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 transform hearts, minds, and actions.

We cultivate grassroots action for human rights.

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