

THE SOUND OF CHANGE LIVE

TWICKENHAM LONDON 1 JUNE 2013

PRESENTED BY

**CHIME
FOR
CHANGE**

FOUNDED BY GUCCI

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MANIFESTO

THROUGHOUT HISTORY, WOMEN HAVE DONE THINGS DIFFERENTLY. WHEN WE NEED TO GET SOMETHING DONE, WE DO IT TOGETHER.

WITH EACH NEW GENERATION OUR STORY HAS SPREAD WIDER.

THE VOICES TELLING IT BRAVER, MORE POWERFUL.

BUT THE STORY IS FAR FROM OVER. THESE ARE EXTRAORDINARY TIMES.

THANKS TO TECHNOLOGY, WOMEN ACROSS THE WORLD HAVE THE ABILITY TO CONNECT IN WAYS UNIMAGINABLE TO THOSE WHO WENT BEFORE US.

WE BELIEVE THAT CONNECTION EMPOWERS US.

WE ARE PROUD TO BE JOINING A GROWING MOVEMENT OF MANY.

THE YOUNG AND THE OLD, WOMEN AND MEN, FROM ALL CULTURES AND ALL WALKS OF LIFE WHO WANT TO SEE CHANGE.

NOT ONE VOICE, BUT BILLIONS CALLING FOR THE EMPOWERMENT OF GIRLS AND WOMEN.

EMPOWERMENT THROUGH EDUCATION, THROUGH HEALTH, THROUGH JUSTICE.

THIS IS ABOUT HEARING A CALL – TO JOIN US WHEREVER YOU ARE.

ABOUT RAISING AN ALARM – DRAWING ATTENTION WHERE THERE IS WORK TO BE DONE.

OUR ISSUES ARE THE WORLD'S ISSUES.

THIS IS THE SOUND OF CONNECTION.
THIS IS THE SOUND OF PROGRESS.
THIS IS THE SOUND OF CHANGE.

**CHIME
FOR
CHANGE**
FOUNDED BY GUCCI

THE TIME IS NOW

What is the sound of millions of voices, joined as one?
It is THE SOUND OF CHANGE.

Tonight we come together, at Twickenham Stadium and around the world, to call for change in the loudest voice possible.

Change for the millions of girls who are denied an education – or worse, who are persecuted for fighting for one.

Change for the women who cannot get the health care they need, including the 800 women a day who die in pregnancy and childbirth.

Change for the 70 percent of the world's women who experience physical or sexual violence in their lifetimes.

Change for the women who are denied an opportunity to own land, or to have a voice in the halls of power.

Change for the women who believe anything is possible, and who have the courage to realize their dreams.

Each one of us plays a role in creating this change, because none of us can move forward if half of us are held back.

We have reached a critical moment in history: fighting for girls and women is the emergency and the opportunity of our time. When girls and women are empowered, they strengthen their families and their communities – and create a better world.

I am proud to be a founder of CHIME FOR CHANGE, the global campaign that has brought us all together tonight. As Creative Director of Gucci and a board member of the Kering Corporate Foundation, I am honored to represent two organizations that have stepped forward, by underwriting this event and campaign, to join the growing movement that calls for a better future for girls and women. A better future for all of us.

CHIME FOR CHANGE is a movement for Education, Health and Justice. For every girl. Every woman. Everywhere.

I am proud to stand with my co-founders, Beyoncé Knowles-Carter and Salma Hayek Pinault, two women I admire for their strength, courage and commitment to this cause. We believe we can do extraordinary things when we come together, and tonight, we invite you to be part of a celebration that will help shape history.



courtesy of Gucci



LET'S MAKE SOME NOISE

Welcome to THE SOUND OF CHANGE LIVE!

So many talented artists have come together at Twickenham Stadium in London to make noise for the empowerment of women and girls around the world.

We continue to hear the startling statistics:

- 60% of children not in school are girls
- 800 women die every day during pregnancy and childbirth due to lack of access to care
- Women perform 66% of the world's work, but receive only 11% of the world's income

Despite these obstacles, more and more women and girls continue to accomplish amazing things everyday. They are going to college, running corporations, seeking and winning political offices and standing up for what they know is right.

