

**VERIZON
TECH SYMPOSIUM FIRESIDE CHAT
MAY 23, 2018**

**CAPTIONING PROVIDED BY:
ALTERNATIVE COMMUNICATION SERVICES, LLC
www.CaptionFamily.com**

This is being provided in a rough-draft format. Communication Access Realtime Translation (CART) is provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings.

[Music].

>> Welcome back to Up to Speed, a Verizon podcast where we share stories about technology and the media. For today's episode, Verizon's Global Network & Technology leader, Hans Vestberg, spoke with Hugh Evans, the co-founder and CEO of Global Citizen during a Fireside Chat at Verizon's Tech Symposium. They discussed how technology can be used to mobilize citizens around the world to help eradicate extreme poverty today and in the future. [Applause].

>> HANS VESTBERG: Good evening, everyone, here, in Basking Ridge, the Tech Symposium, everybody on the Instagram, around the world, wherever you are. Fantastic you are here. And so exciting to have Hugh Evans here. You heard about his CV, you know the young Australian of the year. You are still very young so it has to be very recently.

>> HUGH EVANS: I'm a bit older now.

>> HANS VESTBERG: Oh you're a bit older now but long CV and I met you many, many years ago. And I have to say it's an exciting journey you have done and we are going to hear about that tonight.

I usually say when I meet people and I'm going to interview them, even if they are going to have a job interview with me, I usually start with talking about their background. Because ultimately that is what is making you a different person and how you behave and your characteristics. And I think there's no one else that I should actually ask that question to you about your background. When you were young, what happened. And what was the important stages of your young life that actually formed what you have done so far in your life?

>> HUGH EVANS: Well, firstly, thank you, Hans for having me and thank you for your team at Verizon for the great opportunity to be with you it's wonderful to be with

you again as you mentioned we met many, many years ago and it's awesome to be with you so thank you. Our mission at Global Citizen is all about seeing the eradication of extreme poverty by 2030 and that sounds like a really bold vision but for me it started very simply I was 12 years old I grew up in Melbourne, Australia I don't know if you folks have visited Australia before. You have? Awesome. And I was just a 12-year-old kid in my first year of high school and one day a lady from an aid organization called world vision came and spoke at our school about raising money to support their work when you're 12 years old you get excited and I put up my hand I thought it would be cool if we could raise the most amount of money of any school in the country when I was 14 we achieved that goal together so they sent me to the Philippines to see their work firsthand. And there was one night in the Philippines that changed my life forever. Where we were taken onto this slum in the center of Manila called smokey mountain it's entirely built on top of a rubbish dump so the whole community scavenging. So kids running around trying to get bits of things they can recycle That night I was placed in the care of a kid my own age we were both 14 his name was Sonny Boy when I came from in middle class in Australia Sonny Boy had tattoos on his arm at 14 years old because he was about to become a gang leader and each of the tattoos was his form of initiation that night he took me to his house with this -- he took me to this house built on top of the rubbish dump I had no idea what to expect that night. I remember I said to him, where are we going to go to sleep? And when it came time to go asleep we cleared away the pots and pans on the ground we laid down myself Sonny Boy and the rest of his family 7 of us and we later that night with the smell of rubbish all around us because we're lying on the top of a garbage dump and cockroaches crawling all over us and I didn't sleep at all. I lay awake thinking to myself it really is pure chance that I was born where I was born and he was born where he was born.

As Warren Buffett once put it the ovarian lottery.

And I couldn't sleep at all. And I came back and I said to my mom as soon as I got back I said mom I have to see what I can do to eradicate extreme poverty but when you're only 14 years old you don't know where to begin and it wasn't until a few years later I went to live the next year in India for a year by myself to Himalayan mountains to Woodstock school I got a scholarship and tried to immerse myself in understanding what it would take to address these issues I so the scale of extreme poverty was so much we couldn't just think about it through traditional charitable terms I graduated from high school I decided to spend my first year out and I went to live in South Africa at an orphanage in the valley of a thousand hills this is the epicenter of the world's HIV/AIDS pandemic.

>> HANS VESTBERG: How old were you

>> HUGH EVANS: 19 and 20. And I was living in an orphanage for 100 children orphaned by HIV/AIDS in the region. And that was a tipping point year for us.

Because I read Nelson Mandela's "Long Walk to Freedom" that year and he talks about how education is the most powerful weapon you can use to change the world so I came back to Australia. And at the end of that experience decided to start Australia's first youth run aid organization focused on trying to use the power of education to transform lives.

