



Annual Report 2021



END MEN'S VIOLENCE AGAINST WOMEN



Introduction

Awareness of the need for all men to be part of the solution to end men's violence against women increased significantly during 2021 and White Ribbon was at the heart of calls for action to make change happen.

The murder of Sarah Everard brought men's violence to the fore. We brought our expertise and experience to the public debate. We were featured in many media outlets, delivered talks to hundreds of people, and had a high level of engagement on our digital channels. At the same time, our White Ribbon Accreditation grew significantly as organisations emerged from the pandemic with a resulting return to workplaces.

Our new five year strategy was agreed in September, enabling us to respond to developing public and governmental understanding of the need for our work. The strategy established our theory of change and supports our growth and reach as the leading organisation working in this field.

We were supported to run two high profile campaigns, #AllMenCan and Safety on the Dancefloor, both of which were promoted over public noticeboards in April and August. Newcastle City Council hosted a summit, A Safer Night-time Economy, on our behalf, attended by a cross sector of organisations from across England and Wales.

The activity around White Ribbon Day was three times that of, pre pandemic, 2019. More people purchased White Ribbons than ever before. There were 3102 White Ribbon Promises made online during November and in November alone we welcomed 165 new White Ribbon Ambassadors and 198 new White Ribbon Champions. By the end of December there were 76 organisations

White Ribbon Accredited, with 306,412 people working for an Accredited Organisation. Organisations who came on board following White Ribbon Day meant we welcomed our hundredth Accredited Organisation early in 2022.

The success of our activities in 2021 is very much due to the commitment and energy brought by our White Ribbon Accredited Organisations, Supporter Organisations, White Ribbon Ambassadors and Champions and many supporters. We want to thank all those who have made such a difference to our work in 2021. Your support meant 2021 became a year of growth and development and has put White Ribbon UK in a much stronger place to deliver its important work in 2022 and beyond.



Peter Lassey – Chair of Trustees



Anthea Sully – Chief Executive

10 Highlights of 2021

1 NEARLY **306,500 PEOPLE** WORKED FOR A WHITE RIBBON ACCREDITED ORGANISATION IN 2021

2 THERE WAS A **198% INCREASE** IN THE NUMBER OF PEOPLE MAKING THE **WHITE RIBBON PROMISE** ONLINE IN NOVEMBER 2021, COMPARED TO NOVEMBER 2019

3 BY THE END OF 2021 THERE WERE **1755** **WHITE RIBBON AMBASSADORS**

4 **558 WOMEN** BECAME WHITE RIBBON CHAMPIONS IN 2021, TAKING THE TOTAL TO **1162**

5 MORE THAN **2,300 PEOPLE** LEARNED ABOUT WHITE RIBBON AT TRAINING AND SPEAKING EVENTS

6 THE **#ALLMENCAN** CAMPAIGN LAUNCHED WITH AN OUTDOOR DIGITAL MEDIA TAKEOVER

7 OUR EUROS 2020 TWEET WHERE WE DECLARED **KALVIN PHILIPS** THE MAN OF THE TOURNAMENT ALONGSIDE A PHOTOGRAPH OF HIM WEARING A WHITE RIBBON RECEIVED **191K IMPRESSIONS**

8 WE ESTABLISHED A NEW PARTNERSHIP WITH **THRIVE+** AND JOINTLY LAUNCHED THE NEW **AMBASSADOR AND CHAMPION PORTAL**

9 WHITE RIBBON CHIEF EXECUTIVE, **ANTHEA SULLY** PRESENTED TO THE AMERICAN MEN'S STUDIES ASSOCIATION AND MEN ENGAGE EUROPE CONFERENCES

10 THE NEWCASTLE NIGHT-TIME ECONOMY SUMMIT BROUGHT TOGETHER **80 DELEGATES** FROM DIFFERENT SECTORS TO CONSIDER SAFETY IN THE NIGHT-TIME ECONOMY



#AllMenCan

Following the murder of Sarah Everard there was, and continues to be, a significant shift of attention in public discourse around violence against women to focus on men's behaviour and what men can do for women to 'feel safe'.

