



HeForShe

Electronic Arts

HeForShe Assurance Report 2018 - 2019



EA Assurance Report 2018/2019

Electronic Arts believes that Gaming and Inclusion must go hand-in-hand. Through Play to Give 2018, Electronic Arts and the United Nations HeForShe initiative further strengthened their partnership and, alongside gaming communities across the world, celebrated the positive connections we make by playing games that share our commitment to building a more inclusive world.

Created by UN Women, the United Nations entity for gender equality and the empowerment of women, the HeForShe solidarity movement for gender equality provides a systematic approach and targeted platform where a global audience can engage and become change agents for the achievement of gender equality in our lifetime. This requires an innovative, inclusive approach that mobilizes people of every gender identity and expression as advocates and acknowledges the ways that we all benefit from this equality.

HeForShe invites people around the world to stand together as equal partners to craft a shared vision of a gender equal world and implement specific, locally relevant solutions for the good of all of humanity. Since its launch on 20 September 2014, at the United Nations, by UN Secretary-General Ban Ki- Moon and UN Women Global Goodwill Ambassador, Emma Watson, millions of activists from around the world including Heads of State, CEOs, and global luminaries from all walks of life have committed to gender equality. HeForShe has been the subject of more than 3 billion conversations on social media, with off-line activities reaching every corner of the globe.

PROJECTS FUNDED

HeForShe believes in building better lives for people around the world. We are innovative and resourceful in identifying the best possible course of action for our projects, partners and people. We are all for leaving a mark, creating real impact in societies with quantifiable results. It is our resolute ambition to meet the Sustainable Development Goals set by the United Nations. We bring the highest international standards to our engagements across the world, and we act as a hub for various stakeholders to come together to find a solution for the most arduous challenges of our time.

The generous support of EA and its players has enabled the HeForShe initiative to deliver the following projects:

1. IMPACT LAB

Since the launch of the IMPACT 10x10x10 initiative in January 2015, IMPACT Champions have made significant progress towards achieving gender equality through innovative approaches and initiatives under their unique HeForShe IMPACT Commitments.



The resources provided by Electronic Arts has enabled HeForShe to create the HeForShe IMPACT Lab - an innovative incubator for gender equality solutions in support of a transformative agenda for gender equality. Drawing on the collective capabilities of HeForShe IMPACT 10x10x10 Champions, of which Electronic Arts is a member, the IMPACT Lab creates an enabling environment to pilot test innovative ideas; document lessons learnt; and disseminate proven practices to the global audience, thus accelerating scalability of gender equality solutions. The dissemination of HeForShe knowledge outputs and proven practices is facilitated by the HeForShe IMPACT Lab through an annual HeForShe IMPACT Summit attended by senior executives in the private and public sector.

The inaugural IMPACT Lab took place in London in January 2018. This year's EA contribution has allowed HeForShe to deliver two additional Lab sessions in New York (September 2018) and Paris (April 2019) bringing together over 40 partners to develop scalable and shareable solutions for gender equality many of which were shared at the IMPACT Summit in New York in September 2019.

2. IMPACT SUMMIT

The HeForShe IMPACT Summit is a unique experience for senior executives from private and public-sector institutions to learn first-hand and acquire practical knowledge on how to implement transformative gender equality policies across their institutions - from paid parental leave; equal pay for equal work; ensuring gender parity in senior leadership and board level; etc. This solutions-driven event puts gender equality solutions in the hands of participants, empowering them to be catalysts for change within their own institutions and communities towards the creation of a gender equal world.

On the sidelines of the 73rd Session of the UN General Assembly, **Her Majesty Queen Rania Al-Abdullah**, of the Hashemite Kingdom of Jordan, award-winning actor and UN Women's Global Goodwill Ambassador, **Anne Hathaway**, and actor and activist **Winston Duke** joined world leaders, global CEOs, university presidents and activists to unveil groundbreaking solutions to achieve gender equality around the world. Most notably, HeForShe released three distinct products at the Summit, based on the work of its HeForShe Champions:

- The HeForShe Proven Solution on How to Achieve Parity in Global Leadership: Emerging from the work of HeForShe IMPACT Champion PwC Network, which has moved from 18% female representation on its Global Leadership team to 47% in just 15 months, the solution sets out a roadmap for other organizations.
- The HeForShe Emerging Solutions for Gender Equality Report, containing 34 concrete emerging solutions on how to achieve gender equality. These solutions address a wide range of issues, including closing the gender pay gap, ending gender-based and sexual violence, and achieving parity across society.
- Last, HeForShe unveiled its first HeForShe Male Allies Guide for Gender Equality – Tips for Understanding and Managing Your Emotions, built on a program pioneered



by the Government of Finland, a HeForShe IMPACT Champion, to enlist army conscripts to prevent violence against women.

