HEFORSHE
INTERNATIONAL LEADERS MEETING
JULY 19 – 21, 2019
UNAM, MEXICO CITY
REPORT OF ACTIVITIES
This report was prepared by the HeForShe UNAM team under the direction of José Alberto Hernández Chanona, founder and coordinator of the HeForShe UNAM Committee.

**UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO (UNAM) AND THE GENERAL COUNSEL OFFICE**

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**UN WOMEN OFFICE IN MEXICO**

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**HEFORSHE COORDINATORS**

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**TO THE WHOLE HEFORSHE UNAM COMMITTEE**

Andrea Negrete, Emmanuel Ojeda, Axell Flores, Carolina Cervantes, Cecilia Granados, Fernando Estrella, Ingrid Moreno, Priscilla Morales, Fabrizio Gonzáles, Jazmín Pérez and all the volunteers who participated in this event.

To all the attendees and people who made possible the realization of this meeting.

THANK YOU!
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In 2017 I had the fortune of listening from Mrs. Amina Mohammed's voice, a concept that immediately changed my perspective on how to tackle the great problems that afflict our society today.

"Intergenerational partnerships are critical to address the inequalities of social justice", she said.

It is impossible to think of achieving sustainable development by 2030 if the participation of the world's youth is not available. For this, it is essential to increase the accessibility of youth to multisectoral programs, where leadership and empowerment capacities can be exploited, as is the case of the HeForShe movement.

Likewise, the participation of the academic sector at its multiple levels is crucial for the achievement of gender equality. This is where the young students take part. We are the essence of our universities and the vision of the future that we want. We have the ability to reach out the leaders that inspire us today and emphasize that we are part of the change.

We are the most powerful generation that has ever lived. This does not only include youth. We are a united global generation that belongs to all the changes that take place day by day. We belong to that generation that cares about global solidarity, regardless of geographic or generational barriers.

To achieve the effective implementation of programs and proposals that favor the empowerment of women and girls through sustainable development, it is essential to have spaces that allow the exchange of ideas, experiences and that allow the understanding of the different existing multicultural approaches to eradicate gender inequalities.

WE NEED to build solid alliances aimed at pursuing a common goal: gender equality.

**COUNT ME IN!**

**WE ARE**

#MorePowerfulTogether

José Alberto Chanona
Founder of HeForShe UNAM
"This event as a student initiative fills us with hope by knowing what they can do for their University, and also for their country in the coming years, because as the new generations become aware of this pending agenda, of the deep conditions of inequality that still prevail in Mexico, and to which, UNAM is no stranger, we can have this long-term vision that things can change.

"
To satisfy the need of having successful meetings that allow HeForShe leaders from different sectors to be able to connect, listen to different points of view and know the work that each one does in their communities and environments, and with the impetus that has characterized the HeForShe student team of the National Autonomous University of Mexico (UNAM), The HeForShe International Leaders Meeting was held from June 19 to 21, 2019 in alliance with the UNAM General Counselor Office and the UN Women office in Mexico.

What led to the creation of this event, in addition to the aforementioned, was the HeForShe International Student Leaders Conference, held at Columbia University in New York in March 2018 in which it was decided to do a second edition the following year in the campus of the University City of UNAM in Mexico City.

The main theme of the HeForShe International Leaders Meeting was “Women Empowerment and Sustainable Development: Youth Proposals”. The topics were developed based on the 63rd meeting of the Commission on the Status of Women (CSW 63) outcomes which took place in March 2019.

The objective of this edition was to take the conferences and presentations further, leading the attendees to present real and feasible solutions for the main topics of interest to achieve gender equality under the approach of the 2030 Agenda for Sustainable Development.

During 3 days, 120 leaders from Mexico (States of Michoacán, Querétaro, San Luis Potosí, Veracruz, Nuevo León, Tamaulipas, Morelos, Puebla, State of Mexico and Mexico City), France, Jordan, the United States of America and Spain, met in the auditorium of the UNAM University City Engineering Tower to dialogue and work for gender equality.