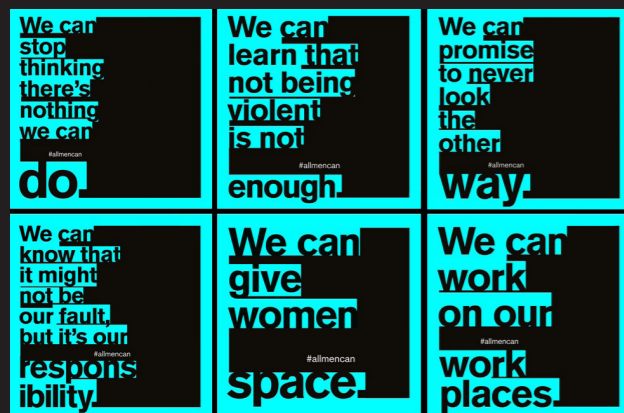
Our long-term commitment to engaging with men in order to end violence came to the fore of the debate. There was a 1769.15% increase in traffic to the White Ribbon website in March 2021. We saw a considerable increase in men making the White Ribbon Promise and ordering White Ribbons. There was also significant media interest as well as requests for speakers, training and Accreditation enquiries. We are very grateful to those who undertook fundraising events for us and made donations.

Weber Shandwick worked with us to create a major campaign, #AllMenCan. This was live on nearly 5,000 external advertising sites nationally. The #AllMenCan messaging provided a strong counterpoint to #NotAllMen that started trending at the same time. #AllMenCan provided positive tangible statements to encourage all men to play an active role in ending violence, for example 'It may not be

our fault but it's our responsibility.' We continued the #AllMenCan initiative across the remainder of the year and it continues to be a key message for White Ribbon UK.

Further information came through about the officer who murdered Sarah Everard as the year progressed as well as other examples of men's extreme violence where there was a previous history of sexism and misogyny including known use of extreme pornography and sharing of sexist and violent messages and material in WhatsApp groups.

Our training and education work explains the 'continuum of violence' and shows how what is often seen to be 'low level', 'banter', or 'having a laugh', is harmful and has a direct connection to extreme violence, preventing women from leading the lives they want to lead. Our work shows how men can disrupt this continuum – changing culture to be built on respectful values and equality. #AllMenCan has been a key tool for us showing the ways that men can make a real difference.



White Ribbon Day

3102
WHITE
RIBBON
PROMISES
MADE



1697
NEW
FOLLOWERS
ON TWITTER



21
ORGANISATIONS
ACHIEVED WHITE RIBBON
ACCREDITATION IN NOVEMBER
AND
184
ORGANISATIONS
EXPRESSED AN INTEREST IN
BECOMING ACCREDITED

ANTHEA SULLY
WHITE RIBBON CEO
PARTICIPATED IN
16 EVENTS



198
NEW
WHITE
RIBBON
CHAMPIONS
REGISTERED

165 NEW
WHITE RIBBON
AMBASSADORS REGISTERED

MORE
THAN
50,000
WHITE
RIBBONS
PURCHASED

211,492
TWITTER IMPRESSIONS
ON 25TH NOVEMBER





Strategy

Our new 5-year strategy was agreed in 2021, confirming the mission of White Ribbon to be preventing men's violence against women through addressing its root causes.



Specifically, **our purpose** is to:

- Raise awareness of what constitutes violence (the continuum) and the link between dominant masculine norms, gender inequality and violence against women.
- Shift societal attitudes, systems and behaviours around masculinity that help to perpetuate gender inequality and therefore men's violence against women.

We do this through our **unique approach** which engages men and boys as primary changemakers in addressing the root causes of violence against women.

We:

- Place men and boys at the forefront of preventing violence - supporting them to recognise and change their own behaviours, listen to women, be positive role models, and take steps to create a more gender-equal society.
- Build a network of people (men, women, groups and organisations) who have the knowledge and tools to take action and influence and engage others.
- Support organisations (often male dominated) to make commitments that change their workplace culture to be more equal and safer for women, influence wider society and engage men and boys in this.
- Advise and advocate for policy changes that promote gender equality and the role of men and boys in this.
- Are accountable to women.



