

HOW BREAKTHROUGH CREATES LEADERS FOR CHANGE.

We **use media, arts, pop culture, and technology** to reach mass audiences, challenge norms, and make human rights real and relevant.

We **develop game-changing partnerships** with communities, governments, businesses, and entertainment leaders for maximum scale and impact.

We **train new generations of leaders** in schools, neighborhoods, and civil society groups to ignite change.

We **cultivate grassroots action** for human rights.

We **measure our impact and share lessons** learned about innovation for human rights.

