Rwanda National Police join the HeForShe movement

July 30, Rwanda—This month, the Rwanda National Police (RNP) committed to joining HeForShe.

At the invitation of the Inspector General of the National Police, the HeForShe team made a presentation about the campaign at RNP Headquarters. The Minister of Gender and Family Promotion, Hon. Oda Gasinzigwa, presented President Kagame’s IMPACT commitments and discussed the importance of bringing the National Police on board.

A big thank you to the Rwanda National Police and welcome to HeForShe!

You can learn more about Rwanda’s IMPACT commitments here: http://www.heforshe.org/impact/paul-kagame/

Prime Minister of South Korea makes HeForShe commitment

July 29, South Korea—We welcome Prime Minister Kyohn Hwang of the Republic of Korea to the HeForShe Campaign. Prime Minister Kyohn Hwang also founded the first Gender Equality Committee, of which he is the chair.

Many thanks for your support, Prime Minister!
President Jorge Carlos Fonseca introduces the national basketball team to the HeForShe commitment

July 27, Cabo Verde—President Jorge Carlos Fonseca furthered the mission of HeForShe by introducing HeForShe to Cabo Verde’s national basketball team, The Sharks Hammer.

President Fonseca called on the team to join in fighting violence and all forms of discrimination against women and girls. Every team members made commitments and joined HeForShe. It is great to see support from the athletic community!

Vietnam Ministry of Defense hosts UN Women training on gender equality

July 24, Vietnam—160 leaders and officers from the Vietnam Ministry of Defense received the first-ever UN Women training on gender equality and discussed approaches to challenge gender stereotypes in the military. At the exciting event, male participants used the opportunity to publicly support the HeForShe campaign. We’re thrilled to see support from the Ministry of Defense. Thank you!

NATO Releases Powerful Video in Support of HeForShe

July 13—In a moving video demonstrating their strong commitment to gender equality, the Chairman of NATO’s Military Committee, General Petr Pavel, the Secretary General’s Special Representative for Women, Peace and Security, Ambassador Marriët Schuurman, and senior NATO military leadership and staff joined HeForShe. General Pavel reaffirmed his unwavering support to gender equality in the armed forces, saying “we live in a world where our security environment is ever changing, where new threats emerge and where we have to constantly adapt to protect our values and our freedom...It is by standing together and recruiting from the whole talent pool that NATO remains strong, ready and able to counter any threat.” In a statement from NATO, the organization reaffirmed its commitment to “removing barriers for women’s participation in the prevention, management and resolution of conflicts and in peace-building,” through the adoption of policies based on UNSCR 1325 which aim to mainstream gender across all conflict prevention and
resolution activities.

We’re inspired to see NATO take such a public, meaningful stance on these important issues. You can see the full video here: http://bit.ly/1JeLAzr

IMPACT Champion Nagoya University featured at 23rd World Scout Jamboree

July 28, Japan—The HeForShe team, along with Nagoya University, undertook exceptional campaign activities during the World Scout Jamboree Convention in Japan, an event attended by more than 35,000 Scout leaders from 150 countries.

The HeForShe campaign team – consisting of five professors from Nagoya University and three Scout volunteers – raised the HeForShe tent for gender equality at a central camp location, hosted a gender equality course, and handed out thousands of HeForShe bracelets. The innovative course, developed in partnership with gender equality experts and leading professors at IMPACT Champion Nagoya University, introduced gender equality concepts to a diverse group of passionate youth. More than 4,000 Scouts from 64 countries visited the tent, committing to HeForShe and completing the HeForShe gender equality course. Great work Nagoya University! Watch a video of their inspiring activities here: https://youtu.be/LE2o392Th7o
SafariCom, Vodafone subsidiary in Kenya, goes HeForShe

*July 22, Nairobi, Kenya*—In an exciting event attended by UN Women leaders and the CEO of Safaricom, the company launched HeForShe, calling on department heads and all staff to commit to the achievement of gender equality.