And that was really where it kicked off for me. And yeah.

>> HANS VESTBERG: Wow. So somewhere along the lines when you saw all of these type of events in the lives you decided this is my mission in life. I mean this is really what I want to do. And you started early with your fundraising, your foundations and things like that. At the very early age.

>> HUGH EVANS: What happened after that is I went back and started studying law in Melbourne. And we -- I was determined to see how we could approach these issues on a systemic level not through traditional charitable giving we saw that the G20 was coming through mull borne Australia one day and me and my mate Dan had a idea to make the make poverty history concert it exploded one day I got a phone call from Bono and Pearl Jam and said they wanted to headline our show I thought it was a prank call any believe it until they came on first as you can see and sang rocking in the free world by Neil Young.

>> HANS VESTBERG: Excited.

>> HUGH EVANS: I was so excited. And a million Australians convinced our Prime Minister Kevin Rudd to double foreign aid we raised \$6.2 billion in new foreign aid that year it was the largest foreign aid contribution Australia has ever had off the back of that we got a phone call from the United Nations here in New York and they said hey boys we've been impressed by the work you have done to mobilize millions of young people. Could you take that all around the world? And at that stage we didn't even know what that meant. We were like super excited we just --

>> HANS VESTBERG: It seems easy. Just call the people and they come.

>> HUGH EVANS: Exactly. And that's really what led to the founding of Global Citizen. We -- I got a scholarship to go to Cambridge a Master's in economics and international relations. I went off finished that. That's where I met my wife Tanyella we moved to New York 8 years ago and that's kind of where it started. We said we don't want to look at it through a traditional charitable lens because you know extreme poverty is a \$260 billion a year challenge. No amount of black tie gala dinners are going to end extreme poverty we need to think about it differently so we said could we bridge the current access to capital gap because currently all the overseas development assistance in the world from all of the OECD countries only equals 150 billion. So it's 110 billion dollars a year short per annum so we said could we create a mass movement of citizens who had enough impact collectively across the Sustainable Development Goals to ensure that political leaders all came together, united behind the United Nations blueprint for the eradication of extreme poverty by 2030 because this is

the one plan that's been agreed upon by every world leader. The United States has signed it, Canada my own country, Australia, the UK all of the world's nations have signed onto this plan to eradicate extreme poverty but the next question is how do you actually operationalize it we said it's only going to happen if we have a large enough movement of citizens who use their collective influence and power to make that inevitable.

>> HANS VESTBERG: And during this time, also, this is when you and I met. I spent a lot of time on the Millennium Development Goal the first goals that global leaders agreed in 2000. And you know, nothing on technology. But early in 2007 '08 I was in Africa I remembered we powered up a village and I remember some of people saying hey now we have Internet now we are existing.

>> HUGH EVANS: Yeah.

>> HANS VESTBERG: And I remember so vividly and I remember crying when I saw it because I take this for granted every day and for them, this is existing and do you know the first thing they did when they got the connectivity they Googled their own village to see what it was about them.

>> HUGH EVANS: Wow.

>> HANS VESTBERG: That wasn't to me the first thing I would think about I would call someone or -- but they totally different that's when I saw the technology then you and I met when you were doing your movement I was part of defining from the private sector what are the goals we should agree for 2015 and I take pride in that I fought for goal No. 18

>> HUGH EVANS: Yeah.

>> HANS VESTBERG: That was ICT technology and I.T. in every country in the world. And I severely lost because it became 17 but it was a very important time because we understood that scaling is important. You look at scaling on global citizens I look to scale on technology the only way to sort it out but then you came back and you started the movement of Global Citizen and you used music again. Because it was a good recipe in the beginning with the first concert that you had.

>> HUGH EVANS: Well, before I jump into that I need to give you credit Hans.

>> HANS VESTBERG: Give me credit thank you.

(Chuckles).

>> HANS VESTBERG: Hey did you hear, yeah.

(Chuckles).

>> HUGH EVANS: For those of you who don't know, Hans was personally the -- one of the leaders in the private sector globally who helped orchestrate not just the Sustainable Development Goal framework but the precursor the Millennium Development Goals back in the year 2000 when all of this kicked off and there aren't that many business leaders who developed a global reputation for their ability to champion. I went to Malawi I saw the work you did firsthand I went to a community

with Professor Jeffrey Sachs and I saw the technology that you reached the most remote village and boy was I proud of you awesome, you deserve it man, you're awesome. Let's give him applause. Yeah.

(Applause).

>> HANS VESTBERG: Thank you.

