



# HeForShe

UN Women Solidarity Movement  
for Gender Equality

BIMONTHLY DIGEST

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## THANK YOU LETTER

Dear HeForShe Supporters,

It is with great pleasure that we reach out to you following a highly successful launch of the HeForShe campaign in Ethiopia and subsequent months of strong commitment pledged to the Campaign. The December launch at Capital Hotel was a beautiful event where men and women came together to boldly declare that gender equality is not just a women's issue, it is a human rights issue. Since the launch an increasing number of men have signed up for the Campaign, recognizing that we must all be equal partners to create a gender equal world.

The power of this declaration has been made especially strong thanks to you, our Ethiopian male HeForShe champions and UN Heads of Agency in the country. We are grateful for the stand you have taken – affirming that gender equality is both right and beneficial to our society, and that men and boys have an important role to play in realizing this goal.

But let us not stop here. We encourage you to continue promoting the HeForShe campaign and the message of shared responsibility within your respective institutions and companies as well as with partners and friends. Inspire others to sign up! The more males that join us in this movement, the more impact we will have.

We would like to assist you in this regard by providing a regular newsletter with helpful tools as well as interesting information on the HeForShe Campaign locally and globally. We encourage you to further share these newsletters widely throughout your networks.

In this issue of the Ethiopia HeForShe Newsletter, please enjoy articles covering: 1) the Campaign launch as well as videos and pictures from the event; 2) the pinning of our latest HeForShe Champion, Mr. Tewolde Gebremariam, CEO of Ethiopian Airlines and his pledge to work for gender equality; 3) the pinning of UN Heads of Agency and the commitment they made to mainstreaming gender.

Again, we are grateful for the strong commitment you show to women and girls through your championship of the HeForShe Campaign. Only when men and women stand together for gender equality will we truly transform our society for the better. Thank you for your leadership in this.

With kind regards,

UN Women Ethiopia Office



## HeForShe launched in Ethiopia



*Addis Ababa, Ethiopia-* On the eve of 28th December 2015, the Federal Democratic Republic of Ethiopia officially launched the HeForShe Movement at the Capital Hotel in Addis Ababa. Under the leadership of the Ministry of Women and Children Affairs (MOWCA) and in close collaboration and partnership with the UN Women Ethiopia Office and the UN Gender Theme Group.



The colorful event was attended by Senior Government Officials, Diplomats, the UN Resident Coordinator, the UN Country Team Heads of Agencies and representatives from the Civil Society Organizations, private sector, Universities and the Academia, Religious and community Leaders together with the media.

H.E. the Prime Minister of the Federal Democratic Republic of Ethiopia, Mr. Hailemariam Desalegn, officially launched the HeForShe in a very passionate and moving video message, which can be watched [here](#). He called all Ethiopian men to stand up for gender equality and “*shield and protect women from violence*”. He also stated that “*Ethiopian women’s issue is our issue*”.

Speaking on behalf of the Minister of Women and Children Affairs, H.E Mme. Zenebu Tadesse, the State Minister, H.E Mme. Alemitu Oumt opened the ceremony with a clear and strong message that “*boys and men involvement is essential for gender equality*” and as a country “*we can show progress and advancement in many sectors but, unless we end gender-based discrimination and violence, we can never become a great nation.*”

The HeForShe launch leaned towards a family gathering ambiance and the essence of family units resonated through in the Prime Minister’s address and that of the UN Women representative speech. H.E. P.M. Mr. Desalegn reminded his fellow men that, as he has a beloved wife and three daughters, they too “*have mothers, wives, daughters and sisters.*”



*Therefore, with the knowledge and belief that our women are the core body of our society, it is up to us to make sure that women have full support and involvement of men to respect their equal rights”.*

Mme. Letty Chiwara, UN Women Representative to Ethiopia, the AU and UNECA introduced the HeForShe campaign by also introducing her family who were in the audience. She shared some very moving and touching personal anecdotes in a heartfelt speech which the audience could relate to and highly appreciated. She emphasized that the launch was only the beginning of a “social movement which will change the landscape of gender equality in Ethiopia” and pledged that “we still have a lot of work to accomplish through the HeForShe movement. We will work together with the Government and the private sector, as well as religious councils and the youth to bring men and boys to the table and bring this movement to all the regions of Ethiopia. We will engage the youth and particularly young men and communities to create a generation where gender inequality will be history.”



Artists were also moved by the HeForShe call and contributed their time and talent to the call. Monica Manaker, an Argentinian born Israeli, wrote a theme song entitled “HeForShe, SheForHim” which she performed during the launch. She sang while playing the guitar “it’s time to build, it’s time to begin to unify our dreams, to raise the voice of equality, move your soul into the lead. Only together can we shape the path, only together can we share love”. The song was translated into Amharic by the author and artist Azeb Worku Sibanei and spoken in Amharic with the voice of a man, to call for unity and solidarity to women. Wassi and Woah, two young HeForShe male artist, also wrote and performed a song dedicated to women. The song, entitled “Kena Beyi” meaning keep your head up called for women to stand up for themselves and not despair when times may be hard. The event was closed by Melaku Belay, well-known Ethiopian traditional dancer, and the EthioColor band who performed in honor of women.





