

Barbershop Toolbox

Tool #06

March 2017





Be the Change – Make a Commitment

Goal

Show real commitment to the cause by having key participants make public statements at the event on how they will contribute to achieving gender equality in their surroundings. This will inspire other attendees and provide concrete commitments that can be followed up on after the event.

Guidelines for organizers

Approach a selected group of participants before the event and ask them to stand up during the event and commit to concrete actions, aimed at achieving gender equality. These should be individuals who are well known within the group and are already perceived as leaders/role models. Have them encourage others to follow their example.

Keep in mind that the commitments can be simple and short (approximately one or two sentences). The commitments can either be prepared by the organizers or the ones making the commitments. Look for inspiration in the commitments made by the HeForShe Corporate IMPACT Champions (see **Resources**) and in the list of examples below.

EXAMPLES

I commit to undertake a survey to better understand the challenges that my staff face, both at the workplace and in their private lives, in relation to gender inequality, and to incorporate the HeForShe concept into our work.

I commit to reviewing our hiring practices to make sure that there is no gender bias in how we advertise for and hire new staff.

I commit to increase the number of women in management, and to incorporate the HeForShe concept into our working methods.

I commit to raising awareness of the HeForShe movement at my workplace and encourage all male staff to sign up and share the message.

I commit to raising awareness of the importance that men participate in achieving gender equality, at work, with my friends and at home by being an active champion for the cause.

Resources

Get inspired by reading the commitments made by the HeForShe IMPACT 10x10x10 Head of State/Corporate/Education Champions

Women's Empowerment Principles are a set of principles for business offering guidance on how to empower women in the workplace, marketplace and community