>> HUGH EVANS: Yeah, and it was that time when we first met. It was that same year, eight or nine years ago now that my wife and I moved to New York City and it's now our home and we absolutely love it. But we were still very much a startup in those days. We started to work on global health issues. We worked on polio eradication around the Commonwealth heads of governments Bill and Melinda Gates took some interest in our work and said they wanted to back us but it was really a defining moment in 2012 when we had this dream of running the first ever Global Citizen Festival on the Great Lawn of Central Park on a Saturday and everyone said to us it couldn't be done so we asked all of the artists to be involved and they all agreed if you could get the Great Lawn on a Saturday we'll all perform for free because no one believed we would get it. And true story we met with Michael Bloomberg amazingly he granted us the first Saturday since Simon and Garfunkel back in 1941 we went back to the artists we said are you going to be involved now it was August and the festival was always during the UN General Assembly meeting and we were a million and a half dollars short. And no head liner.

And amazingly Sumner Redstone called up said can you meet with me I flew to LA no kidding he wrote a check on the spot for \$1.5 million and a half hour later I got a call saying they want to host this. We didn't know it was going to grow to where it became but the day after Year 1 Stevie Wonder called said he wanted to headline Year 2 we said there is no Year 2 and he said boys there is now.

(Chuckles).

>> HUGH EVANS: And that's what happened let me give you a quick recap of what's happening in the last five years. Check it out.

[Music].

>> You are now part of the global fight to end extreme poverty and this concert is all about giving back to the world.

[Music].

>> What is Global Citizen?

>> Global Citizen is actually a digital platform go to globalcitizen.org and take action in things you care about and take action on some of the greatest global challenges of our time and all of these actions earn you points you can use these points to enter the festival for free.

>> We tweeted and called politicians and senators and signed petitions about various global events going on

>> Never before have we played for an audience 100% full of activists.

>> We played probably every festival in the world the audience has to do a certain amount of actions though I think that's such a cool thing you can't buy your way into this thing it's not just talking the talk you have to actually walk the walk.

>> I am so proud to be inspired by all of you tonight.

>> Only all the countries together will achieve the goals of peace.

>> We need you to tweet Italian Prime Minister.

>> We are sending tweets to Norwegian Prime Minister and if they agree to increase their support for the Global Partnership for Education the rest are of the world will follow.

>> Norway has committed \$250 million U.S. dollars for next year.

>> Education is a basic human right

>> These are our girls they deserve the same chances to get an education as my daughters and your daughters and all of our children.

>> I look out and I see a sea of global citizens. We can change the world.

[Music]

(Applause).

>> HANS VESTBERG: That's a story.

(Applause).

>> HANS VESTBERG: But I know you're going to talk more about I think -- talk, also, about the way you get into these concerts and how you actually made a totally different thing that nobody has done -- nobody else has done

>> HUGH EVANS: We were inspired by what had happened in the possible with live 8 and live earth but we wanted to think how could we use technology as the underpinning of every single thing we do how do we gamify the whole experience let's create a points economy where all of your actions earn you points. And you can use those points to actually come to the Global Citizen Festival for free so you can't buy tickets. It's entirely gamified. And what that does, which is so exciting, is that let's say in New York City there's 100,000 people on the Great Lawn of Central Park. Let's say 500,000 people are all trying to get those tickets and everyone has to take five actions all of a sudden you get 25 million actions and if you direct all of those actions at a specific world leader, they can't possibly ignore it. To give --

>> HANS VESTBERG: Any good examples.

>> HUGH EVANS: I'll give you one example you saw in the video so Ernest the Prime Minister of Norway with Stephen Colbert and Hugh Jackman from X-Men. He's one of our biggest supporters.

>> HANS VESTBERG: Australian as well.

>> HUGH EVANS: Yes, a long story there I'll tell you another story offstage it's a funny story actually. But Hugh and Stephen launched what we call the Twitter invasion on Norway. We said let's see if we can get every Global Citizen in the world to take action targeting Norway we knew if Norway increased their investment into girls

education all of the other Scandinavian countries would follow because --

>> HANS VESTBERG: Sweden wouldn't do that I accept that one (Chuckles).

>> HUGH EVANS: So we launched this Twitter invasion. And in the first 48 hours 500,000 tweets were all sent to the Prime Minister. And her Chief of Staff called me the next day and said, Hugh, come to Oslo. And so I literally flew next flight to Oslo I sat opposite like you and I she said Hugh will you please turn the tweets off? (Chuckles).