## MEET OUR CHAMPIONS

### University and Academia



**Dr. Admasu Tsegaye**, President of Addis Ababa University.

President Admasu Tsegaye has served as Addis Ababa University's 10th President since March 2011. The University is the largest and oldest higher Education Institution in Ethiopia. Dr. Admasu holds a BSc degree from Alemaya College of Agriculture and MSc and PhD degrees in Crop Ecology and Resource Conservation from Wageningen University, The Netherlands.



**Dr. Mulugeta Debebe** Vice President of Ethiopian Civil Service University.

Dr. Mulugeta holds a PhD in Political Science (Technical University of Dortmund, Germany), Masters in Social Work (AAU), and B.A. Degree in Public Administration (AAU). Before being appointed as Vice President of the Civil Service University, he worked in public institutions, development associations, self-help groups, real estate development, and others.



## Community and Religious leaders



**Pastor Zerihun Degu** Secretary General of Inter Religious Council.

Pastor Zerihun is the Secretary General of the Inter Religious Council, which works to promote inter-religious harmony in Ethiopia by supporting religious institutions to freely practice their faiths, and thereby protect their constitutional rights. Various religious institutions are represented on the council.



**Dr. Zurma Nuru**, Awramba Community.

Dr. Zumra is the founder of Awramba community. Formulated by Zumra, the community has four pillars of rules for its society. These are Gender equity; the right of children; the principle of helping the less fortunate, ill and old; and the principle of discouraging dishonesty, lying, murder and stealing.

The village is unique not only for its attitudes toward gender, religion, and education, but for the social security it provides its members in need. Zumra Nuru received an honorary doctorate from Addis Ababa University for his beliefs and the work he has done in 2013.



**Mr. Tsedeke Yihune, CEO of Flintstone Real Estate.**

Mr. Tsedeke Yihune is the founder and CEO of Flintstone Engineering and Flintstone Homes with over 30 years of experience in Civic Engineering.

Flintstone Engineering was founded in 1992. Two decades of sustained growth led to the present day Flintstone, with annual revenues of Birr 500 million (ca. USD 25,000,000) generated from contracts and real estate. Mr. Tsedeke also serves as the Vice President of the Construction Contractors Association of Ethiopia.



**Athlete Haile Grebreselassie**

Mr. Haile Gebresalassie is a retired Ethiopian long-distance and road running athlete.

He is an Olympic and world champion, winning two Olympic gold medals at 10,000 meters and four world championships at the same distance. He has also won major titles at all distances from 1500 meters to the marathon. During his career he broke 27 world records and is widely considered one of the greatest distance runners of all time. Haile Grebreselassie has received an honorary doctorate from National University of Ireland and Addis Ababa University.



**Mr. Yusuf Reja, CEO of Ethio-jobs.**

Mr. Yusuf Reja is the Chief Executive Officer of the US-based organization, Zebrajobs.com, and is a recognized expert in the field of international career development. The founder of Ethiojobs.net and Zebrajobs.com e-recruiting service in Ethiopia and Africa as a whole respectively, Mr. Yusuf has an unparalleled knowledge of the African job market and the challenges facing employers and job seekers in Africa.



**Mr. Tewolde GebreMariam, CEO Ethiopian Airlines.**

Mr. Tewolde, has worked at Ethiopian Airlines since 1985. He gradually rose through the ranks, eventually becoming Chief Executive Officer in 2011. Since then his transformational leadership of the company has been recognized through multiple international awards. In addition to his duties as CEO of Ethiopian Airlines, Mr. Tewolde serves as: member on the High-level Advisory Group on Sustainable Transport (HLAG-ST) with United Nations Secretary – General Ban Ki-moon; member of Board of Directors of Ethio-Telecom; Board member of Ethiopian Railway Corporation; Board Member of Commercial Bank of Ethiopia; and Chairman of the Board of Directors of the Ethiopian Tourism Organization (ETO).

He holds a B.A. Degree in Economics from the Addis Ababa University and a Master’s Degree in Business Administration from the Open University in the UK.



## MULTIMEDIA GALLERY OF THE LAUNCH

Watch the message from H.E. the Prime Minister of the Federal Democratic Republic of Ethiopia, Mr. Hailemariam Desalegn.



