



## TOOLKIT

### ORANGE YOUR NEIGHBOURHOOD: END VIOLENCE AGAINST WOMEN AND GIRLS NOW

#### International Day for Elimination of Violence against Women and 16 Days of Activism

(25<sup>th</sup> November – 10 December 2014)

#### 1. Background

The **16 Days of Activism Against Gender-Based Violence** is an international campaign which takes place each year, and runs from **25 November, (*International Day for the Elimination of Violence against Women*)**, to **10 December (*Human Rights Day*)**, also encompassing other important key dates. The '16 Days Campaign' is used as an organizing strategy by individuals and groups around the world to call for the elimination of violence against women and girls. It originated from the first Women's Global Leadership Institute coordinated by the [Center for Women's Global Leadership](#) in 1991.

This year, the International Day for the Elimination of Violence against Women and the 16 Days of Activism against Gender-Based Violence occur at a critical juncture for efforts to end violence against women and girls (VAW/G) as the world gears up to mark the 20th anniversary of the [Beijing Platform for Action](#), the Millennium Development Goals reach their deadline, and a new global development agenda takes shape. This moment therefore provides an important opportunity to galvanize additional attention around the issue of violence against women and girls.

In **2013**, the UNiTE campaign launched a global call for action to **"Orange the World in 16 Days."** UN entities, civil society organizations and individuals across the world led an array of creative and highly visible events in over 50 countries, which drew attention to the issue and created opportunities for discussion around current initiatives

and solutions. The initiative aimed to create the symbolic image of a world free from violence against women and girls. The colour orange was a uniting theme which ran through all events as one of the official colours of the UNiTE campaign, and as a bright and optimistic colour, representative of a world free from violence against women and girls.

The 20th anniversary of the Fourth World Conference on Women, Beijing, opens new opportunities to reconnect, regenerate commitment and charge up political action and mobilize the public. The emphasis of UNiTE campaign activities will therefore be on **engaging the community and the individual**, and taking the UNiTE campaign 'local' through 'door to door advocacy' - not only in government buildings and town halls, but also in villages, libraries and market places. **Everyone** has a role to play in their community: men, boys, religious leaders, local politicians, barbers, food stall sellers, shop owners, teachers, doctors and police officers.

**UN agencies, civil society organizations and individuals from all countries of the world are invited to mark 25 November and the 16 Days under the umbrella of the UNiTE campaign, and to organize creative and visually striking "Orange Events" in their neighbourhoods, communities, places of worship, local shops, post offices, libraries, and cinemas, and to decorate villages, towns and cities with orange flags, balloons, lights, flowers and signs which demonstrate that these activities are in support of the UN Secretary-General's campaign UNiTE to End Violence against Women.**

## **2. 2014 Call for Action: Orange YOUR Neighbourhood!**

In September, the UNiTE campaign launched its 2014 Call for Action. An invitation has been issued to the UN System, civil society organizations and individuals to organize local, national and regional events, which should feature the colour orange to '**Orange Your Neighbourhood**' – on 25 November and throughout the 16 Days of Activism.

### **FRAMEWORK: 16 DAYS OF ACTION**

As 25 November and the 16 Days of Activism occur shortly before the 20<sup>th</sup> anniversary of the Fourth World Conference on Women in Beijing, an ideal moment to take stock, review progress and identify what more needs to be done, the Beijing Platform for Action provides a useful framework through which to explore key issues relating to violence against women and girls. Each of the 16 Days will therefore be allocated to a cross-cutting or critical area of concern of the Beijing Platform for Action as it relates to violence against women and girls. When organizing your activities in the period between 25 November and 10 December, please refer to the table below

to ensure that your messages and events are in line with the focus on the intersectionality of violence against women and girls and the relevant theme assigned to each day where possible:

Date	Theme
Tuesday, 25 November	Violence against Women and girls
Wednesday, 26 November	Education and Training of Women
Thursday, 27 November	Women and Poverty
Friday, 28 November	Women and Armed Conflict
Saturday, 29 November and Sunday, 30 November	Men and Boys in Action to #orangeurhood
Monday, 1 December	Women and Health
Tuesday, 2 December	Women and the Economy
Wednesday, 3 December	Women in Power and Decision-Making
Thursday, 4 December	Mechanisms for the Advancement of Women
Friday, 5 December	Women and the Media
Saturday, 6 December and Sunday, 7 December	Youth in Action to #orangeurhood
Monday, 8 December	Women and the Environment
Tuesday, 9 December	The Girl Child
Wednesday, 10 December	The Human Rights of Women