We need to celebrate these achievements and motivate young people everywhere to believe that anything is possible. We will clap for the graduates, sing out loud for those not afraid to say no and dance for all those who inspire and motivate children around the world. Let's celebrate teachers, doctors, athletes, nurses, writers, artists and all who lead by example so the next generation can know true equality for people everywhere.

Tonight, it's about sharing, educating and empowering each other so we are one step closer to true equality. We need to invite men and boys to join the party and celebrate the women and girls in their lives. It's about learning to honor them as people first.

My performance is dedicated to people everywhere who believe in freedom, equality, peace and that anything is possible.

Beyoncé

TAKE ACTION

Tonight, we come together at a moment of incredible opportunity for women. And yet, this moment of opportunity is also a moment of need.

We live in a world where millions of girls and women still struggle for basic rights. Where young women are gang raped and murdered; where pre-teens are forced into marriage, the sex trade, or bonded labor; where girls see their schools burned to the ground.

You know these stories. We all know these stories. We watch them unfold – almost in real time. Who are we today, if we don't do something about it? How can we tell ourselves awareness is enough?

In the information age, there are no innocent bystanders. There is no such thing as "far away" when we can carry the world in our pockets. Technology has made us all neighbors. We all share in everything that happens. But that means we also have the ability, and the responsibility, to do something.

We can be defined not just by what we know, but by what we do. By turning awareness into meaningful action. That's the vision behind CHIME FOR CHANGE. That's why we gather here tonight, to celebrate what is possible when we come together.

CHIME FOR CHANGE is powered by Catapult, the first crowdfunding platform dedicated to girls and women. Through Catapult, CHIME FOR CHANGE links our community to hundreds of projects supporting education, health and justice worldwide – projects initiated by credible, experienced non-profits that are having an immediate, positive impact on girls' and women's lives.

Thanks to the generous commitment of Gucci, each of you will receive a voucher via email tomorrow to contribute the value of your concert ticket to a Catapult project that is powering change. With a single click, you can fund a project that speaks to your heart – whether it's helping a girl on the other side of the globe, or a woman on the other side of town.

The funds we raise together tonight will help create real change, lifting the lives of girls and women, who will go on to lift the lives of those around them.

Because, in fighting for women, we fight for humanity. We fight for the future – for everyone.

Thank you for being a part of change tonight. Tell your friends to do the same. Your voice matters. Make it heard.



courtesy of Jack Guy / Corbis



Stop
Violence.
Improve
Women's
Lives.



Conception — Réalisation : **HAVAS WORLDWIDE PARIS** — Photos : Grégoire Alexandre et Claudia Rochlisberg
in line with PPR's change of name, the PPR Corporate Foundation for Women's Dignity and Rights will become the Kering Corporate Foundation, subject to approval at the Foundation's board meeting on 26 June 2013.

KERING · GUCCI · BOTTEGA VENETA · SAINT LAURENT · ALEXANDER McQUEEN · BALENCIAGA · BRIONI · CHRISTOPHER KANE
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OUR MAGAZINES
SPEAK TO
GIRLS & WOMEN
IN OVER 30
LANGUAGES
WORLDWIDE.

AND EMPOWER
THEM TO SPEAK OUT
FOR THEMSELVES.

<p>HEARST MAGAZINES IS A PROUD PARTNER OF</p>	<p>CHIME FOR CHANGE FOUNDED BY GUCCI</p>
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SUPPORT A PROJECT

WHY GIRLS & WOMEN? BECAUSE EQUALITY FOR GIRLS AND WOMEN MAKES A BETTER PLANET FOR EVERYONE.

To some people, it's about rights. To others, it's about smart economics. Either way, we cannot see progress in our world without addressing equality and opportunity for girls and women. There are many organizations fighting tirelessly toward achieving these goals. But even given all of these efforts, girls and women around the world will be denied the opportunity to take part in the next generation's development. These organizations need support to do more.

Chime for Change has partnered with Catapult, the first crowdfunding site where you can make real change happen for girls and women around the world. Catapult connects trusted non-profit organizations with a new global audience to increase funds and engagement. Organizations post projects online, and, as a donor, you can browse and fund the issues that speak to you the most.

Your ticket to The Sound of Change Live is your opportunity to join in the call for change. Starting tomorrow, The Sound of Change Live ticket holders will be emailed a Chime for Change gift voucher, allowing you the chance to explore and donate to the incredible organizations working on the frontline to end domestic violence, child marriage, and sex slavery, and to encourage education, economic empowerment and leadership for girls and women.

