



1
00:00:00,666 --> 00:00:03,666
[music playing]

2
00:00:03,666 --> 00:00:06,666
[electrical sounds of data]

3
00:00:17,033 --> 00:00:18,566
- Good morning.

4
00:00:18,566 --> 00:00:19,933
Uh, good morning.

5
00:00:19,933 --> 00:00:21,733
crowd: Good morning.

6
00:00:21,733 --> 00:00:23,233
- Welcome.

7
00:00:23,233 --> 00:00:26,666
This is the 2016
NASA Ames Summer Series,

8
00:00:26,666 --> 00:00:29,033
which is sponsored by
our Chief Scientist Office

9
00:00:29,033 --> 00:00:31,133
and also,
our Women's Influence Network

10
00:00:31,133 --> 00:00:34,100
is helping to co-sponsor
this special event today.

11
00:00:34,100 --> 00:00:36,000
Today's presentation,
which is entitled,

12

00:00:36,000 --> 00:00:37,566

"How to Create
a Social Movement"

13

00:00:37,566 --> 00:00:40,300

is going to be given by
our wonderful guest speaker,

14

00:00:40,300 --> 00:00:43,166

Miss Elizabeth Nyamayaro.

15

00:00:43,166 --> 00:00:46,433

She is the Senior Advisor
to the Under Secretary-General

16

00:00:46,433 --> 00:00:49,800

and the global Head
for the HeForShe Initiative.

17

00:00:49,800 --> 00:00:51,533

This is a global
solidarity movement

18

00:00:51,533 --> 00:00:53,666

which seeks to engage
men and boys

19

00:00:53,666 --> 00:00:56,366

as advocates
for gender equality.

20

00:00:56,366 --> 00:00:58,066

Prior to UN Women,

21

00:00:58,066 --> 00:01:01,700

she was the Director of External
Affairs and Policy, Africa,

22

00:01:01,700 --> 00:01:05,266

and part of the Corporate

Strategy Office at Merck.

23

00:01:05,266 --> 00:01:08,900

Miss Nyamayaro holds an MS
in poli--in politics from the

24

00:01:08,900 --> 00:01:11,933

London School of Economics
and Political Science.

25

00:01:11,933 --> 00:01:13,500

I want you to please join me

26

00:01:13,500 --> 00:01:16,766

in giving a very special welcome
to our guest speaker,

27

00:01:16,766 --> 00:01:19,000

Miss Elizabeth Nyamayaro.

28

00:01:19,000 --> 00:01:22,200

[applause]

29

00:01:22,200 --> 00:01:24,333

- Thank you, Karen.

30

00:01:26,666 --> 00:01:28,200

Good morning, everyone.

31

00:01:28,200 --> 00:01:30,033

crowd: Good morning.

32

00:01:32,200 --> 00:01:34,000

- What if I told you

33

00:01:34,000 --> 00:01:36,666

that there's a solution
that could change

34

00:01:36,666 --> 00:01:40,166

many of the things
that you thought possible,

35

00:01:40,166 --> 00:01:42,533

a solution that could
make you happier

36

00:01:42,533 --> 00:01:47,433

and positively improve
the relations in your life?

37

00:01:47,433 --> 00:01:51,933

What if that solution also
had enormous economic benefits

38

00:01:51,933 --> 00:01:54,466

from increasing
your team's productivity

39

00:01:54,466 --> 00:01:59,100

to enhancing
NASA's overall innovation?

40

00:01:59,100 --> 00:02:01,633

And what if that same solution

41

00:02:01,633 --> 00:02:04,200

could benefit the US economy,

42

00:02:04,200 --> 00:02:08,533

increasing GDP by \$1.2 trillion,

43

00:02:08,533 --> 00:02:12,766

according to
a McKinsey 2016 report?

44

00:02:12,766 --> 00:02:16,733

And what if those benefits

were not just US specific,

45

00:02:16,733 --> 00:02:19,933

but could bring 12--

\$12 trillion

46

00:02:19,933 --> 00:02:23,033

to the global economy?

47

00:02:23,033 --> 00:02:24,566

And that same solution

48

00:02:24,566 --> 00:02:27,800

could also bring

other societal benefits

49

00:02:27,800 --> 00:02:29,266

from putting an end

50

00:02:29,266 --> 00:02:32,233

to one of the world's

greatest inequalities,

51

00:02:32,233 --> 00:02:35,300

impacting more than half

of the world's population

52

00:02:35,300 --> 00:02:37,733

to addressing one

of the leading killers of men

53

00:02:37,733 --> 00:02:42,066

in the US, which is suicide.

54

00:02:42,066 --> 00:02:43,700

That same solution

55

00:02:43,700 --> 00:02:46,700

could also decrease

global poverty

56

00:02:46,700 --> 00:02:50,233
and end world hunger.

57

00:02:50,233 --> 00:02:53,000
The solution
of which I'm speaking

58

00:02:53,000 --> 00:02:57,733
is the fundamental equality
of women and men.

59

00:02:59,066 --> 00:03:00,866
Today I'm here to talk about

60

00:03:00,866 --> 00:03:03,400
"How to Create
a Social Movement."

61

00:03:03,400 --> 00:03:05,466
And although
it may not appear so

62

00:03:05,466 --> 00:03:06,933
in the same
on the surface,

63

00:03:06,933 --> 00:03:10,166
we're all in the same business:
movement.

64

00:03:10,166 --> 00:03:14,200
Different kind of movement,
but movement nonetheless.

65

00:03:14,200 --> 00:03:17,466
At NASA, you are moving
our sensibilities and knowledge

66

00:03:17,466 --> 00:03:20,900

to the highest and furthest
reaches of the universe,

67

00:03:20,900 --> 00:03:22,366

while at UN Women,

68

00:03:22,366 --> 00:03:26,266

the United Nations Global Entity
on Gender Equality,

69

00:03:26,266 --> 00:03:28,633

we are moving towards
greater acceptance

70

00:03:28,633 --> 00:03:31,433

of a long-overdue concept

71

00:03:31,433 --> 00:03:35,200

that women and men are equal.

72

00:03:35,200 --> 00:03:36,733

Today, that's the kind
of movement

73

00:03:36,733 --> 00:03:38,900

I'm going to be talking about:

74

00:03:38,900 --> 00:03:43,000

mobilizing people
towards social progress.

75

00:03:43,000 --> 00:03:44,500

I should begin by stating

76

00:03:44,500 --> 00:03:47,266

an important point
of clarification.

77

00:03:47,266 --> 00:03:49,166

Just as there's no consensus

78

00:03:49,166 --> 00:03:52,733

on the definition

of "a social movement,"

79

00:03:52,733 --> 00:03:55,100

there is also no one way

to go about

80

00:03:55,100 --> 00:03:57,366

creating a social movement.

81

00:03:57,366 --> 00:03:59,333

So the insights from today

82

00:03:59,333 --> 00:04:01,500

are not based

on general observation

83

00:04:01,500 --> 00:04:03,500

of social movements at large,

84

00:04:03,500 --> 00:04:05,566

but rather from lessons learned

85

00:04:05,566 --> 00:04:10,133

from being on the front lines

of the HeForShe movement.

86

00:04:10,133 --> 00:04:12,866

Let's go back to the beginning.

87

00:04:12,866 --> 00:04:17,366

HeForShe was launched

on September 20, 2014,

88

00:04:17,366 --> 00:04:21,000
when a young woman stood
in front of a large audience

89

00:04:21,000 --> 00:04:25,166
at the United Nations
to deliver a simple message.

90

00:04:30,400 --> 00:04:33,400
[mouse clicking]

91

00:04:45,733 --> 00:04:51,366
- Today, we are launching
a campaign called "HeForShe."

92

00:04:51,366 --> 00:04:55,766
I am reaching out to you
because we need your help.

93

00:04:55,766 --> 00:04:59,066
We want to end
gender inequality.

94

00:04:59,066 --> 00:05:01,233
And to do this,

95

00:05:01,233 --> 00:05:04,800
we need everyone involved.

96

00:05:04,800 --> 00:05:08,166
This is the first campaign
of its kind at the UN.

97

00:05:08,166 --> 00:05:11,766
We want to try and galvanize
as many men and boys

98

00:05:11,766 --> 00:05:14,866
as possible
to be advocates for change.

99

00:05:16,966 --> 00:05:20,633

- That young woman
is Emma Watson, British actor

100

00:05:20,633 --> 00:05:23,866

and UN Women
Global Goodwill Ambassador.

101

00:05:23,866 --> 00:05:26,233

With that invitation,
she ignited

102

00:05:26,233 --> 00:05:28,300

a momentous movement,

103

00:05:28,300 --> 00:05:30,900

galvanizing more than
100,000 men

104

00:05:30,900 --> 00:05:33,533

to the cause
in just three days.

105

00:05:33,533 --> 00:05:36,966

Within a week
after launching HeForShe,

106

00:05:36,966 --> 00:05:40,400

at least one man in every
single country in the world

107

00:05:40,400 --> 00:05:42,200

had answered her call,

108

00:05:42,200 --> 00:05:45,700

creating more than
1.2 billion conversations

109

00:05:45,700 --> 00:05:47,900
on social media.

110
00:05:47,900 --> 00:05:52,200
And with that,
the HeForShe movement was born.

111
00:05:59,900 --> 00:06:02,466
Technical issues.
[crowd chuckles]

112
00:06:02,466 --> 00:06:04,400
- We're NASA.
- Okay.

113
00:06:07,400 --> 00:06:10,566
Like with any g--
any good strategy...

114
00:06:12,800 --> 00:06:15,166
It's all right.

115
00:06:15,166 --> 00:06:16,666
Okay.

116
00:06:16,666 --> 00:06:18,866
Like with any good strategy,

117
00:06:18,866 --> 00:06:23,333
HeForShe came into being
by asking why.