Vision: In the next 5-10 years, a reduction in men's violence against women

OUTCOME 1

Increased recognition and understanding in society (men, boys, women, decision makers) of what men's violence against women is (along the continuum), how it is rooted in masculine norms, and the effects on equality.



OUTCOME 2

Men, boys and women have increased skills, tools and confidence to raise awareness of what men's violence against women is, its root causes, and to take action to reduce it.



OUTCOME 3

Men and boys have increased skills, tools, confidence and knowledge to recognise and change their own behaviours.



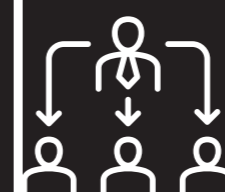
OUTCOME 4

Strengthened mechanisms within organisations that change their workplace culture to be more equal and safer for women, and influence wider society.
To create safer, inclusive and more equal workplaces for women and reduce workplace cultures that enable violence.



OUTCOME 5

Increased action taken by decision makers to change policies to promote equality.

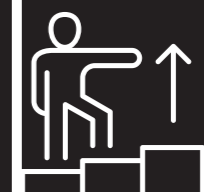


OUTCOME 6

WRUK is a financially sustainable organisation with a clear model of income generation.

Secondary objective (achieved through HOW we deliver the above):

- Increased recognition of the importance of work that addresses the root causes of MVAW and the need to engage men and boys in the process. (OUTPUT: Strong evidence base that shows our work has an impact)





White Ribbon Accreditation

Through our flagship Accreditation programme, we engage a wide range of organisations, from councils and universities to companies to work towards ending violence against women by transforming organisational culture, and in turn wider society. Some of our partners include Network Rail, Blackpool Council, DN Colleges, Wales Cooperative Centre and Broxtowe Women's Project.

White Ribbon Accreditation not only transforms workplaces but also extends to wider communities including into homes, as staff and stakeholders gain an understanding of the issues, learn about allyship and feel empowered to have conversations about ending violence. By the end of 2021 nearly 306,500 people were working for a White Ribbon Accredited Organisation.

To become Accredited an organisation makes significant commitment to changing culture, raising awareness

and ensuring that men and boys are part of this change. The required three-year action plan puts in place a strategy that enables organisations to ensure that they are a positive and equal place for people to work. Critical to the success of the Accreditation programme are our network of White Ribbon Ambassadors and Champions; men and women who ensure that key conversations are happening throughout an organisation, encouraging others to get on board.

A special feature of the White Ribbon Accreditation programme is the diversity of organisations that we work with. This enables us to bring together same sector organisations as well as a cross sector of organisations to network and share best practice. We have had considerable interest from the corporate sector, and we are developing a programme and which is evolving to meet this demand and to ensure that outcomes are met.

WHITE RIBBON SUPPORTER ORGANISATIONS

Organisations with less than 250 staff can show their commitment to ending men's violence against women by becoming a White Ribbon Supporter Organisation. There are 7 actions that Supporter Organisations agree that raise awareness. The actions include, encouraging all staff to make the White Ribbon Promise, to recruit at least one volunteer male White Ribbon Ambassador and hold at least one awareness and fund-raising event or activity a year as well as ensuring that people who are experiencing violence know where to get help.

The White Ribbon Supporter Organisation was a new initiative as we went into 2021. The number of Supporter Organisations has been gradually building and, as with Accreditation, is very diverse. As the initiative grows, we will be developing resources for specific sectors so that organisations can maximise their impact.

WHITE RIBBON AMBASSADORS AND CHAMPIONS

There was a significant increase in the number of White Ribbon Ambassadors and Champions in 2021. By the end of the year there were 1755 Ambassadors and 1720 Champions. In November alone 165 new Ambassadors registered and 198 Champions, a 350% increase on the previous year. The majority of our White Ribbon Ambassadors and Champions are now affiliated to a White Ribbon Accredited Organisation.

A significant development for Ambassadors and Champions in 2021 was our new partnership with Thrive +. Thrive + is an award winning CIC and are now hosting our Ambassador and Champion resources on their web-based portal.

