



One million men. One million promises. Ring the Bell

Impact Report

Breakthrough

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Breakthrough is a global human rights organization.

Our mission is to prevent violence against
women and girls by transforming the norms and
cultures that enable it.

We carry out this mission by building a critical
mass of change agents worldwide — the Break-
through Generation — whose bold collective
action will deliver irreversible impact on the issue
of our time.

Working out of centers in India and the U.S., we
create innovative, relevant multimedia tools and
programs — from short animations to long-term
leadership training — that reach individuals and
institutions where they are, inspiring and equip-
ping them to build a world in which all people
live with dignity, equality, and justice.

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What's in this case study?

One Million Men. One Million Promises. calls on men worldwide to take concrete action to make violence against women unacceptable. It is a male-centered initiative of *Ring the Bell*, the global expansion of Breakthrough's game-changing *Bell Bajao* campaign, which put the power to stop violence against women in the hands of millions of men and allies in India in beyond.

Ring the Bell was launched on March 8, 2013, in concert with International Women's Day and the meeting of the 57th Session of the United Nations Commission on the Status of Women. Millions around the world at launch events in New York City, New Delhi, Johannesburg, Kathmandu, Rio de Janeiro, Selangor, and beyond rallied to commit to take action to end violence against women.

Led by influencers from media, entertainment, business, and government, and further propelled by global media, over 160,000 men worldwide made commitments to speak up against violence in their homes, communities, and workplaces, spread the message that violence against women is unacceptable, advocate for institutional policies ensuring women's rights and safety, and offer corporate assets, expertise, or other kinds of support to generate awareness and action. Together, they're adding critical momentum to the global movement to end violence against women.

This report describes the strategy, implementation, and impact of *One Million Men. One Million Promises*. We hope that by sharing our approach, we will support our allies and partners—long-term and new—in innovating and improving our collective work for human rights, to reach our shared vision of a world in which all people live with dignity, justice, and equality.

1. Summary

“Men do not just need to stop being violent. The vast majority of men are not violent. But men do need to stop being silent. Calling violence against women—whether street harassment or sexual harassment or rape or murder—a ‘women’s issue’ allows men to ignore it as if we have no responsibility for it or stake in ending it. Our lives are inextricably interwoven; women’s issues of safety and equality directly affect our lives as men. Beyond that, women are humans, with the same rights to safety and freedom as men. It is therefore our moral responsibility to not remain silent or passively on the sidelines, but to be actively engaged in confronting this problem in every corner of homes, communities and societies.”

— College football Hall of Famer and anti-violence activist Don McPherson, writing in CNN.com for Breakthrough, March 7, 2013

Ring the Bell: One Million Men. One Million Promises (OMM/OMP) was a global initiative inviting men around the world to help end violence against women by pledging to take a specific action of their choice against it. In one year beginning on March 8, 2013, International Women’s Day, Breakthrough and its partners gathered more than 160,000 promises in 140 countries and 42.1 million impressions across channels including social media, newsletters, and media coverage—including a speech by actor and activist Sir Patrick Stewart that has been viewed on YouTube more than 4 million times to date.

Two years later after the launch of the original campaign, impacts are still emerging. In August 2014 UN Women approached Breakthrough to co-organize a global NASDAQ/Stock Exchange RING THE BELL ON GENDER EQUALITY event on International Women’s Day 2015 (March 8) to establish high-



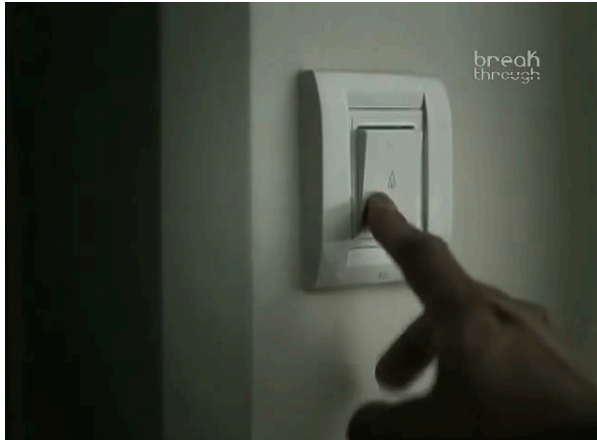
level corporate leadership and accountability for gender equality. The literal ringing of the bell will start in Tokyo, then move to Shanghai, Mumbai, Dubai, Johannesburg, London, New York, and Sao Paulo, representing an international call to action for CEOs to take the lead on human rights and nondiscrimination for all.

This report:

- captures the outcomes and impacts of the OMM/OMP initiative
- details the development and implementation of OMM/OMP as a case study for launching an initiative designed to trigger widespread change in behavior and culture
- shares lessons learned in order to strengthen future efforts of Breakthrough and our allies.

In addition, we note how creating this initiative pushed Breakthrough to evolve as an organization in order to amplify our impact and even more aggressively pursue our mission. Through the development of OMM/OMP, we committed to and began a key strategic shift from an operational model of “broadcasting” to one of constituency-building. That is, while we would continue to create and disseminate innovative tools and products designed to reach people where they are and inspire action, we would do so with strategy and infrastructure designed expressly to bring those people into an engaged and growing global community with a shared vision and identity: The Breakthrough Generation—the generation that will make violence against women unacceptable.

2. The Concept



In 2008, men and boys began to break the cycle of violence against women in India with one simple action: when they heard a man abusing a woman inside a nearby home, they rang the doorbell or found another way to interrupt the violence. They made their presence known. They halted the violence by lifting one finger. Today, more and more men and boys, and women and girls, are ringing the bell. Across India and beyond, a conversation is happening. It is challenging norms and changing behavior. It is making what was once acceptable unacceptable.

Where did they get this idea?

From Breakthrough's series of powerful print, radio, and TV ads telling true stories of men and boys stopping violence with one ring of a bell. The Bell Bajao ("Ring The Bell") in Hindi campaign has put the power to end violence against women in the hands of more than 130 million people; it has won 25 awards including a Cannes Silver Lion—and

become a metaphor for standing up against abusive behavior. Breakthrough's cutting-edge community mobilizations and leadership trainings in India also transform brothers, sisters, mothers, and fathers into advocates for women's rights. Bell Bajao was swiftly adapted from China to Canada, reaching millions more. And in 2013, Breakthrough officially launched Bell Bajao as the global campaign Ring the Bell.