118
00:06:23,333 --> 00:06:26,333
Why is it that despite
the universal belief

119
00:06:26,333 --> 00:06:29,533
that all human beings
are created equal,

120

00:06:29,533 --> 00:06:33,666

there continues to be disparity
among genders?

121

00:06:33,666 --> 00:06:36,500

Why is it that despite
concrete evidence

122

00:06:36,500 --> 00:06:40,166

that show that equal societies
are good for families,

123

00:06:40,166 --> 00:06:42,933

for communities,
for business,

124

00:06:42,933 --> 00:06:46,300

for government,
and even for social development,

125

00:06:46,300 --> 00:06:50,266

there continues to be
gender inequality?

126

00:06:50,266 --> 00:06:53,733

And according to a report
from the World Economic Forum,

127

00:06:53,733 --> 00:06:56,466

it could takes us,
at the current rate of progress,

128

00:06:56,466 --> 00:06:59,700

81 years to achieve
gender equality

129

00:06:59,700 --> 00:07:04,333

and 118 years
to achieve equal pay.

130

00:07:04,333 --> 00:07:05,966

By asking why, we realized

131

00:07:05,966 --> 00:07:08,766

that we needed
to think differently.

132

00:07:08,766 --> 00:07:11,566

We needed to challenge
the status quo.

133

00:07:11,566 --> 00:07:13,466

We needed to dismantle
the notion

134

00:07:13,466 --> 00:07:16,766

that gender equality
is a zero-sum game,

135

00:07:16,766 --> 00:07:19,200

that women win and men lose.

136

00:07:19,200 --> 00:07:21,033

This is not so.

137

00:07:21,033 --> 00:07:25,033

This is about creating
better societies for everyone,

138

00:07:25,033 --> 00:07:28,800

one that creates more
opportunities and benefits

139

00:07:28,800 --> 00:07:31,633

for everyone
and all of society.

140

00:07:31,633 --> 00:07:34,833

We realize that

a whole-of-society issue,

141

00:07:34,833 --> 00:07:36,466

such as gender equality,

142

00:07:36,466 --> 00:07:40,600

requires a whole-of-society
solution.

143

00:07:40,600 --> 00:07:42,633

It's a new paradigm,

144

00:07:42,633 --> 00:07:45,500

but it's a better paradigm.

145

00:07:45,500 --> 00:07:47,666

This became our vision

146

00:07:47,666 --> 00:07:51,633

to create a solidarity movement
for gender equality,

147

00:07:51,633 --> 00:07:54,133

HeForShe.

148

00:07:54,133 --> 00:07:57,333

Thus the first
important component

149

00:07:57,333 --> 00:07:59,500

to creating a social movement

150

00:07:59,500 --> 00:08:02,700

is to have a clear vision.

151

00:08:02,700 --> 00:08:06,166

Social movements
that enjoy lasting success

152

00:08:06,166 --> 00:08:08,800

have a core purpose
and core values

153

00:08:08,800 --> 00:08:11,600

that remain fixed
while their strategies

154

00:08:11,600 --> 00:08:14,500

adapt to
an ever-changing environment.

155

00:08:14,500 --> 00:08:17,633

Vision provides guidance
on what to change

156

00:08:17,633 --> 00:08:20,733

and what to preserve,
uh, in the moment

157

00:08:20,733 --> 00:08:22,900

of the evolution.

158

00:08:25,266 --> 00:08:28,433

The second component
to building a social movement

159

00:08:28,433 --> 00:08:31,733

is to have
a simple activation.

160

00:08:31,733 --> 00:08:33,966

Most successful social movements

161

00:08:33,966 --> 00:08:36,600

have a clear and simple
call to action.

162

00:08:36,600 --> 00:08:39,666

And sometimes the name
becomes the rallying call,

163

00:08:39,666 --> 00:08:42,300
eliciting an immediate response.

164

00:08:42,300 --> 00:08:44,466
Now this is a--
not an endorsement

165

00:08:44,466 --> 00:08:45,900
of any of these movements,

166

00:08:45,900 --> 00:08:48,033
but to illustrate a point,

167

00:08:48,033 --> 00:08:50,866
some of the movements that
have been successful in the US

168

00:08:50,866 --> 00:08:53,766
include things such as
same-sex marriage,

169

00:08:53,766 --> 00:08:56,300
Occupy Wall Street,

170

00:08:56,300 --> 00:08:58,033
Black Lives Matter,

171

00:08:58,033 --> 00:09:00,333
and Yes We Can.

172

00:09:00,333 --> 00:09:02,033
Equally with HeForShe,

173

00:09:02,033 --> 00:09:03,966
the call to action is simple.

174

00:09:03,966 --> 00:09:06,700

It's about he supporting she,

175

00:09:06,700 --> 00:09:08,533

about men and boys

176

00:09:08,533 --> 00:09:11,566

raising their hands

to be counted.

177

00:09:11,566 --> 00:09:14,533

Initially, this seemed

kind of--kind of, uh,

178

00:09:14,533 --> 00:09:15,600

counterintuitive.

179

00:09:15,600 --> 00:09:17,666

Surely, you can't

change a world

180

00:09:17,666 --> 00:09:20,166

by asking men

to raise their hand.

181

00:09:20,166 --> 00:09:23,033

But we knew that this

was a very complex issue,

182

00:09:23,033 --> 00:09:27,166

with different

social and cultural nuances.

183

00:09:27,166 --> 00:09:30,633

So the simple activation

provided an entry point

184

00:09:30,633 --> 00:09:33,966

for men to join the movement.

185

00:09:33,966 --> 00:09:36,533

And through that,
it inspired action

186

00:09:36,533 --> 00:09:39,900

that we had not even
anticipated.

187

00:09:39,900 --> 00:09:42,866

For instance,
one man in Africa

188

00:09:42,866 --> 00:09:44,966

started a husband school.

189

00:09:44,966 --> 00:09:47,166

He literally
went around his village,

190

00:09:47,166 --> 00:09:49,800

handpicking the men that were
abusive to their wives,

191

00:09:49,800 --> 00:09:54,700

and committed to turn them into
better husbands and fathers.

192

00:09:54,700 --> 00:09:56,933

In the Netherlands,
a young man,

193

00:09:56,933 --> 00:10:00,133

recognizing that there continues
to be a disparity

194

00:10:00,133 --> 00:10:02,966

in terms of funding
for women and girls programming,

195
00:10:02,966 --> 00:10:04,966
organized a bike-a-thon

196
00:10:04,966 --> 00:10:07,100
and rode from his country
of Netherlands

197
00:10:07,100 --> 00:10:10,333
across two continents
and all the way to South Africa

198
00:10:10,333 --> 00:10:13,666
to raise funds
for gender equality.

199
00:10:13,666 --> 00:10:17,166
In some cases,
these were simple activations,

200
00:10:17,166 --> 00:10:19,933
such as men stepping up
to share parental

201
00:10:19,933 --> 00:10:24,600
and home--uh, household,
uh, responsibilities.

202
00:10:24,600 --> 00:10:26,266
The men were finding solutions

203
00:10:26,266 --> 00:10:28,733
that were personal to them
in their lives

204
00:10:28,733 --> 00:10:31,500
and in their own communities.

205
00:10:31,500 --> 00:10:34,100
Their equality stories

became thought-starters

206

00:10:34,100 --> 00:10:37,133

for other men

and would inspire them

207

00:10:37,133 --> 00:10:39,400

to take further action.

208

00:10:39,400 --> 00:10:41,866

Which brings me

to the third component

209

00:10:41,866 --> 00:10:46,200

about how to create

a social movement.

210

00:10:46,200 --> 00:10:49,300

Responsive listening.

211

00:10:49,300 --> 00:10:52,033

Traditionally, organizations

try to use people

212

00:10:52,033 --> 00:10:54,833

to move their organization

forward

213

00:10:54,833 --> 00:10:57,833

and often forget that people

need to see the value

214

00:10:57,833 --> 00:11:00,533

and the direct benefit to them.

215

00:11:00,533 --> 00:11:02,600

Successful social movements

216

00:11:02,600 --> 00:11:05,233

look at how they can use
the organization

217

00:11:05,233 --> 00:11:09,233

to move the entire
community forward.

218

00:11:09,233 --> 00:11:11,966

With HeForShe,
we knew that our role

219

00:11:11,966 --> 00:11:14,866

would need to be
that of facilitators.

220

00:11:14,866 --> 00:11:16,966

And to be a good facilitator,

221

00:11:16,966 --> 00:11:19,333

we needed to be good listeners.

222

00:11:19,333 --> 00:11:22,200

So therefore,
responsive listening became

223

00:11:22,200 --> 00:11:25,900

and has remained a
core component of the movement,

224

00:11:25,900 --> 00:11:29,266

allowing key findings
to help us inform the strategy

225

00:11:29,266 --> 00:11:32,533

without losing focus
of our vision.

226

00:11:32,533 --> 00:11:34,900

One such key finding

227

00:11:34,900 --> 00:11:37,900
came just two weeks
after the launch of HeForShe

228

00:11:37,900 --> 00:11:40,066
in the form of a letter
from a young man

229

00:11:40,066 --> 00:11:42,033
here in the US.

230

00:11:42,033 --> 00:11:44,600
He shared with us
a very powerful story

231

00:11:44,600 --> 00:11:46,733
about his upbringing,

232

00:11:46,733 --> 00:11:50,466
about being raised by
a single mother in the Bronx,

233

00:11:50,466 --> 00:11:52,766
about the struggle
that he faced to provide

234

00:11:52,766 --> 00:11:56,100
for him--for his mother
and his five siblings,

235

00:11:56,100 --> 00:11:58,666
which led him
to a life of crime.

236

00:11:58,666 --> 00:12:00,800
One evening during a robbery,

237

00:12:00,800 --> 00:12:03,466
he accidentally shot

the homeowner.

