



HeForShe
#GetFree
UNIVERSITY TOUR



UN Women is the United Nations entity dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. For more information, visit: www.unwomen.org



What is HeForShe?

Created by UN Women, the United Nations entity for gender equality and the empowerment of women, the HeForShe solidarity movement for gender equality provides a systematic approach and targeted platform on which men and boys can engage and become change agents towards the achievement of gender equality. Achieving gender equality in our lifetimes requires an innovative, inclusive approach that both recognizes men and boys as partners for women's rights, and acknowledges the ways in which they also benefit from this equality. HeForShe invites men and boys to build on the work of the women's movement as equal partners, crafting and implementing a shared vision of gender equality that will benefit all of humanity.

Since its launch on 20 September, 2014, at the United Nations, by UN Secretary-General Ban Ki-moon and UN Women Global Goodwill Ambassador, Emma Watson, hundreds of thousands of men from around the world including Heads of State, CEOs, and global luminaries 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.





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Young people are raising the bar for gender equality; research finds that this generation sees equality as a fundamental right. We're on the road to gender equality but we have a way to go. Today, more women are attending college than ever before, but they remain underrepresented in science and engineering, and, despite an increased focus on campus violence, sexual assault is still high.

A movement is building; since our launch, over 200 HeForShe Student Associations have emerged in universities around the world. UN Women is proud to introduce the #GetFree University Tour, a grassroots effort to connect passionate student activists in a global network. The Tour brings HeForShe directly to university students, convening thought leaders and providing a forum for critical debate and discussion. The Tour will serve as a catalyst; by changing one mind at a time, we can change the world.



PARTNERSHIP OPPORTUNITY

The first-ever HeForShe #GetFree University Tour will launch in autumn 2015, bringing the conversation to twenty institutions in the US and Europe. In 2016, the Tour will bring the global conversation on gender equality to universities across Africa, the Middle East, South Asia, and Latin America. HeForShe is seeking strategic partners to make this vision a reality. The Tour is a collaboration; partners work with UN Women to tailor the most strategic engagement strategy for their organization, including co-branding, student supporter engagement, or involvement in university events. Partners will have an opportunity to ally themselves with an iconic global movement for gender equality, and benefit from PR linkages with the United Nations. HeForShe is paving the road to equality; to join us contact: HeForShe@unwomen.org