Get started by visiting www.chimeforchange.org to select a project and spread the word. Every dollar donated through Catapult goes to the organization you choose, and you will receive regular reports about the project's progress.

Together, we can create real change by supporting projects. Together, we can chime for change.



EDUCATION



GIRLS INC. OF GREATER HOUSTON WILL SEND 30 GIRLS TO A SUMMER CAMP PROGRAM FOCUSED ON SCIENCE, MATH AND RELEVANT TECHNOLOGY (SMART).



GLOBAL FUND FOR WOMEN WILL SUPPORT INDIGENOUS WOMEN IN GUATEMALA TO ATTEND POLITICAL TRAINING SCHOOL TO BECOME CHANGE MAKERS IN THEIR COMMUNITY.

WE WANT TO SEE A WORLD WHERE EVERY GIRL HAS THE RIGHT TO GO TO SCHOOL.

Education is a powerful tool but the reality is that girls around the world are denied the opportunity to learn. This hurts all of us. Studies show that investing in girls' education raises GDP and employment. By supporting projects for education, we can deepen the power of girls and women to shift the social conditions and cultural perceptions that hinder their advancement. Together we can help girls become leaders and advocates for themselves and their peers.

PROVIDING GIRLS ONE EXTRA YEAR OF EDUCATION BOOSTS EVENTUAL WAGES BY 10 TO 20%

INVESTING IN GIRLS' EDUCATION RAISES GDP AND EMPLOYMENT GROWTH

TWO-THIRDS OF THE WORLD'S ILLITERATE ADULTS ARE WOMEN

60% OF THE CHILDREN NOT IN SCHOOLS ARE GIRLS

IF ALL WOMEN HAD ACCESS TO CONTRACEPTION, 100K MATERNAL DEATHS WOULD BE AVOIDED EACH YEAR

WE WANT TO SEE A WORLD WHERE EVERY GIRL AND WOMAN HAS THE HEALTH CARE SHE NEEDS.

80% OF MATERNAL DEATHS COULD BE EASILY PREVENTED

Investing in the physical and mental wellbeing of girls and women has powerful results. When we take steps to combat maternal mortality, child marriage, and unsanitary hospital conditions, we increase productivity and opportunity while saving lives and improving our collective future. Lifting the health burden is a first step toward empowerment and to improving the lives of girls and women around the world. Together we can ensure that giving life doesn't mean having to risk yours.

DOCTORS OF THE WORLD WILL CONTINUE TO PROVIDE MEDICAL AND PSYCHOLOGICAL CARE, REPRODUCTIVE HEALTH SERVICES AND LIFESAVING SUPPLIES TO DISPLACED PERSONS AT THEIR PRIMARY HEALTH CARE CENTER IN QAH, SYRIA, WHERE HUNDREDS OF REFUGEES ARRIVE DAILY.



800 WOMEN DIE EVERY DAY DURING PREGNANCY AND CHILDBIRTH



UNICEF AND ITS PARTNERS ARE WORKING TO PUT AN END TO MATERNAL AND NEONATAL TETANUS BY IMMUNIZING WOMEN OF CHILD-BEARING AGE AGAINST THIS DEADLY BUT EASILY PREVENTABLE DISEASE.

CHILD BRIDES HAVE A PREGNANCY DEATH RATE DOUBLE THAT OF A WOMAN IN HER 20S

WE WANT TO SEE A WORLD WHERE GIRLS AND WOMEN ARE PROTECTED AND GIVEN A CHANCE TO THRIVE.

80% OF THE 800,000 PEOPLE TRAFFICKED ANNUALLY ARE GIRLS AND WOMEN

Girls and women lack the equal opportunity they deserve, and are disproportionately vulnerable to human rights abuses such as domestic violence and trafficking that can have severe long-lasting consequences. By working to eradicate the vulnerability and second-class status of women, we can begin to shape laws and legal systems and mobilize communities. And when this happens, it doesn't just benefit girls and women – it improves outcomes for their families and communities, and our world.