238

00:12:03,466 --> 00:12:06,200

And as the woman lied
on the ground,

239

00:12:06,200 --> 00:12:07,633

taking her last breath,

240

00:12:07,633 --> 00:12:11,833

he stood there
and he felt absolutely nothing.

241

00:12:11,833 --> 00:12:14,033

Because as a man
he wasn't allowed

242

00:12:14,033 --> 00:12:15,633

to show any emotion.

243

00:12:15,633 --> 00:12:18,133

He wasn't allowed
to feel anything

244

00:12:18,133 --> 00:12:20,900

because as a young boy,
his mother had told him

245

00:12:20,900 --> 00:12:22,633

that boys don't cry.

246

00:12:22,633 --> 00:12:23,833

And on the streets,

247

00:12:23,833 --> 00:12:26,533

his friend had
told him to man up.

248

00:12:26,533 --> 00:12:29,333

And so the young boy
ended up in prison.

249

00:12:29,333 --> 00:12:31,066

And then one afternoon,

250

00:12:31,066 --> 00:12:32,900

whilst watching television

251

00:12:32,900 --> 00:12:35,833

he saw Emma Watson
deliver a speech at the UN

252

00:12:35,833 --> 00:12:38,600

about the HeForShe initiative.

253

00:12:38,600 --> 00:12:41,933

And all of a sudden,
something incredible happened.

254

00:12:41,933 --> 00:12:44,066

He was filled with emotion.

255

00:12:44,066 --> 00:12:46,366

And for the first time
in his adult life,

256

00:12:46,366 --> 00:12:49,133

he broke down and cried.

257

00:12:49,133 --> 00:12:50,733

In his letter,
he included

258

00:12:50,733 --> 00:12:54,400

an image of a bird
flying out of a cage,

259

00:12:54,400 --> 00:12:57,666

a metaphor of how
the speech had liberated him.

260
00:12:57,666 --> 00:13:00,266
And he wrote,

261
00:13:00,266 --> 00:13:02,966
"While I remain consumed
with loneliness

262
00:13:02,966 --> 00:13:05,300
in my tiny prison cell,

263
00:13:05,300 --> 00:13:07,666
I feel free."

264
00:13:09,933 --> 00:13:11,966
[mouse clicking]

265
00:13:26,766 --> 00:13:29,366
His letter shifted
our realization

266
00:13:29,366 --> 00:13:31,433
that HeForShe was not just about

267
00:13:31,433 --> 00:13:34,466
breaking barriers for women.

268
00:13:34,466 --> 00:13:37,433
It was about freeing all of us,

269
00:13:37,433 --> 00:13:40,700
giving us the freedom to be
who we truly are,

270
00:13:40,700 --> 00:13:42,866
to be strong and emotional,

271
00:13:42,866 --> 00:13:46,066
to be vulnerable and real.

272
00:13:46,066 --> 00:13:50,066
By late 2015,
there were more than 250

273
00:13:50,066 --> 00:13:51,400
HeForShe student clubs

274
00:13:51,400 --> 00:13:53,800
that had emerged
on college campuses,

275
00:13:53,800 --> 00:13:55,766
powered by the passion
of the millennials

276
00:13:55,766 --> 00:13:57,600
to change the world.

277
00:13:57,600 --> 00:13:59,566
And so we took
our responsive listening

278
00:13:59,566 --> 00:14:01,166
on the--on the road,

279
00:14:01,166 --> 00:14:04,866
visiting college campuses
in the UK and France.

280
00:14:04,866 --> 00:14:06,900
It was there
that student activists

281
00:14:06,900 --> 00:14:09,666
would remind us
that gender is no longer

282

00:14:09,666 --> 00:14:12,633

neatly divided
into two categories.

283

00:14:12,633 --> 00:14:16,000

That the gender binary
of male or female

284

00:14:16,000 --> 00:14:19,066

is an outdated idea
that no longer reflects

285

00:14:19,066 --> 00:14:21,433

how millennials feel
about themselves

286

00:14:21,433 --> 00:14:24,200

or those that they love.

287

00:14:24,200 --> 00:14:27,666

The students were seeing
very clearly for the first time

288

00:14:27,666 --> 00:14:30,933

that inequality has
a direct impact on all of us,

289

00:14:30,933 --> 00:14:34,933

no matter how we identify
or express our gender.

290

00:14:34,933 --> 00:14:38,333

And so now HeForShe's
not just about men,

291

00:14:38,333 --> 00:14:41,200

it's a radically inclusive
movement

292

00:14:41,200 --> 00:14:45,066

that allows everyone
to not only express this belief

293

00:14:45,066 --> 00:14:49,166

but also to act on it
in meaningful ways.

294

00:14:49,166 --> 00:14:51,333

And that's really one
of the most challenging aspects

295

00:14:51,333 --> 00:14:53,533

of a social movement,

296

00:14:53,533 --> 00:14:56,700

how to translate
the momentum of activism

297

00:14:56,700 --> 00:14:59,433

into tangible social change.

298

00:14:59,433 --> 00:15:01,700

We know that not all
social movements

299

00:15:01,700 --> 00:15:04,100

result into change and impact.

300

00:15:04,100 --> 00:15:07,833

But the successful ones
have one thing in common.

301

00:15:07,833 --> 00:15:11,400

They are impact driven.

302

00:15:11,400 --> 00:15:14,666

The last component focuses
on measurable results

303

00:15:14,666 --> 00:15:18,000
with key milestones
to track towards progress.

304

00:15:18,000 --> 00:15:20,300
The Gay Rights Movement,
for instance,

305

00:15:20,300 --> 00:15:23,633
has focused on the key issue
of same-sex marriage

306

00:15:23,633 --> 00:15:26,666
as a measurable milestone
of progress.

307

00:15:26,666 --> 00:15:29,466
The Civil Rights Movement
and the Women Rights Movement

308

00:15:29,466 --> 00:15:32,866
both made voting rights
an essential milestone

309

00:15:32,866 --> 00:15:35,600
in tracking towards progress.

310

00:15:35,600 --> 00:15:40,100
HeForShe is focusing on
generating and creating impact

311

00:15:40,100 --> 00:15:42,766
at both the local,
national level

312

00:15:42,766 --> 00:15:46,600
and at both individual
and institutional level.

313

00:15:46,600 --> 00:15:48,400

We have created partnerships

314

00:15:48,400 --> 00:15:51,100

with heads of states,
with corporations,

315

00:15:51,100 --> 00:15:52,466

with universities,

316

00:15:52,466 --> 00:15:54,233

to really move the needle

317

00:15:54,233 --> 00:15:57,133

on this issue
of gender inequality.

318

00:15:57,133 --> 00:15:59,166

The commitments
that we have seen

319

00:15:59,166 --> 00:16:02,400

in a handful of examples
from our IMPACT Champions,

320

00:16:02,400 --> 00:16:05,100

uh, have been really remarkable.

321

00:16:05,100 --> 00:16:06,700

For instance,

322

00:16:06,700 --> 00:16:08,633

the government
of Sweden and Iceland

323

00:16:08,633 --> 00:16:11,200

have all committed
to ensure equal pay

324
00:16:11,200 --> 00:16:14,600
for all of their citizens
by 2022.

325
00:16:14,600 --> 00:16:16,133
In fact, in Iceland,

326
00:16:16,133 --> 00:16:19,000
they will start auditing
every company

327
00:16:19,000 --> 00:16:20,566
from the big corporation

328
00:16:20,566 --> 00:16:22,700
to the small company
that employs three people

329
00:16:22,700 --> 00:16:26,366
and then ensure
certification towards equal pay

330
00:16:26,366 --> 00:16:30,233
such that by 2022,
companies working in Iceland

331
00:16:30,233 --> 00:16:34,233
will need to give
their employees equal pay.

332
00:16:34,233 --> 00:16:36,566
In another example
out of Africa,

333
00:16:36,566 --> 00:16:39,166
Malawi has committed
to end child marriage,

334
00:16:39,166 --> 00:16:41,566

which is a big issue
on the continent.

335
00:16:41,566 --> 00:16:42,933
And last year,

336
00:16:42,933 --> 00:16:46,800
we saw 330 child marriages
being annulled

337
00:16:46,800 --> 00:16:51,100
and 175 girls
were sent back to school.

338
00:16:51,100 --> 00:16:52,700
On the corporate side,

339
00:16:52,700 --> 00:16:56,000
PwC, another HeForShe
IMPACT Champion

340
00:16:56,000 --> 00:16:59,000
as we call them,
also committed to ensure

341
00:16:59,000 --> 00:17:02,766
that there is parity
at the board level across PwC.

342
00:17:02,766 --> 00:17:04,633
And in the past six months,

343
00:17:04,633 --> 00:17:07,300
they've gone from having
20% of women

344
00:17:07,300 --> 00:17:10,766
to 45% of women.

345

00:17:10,766 --> 00:17:14,033

Twitter, another
IMPACT Champion of ours,

346

00:17:14,033 --> 00:17:15,500

also recently announced

347

00:17:15,500 --> 00:17:18,400

a gender-neutral
parental leave policy,

348

00:17:18,400 --> 00:17:21,566

giving all parents
20 weeks of paid leave.

349

00:17:22,966 --> 00:17:25,633

Let me talk
about the universities,

350

00:17:25,633 --> 00:17:27,466

two very quick examples.

351

00:17:27,466 --> 00:17:29,266

University of Waterloo,
which is

352

00:17:29,266 --> 00:17:31,333

Canada's leading
engineering school,

353

00:17:31,333 --> 00:17:34,100

has committed
to close the gap on STEM.

354

00:17:34,100 --> 00:17:35,733

And last year--

355

00:17:35,733 --> 00:17:37,933

and they will do this
for the next five years--

356

00:17:37,933 --> 00:17:41,066

they introduced the first-ever
HeForShe scholarships,

357

00:17:41,066 --> 00:17:44,100

awarding six female students
to study STEM,

358

00:17:44,100 --> 00:17:46,400

um, at--at--
on their campus.

