



**UN Women's HeForShe Initiative and PricewaterhouseCoopers International Limited  
(PwC) Launch Online "Building Gender IQ" Course**

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**New York, NY (October 17, 2016)** – UN Women's HeForShe initiative for global solidarity and IMPACT 10x10x10 Champion PricewaterhouseCoopers International Limited (PwC) launched a dynamic and interactive online course on gender equality today called Building Gender IQ. The 35 minute course developed in partnership with world-class experts addresses the root causes of gender inequality, as well as power dynamics and unconscious bias.

"Taking this course is an eye opener that broadens the stereotypical ways people usually look at gender," said Phumzile Mlambo-Ngcuka, Executive Director of UN Women. "We see this course as a way to spark new conversations, whether in corporate boardrooms or student classrooms or in the houses of governments. We hope this new tool will inspire change among both individuals and organizations."

The innovative new curriculum is designed to educate all people on the benefits of gender equality as well as the costs of inequality. After taking the course, which features both video-based expert lectures and individual activities, users have a much clearer picture that the benefits of equality are not only for women, but for all of society. Users also finish the course more empowered to become advocates for gender equality in their homes, workplaces and communities.

For partner, PwC, the creation of the course fulfills one of their three IMPACT commitments under the IMPACT 10x10x10 initiative: to create a gender curriculum that appeals to all genders. IMPACT 10x10x10 is a HeForShe initiative that engages thirty male Heads of State, university leaders, and CEOs of global corporations to accelerate the achievement of 'Planet 50-50 by 2030', UN Women's vision for a gender equal world.

"We all have a role to play in making gender equality a reality. As a HeForShe IMPACT champion, we've developed a brief online course, 'Building Gender IQ,' to raise awareness of the impact of gender norms and stereotypes, the cost of gender inequality, and the benefits of gender equality for individuals and societies," said Bob Moritz, Chairman of PricewaterhouseCoopers International Limited. "I would encourage everyone to spread the word, take the course, and turn it into an asset that enables change."

To access the course, open a free account [here](#). Then either search within the site for the course "Building Gender IQ" or access it directly at [this link](#).

Join the conversation: Follow @HeForShe on Twitter and share your messages using #HeForShe #GenderIQ

## **ABOUT UN WOMEN**

UN Women is the UN 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](http://www.unwomen.org). UN Women, 220 East 42nd Street, New York, NY 10017, New York. Tel: +1 646 781-4400. Fax: +1 646 781-4496.

## **ABOUT HeForShe**

Created by UN 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. 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. For more information, visit <http://www.heforshe.org/en>

## **ABOUT PwC**

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