These leaders who joined this conversation came from the academic, public and private sectors, representatives of NGOs and individuals. Examples of some institutions that joined this event, to name a few, include:
Obtaining an international perspective that gives an understanding of how leaders are working, what they do in their communities and how they propose, develop and implement solutions will only strengthen the capabilities and work of each one, promoting solid alliances that demonstrate that we are #MorePowerfulTogether.

HeForShe Chapter of the Autonomous Technological Institute of Mexico (ITAM)
HeForShe Chapter of the Monterrey Institute of Technology and Higher Education (ITESM)
United Nations Foundation
UNESCO
Girl Up Mexico
Ministry of Foreign Affairs
National System for the Integral Development of the Family (DIF)
Scouts Association of Mexico
Save the Children Mexico
Jaff Foundation
NextRecycling Mexico
The schedule was fixed to have 1 day for integration activities and 2 days of solid work.

On Wednesday 19th activities started at 11 O’clock with a small breakfast for the international leaders at the historic place of Xochimilco. This was an activity that allowed the integration of the international team in which, in addition to the dialogue and exchange of experiences, the visitors learned a little about the history of Mexico City and the agricultural borough of Xochimilco. This was relevant for the formation of a committed team that in the following days would carry out an important task related to the outcomes of the Meeting.

After that, general activities started at 3 pm with a tour around the Central University City Campus of UNAM, which is a UNESCO World Heritage Site since 2007. In this tour of an hour and a half, which was offered in English and Spanish divided into two groups, attendees were able to appreciate the highlights of the central campus built in 1943. The main attractions visited were the University Olympic Stadium, the University Museum of Science and Art (MUCA) and the murals of the Rectory Tower and the Central
This was followed by an icebreakers art workshop at the University Museum of Science and Art (MUCA), conducted by Mr. Laith Abu-Taleb, coordinator of the Arabic HeForShe, who explained how it is possible to link gender equality through paper art. For one hour, the assistants and the organizing team participated in the elaboration of a HeForShe logo with the quilling technique using the WARAGAMI kits. As this workshop served to develop the integration and communication abilities of the attendees, it also promoted the use of paper art to enhance creativity and motor skills.

The amazing final result was used as stage decoration for the next two days.

Finally, to close the day, the Mexican youtuber Elizabeth Silva García (@princolitas), shared a brief but empowering message on how to achieve your dreams, meet your goals and believe that you are capable to do it.
n Thursday, June 21, the event was officially inaugurated. The presidium was integrated by Julliet Bonnafé - Program Specialist in UN Women Mexico, Dr. Mónica González Contró - General Counsel of UNAM, José Alberto Hernández Chanona - Founder of the HeForShe UNAM Committee and Andrea Negrete Nájera - Vice President of the HeForShe UNAM Committee.

In her message, Dr. González Contró, acknowledged the effort of the Student Committee, putting it as an example of how new generations can organize to promote human rights and gender equality issues. She also stressed that the HeForShe movement of the students has been fundamental for UNAM as they began to work for years.

"They were organized, they held events and we, as an office, came to join these efforts" she said, going back to the official adhesion of the institution in 2016.

Juliette Bonnafé stressed that in Mexico, as in the rest of the world, there are still many inequalities between women and men, "and while it is true that the female sector is already present at all levels of education in Mexico, also within the educational field there are many disparities, particularly in the exact sciences and engineering". She also noted that the participation of the education sector and the students in the HeForShe movement can move mountains.
With these powerful messages, the HeForShe International Leaders Meeting was officially inaugurated.

The conference agenda was intentionally arranged to equip the audience with tools that would help them develop their proposals in the workshops. At this point, it is important to mention that some conferences and workshops were held in Spanish, and some others in English. For this, and to provide a pleasant experience for foreign visitors who did not speak Spanish, volunteer translators were available to them the whole time.

The first block of conferences was designed to provide knowledge about the global agenda of gender equality and its links to the sustainable development goals (SDGs).

The topics addressed were:

**Advance for Equality**
*Lourdes Colinas, Economic Empowerment Coordinator at UN Women Mexico*

**Gender Equality at the center of the 2030 Agenda for sustainable development**
*Adriana Pulido, ILUNKA Mexico.*

**The United Nations Global Agenda in the Substantive Equality Policy for Women**
*Dr. Magdalena García Hernández, UN-Habitat Consultant*

After these conferences, the first set of workshops took place.