>> HUGH EVANS: She said I'm in the middle of a local election and I can't see the tweets from the Norwegian people I can only see them from the global citizens please turn them off what do I have to do to turn them off I said well would you come on stage and double your investment into girls' education \$250 million U.S. dollars sure enough she said I'll do it and then she did it. So it was the largest investment ever to girls education.

(Applause).

>> HANS VESTBERG: Okay. I will not go into the drama between Nordic countries I'll leave that conversation. But it's also a different way of using this tool and to I would say what is so different what you have done, you're engaging the whole communities, the whole world, to make change. Which is I think unheard of in your -- in this volume.

>> HUGH EVANS: Well, I think what we're finding is that citizens are getting involved in record numbers like we're getting about 27 million Millennials every single month now engaged at the top end of the funnel of engagement. Many of them are then becoming registered users many of them are then taking action so we're structuring Global Citizen to be more like a tech company than like a traditional charity because I think Charity 1.0 was just straightup giving philanthropy I call it the crumbs off the table model I think 2.0 was really when we saw mass mobilization I think 3.0 is when we integrate not just product integration like you see with Tom Shoes but social integration, enabling citizens to actually think about in their everyday lives how can they habitual habits of social media, use of technology, the use of the Global Citizen app which I would encourage you all to download and give us feedback because you're all technology experts and tell us what you think of the app experience, but we want to put the user first as any good technology company does. And we have decided to make it sustainable year-round. We partner with Live Nation and Ticketmaster so now you can earn points to every single concert in the whole world so when Coldplay is performing in New York or when Beyonce is in London or when Jay-Z is in Dubai, you can see them through the Global Citizen app now as a reward for your actions and your action taking.

And we have also made the harder actions worth more points obviously so when you volunteer, it's worth a lot more than if you just send a tweet. And that's been the currency. But something super cool has also happened is that the artist community

has also stepped up Chris Martin from Coldplay called me in 2015 at the launch of the Sustainable Development Goals he said Hugh I don't want to do what every artist has done I want to do something bigger I said what can you do I said commit for the next 15 years and help us take Global Citizen all around the world he said okay I'll do it as an accountability moment around the Sustainable Development Goals the first year he and Jay-Z helped us take it to India for the first time and Prime Minister Modi got right behind it I'll show you a quick video actually it was super cool. Check this out. If we can play that one. This is Coldplay and Jay-Z in India.

[Music].

>> Let's go.

[Music].

>> To all young my young friends I stand between you and Coldplay.

[Cheers and applause.]

>> So I'll make this very brief everything you want is a dream away.

[Music].

>> Let's go, world.

[Music].

>> HANS VESTBERG: It's just amazing journey because now you're table global citizens in the beginning it was the U.S. I just need to tell my story.

>> HUGH EVANS: Please.

>> HANS VESTBERG: Because I was actually invited to do a commitment as well and I got some carriers in the world to rally around the Sustainable Development Goals.

>> HUGH EVANS: Yeah this is a big moment

>> HANS VESTBERG: So I got carriers all around the world to send out one billion SMS when the '17 goals was approved to inform the world we now have 17 goals the world has agreed upon together with that you need to go on stage and commit to that and of course I've done some stages. But you know Central Park 80,000 people Coldplay just behind me and some other important people in front of me. And it was a Humbling experience but a great experience. And showing how we can mobilize a lot of people and then inform you inform the world about the goals that's what we can do from the technology side we can do so much more but that was my experience from all of this. And then I of course have been part of the Global Citizen many times more.

If we just then think about you started by extreme poverty that was -- first of all, I mean what do you mean by extreme poverty? I mean because eradicating extreme poverty is a big word.

>> HUGH EVANS: Right.

>> HANS VESTBERG: I know you started you moved to the Sustainable Development Goals and have everything from inequalities and climate change and all of that but start with how you see extreme poverty and how important it is to eradicate it.

>> HUGH EVANS: So the World Bank defines extreme poverty as those living on

less than \$190 U.S. dollars a day based on approaching power it's a \$260 billion a year challenge what do I mean we don't want to conflate extreme poverty with hunger or income inequality it's much more complicated than that there's six pillars we focus our work on firstly food security, secondly, gender equality we look at sanitation, global education, global health and environmental sustainability.