#### EVENTS AND ACTIVITIES AT UN HQ IN NEW YORK

- **Oranging the United Nations Headquarters and New York City:** In order to complement ‘Orange’ activities organized around the world, well known landmarks in New York City will be lit and decorated in orange to mark the occasion. Local businesses will be approached to decorate their premises orange, and Permanent Representatives of Missions to the United Nations, UN entities, civil society organizations, members of the local community and the general public will be invited to participate in orange activities and to engage in dialogue about the issue.
- **The Official UN Commemoration of the International Day for the Elimination of Violence against Women (UN Headquarters), 25 November, 10.00am – 12.00pm, ECOSOC Chamber:** Official proceedings at the UN Headquarters to observe the day itself will take place under the umbrella of the UNiTE campaign, and will aim to raise awareness about the issue and amplify current relevant global advocacy messages.

- **Event related to the 2014 Future Policy Awards (UN Headquarters), 25 November, 3.00pm – 5.00pm:** UN Women in partnership with the IPU and the World Future Council will hold an event related to the 2014 Future Policy Award for best laws and policies addressing violence against women and girls. The format will be a panel, followed by an interactive discussion, focusing on implementation of laws and policies, effective practices, gaps and the way forward also in relation to the review of the Beijing Platform for Action at its 20<sup>th</sup> anniversary.

Follow the hashtag #orangeurhood for coverage of these events on Twitter, Facebook, Instagram and Vine for instant visuals, videos and messages.

### **3. Campaign outreach ideas for 25 November and the 16 Days of Activism**

Please find below suggestions of activities to mark each day of the 16 Days of Activism. For further inspiration, please look back at the creative ways in which we orange'd the world last year: <https://www.youtube.com/watch?v=HAYbuXg36YE> .

The UNiTE campaign and UN Women will prepare extensive campaign material, including images, videos, Vines, stories (see below on how to access material). You can share what is happening in your neighbourhood on the [Say NO – UNiTE Facebook Event page](#).

#### **Tuesday 25: Violence against Women – March to Orange your neighbourhood**

- Organize a walk with government, civil society and other relevant stakeholders to mark the 16 Days of Activism. Wear orange t-shirts, facepaint and or wigs, and carry orange banners, posters and balloons. Use the opportunity to engage members of your local community and raise awareness of violence against women and girls.
- Share information about violence against women and girls with your local community and invite them to pledge to support the UNiTE campaign.
- Turn your profile picture orange for the duration of the 16 Days! Whether you're on Twitter or on Facebook, we've made it easy for you to turn your current profile picture orange. Coming soon! We are creating an overlay design on Twibbon. Go to <http://twibbon.com/search> and type in “#Orangeurhood in #16days”.
- Turn your emails orange! Write your emails in orange text, and put the following line on the bottom: *Wonder why this email is orange? Because it's the International Day to End Violence against Women.* Find out more at <http://unwomen.org>.

- As we orange our hood in New York, #orangeurhood by photoshopping landmarks from your neighbourhood orange, and share them on social media via the hashtags #orangeurhood and #16days.

### **Wednesday 26: Education and Training of Women**

- ‘Orange your campus!’ Decorate your campus orange and distribute information about violence against women and girls. Write letters to your college magazine or newsletter to raise awareness of the issue.
- If you are an educator, or part of a youth organization, check out the co-educational curriculum [Voices against Violence](#), which was developed by UN Women and the World Association of Girl Guides and Girl Scouts (WAGGGS) to prevent violence against women and girls. Follow @waggs\_world on Twitter.
- Organize a public lecture or discussion on violence against women and girls in and around educational institutions and discuss the importance of educational programmes in shaping respectful relationships and changing harmful gender stereotypes early in life. If appropriate, use the opportunity to share information about what support services are in place. You can also organize discussions on social media using the hashtags #16days and #orangeurhood.

