

Emma Watson, actress and avid supporter of the feminist movement, told members of the United Nations, Thursday, that the involvement of men was necessary to the ending of gender inequality.

“We don’t often talk about men being imprisoned by gender stereotypes,” Watson said. “But I can see that they are and that when they are free, things will change for women as a natural consequence,” she said.

The speech came as a kickoff to a new campaign, HeForShe, which was being brought forth by U.N. Women.

HeForShe has a fairly simple goal: To encourage men and boys around the world to become advocates for gender equality.

“If men don’t have to be aggressive in order to be accepted women won’t feel compelled to be submissive,” Watson said.

HeForShe purports a theory that if society is able to transition from the traditional male gender role and allow free expression to occur, women will no longer be dominated and subjugated.

“It is time that we all perceive gender on a spectrum, not as two opposing sets of ideals,” Watson said.

Watson urged men to “take up this mantle” and embrace the feelings and behaviors that come naturally to mankind.

In closing, Watson left the audience with this challenge: “I am inviting you to step forward, to be seen, to speak up, to be the ‘he’ for ‘she,’ and to ask yourself, if not me, who? If not now, when?”