



JORDAN HEWSON

# and... ACTION!

**Engaging with social and political issues is just a mouse-click away, thanks to millennial tech entrepreneur, Jordan Hewson.**

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Featured on the 2019 *Forbes* 30 Under 30 list, Jordan Hewson is a tech entrepreneur with a social conscience. Clearly, she takes after her humanitarian parents, Bono and Ali Hewson. At 27, Hewson launched Speakable, a social action company that uses technology to enable website visitors to quickly and easily go from reading about an important issue to getting involved by making a donation, signing a petition or emailing a policy maker.

“We are working to bridge the gap between media and impact, and to channel empathy into action,” says Hewson. “Moreover, in a time when technology is making it easier than ever before to complete every task from our smartphones, the ability to make a difference should also become simplified.”

Speakable’s embedded Action Button links NGOs and nonprofits to relevant news content on sites that include HuffPost, Vice and *The Guardian*. Using an algorithm Hewson created, Speakable vets and matches nonprofits to articles about their issues and causes, publishes links and provides a means for users to instantly donate their time, money or signature.

She was inspired to create this tool for immediate engagement after reading about the attempted assassination of Malala Yousafzai by the Taliban. She wanted to sign a petition to support the Pakistani girl, but was unable to find a link. “An hour later, I realized I hadn’t done anything to support Malala,” she says. “I was working as a campaigner at the time, trying to get people to take action on these issues. So if I wasn’t taking action, who was?”

Hewson says she is determined to “empower news readers to do more than read headlines.” She continues, “They can *change* headlines. Our hope for the company is that if we can make it faster and easier for people to take action, they’re much more likely to do it. If it can be part of your daily online behavior, it can be as easy as ordering an Uber or buying a dress.”

Millennials are clicking with the concept. “I’m so happy that @actionbutton just passed 1 million actions being taken on world-changing headlines,” Hewson posted on Instagram. “Here is to seeing Action Button in front of a billion people, to eliminate the friction between their inspiration and the impact inspiration can achieve.” [speakable.org](http://speakable.org)