

NOMINATION FORM: Global Business & Interfaith Peace Awards

Note: Nominations are open to CEOs (present or past) of companies who have championed interfaith understanding and peace.

Nominee Contact Information

- 1. Nominee Full Name: Frank Fredericks
- 2. Corporate Title: CEO
- 3. Company Name: Mean Communications
- 4. Company Headquarters Location (Country): USA

- 5. Engagement with the UN Global Compact and/or the Religions Freedom & Business Foundation*
 - Company is a signatory of the UN Global Compact
 - Company has joined Business for Peace
 - Company has signed the Religious Freedom & Business Foundation’s pledge to protect freedom of religion
 - Company intends to join one or more of the initiatives listed above in the next six months, please specify** We’ve just learnt of these great initiatives and have begun the process of joining them.

* Nominees are invited to:

- 1. join the [UN Global Compact](#) and its [Business for Peace](#) platform and,
- 2. make the Religious Freedom & Business Foundation's [corporate pledge to protect freedom of religion or belief](#) (FoRB)

Nominator Contact Information

- 1. Nominator Full Name: Grace Patterson
- 2. Corporate Title: Director of Strategy
- 3. Company Name: Mean Communications
- 4. Email Address: grace@meancommunications.com
- 5. Phone Number: 518-859-9728
- 6. Relationship to the Nominee: Colleague

Please submit a Biography of the Nominee (max 200 words)
Frank Fredericks is the founder of World Faith, a global movement of interfaith youth tackling global poverty, and Mean Communications, a digital agency helping startups and nonprofits with branding, social media, advertising, and marketing. After graduating from NYU, Frank worked in the music industry, managing artists

such as Lady Gaga. In 2008, he founded World Faith, which has expanded to 14 countries and mobilized 5,000 volunteers in over 200,000 hours of service. As an active blogger, Frank has contributed to the Huffington Post, Washington Post, and Sojourners. Frank has been interviewed on Good Morning America, NPR, and New York Magazine. He is a Global Shaper by the World Economic Forum, and is an alumnus of the IFYC Fellowship, Soliya Fellowship, AMENDS at Stanford, Ariane de Rothschild Fellowship, and YouthActionNet Fellowship. Frank is one of two Global Shapers Community Scholarship awardees, attending Oxford Said Business School for an MBA focused on Social Entrepreneurship. Frank resides in Astoria, Queens, in New York City with his wife, fervently reading, cooking, and playing guitar.

Information about the policy, programme or initiative

1. Please describe a policy, programme or initiative that the Nominee has launched or spearheaded to advance the company's efforts to champion interfaith understanding and peace (max 300 words)

Frank leads World Faith in pursuing its primary goal to de incentivize violence. They do this by: (a) Countering narratives of Otherism by encouraging humanization through volunteering together; and (b) Addressing the underlying economic issues that make violence possible. By mobilizing religiously diverse youth to design and implement development projects, World Faith counters each driver of violence. They break down the narrative of conflict by creating opportunities for young people to recognize the humanity of their fellow youth while volunteering together. More than traditional dialogue between people of different faiths, humanization is needed. World Faith's second goal is to mobilize religious youth to end global poverty by 2030. By emphasizing a more comprehensive approach to community development, World Faith is able to maximize their impact. Last year, World Faith mobilized 3,000 volunteers in over 50,000 hours of service, directly impacting the lives of 100,000 people. Frank Fredericks also led Mean Communications in a coordinated social media strategy to spread awareness of the world campaign "Do One Thing for Diversity and Inclusion" aimed at engaging people around the world to Do One Thing to support Cultural Diversity and Inclusion, posting to Facebook, Twitter, and Instagram. The United Nations Alliance of Civilizations (UNAOC), in partnership with UNESCO and various other partners from corporations to civil society, launched the campaign. This nomination outlines the outcomes of the Mean Communications social media campaign.

2. Which category or categories does the policy, programme or initiative fall into:

- Core business**
- Social investment & philanthropy
- Advocacy and public policy engagement
- Partnership and collective action

3. Does the policy, programme or initiative address any of the following related to Freedom of Religion or Belief (FoRB)¹:

¹ Article 18 of the United Nations Universal Declaration of Human Rights states: "Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance."

- Promote sustainable and innovative business through protecting Freedom of Religion or Belief (FoRB)
- Non-discrimination and/or non-harassment on the basis of religion or belief
- Religious accommodation and inclusion**
- Protecting and promoting freedom of religion or belief (FoRB) in the community
- Other (describe below, max. 25 words)

[Click here to enter text.](#)

4. Please describe the objective of the policy, programme or initiative and the need, goal or gap that it was designed to address. (max 200 words)

In this campaign, Mean's goal was to amplify the UNAOC campaign's message of inspiring appreciation of cultural diversity and social inclusion. We created compelling content and acted on a strategy that enabled them to magnify their impact several times over the previous year.