359

00:17:46,400 --> 00:17:47,500

Uh, and of course here

360

00:17:47,500 --> 00:17:49,833

at the University of--
of Stony Brook,

361

00:17:49,833 --> 00:17:52,566

which is a leading
public university in the US,

362

00:17:52,566 --> 00:17:54,133

they've also committed

363

00:17:54,133 --> 00:17:56,000

through their
Masculinity Center,

364

00:17:56,000 --> 00:17:57,700

which is the only one in the US,

365

00:17:57,700 --> 00:18:00,366

to help us
deconstruct and redefine

366

00:18:00,366 --> 00:18:02,200

the issues of masculinity.

367

00:18:03,833 --> 00:18:05,300

So as I end this talk

368

00:18:05,300 --> 00:18:08,166

about how to create a movement,

369

00:18:08,166 --> 00:18:09,800

I would like to turn back

370

00:18:09,800 --> 00:18:11,333

to your kind of movement

371

00:18:11,333 --> 00:18:14,633

and borrow a quote from somebody
who taught the world

372

00:18:14,633 --> 00:18:18,200

a little bit about that.

373

00:18:18,200 --> 00:18:21,300

Johannes Kepler

is quoted as saying,

374

00:18:21,300 --> 00:18:24,000

"Truth is the daughter of time,

375

00:18:24,000 --> 00:18:27,733

and I feel no shame
in being her midwife."

376

00:18:27,733 --> 00:18:30,433

Through Kepler as a midwife,

377

00:18:30,433 --> 00:18:33,333

time has taught us
that the planet orbits the Sun

378

00:18:33,333 --> 00:18:36,100

in an eclipse and not a circle.

379

00:18:36,100 --> 00:18:38,066

Through the midwifing
of so many other

380

00:18:38,066 --> 00:18:40,533

social movements
before HeForShe,

381

00:18:40,533 --> 00:18:43,000

including the
Women Rights Movement,

382

00:18:43,000 --> 00:18:46,000

time has taught us
about the power of individuals

383

00:18:46,000 --> 00:18:50,166

to create change
and move humanity forward.

384

00:18:50,166 --> 00:18:53,433

So as you, the bright minds
here at NASA,

385

00:18:53,433 --> 00:18:56,066

continue to unlock
some of the secrets

386

00:18:56,066 --> 00:18:57,633

and truth of our universe,

387

00:18:57,633 --> 00:18:59,566

may we work together

388

00:18:59,566 --> 00:19:02,266

to midwife another great truth,

389

00:19:02,266 --> 00:19:05,566

the fundamental equality
of women and men.

390

00:19:05,566 --> 00:19:06,900

Thank you.

391

00:19:06,900 --> 00:19:09,900

[applause]

392

00:19:14,233 --> 00:19:15,500

- A few questions?

Will you do a few?

393

00:19:15,500 --> 00:19:18,633

- Yes, yes, absolutely.

Yes.

394

00:19:18,633 --> 00:19:20,866

- Okay, so if you have
some questions,

395

00:19:20,866 --> 00:19:22,700

we have a little bit of time.

396

00:19:22,700 --> 00:19:25,433

And we'll have mics,
I believe,

397

00:19:25,433 --> 00:19:27,700

that will be ready--

uh, there they are--

398

00:19:27,700 --> 00:19:29,766

uh, if you have a question,
just raise your hand

399

00:19:29,766 --> 00:19:31,400

and we'll get those started.

400

00:19:31,400 --> 00:19:33,233

Okay?

Yes?

401

00:19:35,933 --> 00:19:38,933

[squeaking]

402

00:19:41,333 --> 00:19:42,500

Hello.

403

00:19:42,500 --> 00:19:44,366

- Oh, maybe you can just
hear me better this way.

404

00:19:44,366 --> 00:19:46,666

Um, thank you so much
for that talk.

405

00:19:46,666 --> 00:19:48,000

That was really beautiful.

406

00:19:48,000 --> 00:19:50,200

Um, I'm really happy
to hear about this movement.

407

00:19:50,200 --> 00:19:51,433

I had never heard of it before

408

00:19:51,433 --> 00:19:53,566

so it's really great
to bring it to Ames.

409

00:19:53,566 --> 00:19:55,333

Um, one thing that
I've been wondering about

410

00:19:55,333 --> 00:19:57,433

in terms of social movements
in general:

411
00:19:57,433 --> 00:19:59,566
how do you invite other people

412
00:19:59,566 --> 00:20:02,200
who might s--who might
feel ostracized

413
00:20:02,200 --> 00:20:04,966
or like they're part
of the problem?

414
00:20:04,966 --> 00:20:07,233
How do you invite them
and make them feel comfortable

415
00:20:07,233 --> 00:20:11,900
and--and willing
to contribute to the solution?

416
00:20:11,900 --> 00:20:13,166
- One at--one at a time?
- Yes.

417
00:20:13,166 --> 00:20:15,233
- Well--well, thank you
for your--for your question.

418
00:20:15,233 --> 00:20:17,966
It's exactly the foundation
of HeForShe, in fact.

419
00:20:17,966 --> 00:20:19,966
And to give you
a quick background,

420
00:20:19,966 --> 00:20:23,233
um, this was not

an easy initiative to launch.

421

00:20:23,233 --> 00:20:25,333

Um, initially there was
a lot of pushback,

422

00:20:25,333 --> 00:20:27,000

which, you know,
I can respect

423

00:20:27,000 --> 00:20:28,966

and understand where
it was coming from

424

00:20:28,966 --> 00:20:31,833

because traditionally,
the issue of gender equality,

425

00:20:31,833 --> 00:20:34,266

uh, has often been
associated with women.

426

00:20:34,266 --> 00:20:37,900

And it's been a movement
for women, led by women.

427

00:20:37,900 --> 00:20:39,966

Um, and it's also
been interesting because

428

00:20:39,966 --> 00:20:41,500

sometimes guys don't even know

429

00:20:41,500 --> 00:20:43,200

that they have a gender.
[laughs]

430

00:20:43,200 --> 00:20:44,800

Because it's, you know,
you say "gender"

431

00:20:44,800 --> 00:20:46,066
and, "Oh, that's about women.

432

00:20:46,066 --> 00:20:47,300
It's got nothing to do with us."

433

00:20:47,300 --> 00:20:48,333
Um, and so...

434

00:20:48,333 --> 00:20:49,933
[laughter]

435

00:20:49,933 --> 00:20:51,833
So, um, so we--

436

00:20:51,833 --> 00:20:54,366
so we realized that we needed
to find a way

437

00:20:54,366 --> 00:20:56,600
that we could
bring everybody together

438

00:20:56,600 --> 00:20:58,900
and really create,
uh, a solidarity movement.

439

00:20:58,900 --> 00:21:01,466
So HeForShe
was that way of--

440

00:21:01,466 --> 00:21:04,033
of bringing together
men and women,

441

00:21:04,033 --> 00:21:05,933
and in fact all genders
for that matter,

442

00:21:05,933 --> 00:21:07,800

to all rally around,
which we think it's--

443

00:21:07,800 --> 00:21:09,766

it's an important
societal issue.

444

00:21:09,766 --> 00:21:11,600

It has nothing to do
with women.

445

00:21:11,600 --> 00:21:13,200

It is really about
social progress

446

00:21:13,200 --> 00:21:16,033

and it's about
human rights as well.

447

00:21:16,033 --> 00:21:17,533

- Okay.
Another question in the back.

448

00:21:17,533 --> 00:21:18,866

- Hi, um, uh,

449

00:21:18,866 --> 00:21:23,033

at what point do you
equate inequality to inequity?

450

00:21:24,366 --> 00:21:26,533

- Um, a very important question

451

00:21:26,533 --> 00:21:28,433

and something that we get often

452

00:21:28,433 --> 00:21:31,366

because yes,
there is the inequity,

453
00:21:31,366 --> 00:21:33,233
which is a really big issue.

454
00:21:33,233 --> 00:21:35,566
But given the global mandate
of the UN,

455
00:21:35,566 --> 00:21:38,200
uh, we are working in every
single country in the world.

456
00:21:38,200 --> 00:21:41,233
And I think before
we can even get to inequities,

457
00:21:41,233 --> 00:21:43,500
there are some
very basic fundamental rights

458
00:21:43,500 --> 00:21:44,900
that are still not there.

459
00:21:44,900 --> 00:21:47,600
So with everything else
that's going on,

460
00:21:47,600 --> 00:21:49,200
with limited resources,

461
00:21:49,200 --> 00:21:51,766
the biggest focus is to address
the issue of inequality.

462
00:21:51,766 --> 00:21:53,833
But of course in--
inequity is something that,

463
00:21:53,833 --> 00:21:54,900
you know, we also look at,

464
00:21:54,900 --> 00:21:56,766
but maybe not at the scale,

465
00:21:56,766 --> 00:22:00,833
um, that we're able to--to do
the inequality piece first.

466
00:22:00,833 --> 00:22:01,866
- Okay.

467
00:22:01,866 --> 00:22:03,400
Yes, here?

468
00:22:03,400 --> 00:22:04,800
- Yeah, I have two questions.

469
00:22:04,800 --> 00:22:06,866
The first question
has to do with an organization

470
00:22:06,866 --> 00:22:08,966
called "Vital Voices."

471
00:22:08,966 --> 00:22:10,566
I suspect you're familiar
with them?

472
00:22:10,566 --> 00:22:11,700
- Correct.

473
00:22:11,700 --> 00:22:13,800
- Um, there are lots
of movements like yours.

474
00:22:13,800 --> 00:22:15,600

Is there an attempt
in the United Nations

475

00:22:15,600 --> 00:22:18,833

to bring these movements
together?