Welcoming the solutions, Anne Hathaway said, "the men on stage with me are here because they are throwing a huge rock through the glass ceiling."

In a closing call to action, Winston Duke said, "As an actor I have always been told that there are no small roles; and in the world of gender justice I've found no statement to be more true. To every single man and boy tuning in to this conversation today, I ask: I am HeForShe, are you?"

3. #MorePowerfulTogether CAMPAIGN

In the lead-up to the event, HeForShe launched #MorePowerfulTogether, inviting landmarks around the world, most notably The Empire State Building in New York City, the Burj Khalifa in Dubai, and the CN Tower in Toronto, to turn off half their lights to demonstrate the power lost when women are underrepresented. The summit underlined this message by bringing together champions from all corners of society to demonstrate that we are truly more powerful together.

Twenty-five buildings and landmarks participated in #MorePowerfulTogether across eight countries. Most were mentioned in our communications materials, but many also made separate announcements and shared the campaign across social.

Mark Consuelos launched #MorePowerfulTogether at an Empire State Building lighting ceremony on September 24th with a speech, media interviews, photo opportunities, and by posting prepared social content before and after launch.

4. NEW HeForShe GLOBAL PLATFORM

The HeForShe movement fully established a global engagement platform in 2018. With EA support, we had all of the requisite ingredients in place for success with a new dynamic and engaging website available in 10 languages developed by behavioral economists to ensure the messaging engaged our core audience - with 1 in 4 visitors now making the HeForShe commitment and utilizing the potential of cutting-edge technologies has greatly enhanced the advocacy aspect of the HeForShe initiative reaching the goal of 2 million commitments during the reporting period thanks to more relevant communication on themes, topics and regionally-focused content to our supporters.



5. FOUNDATIONS OF A CAMPAIGN TO BUILD A BETTER GAMING ENVIROMENT

How do we give players the tools to confront exclusionary behavior in a way that doesn't guilt or shame, but encourages their positive engagement? Through the funding provided by EA Play to Give, HeForShe is bringing its message of inclusivity to new audiences with a greater focus on the gaming environment. Speaking up online has been correlated to intervening positively in sexual assault or abuse situations, according to the University of New Hampshire.

HeForShe want to revolutionize online gaming culture to create an inclusive space for all to play freely. When fellow gamers allow others to face harassment alone or to change their behavior in order big barrier. to mitigate abuse, it punishes them for the behavior of others, erases them from the surface of the community, and, does not indicate to harassers that their treatment is unacceptable in the eyes of their fellow gamers.

HeForShe is working with a creative agency to deliver an innovative campaign on this subject which will be finalized in June 2019. HeForShe and EA will work together to identify suitable timelines and stakeholders on this campaign which will go live in the period between EA Play to Give and the EA inclusion event to be held in San Francisco on September 4th, 2019.

KEY PERFORMANCE INDICATORS (TO DATE)

- 30 Champions' data highlighted through the Report attached
- 600+ high profile attendees at the IMPACT Summit 2018 on the sidelines of the General Assembly, New York
- 177,011 new commitments in the reporting period achieving our ambitious target of 2 million total commitments
- Capturing of three solutions launched at the IMPACT Summit, 2018. These solutions will be scaled to other institutions in order to accelerate progress towards gender equality creating a powerful legacy for EA
- 70,000 views of Winston Dukes impassioned speech
- Last year's campaign led to a surge of 30,000 pledged commitments and a nearly 500% increase in website traffic event week. It garnered over 424 million earned media impressions— a 41% increase over the previous year — with nearly 200 articles across 159 outlets, in 13 different countries and languages
- The IMPACT Summit secured over 145 million social media impressions, and #HeForShe trended nationally (USA) on Twitter. Sentiment was 100% positive/neutral with 100% pull-through of at least one key message.