The day’s events included a lively panel discussion, and moving remarks from UN Women country director Mrs. Zebib Kavuma, and Safaricom CEO Bob Collymore. During his remarks, Mr. Collymore implored his colleagues and peers, saying: “I hope that you believe that our mothers, sisters, daughters, grand-mothers, or aunties deserve to live in a society that believes in equality; one that is free from all forms of discrimination.”

We’re thrilled to see further progress by our dedicated IMPACT champions. A big thank you to UN Women colleagues in Kenya for their leadership here.

Accor Hotels, IMPACT Champion, goes global with HeForShe

*July 15, France*—We’re excited to see our IMPACT champions taking their game-changing commitments to their employees worldwide. Accor Hotels launched their HeForShe program during the last week of their annual Summer Academy, which brings together top management from around the world. Global leaders show their support for gender equality and HeForShe, in the photo at left.

BHD León Bank commits to HeForShe

*July 31, Dominican Republic*—On July 31, the second largest bank in the Dominican Republic, BHD León, signed an agreement of cooperation with UN Women. The agreement to promote gender equality included the bank’s commitment to join the HeForShe Campaign and sign the Women Empowerment Principles.

Steven Puig, general manager of Banco BHD León, said about the alliance: "When we made the commitment to women, we agreed that we must put all our efforts into it. Signing this agreement with UN Women reaffirms our commitment and is a means to strengthen our strategy of Gender and Women and its three
components: the internal culture of gender equality, social responsibility to women and the development of value propositions in response to their needs.”

Chuo University promotes HeForShe

July 31, Japan—Chuo University joins HeForShe as a University committed to protecting women from violence, supporting women’s financial independence and researching the work-life balance in an effort to empower women to pursue careers. By committing to HeForShe, Chuo University continues to support and strengthen initiatives that raise the status and capabilities of women in the world.

Read more about Chuo University’s HeForShe efforts here: http://global.chuo-u.ac.jp/english/aboutus/global/network/heforshe/
Here: https://www.facebook.com/ChuoUniversity?fref=nf
Here: https://twitter.com/chuo_pr

Dominican Republic supports HeForShe with star-studded video

July—With support from the UN Women LAC office and Multimedios El Caribe, a new HeForShe video was launched this month! The video features musicians, actors, and sports commentators including renowned personalities Mario Peguero, Kenny Grullón, Sergio Carlo, Tony Almonte, Gnómico, Pavel Núñez, Frank Camilo, and Yancen Pujol.

See the full video here: https://www.youtube.com/watch?v=kCTFGvP9PV8

HeForShe in South Korea reaches new heights with coverage from Women’s News Korea

July 20, Korea—Women’s News Korea has been busy promoting the HeForShe campaign since its mid-May launch in Korea. The paper has published weekly campaign updates, urging men from across society to promote gender equality, providing an introduction to the campaign, and highlighting global progress. In conjunction with their work, numerous male opinion leaders, including the Speaker of the House of Korean General Assembly,
along with several mayors and congressmen, have joined the cause. By reporting their stories, Women's News Korea has encouraged Korean men to join the campaign, resulting in the doubling of total commitments in Korea, now up to 713 men.

HeForShe takes over Central Park

July 16, New York City—Our dedicated volunteers took to Central Park in New York City to spread awareness of our gender equality mission, securing 50 new HeForShe commitments. We are very impressed with what a small team of volunteers was able to accomplish in just one day.

We look forward to duplicating this effort and sharing these tactics across the globe to reach our one billion goal!

With the Support of UN Women Executive Director, UNMISS Launches HeForShe in South Sudan

July 8, Juba, South Sudan—During a visit from UN Women Executive Director Phumzile Mlambo-Ngucka, The UN Mission in South Sudan (UNMISS) Mission launched HeForShe.

During her remarks at the launch, the Executive Director promoted the inclusion of women at all levels in the South Sudanese peace process, calling the protection of women and girls “a pre-requisite for peace.” Moustapha Soumaré, the Deputy Special Representative of the Secretary-General (DSRSG), said, “[HeForShe] is not about ‘the powerful protecting the weak’, as women have proven that they can be just as powerful. The campaign recognises that men also suffer the effects of gender inequality and have an important role to play in overcoming the inequality challenges.”