Visit the [HeForShe in Ethiopia Flickr Album](#)





See the album here: <http://ow.ly/ZKHN3>

See the current number of Ethiopian men supporting HeForShe:



HeForShe.org Data for Sign Ups in Ethiopia March 2016



## HeForShe official pinning of Male Heads of UN Agencies in Ethiopia

In commemoration of the International Women's Day UN Women Ethiopia officially pinned as HeForShe Champions the male Heads of United Nations Agencies in the country after their UNCT meeting on 9<sup>th</sup> March 2016. The Federal Democratic Republic of Ethiopia launched the HeForShe Movement on December 28, 2015 under the leadership of the Ministry of Women and Children Affairs (MOWCA), in close partnership with UN Women, the UN Gender Theme Group and with the endorsement of the Prime Minister H.E. Mr. Hailemariam Desalegn.



Ms. Ahunna Eziakonwa, Resident Coordinator UN Ethiopia and Mr. Amadou Allahoury, FAO Representative, Ethiopia. Photo credits: UN Women / Paula Mata

Ms. Ahunna Eziakonwa-Onochie UN Resident Coordinator to Ethiopia introduced the HeForShe solidarity movement to the UNCT members, “This is a systematic approach and platform on which men and boys can engage and become change agents towards the achievement of gender equality.” Ms. Ahunna asked each representative to pledge the HeForShe campaign and to make public commitments to advance the agenda both as an individual and by representing their institutions. Each Head of Agency is expected to sign up on the HeForShe website and ensure to take the campaign to their respective agencies encouraging their male staff to sign up and stand for gender equality too.



Therefore, Ms. Ahunna encouraged them to make the following commitment: **“I am one of billions who believe that everyone is born free and equal. I will take action against gender bias, discrimination and violence to bring the benefits of equality to us all”.**



Ms. Miriam Maluwa UNAIDS Country Director pinned Mr. George Okutho, Director ILO Country Office for Ethiopia and Somalia (left) & Mr. Samuel Bwalya, UNDP Country Director (right). Photo credits: UN Women / Paula Mata



Ms. Funmi Balogun, Deputy Representative UN Women Ethiopia pinning Mr. Samba Harouna, Representative of UNEP to Ethiopia and the African Union. Photo credits: UN Women / Paula Mata

Ms. Funmi Balogun, UN Women Ethiopia Deputy Representative, encouraged the male Heads of Agencies to wear the pin they were provided every day to show their solidarity to the movement. **“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”, she stated.

The **HeForShe** movement intends to reach 1 billion men globally. Join the campaign on <http://www.heforshe.org/en> and support to put Ethiopia on the map as one of the main supporters!



## Ethiopian Airlines CEO, Mr. Tewolde Gebremariam official HeForShe Champion for Ethiopia.

On the International Women’s Day, 8th March 2016, UN Women Ethiopia had the honour to participate at the Ethiopian Airlines commemoration event. Ms. Funmi Balogun UN Women Deputy Country Representative, officially pinned Mr. Tewolde Gebremariam, Ethiopian Airlines CEO, as the Champion of the movement in the country. Mr. Tewolde joins H.E Hailemariam Desalegn, the Prime Minister of FDRE, Presidents of AAU, Civil Service College and other influential men, as the HeForShe Champions for Ethiopia.



Ethiopian Airlines female staff. Photo credits: UN Women / Paula Mata

Ms. Funmi Balogun introduced the HeForShe campaign to the audience by indicating “HeForShe is a solidarity movement for gender equality that provides a platform for men and boys to engage and become agents of change.” Ms. Funmi encouraged the men and especially the media present at the event to support efforts towards the empowerment of women in Ethiopia by saying, “We need to tell women what they can do, rather than always telling them what they cannot do because they are women. Women can also be pilots and engineers, and not just as cabin crew.”



Ms. Funmi Balogun, Deputy Representative UN Women Ethiopia. Photo credits: UN Women / Paula Mata

Mr. Tewolde Gebremariam thanked Ethiopian Airlines female staff for their efforts and contributions to the continuous growth and success of the airline. He showed pride and honour to be a HeForShe Champion for his country. He committed to continuously provide equal opportunities for women at Ethiopian Airlines within the next five to ten years. “We need to work with Universities, secondary schools and other educational organizations to ensure we give women equal access to opportunities”, Mr. Tewolde stated.



Ms. Funmi Balogun officially pinning Mr. Tewolde Gebremariam. Photo credits: UN Women / Paula Mata



Mr. Tewolde also explained how Ethiopian Airlines has even modified internal recruitment requirements and processes that used to put women in disadvantaged situations. For example, the minimum height required to be a pilot is now adapted to female friendly policies.

Before closing the event, Mr. Tewolde Gebremariam, thanked UN Women and the HeForShe movement for all the efforts to advance women’s empowerment in Ethiopia and he said, “Women are more than 50% of the population. Gender equality is not a matter of choice.”



Ethiopian Airlines female staff with Ms. Funmi Balogun, UN Women Ethiopia. Photo credits: UN Women / Paula Mata

For further information see:

UN Women Africa website: <http://africa.unwomen.org/>

HeForShe website: <http://www.heforshe.org/>

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HeForShe Global