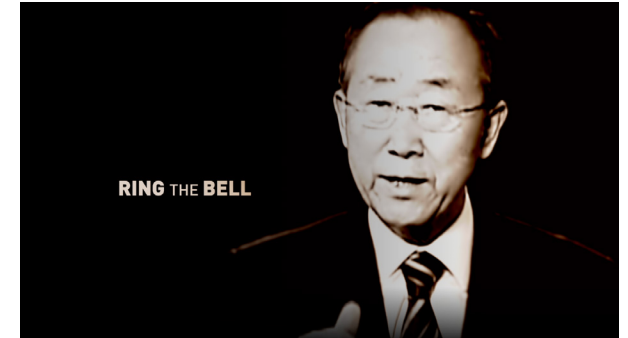
2.1 Summary

Breakthrough's Bell Bajao ("Ring The Bell") campaign called on men in India to help end domestic violence by interrupting it directly or initiating or participating in efforts to make what was considered a "private" matter a public concern. Bell Bajao was such a success that nongovernmental organizations (NGOs) in other countries began, on their own initiative, to create their own culturally relevant versions of the campaign's highly successful television ads. Consistent with its commitment to what one might call "open-source campaigning," Breakthrough embraced these efforts and worked with these NGOs on an ad hoc basis.

Breakthrough could also not ignore what these replications showed: the fact that Bell Bajao was going internationally viral indicated a high level of need for and interest in the problem of domestic violence and the simple, concrete, and scalable solution the campaign proposed. This was a moment not just to allow the campaign to proliferate, but rather a moment to seize—and strategically drive the campaign global for maximum impact.

A key opportunity presented itself, one that offered Breakthrough a timely chance to become an even louder voice in the then-growing global conversation about violence against women, including but not limited to domestic violence. In late 2012, the organization set the ambitious goal of launching "Ring the Bell"—the global expansion of Bell Bajao—to coincide with the 57th Session of

the United Nations Commission on the Status of Women (UNCSW), held in New York on International Women's Day, March 8, 2013.



This was an historic moment as well: the December 2012 Delhi gang rape and murder, together with the gang rape in Steubenville, sexual assaults in Tahrir Square, and more, had—arguably more than past incidents—seized the world's attention not only as individual incidents, but also as evidence of violence against women as an epidemic: one with varying cultural and regional expressions, but one that spares no country, community, or class. During this time, men also made themselves highly visible as partners and leaders calling for change, whether marching side by side with women in India, collaborating to make protests safe for women in Egypt, or speaking out against the atmosphere of impunity around the suspects in Steubenville.

Breakthrough kicked off Ring the Bell: One Million Men. One Million Promises (OMM/OMP) on March 8, 2013, with coordinated high-profile events around the world that drew the attention of millions—and spurred high-impact actions that continue to deliver and proliferate. This was the launch of the formal expansion of Bell Bajao beyond India to a global audience, and beyond domestic violence to all forms of violence and discrimination against women. The U.S. and India launches were hosted by



Breakthrough, along with events held by partner organizations in Brazil, Malaysia, Sweden, South Africa, and Nepal. Supported by partnerships with organizations worldwide, promoted by an impressive number of high-profile individuals, and made urgent by dramatic acts of violence against women from India to South Africa to Steubenville, OMM/OMP achieved worldwide visibility and success.

- 160,000+ promises collected
- 66,771,768 reached through #RingTheBell hashtag
- Significant global press reach and response, including:
 - o Yahoo! News: 25,000+ Facebook "likes"
 - o Jezebel: 10,000+ Facebook "likes"
 - o CNN.com: 5,000+ Facebook "likes"

- 30 high-profile ambassadors including Sir Patrick Stewart, Amitabh Bachchan, Peter Gabriel, and Michelle Bachelet

Drawing on the many lessons learned through OMM/OMP, Breakthrough continues to build on this momentum, seizing the moment to build the Breakthrough Generation: the generation whose collective action will bring about a global tipping point on the issue of our time.

2.2 Goal/Theory of change

OMM/OMP was conceived as the first initiative of Ring the Bell, the global expansion of Breakthrough's Bell Bajao campaign. The explicit goal of OMM/OMP was to encourage one million men around the world, in the course of one year, to make one million promises to take concrete action to end violence against women. Promises/actions could represent the following categories:

- publicly spreading the message in one's home, workplace, or community that violence and discrimination against women is unacceptable
- advocating for institutional policies supporting women's rights and safety
- offering corporate assets, expertise, and/or other tangible forms of support to help Breakthrough or others generate awareness and action
- intervening safely in a violent, potentially violent, "micro-violent" (e.g. verbal street harassment) or expressly discriminatory situation

With this goal met, those one million actions would not only themselves add up to concrete change in families, communities, and cultures around the world, but they would also have an aggregate and multiplier effect; they would form the stirrings of an irreversible global cultural tipping point beyond

which violence and discrimination, if it occurred, would be viewed and treated as outrageous and intolerable.

An overlapping goal was to visibly mobilize men. Though only a minority of men are violent, they—as cultural leaders, peers of perpetrators, and, simply put half the population—stood to powerfully drive impact by breaking their own silence, holding themselves and others accountable, and demanding in their own spheres of influence, large or small.

2.3 Strategic messaging

We knew that in order for the campaign to succeed, we would need to build on learnings from Bell Bajao and create messaging that would break through what we knew to be standard assumptions about the issue of violence against women, namely: "I'm not violent so it's not relevant to me," "It's a problem in a faraway place; I'll write a check but it has nothing to do with me," and the like. In order to inspire people to see their own connection to violence against women and their power to take action to stop it, we aimed to connect the dots between the most dramatic expressions of violence and the everyday discrimination, micro-violence, and culturally sanctioned habits and norms that incubate it. Therefore, we designed our strategic messaging to include the following:

1. Violence against women is the most widespread and socially tolerated human rights violation. Although effective laws, courts, and cops are necessary to combat it, only individual, institutional, and collective action can challenge and change the cultural norms and everyday inequalities that enable, excuse, and perpetuate it.
2. Each of us must examine and change the ways in which our own behavior might contribute to, enable, ignore, or excuse all such forms of violence.