The DSRG called gender equality “central to unleashing sustainable development,” focusing on the potential for women and girls in education and healthcare, where pregnancy remains “one of the greatest threats to a woman’s life in Africa.”

We’re inspired to see HeForShe in such an important area, and are eager to see change. Thank you, UNMISS, for your support!

Photo: UNMISS/JC McIlwaine
UN Secretary General brings HeForShe to the Caribbean

July 2, Barbados—The United Nations Secretary-General Ban Ki-moon called on Caribbean men to commit to HeForShe, noting that he was proud to be the first man to sign onto the HeForShe Campaign worldwide. The Attorney General of Barbados, the Honorable Adriel Brathwaite, and the Minister with responsibility for Social Care, the Honorable Steven Blackett, joined the UN SG and the Resident Coordinator for Barbados and the Eastern Caribbean, Mr. Stephen O’Malley, in publicly committing to HeForShe.

We continue to be inspired and humbled by the Secretary-General’s support for gender equality—he is truly the number one HeForShe!

Brazil doubles HeForShe commitments in just one month with dynamic campaign approach

July, Brazil—In recent months, Brazil has successfully promoted HeForShe with a range of innovative efforts, leading to the near-doubling of total HeForShe commitments in just one month: from 6,509 to 11,702. Keep up the great work Brazil!

The country has established the Brazil National HeForShe Committee and secured a high-profile Brazilian celebrity, with leading national broadcast HeForShe endorsements. Additionally, there has also been a bi-national launch with Paraguay in Itaipu, a leading energy corporation, which brought together 1,000 people to hear the HeForShe message. Finally, Brazil also launched HeForShe at the National Confederation of Municipalities securing commitments from more than 5,000 mayors and municipal authorities.
Valencia CF Stands Proud as HeForShe and UN Women Supporter

July, China—The partnership between Valencia Club de Futbol (VCF) and UN Women has hit the ground running, with a number of high-profile events since the June announcement. This month saw fantastic progress and support from Asia as the team traveled to China for a friendly match and an important local press conference.

VCF joined UN Women for a press conference in Beijing, promoting gender equality and the empowerment of women in China. The exciting event was moderated by renowned Chinese broadcaster and HeForShe advocate James Chau, and included high-profile guests from both sides: Hanny Cueva-Beteta, UN Women Regional Director; the Chairwoman of Valencia CF, Chan Lay Hoon, the only female Chairperson among the UEFA top 20 teams; and VCF superstars such as Álvaro Negredo and Shkodran Mustafi. We’re excited to see the continued progress from this fantastic partnership. Thank you to VCF for your support!

At left, Chan Lay Yoon speaks at the UN Women press conference in Beijing, VCF players pose with a HeForShe banner at a demonstration game with Bayern Munich.

HeForShe premiers at the International Youth NGO Summit

June, Chennai, India—HeForShe reached an important new audience this month at the International Youth NGO Summit in Chennai. The exciting event drew young men and women from 120 different countries around the world.

The conference attendees viewed a video about youth engagement in making global change, and spoke about the crucial need for young men to get involved in achieving gender equality, by joining HeForShe. Youth were encouraged to commit to HeForShe online, and all the attendees promised to spread the vision of gender equality to youth around the world.

As the event drew to a close, the organizers distributed HeForShe tags to every man present, asking them to stand up in support of gender equality. What a great sight to see, with men and women standing together in solidarity.
Carrefour Leadership and Union Stand in Support of HeForShe

June & July, France—HeForShe continues to gain traction in the hallways of powerful companies around the world; this week, we’re thrilled to report fantastic support from French hypermarket chain, Carrefour.

Carrefour has achieved overall gender balance, with women representing 55% of all employees, but the company is focused on change at the top, launching a global diversity program in 2011. This year, Carrefour has concentrated on a mindset shift among leadership, and wrote to us calling HeForShe “exactly what we need and believe in.”

