

## HEFORSHE SEVEN PRINCIPLES

### A HeForShe:

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1. **Believes:** that discrimination against women and girls is wrong; that violence against them is unacceptable; and that they should have equal access to social, political and economic opportunities.
2. **Understands:** that standing up for gender equality is standing up for humanity.
3. **Encourages:** women and girls to seek social and economic opportunities.
4. **Speaks:** when he sees any forms of discrimination, whether interpersonal or institutional.
5. **Leads:** by setting an example in his family and community by enacting equality in everyday actions.
6. **Challenges:** other men and boys if he sees them acting or speaking in a way that is discriminatory or harassing to women and girls.
7. **Supports:** other men and women as they work for a world in which discrimination and violence against women is eliminated

*Developed by UN Women in collaboration with Michael Kimmel, SUNY Distinguished Professor of Sociology and Gender Studies Executive Director, Center for the Study of Men and Masculinities*