Now, why do we look at these pillars? Because all of these pillars are integral building blocks for the eradication of extreme poverty for example every additional year of education a girl earns she has an earning capacity that's 10% greater but at the same time if she's just in school and yet she contracts malaria then obviously she will fall out of school so you have to think of global health but then obviously if there's hungry and can't afford to go to school in the first place, so you can't just think of poverty as a one dimensional income or food thing it's not at all related to that I always call it the multidimensional challenge and anyone who says there's a silver bullet for poverty alleviation is joking whether it's microfinance or direct giving or any of the above, they are all valuable but not a single intervention is enough by itself. You have to think about them in unison. And that's critical if you truly want to get to the heart of these issues

>> HANS VESTBERG: And I think this is the heart of also where technology is to go. Many of these challenges can at least have an enabler in technology.

>> HUGH EVANS: That's right

>> HANS VESTBERG: If you think about health, remote medicine and things like that some of us sitting in this room we're coming from a world we take it for granted and maybe a barrier for having remote medicine is quite high I can tell you if you don't have a doctor or have never seen one you will happily take a remote doctor that would be enormous and if you have never had education in a classroom and you think that is the way you're doing it, you're very happy to get remote education or eLearning because -- but you need technology for it. That's the only way we can scale. And that's why you and I found each other talking about the technology. We cannot do everything ourselves. It's not one thing. It has to go together.

>> HUGH EVANS: That's exactly right and you know this week we worked on a blockchain project with IBM actually.

>> HANS VESTBERG: Wow you're really advanced.

>> HUGH EVANS: What we're trying to think through is how the blockchain can increase accountability around aid giving because aid giving when a donor gives a million billion dollar pledge how do you make sure it ends up in the hands of those who need it most and these new advanced technologies do provide amazing mechanisms for that to occur. And I think as technologists, you have at your fingertips the tools for mass mobilization of people. For media and communications. For utilizing accountability and measurement tools You really can change the world. And that's why it excites me so much with the potential to give you one cool example of that kind of

accountability piece, a few years ago Rihanna we talked to her about Global Citizen in Central Park her manager said she wants to headline Central Park but also wants to change the world for global education. So two years ago we started on a campaign with her to see if we could raise more money for global education than had ever been secured before we started with this idea of trying to engage the French Government because we knew when (inaudible) was in power we wanted him to be a giver when Macron came to power we said would you consider hosting the Global Partnership for Education replenishment alongside Rihanna and in doing so could we get the G7 and G20 leaders to come to the table and make what could be the largest ever pledge for global education. It happened and I want to share with you very quickly what happened because it was very cool this campaign

[Music].

>> Education is the best investment we can make for a prosperous peaceful equity and future-ready world. For this GPE is joining forces with Global Citizen, the Clara foundation and its founder our new global ambassador Rihanna.

[Cheers and applause.]

[Music].

>> I don't -- because I believe in the future when I will be a businessman.

>> And have more food.

[Music].

>> In mill wee with students get into primary school but only 8% get to complete secondary school and that's a huge issue -- in Malawi.

>> A challenge is that girls face is long distances a girl might travel away from home just one way.

[Music].

>> I really feel that nothing is more important for our future than education.

>> We want to raise \$3.1 billion for the coming years.

[Music].

>> HUGH EVANS: The cool thing about that is I'm pleased to report that in January of this year, Emmanuel Macron came to Rihanna to Senegal and raised \$2.3 billion. So it was good.

(Applause).

>> HANS VESTBERG: Basically same concept you get an artist actually reaching out to our leaders rallying around and getting everyone engaged.

>> HUGH EVANS: Absolutely. And using technologies. I mean, the great thing about this world is like information is democratized. You can communicate with the world leader as much as you can communicate with anyone it's the power of the world we live in now it's changed dramatically when I first started back in 2002, 2003, there wasn't even any social media like I think MySpace was still cool. And that was --

>> HANS VESTBERG: It's still okay.

(Chuckles)

>> HUGH EVANS: I mean that's when it all started, you know. And now you can use plug-in technology. You can use any type of technology to integrate deeply. It's awesome.

>> HANS VESTBERG: No. And what we all need to understand is we're less than half of the population of the world still have access to Internet so it's roughly 3 billion people have access to Internet that's over 6 billion people on earth we still have half to go and just imagine the massive improvements we can do by using technology. And when I came out from this Sustainable Development Goals and there was no goal for ICT, I basically learned that in all of these goals the main challenge, all of them have included technology that we do here at Verizon every day. The mobility The Broadband. The cloud services can enable things if it's for education, health care, whatever it might be.

