

# THEORY OF CHANGE

## VISION



All people enjoy their human rights and live with dignity, equality, and justice.



### Indicators



Violence against women and girls is unacceptable.

## MISSION IMPACT



Norms and values that enable violence and discrimination against women and girls are transformed.

## OUTCOMES

### GLOBAL

A global constituency takes action to make violence against women and girls unacceptable.



### FAMILIES & COMMUNITIES

Families and communities condemn violence and support survivors.



### INDIVIDUALS

Individuals trigger cultural and structural change for gender equality.



### Indicators



Level of safety reported by individuals in public places and at home in targeted communities.



Number of individuals who challenge traditional gender norms, personally intervene, or take action to end discrimination and violence against women.



Number of people informed and responding within their spheres of influence.



Number of support systems and services set up by community groups or governments available for women in violent situations.



Number of survivors who speak up publicly and report their experiences.



Number of families, communities, media outlets, political institutions, and leaders who put the burden of shame on perpetrators rather than victims and survivors.



Number of constituents who participate in different on-ground and online actions.



Number of actions initiated to address violence against women and girls in targeted communities.



Number of actions facilitated by Breakthrough highlighting issues of violence against women and girls, resources mobilized, and number of non-traditional partners.



Number of influencers and cultural entrepreneurs who challenge gender norms and model new attitudes and behaviours.

## PATHWAYS OF CHANGE

### GLOBAL

- ✓ Violence against women and girls is prioritized in public agendas on a sustained basis.
- ✓ Traditional and non-traditional partners:
  - *prioritize issues related to violence against women in their products and programs.*
  - *join alliances to contribute to the movement.*
- ✓ People challenging violence against women are identified, nurtured, and equipped to take action.

### FAMILIES & COMMUNITIES

- ✓ Duty-bearers and institutions respond promptly and effectively.
- ✓ Those affected by violence against women have direct access to duty-bearers and services at the community level.
- ✓ Families, communities, and leaders demand and access support systems for women.
- ✓ Community influencers know how to respond and take action when violence occurs.

### INDIVIDUALS

- ✓ Men model new and diverse expressions of masculinity and positive behaviors that value the human rights of women.
- ✓ Men hold themselves and others accountable for challenging traditional models of masculinity and the social impunity that enables men's violence against women.
- ✓ Men and boys are aware of gender norms that contribute to discrimination and violence and actively support gender equality.
- ✓ Women break the silence around violence, challenge gender norms, demand justice, and have access to resources and duty-bearers.
- ✓ Women and girls are aware of and exercise their human rights.

## STRATEGIES



### Equip the Public

Equip individuals, communities, and institutions to challenge the status quo in their own spheres and beyond.



### Public Agendas

Set public agendas that transform narratives and make human rights everyone's business.



### Partnerships

Build game-changing partnerships to maximize scale, reach, and impact.



### Arts & Media

Use arts, media, pop culture, and tech to seize attention and change norms.



### Learn & Share

Learn and share to enable constant innovation and collaboration for maximum collective impact.

## PROBLEM

Violence against women and girls is the world's most pervasive—and yet most tolerated—human rights abuse. It occurs in private, in public and in multiple forms, including domestic violence, rape, sexual assault, sexual harassment, and early marriage. It is not just a personal or individual problem. Its roots lie deep in society and culture. The age-old gender inequalities, discriminations, and rigid gender norms underlying violence against women and girls are codified in community values and practices, mainstream media narratives, and policies, laws, and institutions. The persistence and acceptance of violence against women and girls prevents women from enjoying their full human rights and fundamental freedoms, and prevents individuals, families, neighborhoods, and nations from realizing their full potential.

