

▶ **HeForShe
Parliamentary
Advocate**



HeForShe

About HeForShe Parliamentary Advocates

HeForShe Parliamentary Advocates serve as public champions for gender equality.

To spur concrete action and position gender equality, women's rights and women's empowerment at the center of the agenda, UN Women engages with thought leaders across government, private and public sectors. These select group of leaders are known as HeForShe Advocates. They actively leverage their unique resources, networks and specialized skills to drive the concrete changes that are fundamental to gender equality. HeForShe Parliamentary Advocates are dedicated parliamentarians who are supporters of gender equality and women's empowerment, serving as public champions for change, and committing to grow the movement both within your base and beyond. They commit to raising awareness, advocating, and encouraging structural and systematic changes to advance gender equality.



HeForShe

Opportunity

Becoming a Parliamentary Advocate and taking action.



The role of a Parliamentary Advocate in HeForShe is the opportunity to have a far-reaching impact in achieving global gender equality, due to the advocates natural political reach as well as your reputational ability to leverage other parliamentarians you will support HeForShe by growing the movement within your home country.



The commitment made by each parliamentary advocate can vary dependent upon background, sphere of influence and preferred way of communicating and with reference to your countries existing work on gender equality. The commitments should be tangible and measurable (See next page).



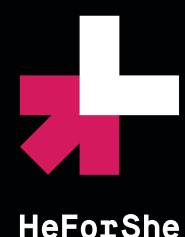
Commitments

▶ **Personal Level**
Make the HeForShe commitment at www.HeForShe.org and publicly share your unique HeForShe number.

▶ **Advocacy Level**
Leverage your influence to increase HeForShe commitments in your country by working with community leaders to encourage more people nationally to discuss and act for gender equality. Encourage all parliamentary colleagues to make the HeForShe commitment and publicly promote this using all available channels.

▶ **Policy Level**
Create, influence and implement policies that support gender equality.

Promote and publicly support bills and legislation that seek to create gender equality within your country or parliament. Create and/or support a program to empower more women to stand for parliament in winnable seats. Actions may be unique to the parliamentarian's culture and unique expert capabilities, or may be new and innovative or unexplored territory. Regardless, actions will propel forward the movement's goals and the achievement of gender equality. Ideally three commitments would be made with at least one of those commitments working to grow the movement and ensure more people are engaged in a conversation about gender equality.



Activities and Impact Indicators



HOST

...a national HeForShe dedicated event to mobilize men and boys towards the movement. Advocates may leverage existing national days including; International Women's Day. Impact metric: percentage increase in the number of HeForShe commitments in Advocate's country (see HeForShe map at [HeForShe.org](https://www.heforshe.org))



COMMIT

...to including remarks on gender equality and the HeForShe movement during existing speaking engagements throughout the year. Impact metric: Number of speeches delivered per calendar year.



LEVERAGE

...existing communications channels (Social media, media, internal) at Advocate's disposal to spread awareness of the HeForShe movement. Impact metric: Number of impressions/individuals reached



INFLUENCE

...other men in positions of power to cascade the HeForShe movement within their relevant institutions and countries. Impact metric: Number of new influenced Advocates.

About HeForShe

HeForShe is a United Nations Women solidarity movement for gender equality. HeForShe is an accelerator for both the work of UN Women in creating 'Planet 50-50 by 2030' and the United Nations' commitment to achieve the Sustainable Development Goals. By engaging men and boys in creating sustainable solutions for gender equality, HeForShe contributes to the realization of this overall vision.

 [HeForShe.org](https://www.heforshe.org)

 [@HeForShe](https://twitter.com/HeForShe)

 [/HeForShe](https://www.facebook.com/HeForShe)

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 [/HeForShe](https://www.youtube.com/HeForShe)

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