3. Violence against women is everyone's problem and everyone's responsibility.
4. Men are not just perpetrators of violence. Men can and must be—and already are—partners in challenging and ending violence against women.
5. Most men are not violent. However, most violence against women is committed by men, and most men—indeed, most people—do not speak out against it. By ending their silence, men stand to change everything.
6. Violence and discrimination lie along the same continuum. Challenging discrimination is an end in itself—and a means of preventing violence.
7. When women are free, safe, and thriving, so are men, families, neighborhoods, and nations.

3. Campaign

Over the course of one year—from March 8, 2013, to March 8, 2014—OMM/OMP formed the foundation of Breakthrough's efforts to prevent violence against women. Through social media, digital communication, international partnerships, and mobilization events, Breakthrough sought to gather one million promises from one million men to take concrete action to challenge violence and discrimination against women, whether occurring in its "micro" forms such as street harassment, behind closed doors (domestic violence), as workplace or other institutional discrimination, in violent pop cultural expression, or in widely-practiced and deep-rooted customs such as early marriage and gender-biased sex selection/son preference.

3.1 Launch events

OMM/OMP kicked off on International Women's Day, March 8, 2013, with events in the U.S. (New York) and India (Delhi and beyond), with partner events around the world.



The New York event, hosted by Sir Patrick Stewart at the UN Hotel, drew more than 200 attendees, with more than 9,000 watching online via live streaming video, and many more alerted to the event and cause through Don McPherson's op-ed at CNN.com. At the event, documentarian Abby Disney moderated two panels of male leaders bringing varying perspectives to the cause, including Michael Bolton (Grammy Award-winning musician and longtime anti-VAW activist), Don McPherson (anti-male-violence activist and retired college/NFL football player), and Dallas mayor Michael Rawlings (who had recently launched a men's campaign against domestic violence in his city).

In India, launch activities—vigils, protests, film screenings, street theater, and more—reached thousands on the ground in five states and millions via social and news media. At the centerpiece event, a high-profile musical and multimedia experience in Delhi, musician Anoushka Shankar hosted a series of panels on media and masculinity, leadership, and the law, with live music and speakers including Indira Jaising (Additional Solicitor General of India/ executive director, Lawyers Collective Women's Rights Initiative), Rahul Bose (actor and social activist), Priya Paul (chairperson, Apeejay Surrendra

Park Hotels), Rajan Anandan (managing director, Google India), and Advaita Kala (author and scriptwriter). Joined by rural community women leaders from the Poorest Areas Civil Society (PACS) Programme—called the capacity crowd into provocative discussion and lasting action.

Other events in India:

- **Bangalore.** Travel company OnSkies sponsored a Meetup to promote the campaign.
- **Uttar Pradesh.** Breakthrough's Rights Advocates (young activists trained by Breakthrough) hosted a daylong march, rally, and candlelight vigil, with street theater performances, folk dances, and songs, that attracted more than 1,000 people.
- **Karnataka.** Breakthrough sponsored three days of events: a film festival and silent protest march on March 6, a seminar on violence against women on March 7, and a protest march followed by a public program on March 8. These activities drew more than 5,000 spectators.
- **Jharkhand.** Breakthrough Rights Advocates participated in the #RingTheBell Tweetstorm, conducted video interviews asking men in the community what they would do to "ring the bell," and offered a tournament among six all-girls' football teams and a women-only race, both of which drew more than 1,000 spectators.
- **Haryana.** 250 students at a Jain girls' college participated in capacity-building training.
- **Bloggers from across India** also participated in a week-long IndiBlogger Ring the Bell effort that included a meeting at the New Delhi event and more than 7500 tweets and 60 blog posts both before and after the event. Participants' usual blog topics

included not just personal issues and social causes, but also books, photography, entertainment, poetry, and more.



Breakthrough also helped coordinate launch events in cities worldwide, as well as a social media initiative involving numerous bloggers, outreach on Facebook, and a “Tweetstorm” on Twitter using the hashtag #RingTheBell. Partner events included:

- **Brazil.** Partner organization Promundo marked the day by participating in the #RingTheBell social media event and sending SMS messages to followers asking them to each share anti-violence messages with five friends.
- **Malaysia.** Partner group Women's Aid Organization (in Selangor) ran a #RingTheBell Tweetathon led by male supporters with large followings and

hosted an event at which the organization's vice president spoke to an audience of approximately 600 people.

- **South Africa.** Partner organization Sonke Gender Justice worked with organizations including Western Cape Religious Leaders Forum, South African Faith and Family Institute, Central Methodist Church, Scalabrini Centre, Triangle Project, Inner Circle, and others to run events in Johannesburg and Capetown. In Johannesburg, a public action began at St. Mary's Cathedral and expanded to citywide bell-ringing at noon in locations including the Johannesburg Stock Exchange. Capetown hosted an interfaith service and press conference as well as a march and public action, including ringing bells and blowing whistles across the city and public service announcements broadcast from prayer speakers at mosques in Bo-Kaap. In addition, SABC radio stations nationwide sounded an alarm at noon on March 8 and played UN Secretary-General Ban Ki-Moon's public service announcement about violence against women throughout the week.
- **Sweden.** Partner organization Sida (Swedish International Development Cooperation Agency) hosted a reception asking staff and visitors alike to “ring the bell” and share their promises to end violence against women.
- **Nepal.** Partner organizations Save the Children and MenEngage Alliance held a launch event on March 7 hosted by reality show star Chandini Joshi, where they screened a documentary about domestic violence, collected promises from attendees, and distributed cards and leaflets in Nepali. They also participated in the #RingTheBell social media storm on March 8.

3.2 Digital strategy

The March 8 “social media storm” was only one element of the digital strategy central to OMM/ OMP's successful launch and spread. Both at the start of the campaign and throughout the following year, Breakthrough used the Internet to place and keep Ring the Bell and its messages in the public eye:

- Using Facebook, Twitter, and other social media to ask potential participants to submit their promises online, either on social media sites or directly on the Ring the Bell website (breakthrough.tv/ringthebell)
- Highlighting a rotating selection of especially inspiring promises on the Ring the Bell website
- Posting Ring the Bell videos to YouTube and linking to them on the Ring the Bell website
- Participating in Twitter chats about violence against women, the rights of immigrant women, gender-biased sex selection, and early marriage in order to insert key Ring the Bell messages into the discussion
- Placing blog posts and articles highlighting Ring the Bell in prominent online spaces



4. Impact

4.1 Key findings

Breakthrough committed to, expected, and received, significant worldwide response to its call to action. The organization was always aware that the “one million” tally in the title of this initiative, especially given a one-year time frame, might (at least in terms of quantifiable, actionable promises) be more symbolic than quantitative. Within that context, OMM/OMP achieved both wide reach and considerable depth; the swift and broad response revealed a world primed for action, with numerous individuals and institutions making—and making good on—key promises for change.