So I realize that it was probably better to not have 18 goals instead of having technology in all of the 17. And I even had the -- to work with Jeffrey Sachs to see how you can accelerate the achievement of the 17 goals by using technology and it was clear in order to secure and accelerate it and it's everything you talked about, social media, but it's also infrastructure with governments or providing service for the citizens in a totally different way in order to etch radio the goals. So for me, this has been an enormous journey. But I also see like technology companies like us, we have a big portion on actually impacting our society. Doing what we're doing every day in this company. Which is also coming back to the private sector how important that piece has been of doing it when you come to your Global Citizen and engaging corporations, which has been a big part of your work, as well.

>> HUGH EVANS: It has been a huge part of our work. We're fortunate that I would say Corporate America has really embraced what the movement can achieve. Brands like Citibank or Johnson & Johnson or Proctor & Gamble and brands like Cody and so many wonderful, Gucci have got behind us since the very beginning. And the cool thing about that is it's enabled us to not compete with any other charity out there. In fact 80% of our revenue as an organization comes through corporate partners so what that means is we can partner with a UNICEF or a Save the Children or a CARE or others as a platform of engagement. Because most of their financing is coming from user to user to build program to program, school, hospital, teacher training program, et cetera, et cetera. And we're able to use our platform to amplify their work. So when you see the financing that's raised through the multi-billion dollars that's raised from Global Citizen's stage actually supports the organizations. For example UNICEF is a huge partner of ours, the World Health Organization is a huge partner of ours. Because we want to have -- to make sure that vast sums of additional financing is actually directed at the most efficient and effective places.

>> HANS VESTBERG: So before I will open up for questions I think there's one

thing that I know but I just want to close the circle. Remember what -- you talked about in the beginning is in the background and you met Sonny Boy so when you open up the Global Citizen the day before I was there you talked about the story how it ended. And I still get emotional. But you tell the story.

>> HUGH EVANS: Yeah. To be honest this is one of the things I don't talk about publicly because it's very emotional for me.

>> HANS VESTBERG: Yeah.

>> HUGH EVANS: So yeah, I mean it very much shows the way in which technology can change the world.

So I met Sonny Boy when we were 14 years old in the Philippines. I just turned 35. And so that was 20 years ago. And when I left, it was before the age of the Internet. 1998. And he gave me his address on a piece of paper. I put it in my jeans and I unfortunately lost his address. And in that I thought we had lost contact forever.

Two years ago I was invited to do a TEDTalk about our work. And this is the amazing thing about how small our world is now. I got a phone call from the lady who lived on smokey mountain still working there this day and incredible woman by the name of Anne she called me and she said you'll never believe it but I think 20 years later I think we found Sonny Boy. So 6 months ago for the first time a year ago now I had the opportunity to meet him again for the first time. It was full-on.

You know, you know this is -- in many ways for me it just reinforced the urgency of the need to act more. He is still living on the same slum in the center of Manila. His life hasn't improved a great deal. He is still living on \$5 a day -- sorry \$5 for all of his family of 10.

And I said to him, you know, what's the hope? How can we help you? And this was the amazing thing, he said, Hugh, my hope is not for me. It's for my kids. I need them to get an education.

Will you fund that? And so we set up a small fund to ensure not just his kids but every kid in the community can go to school now. And interestingly for him, I said, what do you want personally? He said I want to be connected to the world. You know -- this is the amazing thing. Maslow's hierarchy of needs is not always that true. He said, Hugh, would you ever consider buying me a cell phone? And I'm not joking. He said would you consider buying me a cell phone because all I would like to do is be connected with the world. And I was like . .

>> HANS VESTBERG: While you're recovering from that emotional moment because it is emotional I was there when you talked about it last time it was equally emotional that time probably worse this time fantastic story that changed your whole world and your whole life and what you're doing right now.

Guys, I now am going to ask you to see whatever questions you have. What he's doing. What is happening around Global Citizen. I have some more but I just wanted to open up, are there any questions out there? Yes. I see the head of Verizon that

can be a tricky question just so you know I can help you out if you need something.

>> Are you guys recovered.

>> HUGH EVANS: Sure.

>> All of what you're doing is amazing and when you think about the challenges that you see all of these people facing, it seems insurmountable. But it is all about the little movements that we can make.

>> HUGH EVANS: Yeah.

>> What would you ask of us?

