



UN WOMEN, MANPOWERGROUP AND STREET ART FOR MANKIND PARTNER TO RAISE AWARENESS FOR GENDER EQUALITY WITH GIANT LONDON STREET ART MURAL

- Art installation on Leather Lane, EC1, heart of London -
- Mural marks the 1st year of implementation of the Generation Equality Plan -

LONDON, 26th July 2022 - UN Women, ManpowerGroup and Street Art for Mankind have partnered to raise awareness and kickstart action for gender equality, with a street art mural in the heart of London.

Beginning on 21st July, street artist [Alice Pasquini](#) is painting a giant #GenerationEqualityMural on Leather Lane EC1, home to the famous street market that brings together diverse cultures and backgrounds. The Mural marks the first year of implementation of the Generation Equality Plan, which, amongst other things, calls for equality for women in pay, an end to violence against women and girls, and health-care services that respond to their needs, which was launched during the [Generation Equality Forum](#) in Mexico City and Paris last year.

Convened by UN Women and co-chaired by the governments of France and Mexico, the Generation Equality Forum brought together leaders from all sectors (governments, civil society, youth and the private sector) to take bold actions on gender equality, marking the start of an ambitious five-year plan. Over 1,000 policy, advocacy and financial commitments for gender equality were made during the Forum, and a historic \$40 billion was pledged to make gender equality a global reality.

The mural will be the Fourth of the [#GenerationEqualityMurals](#) series curated by [Street Art for Mankind](#) (SAM) that focuses both on the aspirations of the youth and on the intergenerational bond that drive women forward.

The large masterpiece will reflect on the importance of intergenerational efforts to advance gender equality. Like previous women Generation Equality street artists before her, Alice Pasquini will promote feminist art, the challenge of social norms and gender stereotypes in a street art industry with a majority of men, women empowerment and the hope for a more equal future. The Mural will be activated by the SAM's free "Behind the Wall" app, working as an audio guide to learn more about the Art, educate on Gender Equality, and enable all viewers to act.

The London Generation Equality Mural was made possible thanks to the drive and support of ManpowerGroup, a UN global compact company and activists in the field of gender equality. This is the second Generation Equality Mural supported by ManpowerGroup after the mural in Paris. The wall, on Johnson Gardens, was donated by Johnson Hatton.

To learn more about the Generation Equality Murals see:

<https://forum.generationequality.org/generation-equality-murals>

QUOTES:

Michaela Greene, Trustee at UN Women UK National Committee said, “The Generation Equality Mural in London represents a stunning reminder of the commitments made last year to accelerate progress in gender equality and to ensure that women and girls fulfill their human rights and achieve their potential. UN Women has continued to coordinate the work of Generation Equality and its Actions Coalitions, including by expanding its multistakeholder support base. During this first year of implementation, commitments have doubled to more than 2,000, leading on the Generation Equality Accountability Framework and in ensuring a first progress report to be launched September. In our efforts, artists and advocates have continued to support our call for new commitments and actions. On behalf of UN Women, I thank Street Art for Mankind and ManpowerGroup for making this mural possible and congratulate Alice Pasquini for her beautiful artwork and her inspiration to women of all ages to express themselves creatively, stay true to themselves, persevere, and work hard towards their dreams.”

“We need to act boldly to accelerate our progress toward gender parity by unleashing the full potential of women and girls around the world,” said Becky Frankiewicz, ManpowerGroup Chief Commercial Officer. “I believe, and the data supports, that diverse organizations perform better, are more productive, and are more enjoyable. As a mother of three daughters, I know there’s much more we can do together to make their road more open, more equitable, more diverse and more flexible. This is our mission, our legacy and how we will change the world.”

“We are thrilled to see that our #GenerationEqualityMurals are continuing to inspire people across the world. To be now in the heart of London, on Leather Lane, for our fourth Generation Equality mural is just an incredible human experience! This mural is also a great opportunity for all of us to reflect on the important promises that came out of the Generation Equality Forum, and to see how these commitments were turned into action, here in the UK and everywhere, one year later. We hope that our Art will inspire all Londoners to take action and help us accelerate that change; or, thinking about the image, that swing towards a more equal future for all women!” - said Audrey Decker and Thibault Decker, Co-founders of Street Art for Mankind.

VENUE: Johnson Gardens on Leather Lane, a street west of Hatton Garden, in the Holborn area of London.

KEY DATES IN LONDON:

+ Inauguration on July 29th at 5:00pm in front of the wall in presence of officials, sponsors, Street Art for Mankind and artist.

ABOUT THE PARTNERS:

About the Generation Equality Forum (GEF):

The 2021 Generation Equality Forum was a major global inflection point for gender equality. This landmark effort brought together governments, corporations and change makers from around the world to embark on a 5-year journey to accelerate equality, leadership and opportunity for women and girls worldwide. At the Forum over 1,000 policy, advocacy and financial commitments for gender equality were secured and a historic USD 40 billion pledged to make gender equality a global reality. One year on, those commitments have doubled to more than 2,000 and advocates are beginning the important work of ensuring accountability with a first progress report due for publication in September, at an event in conjunction with the UN General Assembly. Further details will be available closer to the date.

Learn more about Generation Equality and the one-year anniversary here:

<https://www.unwomen.org/en/news-stories/news/2022/06/one-year-driving-action-for-gender-equality-one-year-of-generation-equality>. Watch a GEF Paris recap video here:

<https://www.youtube.com/watch?v=85UyYrwlVo>

About ManpowerGroup:

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organisations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organisations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower, Experis and Talent Solutions – creates substantially more value for candidates and clients across more than 75 countries and territories and has done so for over 70 years. We are recognised consistently for our diversity - as a best place to work for Women, Inclusion, Equality and Disability and in 2022 ManpowerGroup was named one of the World's Most Ethical Companies for the 13th year - all confirming our position as the brand of choice for in-demand talent.

About Street Art for Mankind (SAM):

Street Art for Mankind (SAM) is a non-profit organization working with prominent street artists to create large murals all around the world. Its goal is to raise awareness on social justice and environmental issues, and to give the public the means to become actors of change. Learn more at StreetArtMankind.org

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Murals website: [https://streetartmankind.org/generation equality](https://streetartmankind.org/generation%20equality) | Social Media & follow-us on: [Facebook](#), [Instagram](#) - [@streetartmankind](#) | Twitter [@streetartmkind](#)