4.2 Impact

- Targeted audiences are informed and concerned about VAW.
- More men (and women) make public commitments to take concrete action against discrimination or violence against women, showing others that all are accountable and able.

In one year, we received **more than 160,000 promises to take concrete action to challenge violence against women**, from sources including our own Ring the Bell and Bell Bajao website, social media including Twitter and Facebook, partner websites such as Jaagore.com, and in person.

Among them are promises such as these, from leaders and influencers:

- “Violence against women is the single greatest human rights violation of our generation. Each of us must examine—and change—the ways in which our own behavior

PROMISE OF THE DAY

“”

I promise to #RingTheBell by speaking up! I promise to share my story growing up with violence, how it has affected my relationships & all that I've had to overcome.

Jessica Derkis, Ohio

Make your promise today at
www.breakthrough.tv/ringthebell

by breakthrough

- might contribute to, enable, ignore, or excuse all forms of such violence. I promise to do so, and to invite other men and allies to do the same.” —Sir Patrick Stewart
- “I promise to use whatever influence I have to ensure that the men around me and those that would listen understand that we have an active and positive role to play to ensure our homes are safe, and that’s the communities, cities, states, nations, and the planet around those is also safe, loving, and peaceful. What’s your promise?” —Baratunde Thurston, author and founder of Cultivated Wit
- “All that is necessary for the triumph of evil is for good men to do nothing. I’m a man and I pledge to be an equal partner in making my workplace, my city, my country, and this world a safe place. Making it safer makes me feel safer too.” —Aditya Ghosh, president of IndiGo Airlines

- “One way to empower women and prevent violence is to make sure they are able to build their own companies. So I promise to invest only in startups with at least one woman co-founder. I thank Breakthrough for this fantastic initiative. All of us need to rally around the world to prevent violence against women.” —Rajan Anandan, Head of Google India



And these, from individuals in 140 countries:

- “The cycle of violence in my family ends with me.” — Peter, father in Canada, in a pledge to his sons
- “I promise to use my skills to support campaigns that combat violence against women.” — Nilesh, software engineer in India
- “Creating focus groups for men to build our non-violent skills, share our stories, and to prevent male mobism in my actions and language.”
- “I will not be part of any violence against a woman, nor will I tolerate it in my presence.”
- “Convincing my friend that she can no longer accept any violence from her boyfriend.”
- “Holding all my friends, male and female, accountable for any comment, even in jest, that condones violence against women.”

- “Ensuring that violence against women is not ignored or made light of in my faculty or my university.”
- “I will call the police station or women’s commission office for quick action against ongoing domestic violence.”
- “Volunteering 50+ hours with Breakthrough in the next 24 months”

A majority of promises fell under several salient categories, displaying understanding and commitment in several significant areas.

- Most common by far: Promises to take positive action in one’s own community (including educating youth and working with men and boys). This shows that individuals understand that they have a stake in and the power to challenge violence/discrimination, despite the observable facts that (a) (especially in the U.S.) the issue is often framed as something that happens to “other people” in faraway places, and (b) many people excuse themselves from action by saying “I’m not violent, so what does this have to do with me?”
- Tied for second-most common:
 - o Promises to raise awareness and educate young men and boys about their role in ending violence. This demonstrates the broad understanding that violence/discrimination against women is (a) everyone’s problem, and (b) a societal issue that’s built into the way boys are raised into men—unless we take early action to stop
 - o Promises to challenge the use of sexist, discriminatory, and violent language against women. This demonstrates all of the understandings described above, along with the understanding that

even “microviolence” (such as street harassment) and words themselves contribute to the culture that enables and incubates more obvious violence.

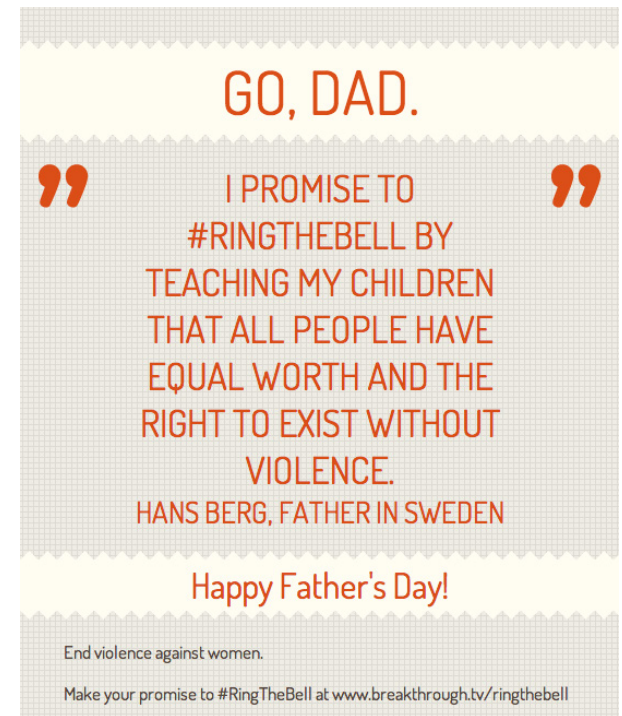
4.3 Action stories

Among the flow of promises, Breakthrough gathered several outstanding examples of commitment in action.



Dean Obeidallah, United States

Dean is an experienced comedian, writer, commentator, and activist on religious tolerance/ racial justice. He promised to produce a comedy show to spread awareness, raise funds, and make the statement that men of all stripes must be leaders in challenging violence against women. Co-produced with Breakthrough, his show, “Dudes Against Violence Against Women,” sold out New York City’s Gotham Comedy Club in August 2014, with participation and support from top male comedians, coverage on MSNBC and an estimated news media reach of TK.