476

00:22:18,833 --> 00:22:20,300

- Yes, so,

477

00:22:20,300 --> 00:22:22,500

I had an interview,
actually, last week.

478

00:22:22,500 --> 00:22:24,633

And, um, a journalist
asked me a question

479

00:22:24,633 --> 00:22:26,400

which seemed quite obvious
to me,

480

00:22:26,400 --> 00:22:28,100

but obviously
was not that obvious.

481

00:22:28,100 --> 00:22:30,533

And he said,
"It's fascinating that you

482

00:22:30,533 --> 00:22:32,866

have called HeForShe
'a people's movement.'

483

00:22:32,866 --> 00:22:34,966

Why isn't it a UN movement?

484

00:22:34,966 --> 00:22:37,433

I would think you'd want
to leverage the UN brand."

485

00:22:37,433 --> 00:22:40,233

And we said, "Actually,
it is a people's movement

486

00:22:40,233 --> 00:22:42,200

because people
create movements."

487

00:22:42,200 --> 00:22:43,966

And so certainly,
one of the things

488

00:22:43,966 --> 00:22:46,000

we're trying to do
with HeForShe is that,

489

00:22:46,000 --> 00:22:48,833

how do we almost remove
the UN from the process

490

00:22:48,833 --> 00:22:51,533

and really make sure
that it's about partnerships?

491

00:22:51,533 --> 00:22:53,800

And hence the--
the IMPACT Champions

492

00:22:53,800 --> 00:22:55,166

that I spoke to you about.

493

00:22:55,166 --> 00:22:57,933

It's looking at how can we
not duplicate efforts,

494

00:22:57,933 --> 00:23:01,200

but again use
our convening power as the UN

495

00:23:01,200 --> 00:23:04,300

to provide a platform that we
can amplify other voices.

496

00:23:04,300 --> 00:23:07,533

So, indeed, we are working with,
uh, so many partners.

497

00:23:07,533 --> 00:23:09,133

And--and--it--an important one

498

00:23:09,133 --> 00:23:11,233

to point out is MenEngage,

499

00:23:11,233 --> 00:23:14,066

which is the largest coalition
of men organizations

500

00:23:14,066 --> 00:23:15,666

working on issues
of gender equality.

501

00:23:15,666 --> 00:23:17,333

But you--you raised
a fantastic point

502

00:23:17,333 --> 00:23:19,266

and it's something
that we're very conscious of.

503

00:23:19,266 --> 00:23:21,433

And this is why
this is not a UN movement,

504

00:23:21,433 --> 00:23:23,166

it's a people's movement.

505

00:23:23,166 --> 00:23:26,400

- So my follow-up question is,

um,

506

00:23:26,400 --> 00:23:30,200

if you consider

Maslow's pyramid of needs,

507

00:23:30,200 --> 00:23:32,033

you're sort of up

at the very top

508

00:23:32,033 --> 00:23:35,166

of Maslow's pyramid,

looking at self-actualization

509

00:23:35,166 --> 00:23:38,466

and--and belonging

and social structures.

510

00:23:38,466 --> 00:23:40,533

But all the evidence

in the world now

511

00:23:40,533 --> 00:23:42,933

suggests that the foundation

of that pyramid,

512

00:23:42,933 --> 00:23:44,600

which is physiological needs

513

00:23:44,600 --> 00:23:47,266

like food, water,

energy, shelter,

514

00:23:47,266 --> 00:23:50,033

are all being really threatened

515

00:23:50,033 --> 00:23:52,300

by changes in climate

516

00:23:52,300 --> 00:23:55,066
and--and resource limitations.

517
00:23:55,066 --> 00:23:57,466
Are you working
on this whole pyramid

518
00:23:57,466 --> 00:24:01,300
or how does this system
sort of fit together?

519
00:24:02,933 --> 00:24:05,033
- An important background
for you, um,

520
00:24:05,033 --> 00:24:06,933
which is missing from my speech

521
00:24:06,933 --> 00:24:09,333
is that HeForShe
is an accelerator.

522
00:24:09,333 --> 00:24:11,733
It's an accelerator
for UN Women's work,

523
00:24:11,733 --> 00:24:14,666
UN Women being the Global Entity
on Gender Equality.

524
00:24:14,666 --> 00:24:16,900
It's an accelerator
for the SDGs,

525
00:24:16,900 --> 00:24:19,133
which is the UN
Sustainable Development Goals.

526
00:24:19,133 --> 00:24:20,933
Um, and within the--

527

00:24:20,933 --> 00:24:22,900

the two arms
that I mentioned to you,

528

00:24:22,900 --> 00:24:25,266

the mandate of UN Women
is really focused

529

00:24:25,266 --> 00:24:26,900

on the bottom, as you mentioned.

530

00:24:26,900 --> 00:24:29,466

Uh, we are in
90 country offices.

531

00:24:29,466 --> 00:24:31,000

Uh, and where we don't
have an office,

532

00:24:31,000 --> 00:24:33,300

we work with our sister agencies

533

00:24:33,300 --> 00:24:36,000

like UNICEF and UNESCO and UNDP.

534

00:24:36,000 --> 00:24:38,366

But the basic work of UN Women

535

00:24:38,366 --> 00:24:40,566

is to make sure
that we are focusing

536

00:24:40,566 --> 00:24:43,866

on the basic needs:
education, health care.

537

00:24:43,866 --> 00:24:46,466

We focus on issues

of women economic empowerment.

538

00:24:46,466 --> 00:24:49,533

We focus on issues of political participation and leadership.

539

00:24:49,533 --> 00:24:51,666

And the HeForShe, as an accelerator,

540

00:24:51,666 --> 00:24:53,800

is looking at, how can we have--

541

00:24:53,800 --> 00:24:55,600

as--as I mentioned to you before--

542

00:24:55,600 --> 00:24:58,300

a pe--something that's more external facing

543

00:24:58,300 --> 00:24:59,933

so that we can almost address this thing

544

00:24:59,933 --> 00:25:02,566

from the bottom-up and top-down approach?

545

00:25:04,200 --> 00:25:06,300

- Other questions?

546

00:25:06,300 --> 00:25:07,466

Yeah.

- Hi.

547

00:25:07,466 --> 00:25:09,100

I'm from the Women's Influence Network,

548

00:25:09,100 --> 00:25:10,866

so we're very glad
that you're here

549

00:25:10,866 --> 00:25:11,966

and we're very happy.

550

00:25:11,966 --> 00:25:13,433

Um, and so
we'll dive into this

551

00:25:13,433 --> 00:25:15,066

probably more later
at our 12:30 event,

552

00:25:15,066 --> 00:25:18,333

but, um, we were wondering--
we were hoping to bring

553

00:25:18,333 --> 00:25:20,533

this movement to NASA,

554

00:25:20,533 --> 00:25:23,000

so could you kind of talk about
how we can

555

00:25:23,000 --> 00:25:24,533

help be IMPACT Champions

556

00:25:24,533 --> 00:25:27,766

and bring this
into the NASA fold?

557

00:25:27,766 --> 00:25:29,666

- So this morning
I had the honor to meet

558

00:25:29,666 --> 00:25:32,133

with your management, and I know
that we have a meeting

559

00:25:32,133 --> 00:25:33,933

this afternoon
to further explore.

560

00:25:33,933 --> 00:25:35,666

We are very keen,
as the UN,

561

00:25:35,666 --> 00:25:38,300

to make sure this is not
a one-off engagement.

562

00:25:38,300 --> 00:25:41,333

Um, we look up to NASA
as a pioneer

563

00:25:41,333 --> 00:25:44,633

of innovation
and really taking us--

564

00:25:44,633 --> 00:25:46,466

making us see the impossible.

565

00:25:46,466 --> 00:25:48,366

And so we would
very much love for this

566

00:25:48,366 --> 00:25:50,033

to be a continued partnership

567

00:25:50,033 --> 00:25:53,933

that we can both learn
from each other.

568

00:25:53,933 --> 00:25:55,833

- There was another question.

569

00:25:55,833 --> 00:25:57,433

- Hi, yes, um...

570

00:25:57,433 --> 00:25:59,566

along the lines of that,
now that we have partnerships

571

00:25:59,566 --> 00:26:02,800

that can, uh, make things, uh,

572

00:26:02,800 --> 00:26:05,266

move with more momentum,
but as you start

573

00:26:05,266 --> 00:26:07,533

with, uh, a new social change,

574

00:26:07,533 --> 00:26:09,733

how do you deal with, uh,
resistance

575

00:26:09,733 --> 00:26:11,633

or people who are not
thinking it's--

576

00:26:11,633 --> 00:26:13,166

it's the next obvious
step towards

577

00:26:13,166 --> 00:26:15,433

social progress?

[laughs]

578

00:26:15,433 --> 00:26:17,266

- Yes, so this is,

579

00:26:17,266 --> 00:26:19,566

I think,
the biggest thing that, um,

580

00:26:19,566 --> 00:26:21,500
we realized with HeForShe

581

00:26:21,500 --> 00:26:25,033
was to be able to demonstrate
impact and results.

582

00:26:25,033 --> 00:26:27,700
Um, as I mentioned to you,
the initial response

583

00:26:27,700 --> 00:26:29,233
was not positive,

584

00:26:29,233 --> 00:26:31,500
um, because you had
people saying,

585

00:26:31,500 --> 00:26:33,466
"Men don't really care
about this issue.

586

00:26:33,466 --> 00:26:35,000
Why are you even
engaging them?"

587

00:26:35,000 --> 00:26:37,066
You hear people that say,
"Well, men are the problem,

588

00:26:37,066 --> 00:26:38,766
then why are you
even engaging them?"