To close the day, the second conference block was held. Bárbara Aranda, Girl Up Regional Representative for Latin America and the Caribbean shared the conference “Joining young women to change the World” inspiring all the audience on how to take actions to empower girls and teenagers.

Finally, moderated by Camille Gautier - HeForShe President at Université de Cergy-Pontoise, the last panel of the day and noted by some attendees as one of the most anticipated, was carried out.
What it takes to be a HeForShe leader?

The intention of this panel was to highlight the importance of the participation of male leaders in the conversation of gender equality through the HeForShe platform. Eric McGriff - Crime Victims Treatment Center of New York, Latih Abu-Taleb – Arabic HeForShe Coordinator and José Alberto Chanona – Founder and Coordinator of the HeForShe UNAM Committee, were able to share their experience as allies for gender equality in their several fields of action.

On the last day, the lectures offered an analytical and multicultural perspective with a motivating and empowering essence.

Dr. Georgina Romero Gaeta and Dr. Lourdes Enríquez Rosas from the University Programme of Bioethics-UNAM talked about health rights and reproductive autonomy.

Afterwards, Dr. Jean Luis Bingna from Cameroon - House of the Francophonie in Mexico, gave his multicultural point of view about Human Rights and the comparison of African and Latin Women.

Another interesting panel called “Women Power: Successful stories in the millennial era” was moderated by José Alberto Chanona.
The panelists Alejandra Rodríguez – Co-founder Talent Woman, Dr. Alma Pineda – CEO PingPong Innovation, and Belém Gamboa – CEO Social Voice, raised their voices. In a very fun environment they empowered every single person in the audience by sharing their story of success as entrepreneurs in the STEM (science, technology, engineering and mathematics) areas.

They also advised men to become strong allies for gender equality and it was stated that intergenerational partnerships are a key to achieve every topic related to sustainable development.

Finally, Mrs. Hanna Jaff, CEO of the Jaff Foundation shared her triple-cultural vision through the work that she performs with the campaign “We Are One” which is a world pacifist movement for non-discrimination.
A substantial part of this meeting to integrate the work of the leaders and promote potential networking areas for future projects, were the workshops that were held on both days.

These were carried out in the following manner: The general name for the workshops was “Youth Proposals” Part 1 (for the workshops held on Thursday), and Part 2 (for the workshops held on Friday). Five discussion tables were established each day, each with a specific theme. To ensure that the leaders participated in the topic of greatest interest, each individual was allowed to choose the thematic table in which they wished to participate, thus dividing the audience.

**On day 1, the set of workshops was the following:**

**General topic:** *Women and their bond with sustainable development.*

- **Table 1:** Women’s economic empowerment  
  Dra. Alicia Girón González, Institute of Applied Economic Research, UNAM.
- **Table 2:** Access to quality education for girls and teenagers  
  Barbara Aranda, United Nations Foundation.
- **Table 3:** Health systems with gender approach  
  Dr. Luz Ma. Moreno Tetlacuilo, Coordinator of Gender Studies, Medicine Faculty, UNAM.
- **Table 4:** The role of women in climate change  
  Karla Cecilia Granados Tristán, NextRecycling.

The fifth table was destined to sustainable infrastructure for women and girls, however, for reasons of force majeure it could not be carried out.

**The second set of workshops for the last day was the following:**

**General topic:** *Proposals for women empowerment.*

- **Table 1:** Protocols for gender-based violence attention  
  Leonardo Macías and Bismark Monroy, HeForShe ITESM.
- **Table 2:** Women in peacekeeping and army  
  Camille Gautier, HeForShe Université de Cergy-Pontoise.
General Structure

We asked facilitators to follow the next general structure for the development of the workshops:

Each table shall issue a deliverable that contain a possible contribution (solution) to address the topic that is being analyzed.

Goal: The teams must link their proposal with at least two of the six spheres of HeForShe:

- Education
- Work
- Violence
- Health
- Identity
- Politics

Challenge: Based on the conference "Gender equality at the center of the 2030 Agenda for sustainable development", the product to be developed should be aligned with at least one of the 17 SDGs, identifying the links with gender equality and the HeForShe movement.