Vijay Laknidhi, United States

Vijay is a manager at Deloitte & Touche. At the launch event in New York, he promised to spread awareness of violence against women among his work colleagues and encourage them to make a promise to “ring the bell.” Three months later, in June 2013, Laknidhi and approximately 15 colleagues spent a “Deloitte Impact Day” at Breakthrough’s New York office, devising technical and strategic solutions to support Breakthrough’s knowledge management infrastructure and campaign work. Laknidhi has continued his commitment, offering pro bono knowledge management consulting services to Breakthrough as well as coordinating a second Deloitte day of service in 2014, attending events and joining benefit host committees, and more. Through Laknidhi, several other Deloitte employees have also become

supporters, activists, and pro-bono consultants on Breakthrough's emerging U.S. programs.

Benjamin Kumpf, United States

Benjamin is a knowledge management specialist with the United Nations Development Programme. He pledged to involve his co-workers in the campaign. When Breakthrough later participated in the 2013 "16 Days of Activism" campaign (details below), Kumpf reached out to UNDP staff and leadership throughout the world, requesting promises and commitments to take action. His efforts inspired UNDP Administrator Helen Clark to send a call to action to all UNDP staff in New York and global offices—and eventually got 44 members of UNDP staff and leadership to "ring the bell" with him.

Michelle Kaminsky, United States

Michelle, a domestic violence prosecutor, expert, and author, made a promise to work to challenge the stereotypes and negative attitudes that often prevent women from being treated fairly by legislators, judges, courts, and juries. Recently, in her new capacity as Domestic Violence Bureau Chief in the Brooklyn District Attorney's office, she initiated a conversation and potential partnership between Breakthrough and Kings County District Attorney Kenneth P. Thompson, who publicly endorsed Breakthrough's August 2014 comedy show; additional collaboration with his office and his other spheres of influence remain under active discussion.

Sam [name changed], United States

Sam, a high school teacher, grew up in a violent household. His experience continues to affect him as an adult. He has had anger issues and violent outbursts, sometimes breaking doors and smashing walls. But Sam realized that the culture of violence was dangerous. He was perpetuating violence in his home, and all of his three sisters had lived in violent households. He says of his family, "their fear scared me...[the cycle of violence] has to stop and if I can be a part of the education of others through my

own story and example, so be it." Sam now speaks out to his students about awareness of healthy communication, what is and is not appropriate behavior, and how to protect themselves from unhealthy relationships.

Joe [name changed], United States

Joe grew up in a home where his father set a good example of equality and fairness. Joe says, "my father always admonished me to treat my mother and sister as well as my brothers or him, and any woman or girl as well as [any man]. He often spoke of the disparity between men's and women's salaries and treatment. It inspired me to always do better... by speaking out against those who mistreat women and setting a good example myself." After seeing Sir Patrick Stewart join the Ring the Bell campaign, Joe joined too, and has since actively tried to speak out against misogyny among friends and acquaintances, challenging the norms that surround him.

John [name changed], United Kingdom

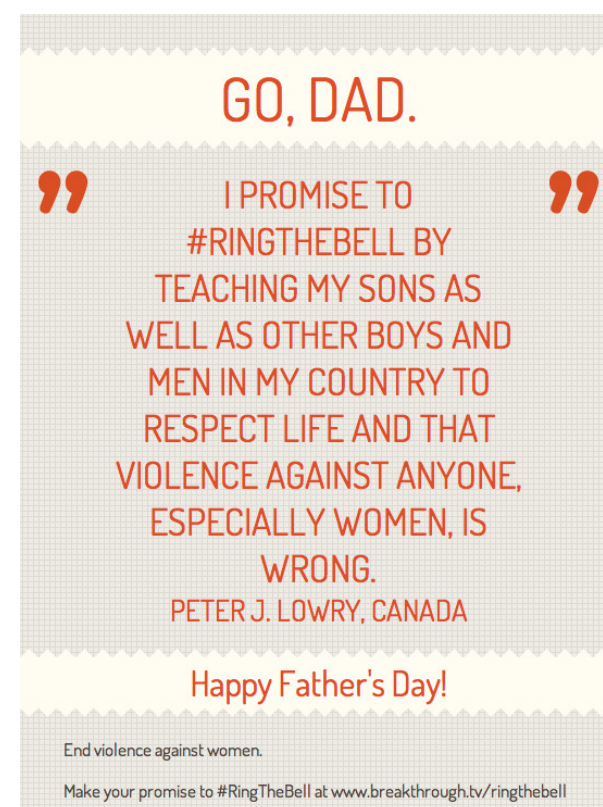
John grew up with a violent father, who left his family on John's 11th birthday. John says, "As a young man I vowed never to be like him. When I got married and had my own family, I learned it was a choice of saying no to violence." John is now a social work manager in family courts, supporting women and children against violence.

Dusty Brackett, United States

Dusty, a human rights activist, was disgusted with the culture of violence against women. He says, "I want to do anything I can to teach [parents] to teach their sons to respect women." Since the global launch of Ring the Bell, Dusty started making a feature film based on a true story of a 17-year-old girl who suffered violence.

Andrew Mackay, United States

Andrew decided to join Ring the Bell after learning that some of his female friends had experienced stalking and intimidation. "The fact that many actions that come before violence were not only



common but rarely addressed made me realize that it's not okay to stay on the sidelines—it's immoral," he says. He now writes more about gender issues on his blog, and promotes his posts through his social media networks.

Pascal Murphy, Canada

Pascal identifies as a committed feminist. As a professor, Pascal teaches from a feminist perspective. He says, "it's time that men take an active role in challenging the inequality that we are the beneficiaries of." After the launch of Ring the Bell, he organized an event called Neighbours United for Inclusion.

Matthew Parent, Canada

Matthew attended the Ring the Bell global launch, and promoted the campaign in his communities. He writes, "I have started working on collecting promises across the various locations in which I reside across Canada, while also discussing the unacceptable aspects of [masculinity] which promote violence against women and girls."

Tim Marshall, New Zealand

In 2006, Tim's friend was murdered by her husband, who then took his own life. Soon after, two other murder-suicides occurred in his community. Tim and his friend, sick of the violence against women in their community, founded Tairawhiti Men Against Violence, which hosts events and provides resources to raise awareness about male violence against women, and the Tauawhi Men's Centre, a place for men to access support towards non-violence. Since the Ring the Bell global launch, he has organized and supported community events that encourage men to change their behavior and live violence-free. He has also promoted the campaign through his social media networks.