PLANÈTE ENFANTS WILL HELP SURVIVORS OF FORCED PROSTITUTION IN NEPAL BUILD SELF-ESTEEM AND EARN A VIABLE INCOME BY TRAINING THEM TO PRODUCE HIGH-QUALITY HANDMADE BAGS FOR SALE ONLINE.

WOMEN RE-INVEST 90% OF THEIR EARNINGS INTO THEIR FAMILIES

IN 2012, JUST 21% OF THE SEATS IN NATIONAL PARLIAMENTS WERE HELD BY WOMEN

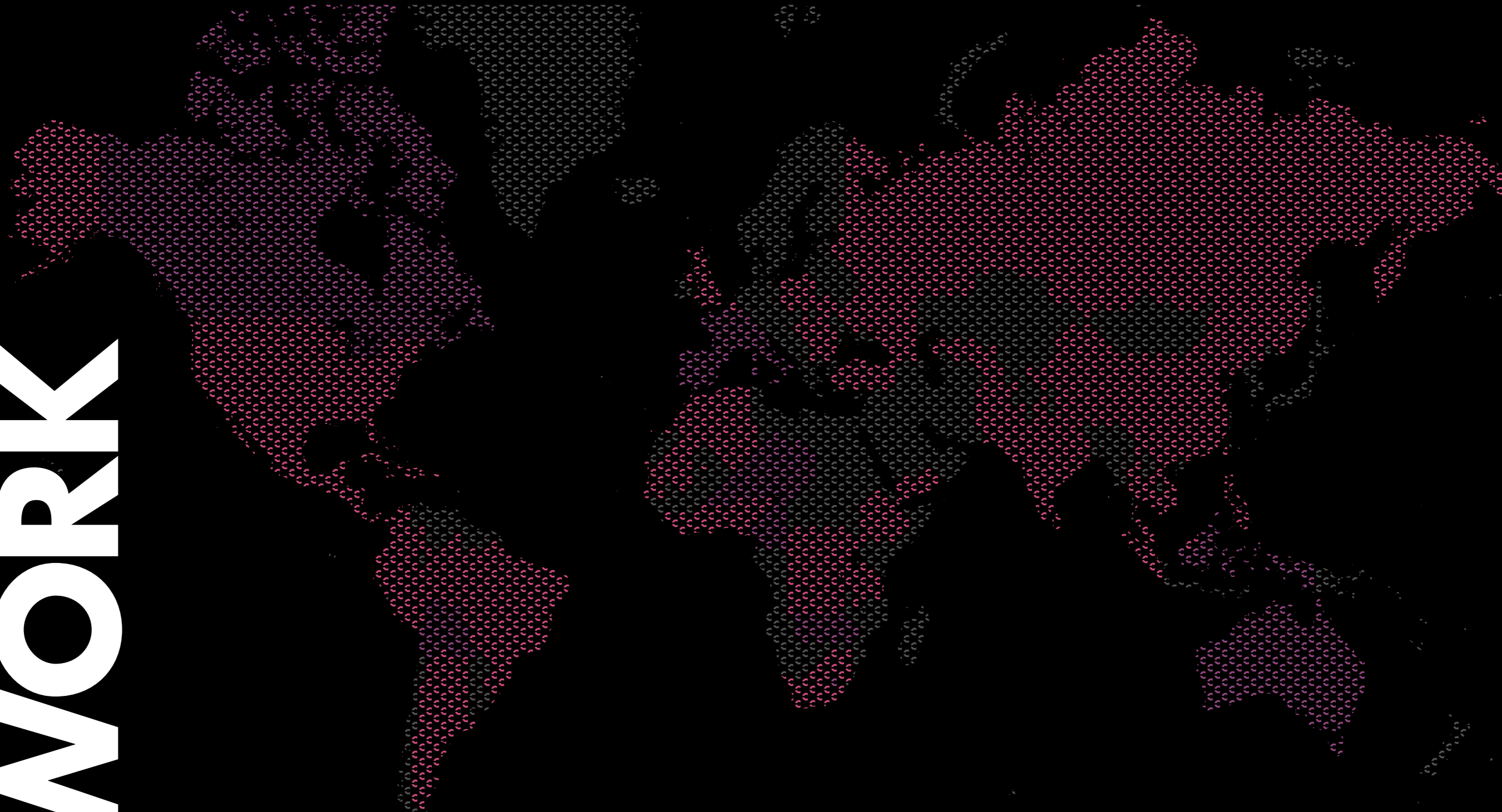
70% OF WOMEN EXPERIENCE PHYSICAL OR SEXUAL VIOLENCE IN THEIR LIFETIME



BY PETITIONING GOVERNMENTS TO REMOVE THE DISCRIMINATION AGAINST WOMEN THAT PREVENTS THEM FROM PASSING ON THEIR NATIONALITY TO THEIR HUSBANDS AND CHILDREN, EQUALITY NOW IS EMPOWERING WOMEN ACROSS COUNTRIES, SUCH AS JORDAN, LEBANON AND THE BAHAMAS.