### **Thursday 27: Women and Poverty**

- Reach out to development organizations to organize joint activities.
- Host an event, online and/or offline, to discuss the relationship between violence against women, poverty and discrimination, and the fact that particular groups of women, including women living in poverty, face multiple forms of discrimination, and are exposed to increased risks of violence. You could also explore how the new global development agenda can further the empowerment of women, and women’s rights.
- Follow @UNDP on Twitter to learn more about women and poverty.

### **Friday 28: Women and Armed Conflict**

- Show your solidarity with women in conflict situations: participate in UN Action’s ‘Get Cross’ action – take a photo of yourself wearing orange with your arms crossed, and share at: <http://stoprapenow.org/get-cross>. Follow @UNAction on Twitter.
- Engage the military in your country to instigate a conversation about violence against women in the military, and the role of the military in efforts to end violence against women and girls. In addition, you may also to discuss sexual violence against women and girls in conflict, and how other forms of violence against women and girls, such as domestic violence, trafficking and child marriage, are exacerbated during conflict.

### **Saturday 29 and Sunday 30: Men and Boys in Action to #orangeurhood**

- Call on men and boys to share photos of themselves via social media wearing orange with a message explaining their support for the issue, including the hashtags #HeforShe and #orangeurhood. Follow @HeforShe on Twitter.
- Organize a round-table with men's organizations and women's organizations working towards gender equality and the elimination of violence against women, to discuss how they can work together to enhance women's agency and end structural discrimination to prevent and end violence against women, and share information about effective prevention strategies and initiatives.

### **Monday 1: Women and Health**

- Organize high-level visits to violence against women service providers such as those working within the health system, the police, counselling services, shelters, the legal system and social services, providing support to survivors of violence, as well as one-stop crisis centres. Bring attention to the need for multi-sectoral coordination of those services and inform about the availability of such services. Spread the word on social media.
- If there are adequate health support services for survivors of violence in your community, work with them to promote their services amongst target communities.
- Follow @WHO on Twitter to learn more about the impact of violence on the physical and mental health of women and girls.

### **Tuesday 2: Women and the Economy**

- Reach out to the management of local businesses, offices, shops, factories and other work settings and encourage them to orange their work place.
- Organize a round-table with local businesses and women entrepreneurs to discuss how corporations and small businesses can contribute to efforts to end violence against women and share information about initiatives to make work places safe spaces for women and girls, and how economic inequality can contribute to exploitation and violence against women and girls.
- Follow @WEPrinciples on Twitter to learn about company policies to prevent workplace violence against women, and follow @Empower\_Women on Twitter to become part of the global network on women's economic empowerment.

### **Wednesday 3: Women in Power and Decision-Making**

- Call on women leaders in your community to raise awareness of violence against women and girls and the need for immediate action.
- Invite women parliamentarians and community leaders to issue video messages wearing orange, stating their support for efforts to end violence against women and girls, or to write op-eds to reinforcing the need to prioritize the issue and sharing pledges of their own personal actions.
- Enlist women leaders to message about ending violence against women and girls via social media using the hashtags #orangeurhood and #16days.

### **Thursday 4: Mechanisms for the Advancement of Women**

- Organize a public ceremony in your country and invite a Government representative to report back on initiatives to end violence against women and girls and the coordination mechanisms they have in place to achieve this. Invite civil society partners, media representatives, young people and relevant stakeholders. Ask them to discuss the national machinery to end violence against women and girls, their work in partnership on the issue, statistical information, and the way forward.

### **Friday 5: Women and the Media**

- Involve local and national broadcasters, and community radio stations, to host “talk shows” or panel discussions on the issue of ending violence against women and girls. Suggest that civil society partners, civic leaders, business leaders, religious leaders and youth activists participate. Invite broadcasters to ‘orange’ their studios! Involve your media contacts, celebrities and brand ambassadors to use the color orange creatively in their broadcasting, websites, etc. and share their message on ending violence against women and girls using the hashtags #orangeurhood and #16days.
- Reach out to journalists and commentators to write blogs and op-eds on the role the media can play in efforts to eliminate violence against women and girls, how the quality of reporting on violence against women and girls can be improved, and how the media can present a more balanced and non-stereotyped portrayal of women and girls.
- Organize the screening of a relevant film followed by a discussion about the portrayal of violence against women and girls in film.
- Join the conversation on social media about #cyberviolence – violence happening in online spaces, and watch out for content shared through the hashtags #orangeurhood and #16days on the topic.