The deliverables (solutions) may be the following:

- **Design of a Public Policy**
  - Procedure
  - Approach and hypothesis of the problem
  - Purpose (to create institutions, support mechanisms)
  - Which institutions will support it?
  - What’s the target? (women, children, seniors)
  - At which level will it be applied? (international, national, regional, local)

- **Campaign strategy**
  - Establish the primary problem that will be addressed
Raise the following question: What would the world be like without this problem?

Establish the public interested in the campaign (Understand the relationship between different types of public, identify the willingness of these to contribute to the campaign)

At which level will it be applied? (national, regional or international)

Define the root of the problem

Define the specific objectives of the campaign (From the interested public to the target groups)

Define the tactics that address the problem about the target groups

**Start-up Model**

- Procedure
- Project data, (name location)
- Background (social, economic, environmental factors)
- Market study (potential clients, competitors, legislation, resources)
- Description (infrastructure, resources, employment generation, partners and promoters, professional profile, working methods)
- Marketing (Name of the company, distribution channels, advertising)

Each proposal can be contextualized at the local, regional or international level. If the international map is chosen, to reduce inequalities the restrictions of some nations must be taken into account, ensuring that the proposed solution can be applicable to most of them.

**Schedule**

- 0-15 mins. Introduction and general context of the thematic area.
  Skills to develop: Communication, leadership, decision making.
- 15-60 mins. Teamwork for development of proposal.
  Skills to develop: Teamwork, leadership, decision making, analysis of information, persuasion and scenic domain.
- 60-75 mins: Presentation of proposal.
At the end of the meeting, the closing conference was presented by the HeForShe UNAM Founder, José Alberto Chanona.

With a slideshow provided by the HeForShe Initiative coordinators in New York City, all attendees were thanked for their valuable participation in this important event that managed to go beyond expectations. They were also assured that the activities registered during the three days would be shared with the HeForShe headquarters and the UN Women office in Mexico.

Declaring that 2020 will be a decisive year for the global agenda of gender equality as it is the time when The Year Male Allyship became a global norm, it was stressed that Mexico will be a strategic ally for the implementation of the HeForShe movement.

The International HeForShe Council

WE ARE #MorePowerfulTogether

As a final act, José invited Laith Abu-Taleb and Camille Gautier to the stage to present the final outcome of the Meeting.

As a consolidated team, knowing the work that implies and committed to spread the word of the HeForShe movement around the world, in the framework of the HeForShe International Leaders Meeting 2019 held in Mexico City, leaders from three different regions of the world announced the establishment of the International HeForShe Council.

The intention of creating this international network is to have a space for every single stakeholder who is already part or would like to join HeForShe, regardless they are universities, schools, students, companies, institutions, or individuals. This is taught to be a place to highlight the work that other leaders are doing, help everyone who is looking to launch the movement in their areas and guide them to make successful campaigns based in our volunteer experience in HeForShe.
Everyone is welcome because we believe that we are #MorePowerfulTogether

First action of the council:

As a first action, and based on the intentions of the HeForShe coordinators in New York, we will be launching a global poll directed at HeForShe student leaders to gather information and feedback on how can we rapidly increase engagement globally over the coming months through partnerships with companies and institutions or large activations on campuses across the globe.

We expect to be able to provide valuable information from universities in Mexico, USA, Jordan, France, among others in the further weeks from the arrival of this report.
As a resilient country that is really looking for a radical change, Mexico along with its National University played a transcendental role when acting as the venue for the HeForShe International Leaders Meeting.

As a Student Committee, the HeForShe team of UNAM is pleased to see the scope achieved with this event and having accomplished its purpose of connecting leaders, inspire them and empower them to continue with the work they are doing.

Eager to reach the day when gender inequality expires and seeking to continue joining forces with the responsible institutions, we believe in the International #HeForSheCouncil as a powerful tool to increase the scope of the HeForShe movement, inviting everybody to join and take real actions.

HeForShe is achievable and is for everyone!

WE ARE #MorePowerfulTogether