4.4 Promise-maker survey

Of the 160,000+ promises Breakthrough received, approximately 3,000 included direct contact information in the form of email addresses, Twitter handles, and/or Facebook profile links. In October 2013, seven months after launch, Breakthrough asked 1565 of these individuals to respond to a survey asking them whether/how they had fulfilled their promises (and, if not, why not). The survey received 53 responses, or a 3% response rate. Given OMM/OMP's focus on engaging men as allies, 80% of respondents were male and 20% female. More than 8 in 10 had taken some type of action to raise awareness of violence against women, speak out against it in a public forum, or intervene in a violent situation.

According to the survey, the top three reasons participants made a commitment to "ring the bell" were:

1. Belief in taking action to create a free, safe, and just world for women and girls (43%)
2. Personal experience, direct and/or indirect, with violence against women (30%)
3. Having been inspired by the personal stories and commitment of celebrities such as Sir Patrick Stewart (11%)

The survey was intended to help Breakthrough learn how to deepen engagement with existing social change actors (SCAs), target new ones more effectively, and develop better tools for sustaining their interest in and commitment to ending violence against women. The results are already helping shape Breakthrough's approach to the issue of violence and discrimination against women. Future assessments will look at the question of what factors build empathy among social change actors who have no direct personal experience with violence, and will support the development of interventions for youth: educational trainings and workshops that promote ideas of positive expressions masculinity and reinforce the idea that violence against women is unacceptable.

4.5 Quantitative analysis

Overall promises collected

- 160,569 total promises collected
- 7,455 promises with some form of contact information for participants
- 5,748 promises collected from Ring the Bell website, Bell Bajao website, Twitter, Facebook, on-the-ground activities, and in person, all with contact information
- 154,821 promises from partner website Jaagore.com, including 1,707 with contact information

Launch week

- 40 countries delivered promises
- 42.1 million impressions across channels including social media, newsletters, and media coverage involving both Breakthrough and our partners
- 50,000+ views of Ring the Bell YouTube videos
- 9,000+ people tuned in to the livestream of the New York launch event

Video views

- 4,600 views on UStream of the archived video of the launch event
- 54 official Breakthrough videos on YouTube
 - o 52,104 total views
 - o 448 likes
 - o 133 comments
 - o 346 shares



- Most popular official video: Sir Richard Branson, with 16,284 views on YouTube
- A fan's video shot on a mobile phone at Comicpalooza 2013 of Sir Patrick Stewart discussing Ring the Bell and violence against women, with 4,294,206 views and 21,136 likes on YouTube



- #RingTheBell hashtag on Twitter
- 66,771,768 people reached over one year
- Ring the Bell website
- 52,694 pageviews between March 8, 2013 and March 8, 2014

CHANGES IN COLLECTIVE ACTION

Deploying one of its core approaches, Breakthrough worked with high-profile celebrity and deeply influential and diverse organizational partners to achieve maximum reach and impact. Organizational partners helped deliver international reach and illustrate the global nature of the epidemic of violence. Celebrity partners—perhaps especially renowned actor and activist Sir Patrick Stewart—not only drew attention to the initiative, but also personified one of Breakthrough's key messages: that no one is unaffected by violence and discrimination; that everyone has the capacity, and responsibility, to take action.

4.6 Impact

Media, entertainment, sports, and business influencers support change in culture.

Sir Patrick Stewart served as host and keynote speaker of the New York City launch event. To a hushed crowd of more than 200 at the ONE UN Hotel—with nearly 10,000 watching the live stream, and millions more reached via social media—he dramatically described physically protecting his mothers from his father's violence, only to then hear the police blame her.

His promise and call to action: "Violence against women is the single greatest human rights violation of our generation. Each of us must examine—and change—the ways in which our own behavior might contribute to, enable, ignore, or excuse all forms of such violence. I promise to do so, and to invite other men and allies to do the same."

Sir Patrick's speech and presence reverberated far beyond the launch event, through social media and YouTube, where Breakthrough's video edit of his remarks—with the help of a mention on Upworthy—attained millions of views and mentions through a post on Upworthy. In this case, the combination of his compelling story and presentation with his devoted fan base that cuts across demographics—men, women, younger, older, sci fi, theater—helped brand OMM/OMP and its issue as an urgent cause for all.

Breakthrough also worked with its regular outreach partners in the U.S., Camino PR, and with Don McPherson, to co-craft and strategically place an op-ed on CNN.com by McPherson on March 7 ("To Stem Violence Against Women, Men Must Step Up"). In a mainstream outlet with such large viewership, and from a male leader with no vested interest in Breakthrough, the message stood to, and did, reach broad new audiences. (It received 5,000 Facebook "likes," apparently an unusually high

number even for CNN.)

The participation of influential celebrities and leaders in India and beyond—including Amitabh Bachchan and Anouskha Shankar, Joe Wright, and Sir Richard Branson—whether at launch events or through video promises, also helped amplify the reach and authority of Breakthrough's call to action.



Greater collaboration among women's/human rights and other organizations to address violence against women.

In keeping with Breakthrough's longstanding emphasis on building partnerships to effect change, program manager Ishita Srivastava reached out to a broad array of organizations, corporations, and influential individuals for OMM/OMP. Some of these partners had approached Breakthrough in the past because they hoped to expand the global reach of Bell Bajao or adapt its messaging for their own communities. Others offered time, money, or other forms of support in response to Breakthrough's outreach efforts.

Greater coverage in new media and traditional media spaces on VAW and men's capacity/responsibility to respond.

The launch events and campaign were covered in major U.S., India, and international media spaces including CNN.com, Yahoo! News, Jezebel, Upworthy, IBN live, and outlets in Nepal, South Africa, and more.

Press highlights

- Yahoo! News: Sir Patrick Stewart calls on "1 million men" to end violence against women²

A Brave Fan Asks Patrick Stewart A Question He Doesn't Usually Get And Is Given A Beautiful Answer

Curated by Adam Mordecai

Patrick Stewart often talks about his childhood and the torment his father put him and his mother through. However, how he answered this vulnerable and brave fan's question is one of the most eloquent, passionate responses about domestic violence I've ever seen.

WARNING: At 2:40, he's going to break your heart a little.

