



23 January 2015 – The new HeForShe IMPACT 10X10X10 pilot initiative has been unveiled by [UN Women](#) at the World Economic Forum in Davos. The new campaign aims to put "responsibility for change right where it matters - and spotlights leaders who can make it happen. The founding Champions from industry and government will pave the way for others to join in", according to UN Women Executive Director and Under-Secretary-General Phumzile Mlambo-Ngcuka.

IMPACT 10X10X10 prioritizes legislative bodies and corporations in view of the gender inequality highlighted by earlier findings from the World Economic Forum's Global Gender Gap Report 2014, which indicated a large gap between men and women in terms of political engagement and opportunity, and little improvement in equality for women in the workplace since 2006. Additionally, universities join the impact trio as well: youth engagement represents one of the greatest opportunities for accelerating progress toward the achievement of gender equality, and ending violence against women.

Be part of the change



Emma Watson, actress and activist, is the face of the HeForShe campaign, which aims to raise awareness of gender inequality and encourage men to stand up for women's rights. The campaign is part of the 10X10X10 initiative, which seeks to achieve gender equality by 2015.