589

00:26:38,766 --> 00:26:40,633
And I think one of the things
that we nee--we--

590

00:26:40,633 --> 00:26:42,700
we realized immediately was,

591
00:26:42,700 --> 00:26:44,333
"Okay, well,
if we're gonna do this,

592
00:26:44,333 --> 00:26:46,600
we need to be able
to have measurable change

593
00:26:46,600 --> 00:26:47,933
and--and measurable impact."

594
00:26:47,933 --> 00:26:50,400
So the partnership
that I mentioned to you

595
00:26:50,400 --> 00:26:52,133
it's actually
a partnership called--

596
00:26:52,133 --> 00:26:55,366
uh, it's a pilot,
uh, called IMPACT 10x10x10,

597
00:26:55,366 --> 00:26:56,500
where we have a partnership

598
00:26:56,500 --> 00:26:59,200
with ten heads of states,
ten global CEOs,

599
00:26:59,200 --> 00:27:02,166
and ten university presidents
that have all come up

600
00:27:02,166 --> 00:27:04,600
with some really
game-changing commitments

601

00:27:04,600 --> 00:27:08,166
in championing gender equality,
not in the sense

602

00:27:08,166 --> 00:27:09,866
of "Here's what we're doing
to advance it,"

603

00:27:09,866 --> 00:27:11,333
but rather,
"Here's--here's what

604

00:27:11,333 --> 00:27:13,733
we're gonna do to actually
get to the finishing line."

605

00:27:13,733 --> 00:27:16,633
And through this partnership,
it's measurable.

606

00:27:16,633 --> 00:27:19,000
Um, so Iceland,
as I mentioned as an example,

607

00:27:19,000 --> 00:27:20,333
there it's measurable.

608

00:27:20,333 --> 00:27:21,666
The commitments are public,

609

00:27:21,666 --> 00:27:24,133
there's annual reporting
and checking of progress.

610

00:27:24,133 --> 00:27:26,500
And I think
when people started to see,

611

00:27:26,500 --> 00:27:28,633

you know, girls in Malawi
going back to school,

612

00:27:28,633 --> 00:27:30,366

when people started to see,
you know,

613

00:27:30,366 --> 00:27:33,966

the opportunity to have
equal pay or parental leave,

614

00:27:33,966 --> 00:27:35,800

I think that helped people
to realize

615

00:27:35,800 --> 00:27:37,733

that this wasn't just
an awareness thing,

616

00:27:37,733 --> 00:27:39,200

but we actually want to,
you know,

617

00:27:39,200 --> 00:27:40,933

we want to change the world.

618

00:27:40,933 --> 00:27:43,200

Uh, and we're doing something
about that.

619

00:27:45,066 --> 00:27:46,766

- Yes, right here?

620

00:27:46,766 --> 00:27:48,933

- So when we start
talking about impact,

621

00:27:48,933 --> 00:27:50,733

and when we put numbers on it,

622

00:27:50,733 --> 00:27:54,633

like we want half of, uh,
people on the board to be women,

623

00:27:54,633 --> 00:27:57,833

how do we combat the concept

624

00:27:57,833 --> 00:28:01,300

that maybe some of them
are unqualified?

625

00:28:01,300 --> 00:28:05,100

- Yes, it--it's always
a very tricky, um, question

626

00:28:05,100 --> 00:28:07,033

because even at--
at UN Women level,

627

00:28:07,033 --> 00:28:09,433

not HeForShe
but as the Global Entity,

628

00:28:09,433 --> 00:28:11,466

one of the things
we often face

629

00:28:11,466 --> 00:28:13,733

is quotas or no quotas, right?

630

00:28:13,733 --> 00:28:17,066

Because you also don't want
tokenism either, you know?

631

00:28:17,066 --> 00:28:18,666

And I don't think
women want that either.

632

00:28:18,666 --> 00:28:20,833
You know, we don't want
to be appointed out of tokenism.

633
00:28:20,833 --> 00:28:23,166
We want to be appointed
because of our qualifications.

634
00:28:23,166 --> 00:28:26,633
So it's--it's always
a very interesting, uh,

635
00:28:26,633 --> 00:28:28,266
and delicate matter to manage.

636
00:28:28,266 --> 00:28:30,800
In some cases, we actually
have to enforce quotas

637
00:28:30,800 --> 00:28:32,700
because nothing
is gonna happen otherwise.

638
00:28:32,700 --> 00:28:34,733
Um, and then on the issue--

639
00:28:34,733 --> 00:28:37,233
the--the framing
of UN Women is not

640
00:28:37,233 --> 00:28:38,833
that we just want women there,

641
00:28:38,833 --> 00:28:41,500
but we want qualified women.
We want parity.

642
00:28:41,500 --> 00:28:43,466
We don't--it's not
a zero-sum game either.

643

00:28:43,466 --> 00:28:45,166

We don't want more women
than we want men.

644

00:28:45,166 --> 00:28:46,966

We want to create diverse teams

645

00:28:46,966 --> 00:28:49,500

of qualified individuals, right?

646

00:28:49,500 --> 00:28:51,933

Um, to be able to, um,
to progress.

647

00:28:51,933 --> 00:28:52,966

- May I say?

648

00:28:52,966 --> 00:28:54,566

And just sort of to add
onto that,

649

00:28:54,566 --> 00:28:57,633

it's interesting as part
of the conversation, right?

650

00:28:57,633 --> 00:29:00,333

No one asked if the men
on the board are qualified.

651

00:29:00,333 --> 00:29:01,400

- That's right.

652

00:29:01,400 --> 00:29:03,566

[laughter and applause]

653

00:29:03,566 --> 00:29:04,766

- That's a good point.
- Just saying.

654

00:29:04,766 --> 00:29:06,400

- [laughs]

655

00:29:06,400 --> 00:29:07,433

- We have time
for a couple more questions.

656

00:29:07,433 --> 00:29:08,700

- Yes?

657

00:29:12,533 --> 00:29:14,266

- Um, hi,
my name is Kate Napier.

658

00:29:14,266 --> 00:29:15,633

That was a fantastic talk.

659

00:29:15,633 --> 00:29:19,133

Um, I was wondering
if the HeForShe movement

660

00:29:19,133 --> 00:29:21,433

has addressed
the ways in which

661

00:29:21,433 --> 00:29:23,600

all major world religions, um,

662

00:29:23,600 --> 00:29:27,233

contribute to the oppression
of women, um, through exclusion

663

00:29:27,233 --> 00:29:29,966

in leadership positions
and oftentimes teachings

664

00:29:29,966 --> 00:29:32,666

that women should be

submissive to men?

665

00:29:32,666 --> 00:29:34,733

- Yes, so currently, actually,

666

00:29:34,733 --> 00:29:36,900

in the Middle East,
our country office

667

00:29:36,900 --> 00:29:40,333

um, secured funds
from one of the member states.

668

00:29:40,333 --> 00:29:43,666

And they're carrying out
a huge exercise

669

00:29:43,666 --> 00:29:45,966

on understanding the issue
of religion and gender.

670

00:29:45,966 --> 00:29:48,400

But the important thing
to point out

671

00:29:48,400 --> 00:29:51,200

is that we want to do this
in an inclusive manner.

672

00:29:51,200 --> 00:29:53,433

Um, it's--it's really
to try and do this

673

00:29:53,433 --> 00:29:55,466

in an amical,
versus antagonistic, manner.

674

00:29:55,466 --> 00:29:57,666

So we are working
as part of HeForShe

675

00:29:57,666 --> 00:30:00,266
with religious leaders,
uh, at community level,

676

00:30:00,266 --> 00:30:01,766
uh, to help sensitize

677

00:30:01,766 --> 00:30:04,300
but also to learn from them
what some of the challenges are,

678

00:30:04,300 --> 00:30:06,366
so that we can do this
in a proactive manner.

679

00:30:06,366 --> 00:30:08,566
You know, we can't--
and this is why I often say

680

00:30:08,566 --> 00:30:11,366
you know, we don't own
the HeForShe movement,

681

00:30:11,366 --> 00:30:13,800
uh, because we would
never know

682

00:30:13,800 --> 00:30:16,233
how to communicate
to a community

683

00:30:16,233 --> 00:30:18,666
in--in a certain
cultural context.

684

00:30:18,666 --> 00:30:20,766
So it's really important,
the partnership thing

685

00:30:20,766 --> 00:30:22,733

is really key

that it's about empowering

686

00:30:22,733 --> 00:30:24,933

the local communities,

religious leaders,

687

00:30:24,933 --> 00:30:26,233

the men in those communities,

688

00:30:26,233 --> 00:30:27,866

and, of course, the women

in those communities

689

00:30:27,866 --> 00:30:29,400

to all sit down

and come up with--

690

00:30:29,400 --> 00:30:31,866

with solutions

that are relevant to their,

691

00:30:31,866 --> 00:30:34,800

uh, to their situation.

692

00:30:34,800 --> 00:30:36,300

- So I have a question.

693

00:30:36,300 --> 00:30:38,033

So I'll actually move

into the light.

694

00:30:38,033 --> 00:30:40,466

So one of the things that, um,

695

00:30:40,466 --> 00:30:42,866

you see it's always easier

696
00:30:42,866 --> 00:30:45,933
to suggest or push change

697
00:30:45,933 --> 00:30:47,666
in other locations.

698
00:30:47,666 --> 00:30:49,666
It's usually in your family

699
00:30:49,666 --> 00:30:51,933
that it's a little harder
to do, right?

700
00:30:51,933 --> 00:30:55,333
You could always teach,
assign, direct,

701
00:30:55,333 --> 00:30:57,200
fund, to do.

702
00:30:57,200 --> 00:30:59,833
But in your family because
you're doing it every day,

703
00:30:59,833 --> 00:31:02,566
it's hard to see
and hard to change.

704
00:31:02,566 --> 00:31:04,833
How is this movement
impacting the way

705
00:31:04,833 --> 00:31:06,466
the UN does its job?