NEWCASTLE SUMMIT

White Ribbon UK's first national event since the start of the pandemic in 2020 was hosted by Newcastle City Council in early November. As covid-19 restrictions began to ease and the night-time economy started to open up it was clear that women are facing all of the same issues. The aim of the Summit was to learn from White Ribbon Accredited Organisations, bringing together councils, the police, planners, businesses, education and with frontline organisations to share good practice and identify ways in which we could build back safer.

Speakers included Councillor Penny Evans, Cabinet Member for Climate Change and Public Safety, Newcastle City Council, Clair Barnett, Executive Director UN Women UK, Dr Stephen Burrell, Researcher, working with men and boys to prevent men's violence against women and girls and White Ribbon trustee and Anthea Sully, Chief Executive White Ribbon UK.

Themes included, safer travel, safer licensing, safer venues, safer built environment, with an overarching aim of ending harassment in public places. The summit was driven by women's direct experience to help identify practical strategies to address safety and promote behaviour change from men.

SPEAKING AND TRAINING

There was huge demand for White Ribbon speaking and training in 2021. We worked hard to deliver as much as was possible within our resources and overall we were able to engage with more than 2,300 people. This included 'lunch and learn' sessions for corporates, government departments and public sector organisations, training for Ambassadors and Champions in Accredited Organisations and sessions for community and voluntary groups. We were very pleased to partner with Thrive + to co-deliver some training.

Our Chief Executive Anthea Sully presented a paper for the American Men's Study Association and at the MenEngage Europe conference, speaking about masculinity and men with learning disabilities and the effectiveness of public awareness campaigns, respectively.



Influencing Policy

We bring our distinctive voice and expertise to Government consultations and campaigns that look to create change. The White Ribbon All Party Parliamentary Group met twice in 2021 and many parliamentarians wore White Ribbons on 25th November and spoke out about the importance of men being actively involved in violence prevention. The Labour Party included making the White Ribbon Promise as and action all Labour Party members could take to end violence against women. Our influence across local

government is significant, White Ribbon Accredited councils are delivering comprehensive action plans directly within the local authority as well as within local communities and businesses.

The most significant government consultation in 2021 was the Home Office Violence Against Women and Girls Strategy. We argued strongly for investment in primary prevention, working specifically with men and boys community based and across all ages as well as within schools

and universities. This message is often picked up and mentioned but is not followed with support for organisations such as White Ribbon UK who have the expertise to deliver this work.

We are respectful of our role within the women's sector and a member of the End Violence Against Women Coalition. We support campaigns from the sector where the voice of White Ribbon UK can lend strength through our complementary perspective.



Changing the culture of harassment at live music events

We were able to continue our longstanding engagement with live music and festivals thanks to the pro bono support of Wunderman Thompson who delivered a new creative campaign focusing on women's safety when they attend live music events. The campaign powerfully subverted the usual festival and gig posters, so that instead of promoting bands they highlighted behaviours that men need to change so that festivals and gigs become safer spaces for women.

The message emphasised that women experiencing harassment, including catcalling, staring and groping, must not be seen as an expected part of attending events and that men have to take responsibility to end this.

The campaign had the support of The O2, as the world's most popular music, entertainment and leisure venue, who ran the campaign through digital out of home, The O2's social channels and CRM data base.

The renowned nightclub, Fabric also carried the campaign message within their club, their social channels and promotional materials. The campaign also appeared in a nationwide digital out of home campaign running across JCDcaux sites.



In the press



Thank you to the trustees who served during the year

- Peter Lassey Chair
- Sophie Rymer Company Secretary
- Anthony Duerden Treasurer from July 2021
- John Gilfillan – to July 2021
- Steven Barnbrook – Vice Chair from July 2021
- Shanaz Yousaf
- Dr Stephen Burrell

Very sadly **Steve Sweeney**, a trustee and significant figure in the history of White Ribbon UK, died in July 2021. White Ribbon UK owes him a great deal for his commitment to, and support of, our work. We miss him terribly. Our thoughts remain with his family and many friends.



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White Ribbon UK is the working name of White Ribbon Campaign Ltd, a registered charity in England and Wales (No. 1123874) and a company limited by guarantee (No. 05617302).