



16 Days of Activism – Day 11

"Gender equality is not a women's issue – it is an issue for all human beings which can only be achieved by women and men working together as equal partners. Together we are stronger and by joining efforts with like-minded organizations, we can do even more."

-Sonja Hönig Schough, President, Zonta International

In September 2017, and following up the direction approved by the 2016 Convention, Zonta International President Sonja Hönig Schough announced Zonta International's support for UN Women's HeForShe campaign, a global movement that aims to mobilize 1 billion men to accelerate the achievement of gender equality. Recognizing that gender equality is not a women's issue, but a human rights issue, HeForShe is an inclusive platform on which men, women and all genders can identify and engage. HeForShe was created from a very simple idea: engage men in the gender equality conversation. It is an inclusive movement that is not bound or defined by gender, but rather a platform on which individuals are empowered to become agents of change in their own unique way to advance equality.

It can be perceived that only one side benefits from gender equality; however, all evidence suggests that when there is true equality, we all benefit. From economic participation to gender-balanced organizations, we will all be wealthier, healthier and happier when there is true equality. Individuals, organizations and students can take advantage of the tool kits that facilitate the transition from awareness to action, and thus increase the participation and commitment of men and boys to change the world and to achieve gender equality in this 21st century! It is the perfect platform to address violence against women and teach young men and boys that such violence is not acceptable – EVER.

Zonta clubs are encouraged to use the HeForShe platform to engage men and boys in their communities to join Zonta International as equal partners in our mission to empower women and girls and achieve gender equality. Information is available at <http://www.heforshe.org/en>.

Follow these five easy steps to run a HeForShe commitment drive in your local community.

1. Visit the HeForShe website to familiarize yourself with the campaign. Toolkits to help individuals and organizations move from awareness to action can be found at <http://www.heforshe.org/en/action-kit>.
2. Create an action plan.
 - i. Identify who you will approach in the community – government officials, civic and business leaders, firemen, policemen, teachers and others.
 - ii. Set a schedule and assign members to different roles.
3. Prepare talking points on the HeForShe campaign and why Zonta International is engaging men in support of the HeForShe campaign. Be sure to include information about Zonta International and your local Zonta club.
4. Download print-ready HeForShe posters and social media assets to support your actions and share with others.
5. Use a tablet or laptop to invite men and women to make the commitment at www.HeForShe.org or use commitment cards or the commitment sheet provided in the HeForShe toolkits. If you collect commitments on paper, upload them to www.HeForShe.org/en/your-events-upload.

What easy action can you take today? 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.

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. Pair the candle with a Silent Witness silhouette to make a double statement.

With nearly 1,200 Zonta clubs in 66 countries all over the world, we can make a significant impact in raising awareness and engaging men and boys to achieve gender equality and eradicate violence against women.



Says No to Violence Against Women