706
00:31:06,466 --> 00:31:08,566
And do you see any movement

707

00:31:08,566 --> 00:31:10,566
within the UN?

708
00:31:10,566 --> 00:31:13,233
- Yes, so also
with the HeForShe,

709
00:31:13,233 --> 00:31:15,633
um, I was telling the group
that I met with earlier

710
00:31:15,633 --> 00:31:18,533
that with this
IMPACT 10x10x10 initiative,

711
00:31:18,533 --> 00:31:21,266
one of the--
in addition to those entities

712
00:31:21,266 --> 00:31:23,966
coming up
with a game-changing commitment

713
00:31:23,966 --> 00:31:25,766
uh, they also
agreed to transparency

714
00:31:25,766 --> 00:31:28,100
around reporting
in its annual reporting.

715
00:31:28,100 --> 00:31:30,233
And I remember,
you know, getting the--

716
00:31:30,233 --> 00:31:31,900
some of the global CEOs

717
00:31:31,900 --> 00:31:33,366
and these are some

of the biggest companies

718

00:31:33,366 --> 00:31:36,700
from McKinsey to Vodafone
to Twitter to, um,

719

00:31:36,700 --> 00:31:38,000
Barclays, et cetera.

720

00:31:38,000 --> 00:31:40,033
Um, and there was
people said, "Well, it's just--

721

00:31:40,033 --> 00:31:41,366
they're never gonna
release their data."

722

00:31:41,366 --> 00:31:44,466
McKinsey had never released
their data up until now.

723

00:31:44,466 --> 00:31:47,833
Uh, and we managed to get them
this year in Davos,

724

00:31:47,833 --> 00:31:50,066
one year later after
implementing HeForShe,

725

00:31:50,066 --> 00:31:52,633
uh, they reported their--
their data on--

726

00:31:52,633 --> 00:31:56,933
on the--sort of the parity
within the company.

727

00:31:56,933 --> 00:31:58,833
And with that push,

728

00:31:58,833 --> 00:32:00,700

this also gave us a leverage
to then

729

00:32:00,700 --> 00:32:02,333

go to the Secretary General
and say,

730

00:32:02,333 --> 00:32:05,566

"If we are asking our partners
to release their data,

731

00:32:05,566 --> 00:32:07,000

we also have to release
their data."

732

00:32:07,000 --> 00:32:08,600

And yes, we did release
our data.

733

00:32:08,600 --> 00:32:10,700

Um, and it's still--
it's, again,

734

00:32:10,700 --> 00:32:12,200

it's not as great
as it should be,

735

00:32:12,200 --> 00:32:13,500

but again, I think transparency

736

00:32:13,500 --> 00:32:14,833

is--is the starting point.

737

00:32:14,833 --> 00:32:16,533

You can't fix something
unless you know

738

00:32:16,533 --> 00:32:17,766

how big the problem is.

739

00:32:17,766 --> 00:32:19,900

So with HeForShe,
just in the past year,

740

00:32:19,900 --> 00:32:22,500

we've been able to get the UN
to also release their data.

741

00:32:22,500 --> 00:32:23,900

- That's awesome.

742

00:32:23,900 --> 00:32:26,900

Okay, I think we have time
for a couple more questions.

743

00:32:26,900 --> 00:32:28,966

Yes?

- So regarding the question

744

00:32:28,966 --> 00:32:30,533

you had...

745

00:32:30,533 --> 00:32:32,300

- Thanks.

746

00:32:32,300 --> 00:32:34,033

- So regarding the question
you had--

747

00:32:34,033 --> 00:32:37,033

or the statement you made
about quotas or non-quotas.

748

00:32:37,033 --> 00:32:38,900

Doesn't the imposition
of a quota

749

00:32:38,900 --> 00:32:41,500

sort of foster a spirit
of inequality?

750

00:32:41,500 --> 00:32:43,733

Uh, obviously
you have to do something,

751

00:32:43,733 --> 00:32:45,233

uh, to make things equal,

752

00:32:45,233 --> 00:32:49,566

but doesn't imposing a quota,
um, sort of foster

753

00:32:49,566 --> 00:32:51,700

this idea that, um,

754

00:32:51,700 --> 00:32:54,066

these people
need to be stood up for

755

00:32:54,066 --> 00:32:56,466

and--and that sort of thing
and then

756

00:32:56,466 --> 00:32:59,433

make people that are, uh,
being supported by the quota

757

00:32:59,433 --> 00:33:01,500

feel unequal?

758

00:33:01,500 --> 00:33:03,866

- The Executive Director of
UN Women has a favorite saying.

759

00:33:03,866 --> 00:33:05,900

She says, you know,
"Certainly a woman can

760

00:33:05,900 --> 00:33:08,000

break the glass ceiling,
but wouldn't it be nice

761

00:33:08,000 --> 00:33:11,066

if someone just removed it so
I don't have to hurt my hands?"

762

00:33:11,066 --> 00:33:13,400

Um, I think it's the same thing
with the issue of quotas,

763

00:33:13,400 --> 00:33:14,833

unfortunately, that, you know,

764

00:33:14,833 --> 00:33:16,533

in some cases you have
to have the qu--

765

00:33:16,533 --> 00:33:18,233

I mean, we wish we didn't
need the quotas,

766

00:33:18,233 --> 00:33:20,000

but sometimes you have
to have the quotas.

767

00:33:20,000 --> 00:33:24,066

Especially around, uh,
political participation.

768

00:33:24,066 --> 00:33:25,066

- Thank you.

769

00:33:25,066 --> 00:33:26,233

- Okay.

- Yes?

770

00:33:26,233 --> 00:33:27,666

- Hi, I'm Erika Rodriguez,
also part

771

00:33:27,666 --> 00:33:29,433

of the WIN organization
here at Ames.

772

00:33:29,433 --> 00:33:31,100

Thank you for a wonderful talk.

773

00:33:31,100 --> 00:33:32,500

I had two questions.

774

00:33:32,500 --> 00:33:35,200

You had mentioned earlier
in your presentation that it--

775

00:33:35,200 --> 00:33:37,666

the HeForShe campaign
exceeded your expectations.

776

00:33:37,666 --> 00:33:39,533

And now that you've seen
this huge movement,

777

00:33:39,533 --> 00:33:41,300

where do you see it
in one year?

778

00:33:41,300 --> 00:33:42,533

In five years?

779

00:33:42,533 --> 00:33:45,033

And the second question is,
is there feedback?

780

00:33:45,033 --> 00:33:46,466

Do you go back
to these countries

781

00:33:46,466 --> 00:33:48,033
who have started this movement

782

00:33:48,033 --> 00:33:50,566
and see if they're
really continuing,

783

00:33:50,566 --> 00:33:52,166
um, the change that they--

784

00:33:52,166 --> 00:33:54,533
they said they
were going to start?

785

00:33:54,533 --> 00:33:56,733
- Yes, so--so now, um,

786

00:33:56,733 --> 00:33:59,200
the HeForShe, having started
as this awareness

787

00:33:59,200 --> 00:34:01,500
one-year initiative
now becoming

788

00:34:01,500 --> 00:34:03,666
a core component
of the accelerator

789

00:34:03,666 --> 00:34:05,500
of the SDGs and UN Women,

790

00:34:05,500 --> 00:34:08,100
uh, we are obviously,
you know, tracking progress

791

00:34:08,100 --> 00:34:09,500
until the finishing line.

792

00:34:09,500 --> 00:34:11,600

Within the IMPACT 10x10x10,

793

00:34:11,600 --> 00:34:13,600

uh, we've even gotten
even ambitious.

794

00:34:13,600 --> 00:34:15,866

So the commitments
that I mentioned to you,

795

00:34:15,866 --> 00:34:17,566

whether it be
around equal pay.

796

00:34:17,566 --> 00:34:20,600

Um, so we have two companies
that are addressing--

797

00:34:20,600 --> 00:34:21,900

in addition
to the two countries--

798

00:34:21,900 --> 00:34:23,433

addressing issues
of equal pay.

799

00:34:23,433 --> 00:34:25,233

We have an end point of 2020.

800

00:34:25,233 --> 00:34:28,966

We almost want to frontload
the--the activity

801

00:34:28,966 --> 00:34:31,500

so that we don't
wait until 2030 to realize

802

00:34:31,500 --> 00:34:33,500

that we are still quite far
from where we need to go.

803

00:34:33,500 --> 00:34:36,033

So there is
the annual reporting,

804

00:34:36,033 --> 00:34:37,200

annual tracking.

805

00:34:37,200 --> 00:34:38,900

Uh, we meet with these
IMPACT Champions,

806

00:34:38,900 --> 00:34:40,233

the heads of states,
the CEOs,

807

00:34:40,233 --> 00:34:42,433

and the university presidents
on an annual basis.

808

00:34:42,433 --> 00:34:44,500

And in fact, uh,
September 20th,

809

00:34:44,500 --> 00:34:46,766

which is the second anniversary
of HeForShe,

810

00:34:46,766 --> 00:34:49,700

it's gonna be at
the General Assembly at the UN.

811

00:34:49,700 --> 00:34:52,466

And we're launching the, uh,
heads of states' reports

812

00:34:52,466 --> 00:34:54,166

as well as
the university reports.

813
00:34:54,166 --> 00:34:56,700
So there is, like,
clear, measurable,

814
00:34:56,700 --> 00:34:59,200
trackable progress happening
with that--with that group.

815
00:34:59,200 --> 00:35:02,733
Um, and then in terms of, um--
what was your second part?

816
00:35:02,733 --> 00:35:04,366
Did I answer the second part?

817
00:35:04,366 --> 00:35:05,533
- Yeah, you did, and then...
- Yeah.

818
00:35:05,533 --> 00:35:07,900
- Where do you
personally see it going

819
00:35:07,900 --> 00:35:09,566
in a year?
Five years from now?

