



HeForShe

UN Women Solidarity Movement
for Gender Equality

ACTION KIT

FOR INDIVIDUALS

Are you ready to change the world?

HeForShe believes that we can achieve gender equality in our lifetime. But we need your energy and ideas. All you need to do is dream big and start now!

This action kit is where it all begins. As a HeForShe Equalizer you can:

- Organize HeForShe events to spread the word about the movement
- Create a network of HeForShe Equalizers in your community
- Become part of a global movement of youth leaders taking action for the achievement of gender equality

Tell us what gender equality means to you and your community and what you've been doing to change the world. Share your photos, videos and reflections at [instagram.com/heforshe](https://www.instagram.com/heforshe) and [HeForShe.org](https://www.heforshe.org).

Have any questions or suggestions? Email us at: HeForShe@unwomen.org. We'd love to hear from you!

Thank you for changing the world with us,

The HeForShe Team

What is HeForShe?

The HeForShe solidarity movement was created by UN Women to provide a systematic approach and targeted platform where a global audience can engage and become change agents for the achievement of gender equality in our lifetime.

This requires an innovative, inclusive approach that mobilizes people of every gender identity and expression as advocates, and acknowledges the ways that we all benefit from this equality. HeForShe uses online, offline, and mobile phone technology to identify and activate men in every city, community, and village around the world.

Since its launch on 20 September, 2014, by UN Secretary- General Ban Ki-moon and UN Women Global Goodwill Ambassador Emma Watson, hundreds of thousands of supporters from around the world – including Heads of State, CEOs, global luminaries, and people from all walks of life -- have committed to gender equality.

HeForShe has been the subject of more than 2 billion conversations on social media, with off-line activities reaching every corner of the globe. Check out [Emma Watson's launch speech](#) and our [TED Talk](#) to learn more.

What can you do?

There is so much you can do in your community to support HeForShe. Below is a list of ways you can get involved. If we've missed something, we'd love to hear from you. Tell us how you're making a difference by dropping us a line at HeForShe@unwomen.org:

- **Take action today**
Don't be a silent bystander in the face of inequality. Hear something that doesn't sound right? Challenge your peers when they speak disrespectfully of others. Change happens right then and there when you speak up.
- **Like to write?**
Put pen to paper and tell us what gender equality means to you. Talk to community newspapers to have your work published.
- **Get the popcorn ready**
Ask your local library to host a film screening and discussion. Need ideas? Try *The Mask You Live In*, *Girl Rising*, *He Named Me Malala*, *Hunting Ground* or *Miss Representation*.
- **Express yourself**
Paint a mural showing your view of a gender equal world. Ask your public library or town hall to feature your work, inviting others to contribute.
- **Act it out**
Swap the gender roles of a well-known play or use improv and spoofing to challenge

stereotypes. Host a discussion afterwards, and hear from everyone what it meant to them.

- **Are you a book worm?**

Great! Bring friends together for a monthly HeForShe Book Club and discussion. Need a book to start with? Try *Bad Feminist* by Roxane Gay, *Half the Sky* by Nicholas Kristof and Sheryl WuDunn, or *I Am Malala* by Malala Yousafzai.

- **Spark the change**

With the permission of your community or local administration, place a lit candle in a public space and write a statement about gender inequality.

- **Like to volunteer?**

Organize a HeForShe service trip. Gather a few friends on a weekend morning to lend a hand at a mentoring program or domestic abuse shelter.

- **Keep the movement going**

Post a #HeForShe photo, tell us something about stereotypes or how gender affects your life on Facebook. Tag your friends and encourage them to share their story.

Ready, set, inspire!

Start today and let us know how things go!

Be creative and remember to have fun – if you feel stumped or simply don't know where to start, reach out to a friend or drop us a line at HeForShe@unwomen.org.

We know what you do today will change the world. We CAN and we WILL achieve gender equality this 21st century!