courtesy of Suzanna Finley

HEALTH



PROJECT NETWORK

**MORE THAN
200 PROJECTS,
INITIATED
BY OVER 80
PARTNERS, IN
70+ COUNTRIES.**

- Afghanistan
- Algeria
- Argentina
- Armenia
- Azerbaijan
- Belgium
- Bolivia
- Brazil
- Bulgaria
- Burkina Faso
- Cambodia
- China
- Colombia
- Costa Rica
- Croatia
- Cyprus
- Democratic Republic of Congo
- Dominican Republic
- Ecuador
- El Salvador
- Ethiopia
- Georgia
- Ghana
- Guatemala
- Guinea
- Haiti
- Hungary
- India
- Israel
- Jordan
- Kenya
- Kyrgyzstan
- Laos
- Liberia
- Macedonia
- Malawi
- Malaysia
- Maldives
- Mali
- Mauritania
- Mexico
- Morocco
- Myanmar
- Nepal
- Nicaragua
- Nigeria
- Papua New Guinea
- Pakistan
- Peru
- Philippines
- Poland
- Puerto Rico
- Russia
- Rwanda
- Senegal
- Serbia
- Sierra Leone
- South Africa
- South Sudan
- Sri Lanka
- Syria
- Tanzania
- Thailand
- Turkmenistan
- Uganda
- Ukraine
- United Kingdom
- United States
- Uzbekistan
- Vietnam
- Yemen

IN PROCESS:

- Australia
- Bolivia
- Cameroon
- Canada
- France
- Indonesia
- Italy
- Lesotho
- Niger
- Spain
- Zambia

WE ALL BELIEVE
IN EQUALITY.
OBVIOUSLY.

#Duh.



CATAPULT PARTNERS

AFESIP Cambodia
Afghan Institute of Learning
AIDS United
Akilah Institute for Women
Associação Saúde Criança/Brazil
Child Health
Association Pesinet
Association Planète Enfants
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Women
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Trafficking
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Elevate New York
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Equal Ground
Equality Now
Equilibres & Populations
Eva Longoria Foundation
Family Care International
FORWARD
Fotokids
Friends of UNFPA
Girl Up
G(irls)20 Summit
Girls Education and Mentoring
Services (GEMS)
Girls for Gender Equity
Girls Inc. of Greater Houston
Girls on the Run International
Global Fund for Children
Global Fund for Women
Health Poverty Action
Hollaback!
Ipas
IPPF/Western Hemisphere Region
International Rescue Committee
Jacaranda Health
Jenesse Center, Inc.
Jhpiego
Kakenya Center for Excellence
Keep a Child Alive
Kudirat Initiative for Democracy
Lopez Family Foundation
MADRE
Man Up
MAP International
Medipeace
MEERA Foundation
MSI-US
One Heart World-Wide
Oxfam
PATH
Pathfinder International
Plan International USA
Pro Mujer
Promundo US
Room to Read
Roots of Health
Samusocial International
Sentebale
She's the First
Shining Hope for Communities
Show Me Campaign
Sujag Sansar Organization
The Coexist Initiative
Tostan
Trees, Water & People
UNICEF
Urmul Rural Health Research and
Development Trust
V-Day
Vital Voices Global Partnership
Water.org
We Advance
White Ribbon Alliance for Safe
Motherhood
Women Deliver
Women for Afghan Women
Women's eNews
Women's Funding Alliance
World Pulse
Yayasan Insan Sembada

THE SOUND OF CHANGE

LIVE

TWICKENHAM LONDON 1 JUNE 2013



BEYONCÉ

Beyoncé's journey to the world stage began as a founding member of the internationally successful group Destiny's Child. Today, she wears many hats, including mother, singer, songwriter, producer, director, actress, philanthropist and businesswoman. She has won 17 Grammy awards setting a record for the female artist with the most wins in a single year. With four #1 solo albums, she is currently working on her fifth studio album in the midst of her sold out Mrs. Carter Show World Tour.



