

HeForShe Mobilisation

Emma
Watson

“ If not me, Who? If not now, When? ”

Image courtesy HeForShe.org



We gave our men a chance to speak publicly and share their testimonials and commitment to gender diversity and equality.

As part of this movement, **IMPACT 10x10x10** was launched in Davos in 2015, encompassing 10 governments, 10 global corporations and 10 renown universities into a pilot group of gender equality champions committed to lead this empirical transformation worldwide with their own example through real life actions.

Our company CEO Jean-Pascal Tricoire was chosen to be one of them. For all of us at Schneider Electric, it is a huge honour, important responsibility and very exciting opportunity at the same time.

#HeForShe

Our mobilisation to support the global solidarity movement

This very inspiring and emotional motto by the UN Women's Goodwill Ambassador Emma Watson became a strong mobilisation call for all members of #HeForShe global solidarity movement.

#HeForShe was launched by the United Nations Women in September 2014 aiming to engage men and boys all over our planet to become true advocates for gender diversity and equality.



IMPACT 10X10X10

IMPACT 10x10x10 was launched in 2015, encompassing 10 governments, 10 global corporations and 10 renown universities, and our company CEO Jean-Pascal Tricoire was chosen to be one of them.

Since we became one of 10 corporate champions in IMPACT 10x10x10, a lot of our male employees have quickly joined this inspiring initiative with a lot of energy and true commitment.

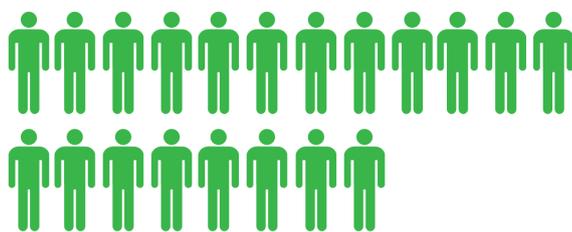
We started our internal #HeForShe mobilisation on June 19, 2015. As of mid-September, over 10,000 of our male employees signed the #HeForShe online petition, joining the one billion strong #HeForShe movement, with over 2,000 men in India, 800 men in Brazil, 500 men in Spain, 700 men in the US, 400 men in France, etc.

We also gave our men a chance to speak publicly and share their testimonials and commitment to gender diversity and equality via Spice, our internal social media, as well as externally. They also published their selfies in support of #HeForShe solidarity movement, and most of our global teams organised and published on Spice their internal #HeForShe mobilisation campaign photos and posts.



We thank all Schneider Electric men across the globe for their contribution to building a more gender equal world.

15,000+
Schneider MEN
signed the commitment
mobilisation continues to grow..



- ♂ U.S. 700
- ♂ France 400
- ♂ India 2000
- ♂ Mexico 700
- ♂ Spain 500
- ♂ Thailand 300
- ♂ Brazil 800

For all our employees, #HeForShe became not merely a communication campaign but an important change management campaign aimed to improve the relationship between women and men at the workplace across our company and globally.

Weeks after weeks of our viral communications internally and externally, from bottom to top and top to bottom and via the strong official commitment of our top leadership, #HeForShe mobilisation campaign became our collective voice aiming to change perceptions and behaviours, and engage more men into the global gender equality conversation.

In this exciting and very inspiring journey toward a more diverse and equal world, within Schneider Electric and everywhere, our #HeForShe mobilisation message is "A world and a company with more gender diversity and equality means a better world!"