

Takachiho Junior High School
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HeForShe

Today we are launching a campaign called “HeForShe.” I am reaching out to you because I need your help. We want to end gender inequality - and to do that we need everyone to be involved. This is the first campaign of its kind at the UN: we want to try and galvanize as many men and boys as possible to be advocates for gender equality. And we don't just want to talk about it, but make sure it is tangible.

I was appointed six months ago and the more I have spoken about feminism the more I have realized that fighting for women's rights has too often become synonymous with man-hating. If there is one thing I know for certain, it is that this has to stop. For the record, feminism by definition is: “The belief that men and woman should have equal rights and opportunities. It is the theory of the political, economic and social equality of the sexes.”

I started questioning gender-based assumptions when at eight I was confused at being called “bossy,” because I wanted to direct the plays we would put on for our parents - but the boys were not. When at 14 I started being sexualized by certain elements of the press. When at 15 my girlfriends started dropping out of their sports teams because they didn't want to appear “muscly.” When at 18 my male friends were unable to express their feelings. I decided I was a feminist and this seemed uncomplicated to me.

But my recent research has shown me that feminism has become an unpopular word. Apparently I am among the ranks of women whose expressions are seen as too strong, too aggressive, isolating, anti-men and, unattractive. Why is the word such an uncomfortable one?

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