- Jezebel: Sir Patrick Stewart: 'Violence Against Women Is Learned'³
- PolicyMic: Sir Patrick Stewart is Starting a New Movement to Help Women⁴
- CNN: To stem violence against women, men must step up⁵
- Upworthy: A Brave Fan Asks Patrick Stewart A Question He Doesn't Usually Get And Is Given A Beautiful Answer⁶

Social media response to press

- Yahoo! News article liked on Facebook 25,220 times
- Jezebel article liked on Facebook 10,000 times

- Don McPherson CNN op-ed liked on Facebook more than 5,000 times

4.7 Post-launch activities and impact

Father's Day mini-campaign

For Father's Day in June 2013, Breakthrough identified OMM/OMP promise-makers who were fathers and contacted them to ask if they were willing to share the details of what had inspired them to "ring the bell." Six fathers agreed to share their stories with the public. Three had experienced violence and wanted the cycle to stop with them. One made a promise after an epiphany moment when he realized that he was at risk of becoming violent himself. Two wanted to commit to raising their sons to respect women and stand up against any form of violence against women and girls. Breakthrough shared these stories on breakthrough.tv, through social media, and via email outreach as a means of mobilizing other men, whether they identified themselves as victims, perpetrators, bystanders, or simply adults concerned about the well-being of the next generation.

²<http://news.yahoo.com/blogs/lookout/patrick-stewart-million-men-violence-women-011042478.html>

³<http://jezebel.com/5989825/sir-patrick-stewart-violence-against-women-is-learned>

⁴<http://www.policymic.com/articles/29230/ring-the-bell-patrick-stewart-is-starting-a-new-movement-to-help-women>

⁵<http://edition.cnn.com/2013/03/07/opinion/mcpherson-men-domestic-violence>

⁶<http://www.upworthy.com/a-brave-fan-asks-patrick-stewart-a-question-he-doesnt-usually-get-and-is-given-a-beautiful-answer>



16 Days of Activism

One key aspect of Breakthrough's methodology is building and sustaining partnerships with organizations around the world to coordinate and enhance efforts to change attitudes, norms, and cultures that perpetuate violence against women. Accordingly, Breakthrough participated in 2013 in "16 Days of Activism Against Gender Violence," an annual global campaign held between November 25 (International Day Against Violence Against Women) and December 10 (International Human Rights Day) in which organizations and individuals around the world work on coordinated actions to change damaging policies, attitudes, cultures, and practices to create a world free from violence.

Participating in this multi-organizational worldwide campaign helped Breakthrough broaden the reach of OMM/OMP significantly, reaching 9,000,066 people on Twitter, 115,239 people on Facebook, and 4,236 people on the ground in India in just 16 days.

More tellingly, it also gave a notable boost to the number of promises received. OMM/OMP received three promises on an average week, but during the 16 Days of Activism, Breakthrough received 116 promises (including 44 from the United Nations Development Programme) on our website and 33 more via Twitter.



"Be That Guy" microcampaign

In August 2013, Breakthrough was offered a pro-bono opportunity to share our message at the NASCAR Miami Speedway Championship that November. We commissioned a 30-second animation, "Be That Guy," showing a man at a car race preventing his friend from slapping a beer vendor on the behind as she turns to walk away, and the approval of the crowd and drivers for his choice to intervene. The PSA was screened on the racetrack Jumbotron 72 times during the race, with support from social media outreach as well as a survey conducted live at the event.

Monitoring & evaluation process

With the launch events past, Breakthrough focused its attention on continuing campaign outreach while building and maintaining systems for tracking campaign reach and impact.

- Counting, sorting and tagging promises on the Ring the Bell website
- Collecting promises made through social media
- Collecting in-person promises on video or on paper
- Monitoring #RingTheBell conversations through analytics tools
- Conducting in-depth interviews with key promise makers as well as members of the Bro Trust, Breakthrough's informal advisory board consisting of male leaders in various business and creative industries
- Conducting and evaluating "microcampaigns" including the special Father's Day request for personal stories, activities for "16 Days of Activism," and "Be That Guy."

In addition, Breakthrough tracked the performance of promoted Facebook posts timed to coincide with either the March 8, 2013 launch event or our participation in the "16 Days of Activism" campaign:

- Promoted post of Don McPherson's promise, opinion piece on CNN, and link to the livestream of the March 8 launch event.
- Promoted post of Amitabh Bachchan's tweets about Ring the Bell in the days leading up to the March 8 launch event.
- Promoted "Imagine a world without violence against women" post on December 2, 2013, as part of "16 Days of Activism."

Campaign:
Promoting "Don McPherson, former NFL player, member of the..."

Create Ad for Campaign



4.8 Partners

Organizational

- A Call to Men
- AK Foundation
- British Council
- DoSomething.org
- Human Dignity Foundation
- Ministry of Foreign Affairs of the Netherlands
- New York State Youth Leadership Council
- One America
- Oxfam India
- PACS
- Peace is Loud
- Promundo
- Sonke Gender Justice Network
- UK Aid
- UNiTE to End Violence Against Women
- UN Women
- Witness
- Women's Aid Organisation

Corporate

- GlobalGrind.com
- Google
- Honda
- IndiBlogger
- IndiGo Airlines
- OnSkies
- Vodafone

Governmental

- Ban Ki-Moon, Secretary-General of the United Nations
- Michelle Bachelet, first Executive Director of the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) and former and current president of Chile
- Admiral Laxminarayan Ramdas, former Chief of Naval Staff, Indian Navy
- Michael Rawlings, Mayor, Dallas, Texas (who had recently launched a men's campaign against domestic violence)

Business Leaders

- Sir Richard Branson, Founder and Chairman, Virgin Group
- Aditya Ghosh, President, IndiGo Airlines
- Kumi Naidoo, International Executive Director, Greenpeace
- Rajan Anandan, Managing Director, Google
- Piyush Pandey, National Creative Director, Ogilvy and Mather, India

Cultural Leaders

- Sir Patrick Stewart, actor and activist
- Peter Gabriel, singer
- Michael Bolton, singer
- Chandler Massey, actor
- Harold Perrineau, actor
- Amitabh Bachchan, actor
- Anoushka Shankar, sitar player and composer
- Lewis Black, comedian
- Joe Wright, actor
- Darnell Moore, writer and activist
- Rahul Bose, actor
- Kumi Naidoo, Greenpeace International
- Don McPherson, activist and former NFL player
- Baratunde Thurston, writer and activist

4. Lessons Learned

OMM/OMP represented Breakthrough's first experience with launching and maintaining a global initiative—and one with both U.S. and India centers collaborating and working in parallel. As such, it was also the first time that the entire organization—one with a successful history of implementing numerous and diverse projects concurrently across geographies—came together with the shared purpose of delivering one single campaign by one do-or-die deadline. Especially, with all hands on deck, Breakthrough was indeed able to launch a successful global initiative in a remarkably short time. Lessons learned from that process stand to inform many or all subsequent projects, even those with smaller scopes.