TIMBALAND

For more than 20 years, Timothy "Timbaland" Mosley's innovative sound has redefined how the world experiences music. As the most sought-after producer with multi-platinum collaborations with hundreds of artists including Justin Timberlake, Elton John, Missy Elliott, Madonna, and JAY Z, Timbaland was Billboard Magazine's Song Writer of the Decade (2011) and is a multi-Grammy Award winner. Timbaland is a global icon surpassing time and genre.



JENNIFER LOPEZ

Actress, entertainer, music artist, film & TV producer, fashion designer, entrepreneur and humanitarian Jennifer Lopez is one of the most powerful and celebrated celebrities in entertainment. Lopez transformed the global music scene, selling over 75 million records worldwide and is the first woman in history to have a #1 movie and #1 album in the same week. Her commitment to making a difference and her passion for making this world better is highlighted through The Lopez Family Foundation.



JOHN LEGEND

Recording artist, concert performer and philanthropist John Legend has won nine Grammy awards and was named one of Time magazine's 100 most influential people. Throughout his career, John has worked to make a difference in the lives of others. John was awarded the 2010 BET Humanitarian of the Year award, the 2009 CARE Humanitarian Award for Global Change, and the 2012 Harvard Foundation Artist of the Year Award.



FLORENCE + THE MACHINE

The debut album Florence Welch dreamt up in her bedroom in South London burst into being and swept the planet, selling over three million copies, winning the coveted Brits 'Best Album' award and etching itself indelibly into the popular consciousness. Ceremonials, her second album, has sold a phenomenal 1.8 million copies worldwide and made Top 10 in twelve different countries, achieving platinum status in six of those.



JAY Z

Shawn "JAY Z" Carter is a 17-time Grammy award winner, founder and Chairman of Rocawear, and majority owner of the 40/40 sports clubs. JAY Z served as President and CEO of Def Jam Recordings before forming the entertainment company Roc Nation. With the most #1 albums by any solo artist, his album Watch The Throne marked his 12th #1 album debut. JAY Z continues his philanthropic work through his Shawn Carter Foundation, and in April 2013 announced Roc Nation Sports.



LAURA PAUSINI

Italian pop singer-songwriter Laura Pausini is a powerhouse of international proportions. Having released her eponymous debut album in 1993 while still in high school, she has since gone on to receive four World Music Awards, three Latin Grammy Awards and was the first Italian female artist to win a Grammy Award. Pausini has released sophisticated and melodic pop albums in Italian, Spanish and English, proving that her classic and powerful voice knows no bounds.



ELLIE GOULDING

As her debut album, Lights, made so thrillingly clear, Ellie Goulding's voice is utterly distinctive and unforgettable, using her voice as a skilled instrumentalist would. A musical, vocal and lyrical tempest, her new record Halcyon arrived to great applause. She is a Brit award recipient, has sung at the White House, performed at the wedding of the Duke and Duchess of Cambridge, and holds a number one pop record that has done over 3 million in America.



RITA ORA

Brit nominated Rita Ora began singing at 6 years old. This is where the magic started. Born in war-torn Kosovo and raised in London's West End, Rita has a natural propensity toward mixing street-beats with pop. Her debut platinum album Ora was number 1 in the UK and included 3 number 1 singles. With support slots on the DJ Fresh and Coldplay tours this year, she's ready.



