscientious about and changing their own attitudes, values and behaviours towards women and girls and by ensuring that they do not personally engage in discrimination or violence. In cases where violence has already been perpetrated, men can take the initiative of seeking support to change their behaviour, so that they do not commit violence again. If every man took responsibility for himself, this alone would be enough to end violence against women and girls.

Second, men and boys can be proactive and 'intervene' when they witness discrimination or violence by other men and boys. Intervention can take many forms. For example, men and boys can voice disapproval when peers are making sexist, degrading or derogatory remarks. They can support friends to make respectful choices in precarious or risky situations (e.g. stopping them from making sexual advances to a woman who is intoxicated). If they are witness to a violent situation, they can also directly intervene after assessing the context and determining that no further harm will come to the woman or themselves, or contact appropriate authorities such as the police to intervene.

STRATEGIC
PILLAR

03

GOVERNANCE
& LEADERSHIP**THE CHALLENGE**

Research has found that women's political participation and leadership are constrained by a range of institutional or structural constraints, underpinned by cultural and attitudinal barriers that suggest women should not have a role in public life. These constraints are manifested in:

Political institutions – political parties, parliaments, electoral management bodies – that are steeped in norms, practices and policies that discriminate against women and that make it difficult for women to effect change, including policy change, from within;

Electorates and media organizations that perpetuate negative gender stereotypes and are not sensitized to the rights of women to participate, and the benefits of that participation for all;

Practical difficulties for women to vote, such as lack of access to identity documentation or incidents of violence, which preclude women registering and voting;

Political parties that resist the inclusion of women in their candidate lists, and do not place women in winnable positions;

Women candidates' lack of access to financial resources to run electoral campaigns.

Almost 20 years after the Beijing Declaration and Platform for Action called for 'gender balance', women remain a significant minority among political leaders. As measured in January 2014, only 21.8% of all national parliamentarians were women; 5.9% of all heads of state were women; 7.8% of all Heads of Government were women; and 14.8% of all parliamentary speakers were women. Data on women's leadership across other sectors are not collected systematically, for all countries. The knowledge of women's participation and leadership in trades unions, the judiciary, local government, and the private sector, is sporadic. In Europe, for example, it is known that despite comprising 42% of the European Trade Union Confederation's membership in 2006, women were 17% of the Presidents, 36% of the Vice-Presidents, 10 % of the General Secretaries and 20 % of the Deputy General Secretaries. Women represent 33 % of managers, directors and senior officials across the region.

HOW MEN & HeForShe CAN ENGAGE TO SUPPORT PROGRESS

Increasing women's political participation and leadership requires a range of interventions, chief among which is political will. Without dedicated political commitment from the predominantly male political party, government, and parliamentary leaders, women will not be represented among decision-makers.

Political parties decide on the political "opportunity" and control the nomination process. In many countries, the "gatekeeper" role that parties play means that women remain on the outside because most candidate selection processes are male dominated. Where men have prioritized gender equality, great results have followed. HeForShe will highlight the contribution male political leaders have already made to gender equality, engaging them as catalysts for change across both public and private spheres, and will provide targeted support to male leadership eager to engage in these strategies.

STRATEGIC
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04

PEACE
& SECURITY**THE CHALLENGE**

Conflicts have devastating consequences, including in widening gaps between women and men. Women often have fewer resources to protect themselves and, with children, frequently make up the majority of displaced and refugee populations. War tactics such as sexual violence specifically target them. Though women have led peace movements and driven community recovery after conflict, they are almost completely missing from peace negotiations. Exclusion from reconstruction limits access to opportunities to recover, to gain justice for human rights abuses, and to participate in shaping reformed laws and public institutions.

For example, the normative progress in the Security Council, crystallized in a series of Security Council resolutions on women, peace and security, required the support of ambassadors, ministers, and heads of government that were mostly men, typically responding to the pressure of national and global constituencies that were made up mostly of women. The first resolution that put systematic or widespread sexual violence in the remit of the Security Council, resolution 1820, was preceded by strategic advocacy led by UNIFEM and explicitly targeting military leaders.

Across history, almost all societies have viewed the security sector as the domain of men, with women playing roles that, if at all acknowledged, usually conform to stereotypes such as victim, nurse, camp follower, etc. As a result, security sector reform (SSR) decision-making and implementation has often been male-dominated as well. Very often, attempts to integrate gender into SSR have followed the “add women and stir” approach, with prescriptions focused on increasing the employment of women in the security sector, or establishing more forums for women to interact with the security sector.

HOW MEN & HeForShe CAN ENGAGE TO SUPPORT PROGRESS

The HeForShe campaign provides a platform on which to enlist men to help change that imbalance in leadership positions of matter of peace and security, and to scale-up UN Women's existing work on the engagement of men and boys in efforts to empower and protect women and girls in conflict and post-conflict settings. While the overwhelming majority of policymakers, diplomats, military leaders, combatants, and official mediators and negotiators in peace talks are men, engaging men will remain a necessary and inevitable strategy to subvert gender inequality in peace and security matters.

For example, the first resolution that put systematic or widespread sexual violence in the remit of the Security Council, resolution 1820, was preceded by strategic advocacy that explicitly targeted military leaders. One of UN Women's global initiatives since 2011 has been training military peacekeepers to prevent and respond to sexual violence in their areas of operation. Approximately 90 % of recipients of this training, which has been delivered to thousands of peacekeepers in 18 troop-contributing countries thus far, have been men, due to the low percentages of women in armed forces. UN Women has also been offering region-specific online courses on 1325 and women, peace and security. In the last three years, 25,000 people have taken these online courses, and approximately 80 % of them are men. UN Women engages with military men on gender-responsive peacekeeping and gender-responsive security sector reform all over the world.