- **Integrate digital and offline components.**
 - **Observation:** OMM/OMP reinforced the importance of including both digital and offline components in our tools and resources, including media products, informational and education tools, and trainings and workshops. It is clear that our target audience, diverse as it may be, does not even make a deep experiential distinction between “online” and “off.” Social and digital media amplifies attendance at and reach of live events; a statement made by an individual to his/her social networks can—especially if the statement (a condemnation of violence against women, for example) is risky or controversial among them—be considered a significant and meaningful action.

- **Action:** The new infrastructure currently under construction will enable Breakthrough to create, track, and leverage the most effective interplays between digital and physical actions.
- **Create meaningful benchmarks on the way to concrete, winnable goals.**
 - **Observation:** Strictly speaking, a “campaign” requires a goal that is (a) time-bound, (b) measurable, and (c) winnable. While (a) was in place, (b) and (c) presented challenges. To be sure, the intent of collecting 1,000,000 promises was understood, internally and externally, as partly symbolic (as with the 1995 “Million Man March” for civil rights in Washington D.C. and other similarly branded efforts). However, the aspirational quality of that goal did not lend itself to attainable benchmarks (i.e. breaking down quantitative promise-collection goals into quarters, months, and weeks, and deploying staff with specific tactics to track and meet them) nor to the creation of an effective tracking/measuring infrastructure, nor, further, to compelling urgency in external messaging (as in, for example, “We need just 100 more signatures in order to deliver our petition in time for the 10 AM hearing!”).
 - **Action:** Breakthrough is in fact addressing this strategic issue by developing the tools (a new website backend, and more) to disseminate short-term campaigns with measurable goals; more below.
- **Define the concrete actions you want participants to take.**
 - **Observation:** Breakthrough was committed to generate concrete, personally relevant action; a decision

was made for this reason not to base the campaign on asking people to do nothing more than click on a pre-fabricated general pledge to “take action.” The difficulty arose from trying to both simplify and individualize the requested types of actions. While many respondents immediately understood what was being asked of them, a common reaction was confusion, as in: “Okay, good cause, but what do you actually want me to do?” Presenting example promises was, as a tactic, somewhat helpful, but many promises also came in the form of laudable but general statements such as “I will stand against violence” or “I will cherish the women in my life” rather than concrete actions such as “I will organize a program in my dormitory about ending violence on my college campus.”

- **Action:** Future campaigns will be designed to elicit certain specific actions, all under the broad umbrella of working to prevent violence and discrimination against women, starting in one's own sphere.
- **Leverage the power of storytelling as a form of intervention.**
 - **Observation:** OMM/OMP (and especially, but not only, the response to Sir Patrick Stewart's story) showed the tremendous hunger that exists for sharing stories about enduring, escaping, and intervening in violent, potentially violent, or discriminatory situations. Whether being told by Sir Patrick Stewart or by a friend of a friend on Facebook, stories make the issue real, relevant, and urgent even to people who have not been—or don't consider themselves—affected by violence and discrimination. Especially

when told and shared by men, such stories, by showing how and where all people may even unwittingly participate in a continuum of violence from subtle and invisible to physical and explicit, help break down the traditional (and unhelpful) binary of “good” guys versus “bad” guys. They also help expand the conversation from explicit physical violence to the norms of masculinity—strength through dominance, femininity (throwing or crying “like a girl”) contribute to the culture that enables violence.

- o **Action:** These lessons were so clear from this experience that Breakthrough is in the planning stages of an interactive storytelling project designed specifically to challenge violence/discrimination against women.
- **Include the post-launch period in pre-launch planning.**
 - o **Observation:** The challenges of successfully launching a global campaign within a short time frame, perhaps inevitably left Breakthrough with limited capacity for planning and implementing post-launch campaign



maintenance, including the strategic cultivation, curation, and tracking of promises.

- o **Action:** Breakthrough is currently building a new website and digital infrastructure that will be in place for all such outreach efforts. (See below.)
- **Build tools and mechanisms designed to help capture and engage partners and constituents.**
 - o **Observation:** As described above, Breakthrough did not have a pre-existing infrastructure for strategic and robust tracking and engagement of actions and constituents.
 - o **Action:** Breakthrough is currently engaged in building a new website designed externally and internally to inspire and track actions, including the capacity to
 - capture responses to our outreach activities
 - monitor and evaluate the consistency and quality of data captured
 - target campaigns and messaging more strategically
 - better manage relationships with current and prospective partners
- **Branding must be clear and consistent.**
 - o **Observation:** Breakthrough wanted to maintain the international visibility and brand awareness of “Bell Bajao/ Ring the Bell.” At the same time, some new nomenclature was in order, as (as Breakthrough’s outside-India message testing has shown) the act/metaphor of ringing a doorbell to interrupt violence is not universally culturally relevant, and the intention was to expand the issue

focus to include all forms of violence against women, not only those that take place behind closed doors. How, then, to combine “Ring the Bell” with “make a promise”? Breakthrough eventually compromised on the concept of “ringing the bell by making a promise” (or using one or the other depending on circumstances). Especially when combined with “One million men. One million promises” (which presented its own challenges of punctuation and presentation), this narrative proved highly unwieldy and confusing in practice. (A “promise” to take action was also seen as needlessly bifurcated. Why not just the action?)

- o **Action:** Breakthrough came to understand that clarity of branding—reflecting clarity of purpose—is paramount, trumping even attachment to earlier brand success. Breakthrough now unifies its call to action under the broader, clearer, and more holistic and integrated “Breakthrough Generation” (which also carries elegant double meaning). By inviting people to join the Breakthrough Generation—by taking action to make violence and discrimination unacceptable, and thus becoming part of the global constituency that will generate a global tipping point in collective culture and behavior—Breakthrough achieves both continuity and clarity.