>> HUGH EVANS: Wow. Well, I would just ask for your creativity most of all. Because I believe it with all my heart that you have within the Verizon Network all the tools that you could possibly need to change the world. You have the best media outlooks in Yahoo and Oath and all of that you have the best technologies true story when I first started with make poverty history the first partner that ever got on boards with us was a telecommunications company it was Singtel with Optus because we were in Australia. And we saw how technology can mobilize citizens for good and I believe right now the world needs inspiration and hope now more than ever. There's so much negativity. There's so much oh we can't do this we can't do that there's so much hatred here hatred there be the company of hope. Be the company of inspiration. Use your creativity and inspire people. I had the privilege of catching up with a gentleman who works with Verizon Diego Scotti recently thanks to Hans introduction he told me about your passion as a company for education. You could turbo charge that in the U.S. and globally. To have a global outlook and make your -- connect your local actions with your global actions. One example to give you an example of that is a couple of weeks ago I was in South Africa and I met this incredible young woman and she was trying to combat stunting amongst kids in Africa. 27% of the children in South Africa are stunted as a result of malnutrition she said on a very local level we're going to try to tackle this through giving women during childbirth eggs highly nutritious eggs so they can give them to their kids when they are born so they have the most nutritious food when they are born to combat stunting but there's another simple thing she said we're also going to advocate for our Government to partly subsidize eggs during childbirth so these poorest women can actually afford them this is where you can join a connection between a hyperlocal action and a public policy that can change the world.

And I believe you at Verizon have the tools to do both. You can both inspire people through the power of local action and the Power of One single citizen and how that can connect to global change. You've got an amazing Leadership Team in Hans.

And I've had the privilege of meeting some of your other Leadership Team recently. You have all the right ingredients. Get together. I'll come with you. I'll brainstorm. I love this sort of thing as you can tell. You know, brainstorm how you can change the world. You have all of the tools. The best media in the world. You can do it. And start I would say pick a single issue like global education that you can champion and

think about how can you play that out locally here in the United States, locally in other parts of the world and globally from a public policy point of view.

You can do it.

>> HANS VESTBERG: Wow. More questions? Don't be shy. This group usually has a lot of questions. Yes. You are going to get the microphone either here -

-

>> I'm ready.

>> HANS VESTBERG: Yes.

>> HUGH EVANS: Good catch.

>> Hi.

>> HUGH EVANS: What's your name

>> My name is Elise it's nice to meet you I love that hope is an anchor for the soul so thank you for that. I'm curious in your acceleration efforts as you talked about other global organizations whether it's world vision or Compassion et cetera utilizing your platform. I think in this -- so one, can you just tell me more about that and how you use the technology and platform that you have established to accelerate others in a world where traditionally it is the crumbs on the table I want to keep them for my use, for my charity, versus -- you know, there's a finite number of resources. I would love to hear more.

>> HUGH EVANS: So there's kind of a double prong question so I'll try to answer both if I may. To answer the second part of your question about traditional charity there's a great TEDTalk I would encourage you to see by a gentleman by the name of Dan Pallotta it's called why the way we think about charity is dead wrong. Have you watched it.

>> I just watched it.

>> HUGH EVANS: It's awesome. Dan is a good friend of mine. You got to watch it. It's a killer talk.

And it's very simple idea. But very powerful.

It talks about how the origins of charity itself came from like a Protestant work ethic notion where it literally was crumbs off the table. Rather than actually using creativity to spur innovation that could actually solve the world's biggest challenges. That's why I love how modern technologists are thinking about changing the game for traditional charity. As it relates to the first part of your question, how do we work with other charities and how do we enable them to use our platform. Well, we do a couple of things, firstly because we have a global globalcitizen.org and the app we actually enable them to put their own actions on our platform so say world vision or CARE or UNICEF or Save the Children will come to us and say we would like to put this action on your platform we would like to encourage your Millennials to engage we tend to have a younger audience than many of them so they say could we do that and we then actually in some cases even share the data with them subject to our Ts and Cs we yeah those

citizens take action on those issues they can become supporters of your organization if we create a bigger pie it's bigger for everyone we also say to them come on stage and use our festival platform to advance your issues so for example Carol Stern from UNICEF or Tony Lake when he was the former head of UNICEF before their new CEO now, we actually worked with them to say, okay, you're trying to raise money for refugees in emergency situations. Through this fund called the Education Cannot Wait fund or Education in Emergencies Financing mechanism. And we said, could you actually encourage other world leaders to come on stage and use the power of the platform.

They are going to be in town during UN General Assembly week get them to commit to support you. And the charities love that because we're giving them visibility. We are taking a non-competitive approach because I just don't believe in our space has time for that. We have to end extreme poverty by 2030 we're all trying to achieve the same thing so let's be mission driven.

So that's the way we do it we give them access to the platform, access to the technology we even show data subject to our Ts and Cs and make sure that can grow their pie their group of supporters to become bigger and better.

>> HANS VESTBERG: Good. More questions? Here.