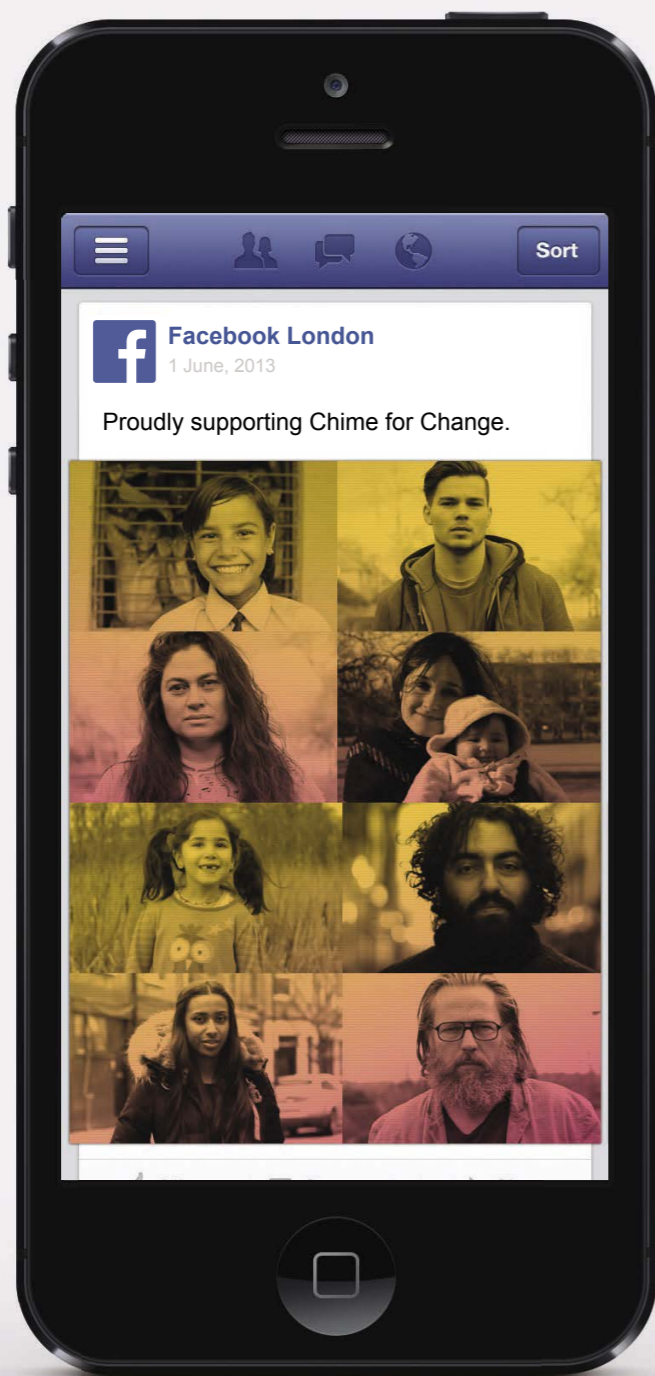
HAIM

Talent, excitement, chemistry, laughter, and style – this is HAIM. The LA sisters have butterflies for a reason; Danielle, Este and Alana Haim have waited years to set their R&B, pop radio and classic rock inspired songs free. Electric talent, fiery resolve and sparkling character, these three Valley girls have completed a sold-out headline tour of Europe, arena support slots with Florence + The Machine, and were winners of the BBC's Sound of 2013 annual poll.



IGGY AZALEA

Iggy Azalea has risen to the status of one of the most promising new MCs in a new era of hip-hop. Hailing from the small New South Wales town of Mullumbimby, the mixtape which first garnered her mainstream attention, Ignorant Art, was an impressive, raw statement. She is the first ever woman to be named to XXL's Freshman list and has gained the support of rap royalty, from Dr. Dre to Snoop Dogg.



facebook

BLAKE
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JAMES
FRANCO
HUMAIRA
BACHAL
SHARMEEN
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CHINOY

SPECIALS GUESTS

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SMITH
ZOE
SALDANA
JESSICA
CHASTAIN
FREIDA
PINTO
AISHWARYA
RAI
BACHCHAN
ABHISHEK
BACHCHAN
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ARCHBISHOP
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View the James Franco video at www.youtube.com/gucciparfums



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THE FRAGRANCE FOR MEN



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EVERY WOMAN. EVERYWHERE.**

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SPECIAL THANKS TO ALL AT GUCCI

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View the Blake Lively video at www.youtube.com/gucci parfums