### **Saturday 6 and Sunday 7: Youth in Action to #orangeurhood**

- Work with youth activists and student groups to organize a concert, party or flash mob to raise awareness of the issue. Use the opportunity to share information about the UNiTE campaign.
- Contact local sports teams to hold tournaments or matches dedicated to the UNiTE campaign and kick-off the event with speeches about the issue, and measures to make sports clubs safe spaces for women and girls. Make sure the participants wear orange!
- Use orange chalk to #orangeurhood in parks and squares, and engage street artists for the cause.
- How do you #orangeurhood? Share images showing local engagement of sports teams, student groups and street artists through the hashtags #orangeurhood and #16days.
- Follow @UN4Youth on Twitter.

### **Monday 8: Women and the Environment**

- Organize an interactive dialogue on violence against women and the environment. Invite organizations working on environmental sustainability to message on the link between violence against women and girls, gender inequality, and the environment, in particular in relation to natural disasters and their impact on violence against women and girls. Discuss how gender concerns and perspectives can be recognized in policies and programmes for sustainable development and how women's voices can be heard in processes around access and safety in sustainable urban development. Invite Ministers with responsibility for environmental issues, civil society organizations working on environmental issues, and women's organizations.
- Follow @UNEP on Twitter.

### **Tuesday 9: The Girl Child**

- Reach out to local schools to organize debates, art competitions and story competitions on the topic of violence against girls. You may want to consider particular harmful practices, such as female genital mutilation/cutting (FGM/C) and child marriage. Create an exhibition with the paintings and drawings created and use them to 'orange' your school. Take pictures and share them on social media through the hashtags #orangeurhood and #16days.
- Follow @UNICEF on Twitter.

### **Wednesday 10: The Human Rights of Women**

- Host a policy dialogue on the promotion and protection of the human rights of women, through the full implementation of all human rights instruments. Discuss gender inequality and violation of the human rights of women as a root cause of violence against women, and how the post-2015 development agenda can further efforts to prevent and eliminate violence against women and girls. If the government of your country made specific commitments under UN Women’s COMMIT initiatives, discuss the actions taken to fulfil these commitments. Invite the participation of human rights organizations.
- On this last day of the 16 Days, share your personal highlights of everything that has been happening through the hashtags #orangeurhood in #16days.
- Follow @UNrightswire on Twitter to learn more about women’s human rights.

## **4. Key Messages**

### **Violence against women**

- Violence against women and girls is a violation of human rights and a pressing global issue.
- Violence against women and girls is not inevitable. Violence against women and girls can and should be prevented.
- In order to sustain and advance efforts to prevent and end violence against women and girls, the issue must be prioritized in the new global development agenda.
- Violence against women is a consequence of discrimination against women and girls, in law and practice, and of persisting inequalities between men and women.
- 35% of women and girls globally experience some form of physical and or sexual violence in their lifetime with up to seven in ten women facing this abuse in some countries.
- Violence against women and girls impacts on, and impedes, progress in many areas, including poverty eradication, combatting HIV and AIDS, and peace and security.
- Violence against women and girls has enormous social and economic costs for individuals, families, communities and societies and has a significant impact on development and the realization of sustainable development goals.

### **Education and training of women**

- Education plays a significant role in changing harmful gender stereotypes that promote or condone violence against women and girls.

- Many women and girls face violence in or enroute to educational institutions at the hands of fellow students, teachers, school administrators and others including sexual harassment, bullying, cyber violence or requests for sexual favours in exchange for good grades or school fees.
- Many girls, particularly the most marginalized, continue to be deprived of the right to education. Some are targeted with violence for their efforts to complete their education.

### **Women and poverty**

- Particular groups of women and girls, including those living in poverty, face multiple forms of discrimination, and are exposed to increased risks of violence.
- Women and girls living in poverty often face a higher risk of abuse, have few avenues of escape, and find it more difficult to access healthcare, police, legal and social services.
- The recent financial crisis and austerity measures have resulted in cutbacks in infrastructures, including health services for women and girls subjected to violence, while rendering them more vulnerable to exploitation and violence.
- Women living in poverty, who experience violence, are less able and more restricted from reporting violence to the authorities and seeking support services as they have limited access to these services, which may require out-of pocket contributions.
- Women living in poverty who are victim of domestic violence/intimate partner violence have limited options to leave violent relationships due to lack of income or resources.
- Women and girls living in poverty are more vulnerable to sexual exploitation including trafficking.