>> Hi Andrea. So when you look at charities, some of the challenge is how do you make sure, one, the charities that are on your platform, most of the money is going to the people that need it? Because that's one thing you see is sometimes some of the charities 50% go to the charity people and only a portion go out to the people. So how do you ensure that? And then some of the governments that you deal with, how do you make sure it doesn't get stuck there and not get out.

>> HUGH EVANS: Great questions, awesome.

So I'll answer the second question first again. So the governments, so we have partnered with Price Waterhouse Coopers now to independently audit every single announcement that's made on the Global Citizen stage so if you're a world leader and you make an announcement in front of our tens of thousands of people you will be audited and we actually -- no, it's true.

>> HANS VESTBERG: That's good.

>> HUGH EVANS: We have to make sure they follow through and it's not good just to have a press moment they have to follow through on it. So now world leaders have told us they have even had to set up their own auditing teams in-house to help meet our rigorous standards of accountability. And when world leaders don't, then we give them a chance to rectify it firstly privately we say, listen you're off track with your announcement and I'm pleased to tell you that vs 283 announcements that have been made -- of the 283 announcement that have been made by leaders on the last 5 years only 3 have not been followed through on out of 283. Only 3 and one because the Government was thrown out of power.

>> HANS VESTBERG: It happens.
(Chuckles).

>> HUGH EVANS: One was because due to a natural disaster and the third one was unfortunately my country Australia because of a change in Government.

So the -- the reason why I'm telling you this is because the auditing process is immensely powerful it actually forces a high degree of accountability. On the very rare moment that they are offtrack and they refuse to rectify it which happens like almost never on the very rare moment then at that time we will publish it publicly on our Board Arianna Huffington is on our Board we are very close with the New York City times team and (inaudible) is a dear friend we work with them to publish the information. Very rare occasions. One example when we did do it was -- sorry I just have to share this example. It's funny.
(Chuckles).

>> HUGH EVANS: The Danish Foreign Minister a few years ago sent us a tweet saying why won't you allow us on the Global Citizen stage I'm surprised he sent us a tweet publicly but he did. And he said well you just cut foreign aid by \$287 million. Sure enough the next day on the front page of the Danish newspaper was Danish Foreign Minister not allowed on stage because Denmark cut foreign aid by \$287 million so that's the power of movement and that's the part of technology accountability matters. In answer to your first part of your question around how do we engage with traditional charities? Two things I would say on that firstly I encourage you to watch the TEDTalk I mentioned why the way we think about charity is dead wrong. It will hopefully inform some of my perspective on this issue and also certainly Dan Pallotta's perspective but the second thing I would say is that we always work with the most reputable financing mechanisms in the world. And so if you look across the Sustainable Development Goals, food, education, empowerment of girls and women there are certain funds macro funds like the vaccine alliance, the Global Fund to fund HIV/AIDS malaria, also the Global Partnership for Education all of those funds are independently audited and you can track the dollar literally from the donor contribution right through to the project on the ground. And in most cases, their final overhead is covered separately say by the World Bank or by the Bill and Melinda Gates Foundation and others so it doesn't detract from that the other thing I would say is the reason we know the money ends up there is there is no secondary market for say a malaria bed net.

Or there's no secondary market for an anti-retro viral drug so when you're delivering services like that, there's no black market for it anyway. They don't -- no one will try to resell you malaria bed nets for an additional \$5 over here so you know it's ending up in the hands of the people who need it most.

On rare occasions you'll read stories of when a malaria bed net might have been used as a fishing net instead I say if they can catch fish with it, also, that's fantastic.

And that's very rare.

>> HANS VESTBERG: Hugh Evans, I'm wrapping up here. I wish the world had more guys like you. The impact of what you have done in your young life, you're young still, and what you're going to do in the future is amazing. I think we, as a company, we are all doing a lot of things in the society with our technology and with what we're doing in the future it will be closer and closer to us much of the technology has impacted consumers first then industries and now society. And it's a reason for us to think about all of that when we continue to deploy our technology and our services that we do across this country and globally. So I thank you for joining us here both on Instagram but also here in Basking Ridge at the Verizon Tech Forum. Thank you, Hugh.

>> HUGH EVANS: Thank you so much.

(Applause).

>> Thanks for listening. You can follow us on Instagram and Twitter at VZ up to speed or like us on Facebook at Verizon up to speed. And stay tuned for more conversations about technology today

[Music]

This is being provided in a rough-draft format. Communication Access Realtime Translation (CART) is provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings.