Over the past few months, leaders across Carrefour have stepped up, including all high level directors during the recent Comex meeting (at left, above), employees from the global headquarters, and most recently, the union representatives in the French Works Council (at left, below).

Jean Luc Delenne, Carrefour’s social relations Director, called the support from the union “a first.” Mr. Luc went on to say that the support from the union was instrumental, “montrant, par là-même que quelle que soit l'organisation d'appartenance, représentants des salariés et de l'employeur peuvent se retrouver sur des valeurs communes telles la promotion de la parité, l'évolution et la promotion des Femmes, le souci de l'égalité des chances. Et mettre en place, par le dialogue social, des actions de progrès sur ces thèmes.”

Thank you to Carrefour for your fantastic support at every level.

Lahore, Pakistan: Student Activists Receive First-Ever HeForShe Award

July 13, Lahore, Pakistan—A month ago, in under 48 hours, a dedicated team of 72 male and female students from the University of Engineering and Technology (UET) in Lahore engaged more than 5,000 men and boys in Pakistan to commit online to HeForShe, bringing the global tally over 300,000. This week, these young men and women received UN Women’s first-ever global “HeForShe Award,” recognizing them as young role
models and leaders.

The students were honored this week at an award ceremony, where the Minister of Population Welfare and the UN Women Country spoke on behalf of UN Women’s Executive Director, Dr. Phumzile Mlambo-Ngcuka. Mr. Jamshed Kazi, Country Representative of UN Women Pakistan, worked closely with the students earlier this year, and commended their work, saying, “[these students] were all driven by a common cause beyond self-interest....they sacrificed precious time and many sleepless nights to raise the profile of the HeForShe movement in Pakistan without expecting anything in return.” The Honorable Ms. Zakia Shahnawaz, Minister of Population Welfare, Province of Punjab, remarked, “our women and girls are an important segment of our society; men and boys, alongside women have to do whatever is possible to educate and encourage our women and girls to attain their full potential.” The speakers emphasized the Pakistani government’s broader work in support of women, including the recent establishment of the Punjab Commission on the Status of Women, the first ‘watchdog body’ for women’s rights, and the institutionalization of violence against women policies.

We’re excited to see the momentum from Pakistan, and honored to recognize the invaluable contributions of our student supporters. Keep up the good work, we’re thrilled to change the world with you!

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**New York City in a #HeForShe State of Mind**

*July 9, New York, USA—Mayor of New York Bill de Blasio made public his support for HeForShe, saying “I’m committed to helping our city become a safer and healthier place for women to live, learn, and grow.” Here’s hoping the city that never sleeps becomes a new hub for gender equality. Thanks for your support, Mayor de Blasio!*
Copa America Football Championship Goes HeForShe

June 14 – July 4, Chile—In a busy month for soccer worldwide, HeForShe made it to the Copa America. Copa America is the world’s oldest soccer tournament, and a truly global event: last year the event reached more than 4 billion people in 185 countries around the world. Thanks to the support of the UN Women regional office, HeForShe was highlighted throughout the tournament.

HeForShe was officially presented on July 1 in an event that drew UN Women’s former Executive Director and current president of Chile, Michelle Bachelet. A powerful video highlighted the commitments of renowned football commentators, and emphasized the power of teamwork to move the needle on gender equality. The video, which can be seen in full here, http://bit.ly/1IWRVUz, was broadcast to an audience of almost 50,000 during the final matches. The Presidency of Chile shared an official video as well, highlighting HeForShe, here: http://bit.ly/1HYRjPg

Capping off a successful few weeks, Chilean international footballer Arturo Vidal, a player for Italy’s Juventus team, announced his support for HeForShe. Vidal sported a HeForShe shirt and custom football, committing to promote women’s football in Chile through his Foundation. HeForShe was featured in media across the region, with coverage pouring in from twelve countries.

Special thanks to the UN Women regional office for their vision and hard work in developing this exciting series of events.