820
00:35:09,566 --> 00:35:11,300
- Well, if I can
boldly say this,

821
00:35:11,300 --> 00:35:12,866
we want to end
gender inequality.

822
00:35:12,866 --> 00:35:14,866
And--and really, I mean,

we are not stopping

823

00:35:14,866 --> 00:35:16,066
until that's done.

824

00:35:16,066 --> 00:35:17,933
Um, but again,
the more we can frontload

825

00:35:17,933 --> 00:35:21,033
the--the work, the better
it's going to be for everyone.

826

00:35:21,033 --> 00:35:22,500
Yeah.
- Okay.

827

00:35:22,500 --> 00:35:25,566
I think we have time
for one more at least, Jacob?

828

00:35:25,566 --> 00:35:27,400
Okay.
Yes?

829

00:35:27,400 --> 00:35:28,933
- Hello, my name's Alejandra,

830

00:35:28,933 --> 00:35:30,266
and I wanted to thank you
very much

831

00:35:30,266 --> 00:35:31,900
for coming today at NASA Ames.

832

00:35:31,900 --> 00:35:33,500
Um, and I wanted to know

833

00:35:33,500 --> 00:35:35,466

if you could give advice--

834

00:35:35,466 --> 00:35:37,033

there's a lot of interns here--

835

00:35:37,033 --> 00:35:39,900

um, on how to advocate
for the HeForShe campaign

836

00:35:39,900 --> 00:35:42,200

and gender equality,
um, globally.

837

00:35:42,200 --> 00:35:43,866

So what advice
would you give us?

838

00:35:43,866 --> 00:35:45,333

Really quickly.

839

00:35:45,333 --> 00:35:48,200

- So the--the first,
as a reminder again,

840

00:35:48,200 --> 00:35:50,433

I firmly believe
and we firmly believe

841

00:35:50,433 --> 00:35:52,100

that people create movements.

842

00:35:52,100 --> 00:35:54,366

And so it's gonna take
all of us.

843

00:35:54,366 --> 00:35:57,500

Um, and it--
it can be as daunting

844

00:35:57,500 --> 00:35:59,633

as it should be
because sometimes

845

00:35:59,633 --> 00:36:01,633

you sort of feel,
"Where do I even start?"

846

00:36:01,633 --> 00:36:03,266

And so we are trying
to really make this

847

00:36:03,266 --> 00:36:04,966

as bite-size as possible.

848

00:36:04,966 --> 00:36:08,066

I think the first thing is go to
the HeForShe-dot-org website.

849

00:36:08,066 --> 00:36:10,166

Um, read some material.

850

00:36:10,166 --> 00:36:11,966

Within that website,
we're sort of giving you

851

00:36:11,966 --> 00:36:13,366

some thought-starters and ideas

852

00:36:13,366 --> 00:36:15,666

on what you can do
to support gender equality.

853

00:36:15,666 --> 00:36:18,533

We've also identified
sort of key priority issues

854

00:36:18,533 --> 00:36:21,233

that, you know,
we think we need more work

855

00:36:21,233 --> 00:36:22,633
to be done on those areas.

856

00:36:22,633 --> 00:36:25,366
And also giving you ideas
on how you can be part of this.

857

00:36:25,366 --> 00:36:27,633
But again, some of these things
are very simple,

858

00:36:27,633 --> 00:36:29,633
and Jacob already spoke
about this.

859

00:36:29,633 --> 00:36:31,666
It all begins in the home,
right?

860

00:36:31,666 --> 00:36:33,966
Um, and we all have
a responsibility.

861

00:36:33,966 --> 00:36:36,533
And I often am baffled
when men, you know--

862

00:36:36,533 --> 00:36:38,166
when women say,

863

00:36:38,166 --> 00:36:40,100
"Whoa, these men
are just horrible men."

864

00:36:40,100 --> 00:36:41,366
And I think,
"Well, they didn't

865

00:36:41,366 --> 00:36:43,700

just, like, emerge
from a jungle somewhere."

866

00:36:43,700 --> 00:36:45,133

You know?
[laughter]

867

00:36:45,133 --> 00:36:46,466

- Just spring up.

868

00:36:46,466 --> 00:36:48,300

- Just, like, raised by, like,
animals or something.

869

00:36:48,300 --> 00:36:49,366

I mean, we--you know,

870

00:36:49,366 --> 00:36:51,000

mothers also have
a responsibility.

871

00:36:51,000 --> 00:36:52,466

You know,
we are raising those sons.

872

00:36:52,466 --> 00:36:53,733

We are raising
those daughters.

873

00:36:53,733 --> 00:36:56,700

And I think just having
that awareness in the home.

874

00:36:56,700 --> 00:36:58,433

Um, I mean, I remember--
you know,

875

00:36:58,433 --> 00:37:00,333

I'm from Africa,

so gender disparity

876

00:37:00,333 --> 00:37:02,900
has always been part and parcel
of my upbringing.

877

00:37:02,900 --> 00:37:05,566
But I even know now,
living in the US, and I go out

878

00:37:05,566 --> 00:37:07,166
to my friend's house.
- Mm-hmm.

879

00:37:07,166 --> 00:37:08,433
- And, you know,
they're supposed to be

880

00:37:08,433 --> 00:37:10,500
much more enlightened than
perhaps I thought I was

881

00:37:10,500 --> 00:37:12,700
living in Africa, but you still
have mothers saying,

882

00:37:12,700 --> 00:37:15,466
well, you know, "Don't play
with your brother's toys."

883

00:37:15,466 --> 00:37:16,666
And the brother has trucks.

884

00:37:16,666 --> 00:37:18,500
You know,
"Here's your doll for you."

885

00:37:18,500 --> 00:37:21,166
Um, and really
sort of creating this--

886

00:37:21,166 --> 00:37:23,400

this sort of inequality
right--right off.

887

00:37:23,400 --> 00:37:25,100

Or--[stammering]

888

00:37:25,100 --> 00:37:26,533

the boys should
stay out of the kitchen.

889

00:37:26,533 --> 00:37:27,700

Let the girl cook.

890

00:37:27,700 --> 00:37:29,533

So--so I think
really starting from that,

891

00:37:29,533 --> 00:37:32,300

and--and as young people,
we obviously want your energy.

892

00:37:32,300 --> 00:37:34,833

There's more than 250
HeForShe clubs.

893

00:37:34,833 --> 00:37:36,800

Going back to your school,
start a club.

894

00:37:36,800 --> 00:37:39,400

Educate your--
your, uh, fellow students.

895

00:37:39,400 --> 00:37:41,166

And sign up
to the HeForShe movement.

896

00:37:41,166 --> 00:37:43,133
We still need more people.

897
00:37:43,133 --> 00:37:44,366
- Thank you very much.
- Okay.

898
00:37:44,366 --> 00:37:46,166
- And I'm just gonna
piggyback onto that...

899
00:37:46,166 --> 00:37:47,666
- Yes?
- All of you Ames people

900
00:37:47,666 --> 00:37:49,266
out there,
all of you interns,

901
00:37:49,266 --> 00:37:50,900
all of you folk
who are here today,

902
00:37:50,900 --> 00:37:52,566
you got some homework, right?

903
00:37:52,566 --> 00:37:54,200
Go check out the website.

904
00:37:54,200 --> 00:37:55,466
Find out how to join.

905
00:37:55,466 --> 00:37:57,066
Start the conversation.
- Mm-hmm.

906
00:37:57,066 --> 00:37:58,300
- You have to start it here.
- Yes.

907
00:37:58,300 --> 00:37:59,533
- I totally agree with you.

908
00:37:59,533 --> 00:38:01,133
I have grandsons
and granddaughters

909
00:38:01,133 --> 00:38:03,900
and you would not believe
the conversations we've had

910
00:38:03,900 --> 00:38:06,300
around the color pink.
- Yes.

911
00:38:06,300 --> 00:38:08,200
- They're only four,
but they're very vocal

912
00:38:08,200 --> 00:38:10,033
about who should wear it
and who shouldn't.

913
00:38:10,033 --> 00:38:12,366
And we're slowly but surely
changing their minds.

914
00:38:12,366 --> 00:38:13,366
You can imagine.

915
00:38:13,366 --> 00:38:14,366
I'll bring you pictures

916
00:38:14,366 --> 00:38:16,000
of my grandsons in pink shirts

917
00:38:16,000 --> 00:38:18,200
and my granddaughters
in blue boxers, like--

918

00:38:18,200 --> 00:38:20,300

But we definitely want to start

919

00:38:20,300 --> 00:38:21,800

by having the conversation.

920

00:38:21,800 --> 00:38:24,833

And don't stop when the
conversation gets uncomfortable.

921

00:38:24,833 --> 00:38:26,200

- Yeah.

922

00:38:26,200 --> 00:38:27,266

- Right?

923

00:38:27,266 --> 00:38:28,400

Right?

- Yes.

924

00:38:28,400 --> 00:38:29,400

- Push through.

- Yes.

925

00:38:29,400 --> 00:38:31,033

- Have the conversation.

- Yeah.

926

00:38:31,033 --> 00:38:33,100

- We are grateful.

Thank you so much

927

00:38:33,100 --> 00:38:34,533

for coming today.

- Well, thank you for having me.

928

00:38:34,533 --> 00:38:36,200

- And we invite you back.

- Absolutely.

929

00:38:36,200 --> 00:38:37,633

- Right?

930

00:38:37,633 --> 00:38:39,800

So, please, let's give her
a wonderful, warm thank you.

931

00:38:39,800 --> 00:38:41,066

[applause]

932

00:38:41,066 --> 00:38:42,933

- Thank you, Karen.

- Mm-hmm.

933

00:38:42,933 --> 00:38:44,700

Miss Elizabeth Nyamayaro.

934

00:38:44,700 --> 00:38:45,766

Thank you.