Gucci
Première

INTRODUCING THE ESSENCE FOR WOMEN


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EVERY WOMAN. EVERYWHERE.**


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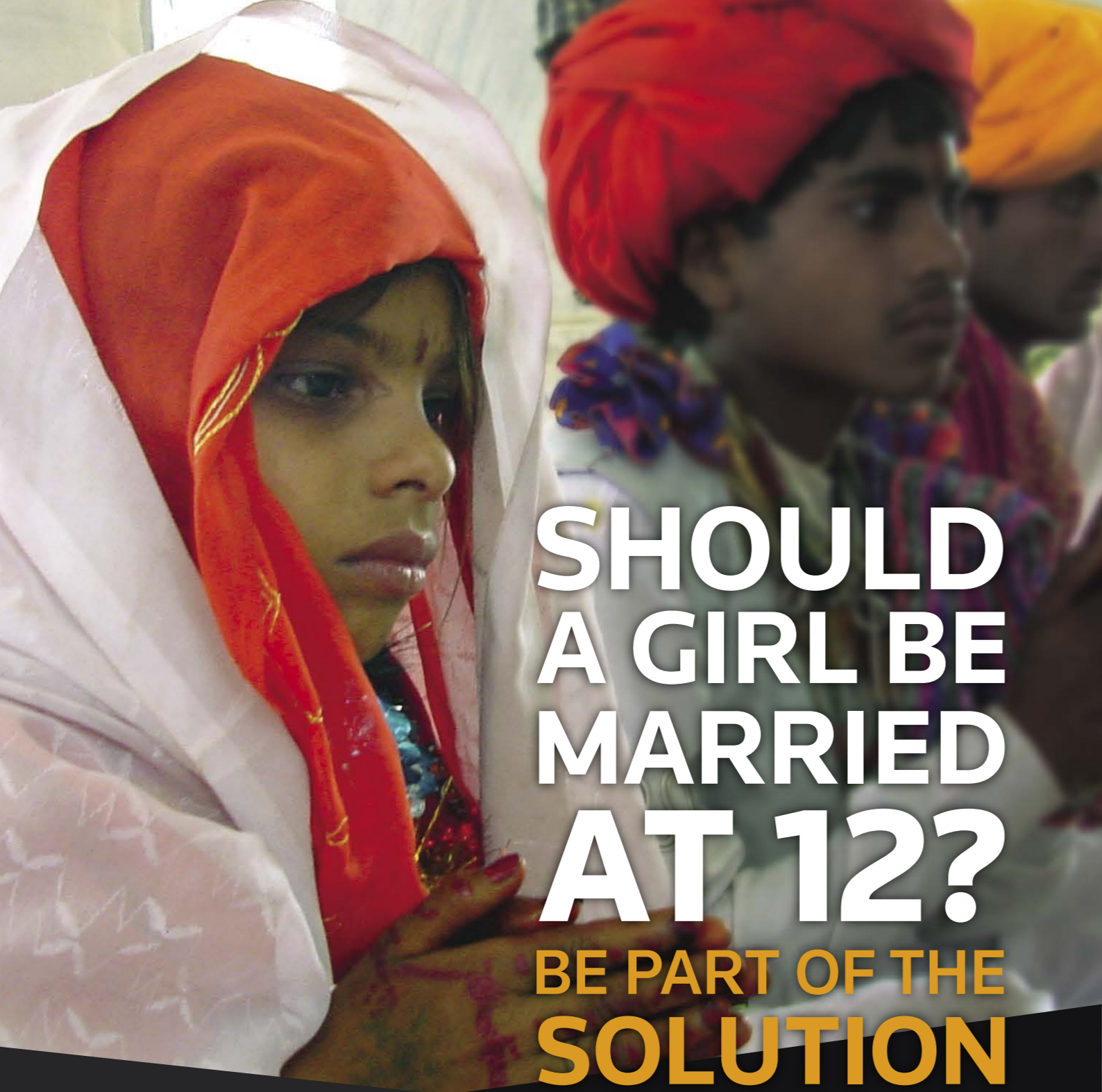
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TWICKENHAM LONDON 1 JUNE 2013



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MARRIED
AT 12?**

**BE PART OF THE
SOLUTION**

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PUTTING THE RULE OF LAW BEHIND WOMEN'S RIGHTS

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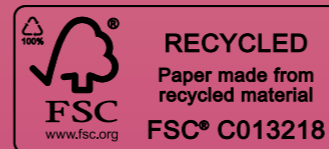
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EVERY WOMAN. EVERYWHERE.**
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FOR
CHANGE**
FOUNDED BY GUCCI



**MAKE
SOME
NOISE**