5. How was the policy, programme or initiative implemented? What role did the Nominee play? (max 200 words)

Frank was contacted by the UNAOC a mere two weeks before the World Day for Cultural Diversity for Dialogue and Development, the culminating day of the Do One Thing campaign. Mean Communications immediately sprung into action, developing a strategy and targets for the campaign, and creating original content by way of memes. Each meme gave an example of something one could do to promote inclusion. Then afterwards, Mean Communications compiled the metrics to track how successful the campaign was. Frank was involved intimately from concept to strategy, and also compiled the final report. All content commissioned for the campaign was reviewed by Frank as well.

6. What were/are the most persistent challenges in implementing the policy, programme or initiative? How were they/are they being overcome and what was the role of the Nominee? (max 200 words)

There were two very difficult elements to implementing the campaign. Firstly, a campaign like this is often initiated months in advance, with plenty of time to develop the strategy, validate the concept, and build content iteratively. Given the mere days they were tasked with, Frank had to act decisively to implement a campaign without the typical process time required. However, given the importance of the task and the platform of the agency, quality had to be absolute. As a result, Frank and the team worked into the late hours and up in the early mornings to fulfill the dream of the campaign. The second challenge is to build content that is compelling while also fitting within the risk averse narrative of a United Nations initiative. This required an unusual level of communication with the UNAOC's various key decision makers to ensure that the content being developed fit with their needs, while also maintaining a level of engagement potential with the content. It was a unique challenge. Frank's role throughout was to connect the dots, addressing the various concerns in an effective manner that got results.

7. What are the key lessons learned from launching the policy, programme or initiative? (max 200 words)

There are the obvious lessons we as a company learned, from how to manage expectations with short time frames, and also how to navigate public content creation on a multi-stakeholder environment. However the real learning for us at Mean Communications was an awareness of impact. While we had data that demonstrated the large number of people we reached, it all fell under measurements of "raising awareness".

But we had no idea if those interacting with it were changed by the campaign. We couldn't tell if the campaign was changing minds, actions, or even systems. Without knowing if real change was happening, we can't say whether the campaign was truly successful (even when the client is happy). It was a point of reflection for us.

Impact and Reporting on Progress

1. How do you monitor and evaluate progress on the policy, programme or initiative? If relevant, what indicators and metrics are used? (max 200 words)

In planning this campaign, we set targets for various metrics of success (see the table below for more details).

	Baseline 5/10	2012 Peak	Goals	5/22/2013
Facebook (DOT)				
Total Fans	11586	7590	15000	13137
Friends of Fans	6.4M	3.7M	8M	6.5M
Weekly Reach	5497	15086	20000	308000
Talking About (shares+likes)	230	-	1000	5379
DOT fb post				
Likes	-	-	1000	326
Shares	-	-	500	964
People "saw" post	3600	9000	25000	104096
Twitter (@UNAOC) (hashtag)				
Reach	-	3M	4M	4.4M
Users using hashtag	-	-	1000	1900
Tweets	-	-	2000	2800
Impressions	-	-	10M	16.6M

2. What outcomes or impact have been reached to date? Please be as specific as possible and supply available data. (max 200 words)

You can see that we met eight of the 11 targets we created. Similarly, we beat every single metric of success from the previous year, setting new standards for the following year. Some key metrics to note include:- 300,000 people were engaged on Facebook, 20 times last year's 15,086.- We overshot our "talking about" metric by fivefold.- We nearly doubled the targeted number of shares

for our flagship post on May 21, reaching four times the audience we expected.- Nearly double the targeted number of people used the hashtag #DoOneThing in the month of the campaign.

3. Is the Nominee's company reporting on its practices, policies, programmes and/or initiatives to champion interfaith understanding and peace? If so, please provide relevant weblink(s) for posting on the Awards' website. If integrated into the company's corporate sustainability report, Global Compact COP or GRI Report, please indicate relevant pages and/or sections. (max 200 words)

As fostering interfaith understanding is a core part of Mean's business, our clients are the best reporting on our efforts in this regard. Please see our website, and the sites of the following past and present clients: Portraits in Faith, Faith House Manhattan, UN Alliance Of Civilizations, and World Faith.

Additional Information:

1. Are there additional actions the Nominee has taken on an individual level to support interfaith understanding and peace within the organization? If so, please specify. (max 200 words)

Frank remains personally deeply committed to interfaith understanding and peace. He has organized rallies to fight Islamophobia, and donates most of his time as Executive Director of World Faith, an international interfaith NGO working across 14 countries. He is keenly aware what is at stake in interfaith understanding, as he is in an interfaith marriage, and has watched how this has changed his family.

2. How has the Nominee taken action to support and promote the UN Global Compact's Ten Principles? If so, please specify. (max 200 words)

Before this application process we were unaware of these principles, but we're glad to find that we have been working within the guidelines nonetheless. Since discovering it, we have posted to our blog and social media in support.

Please provide any additional information to be considered. If you have any questions or concerns, please contact the Nominations team nominations@religiousfreedomandbusiness.org

Mean Communications is currently being considered as a "Best of NYC" company by B-Labs, a nonprofit that recognizes companies who incorporate social values into their core business model.