### **Women and armed conflict**

- Multiple forms of human rights violations take place in the context of armed conflict, all too often with impunity.
- Sexual violence against women and girls is used as a military tactic with the aim of damaging individuals and tearing apart families and communities. Different forms of violence against women and girls, including domestic violence, trafficking, and child marriage are exacerbated during conflict.
- When the conflict is over, women and girls who have faced violence are likely to suffer from psychological and physical effects of the violence they have faced, and may also face social stigma and rejection from their family or community. They also have limited opportunities to access justice, reparations, or the care and services they need.

## **Women and health**

- Violence against women and girls has a detrimental effect on their health, including their sexual, reproductive and mental health. Multi-sectoral and coordinated services are required to address the immediate and long-term needs of all women and girls subjected to violence. In order to ensure access to services, women and girls need to be aware of their rights and available services.
- Ending violence against women and girls is critical to ending HIV and AIDS. Violence, or the fear of violence can prevent women from negotiating safer sex. Women living with HIV are often more vulnerable to violence, which can stop women from getting the HIV care and treatment they need.
- Women and girls surviving violence, especially sexual violence, need access to a range of sexual and reproductive health services, post-exposure care, access to emergency contraceptives for the prevention of pregnancy, HIV and sexually transmitted infection prevention, psycho-socio counselling and other services.
- Women and girls are also vulnerable to various forms of sexual and physical abuse in the health services including sexual abuse by health providers, forced sterilization, and forced abortion.

## **Women and the economy**

- Violence against women and girls bears significant economic costs for all countries.
- The economic empowerment of women is an essential element in addressing the structural and underlying causes of violence against women and girls. Addressing women's economic inequality is of particular importance in reducing violence against women and girls in the long- term.
- Violence against women in the work place takes place in all professions and sectors and particularly affects women living in poverty as they are more likely to be exposed to exploitation and abuse in informal labour settings.
- Women and girls experience sexual harassment and sexual violence in public spaces, including on public transport, on the way to school, work, the market or to leisure activities. Violence and the fear of violence reduces women and girls' freedom of movement and rights to access education, work, recreation, and essential services.

## **Women in power and decision-making**

- Women in power and decision-making have a critical role to play in efforts to eliminate violence against women and girls.
- Women are often subjected to violence when they exercise their political rights or when they are actively engaged in politics.

### **Institutional mechanisms for the advancement of women**

- The establishment of State mechanisms to coordinate different actors, including civil society, is necessary to ensure the effective implementation of laws and policies addressing violence against women and girls.
- Gender perspectives must be integrated into all legislation, public policies, programs and projects.

### **Women and the media**

- The media plays a significant role in either perpetuating or challenging social norms and behaviours that condone violence against women and girls.
- Advances in global technology have presented rich and varied opportunities for advancements in the empowerment and participation of women and girls, though they have also perpetuated existing forms of violence against women and girls, as well as giving rise to new types of violence such as cyberbullying and cyberstalking.

### **Women and the environment**

- Natural disasters can render women and girls vulnerable to violence and exploitation.
- Gender concerns and perspectives must be taken into account in policies and programmes for sustainable development, and women and girls must be involved actively in environmental decision-making at all levels.

### **The girl-child**

- Violence against girls is perpetrated by both adults and peers and takes place in all social spaces, both public and private, including the home, the classroom, on the way to school, and online. It has immediate and long-term consequences and creates additional obstacles to girls' progress.
- Specific forms of violence and harmful practices, including FGM/C and child marriage, affect the girl child in particular.
- It is estimated that up to 30 million girls under the age of 15 remain at risk from FGM/C, and more than 130 million girls and women have undergone the procedure worldwide.
- Worldwide, more than 700 million women alive today were married as children, 250 million of whom were married before the age of 15. Girls who marry before the age of 18 are less likely to complete their education and more likely to experience domestic violence and complications in childbirth.

## The human rights of women

- Governments have the responsibility to protect and promote the human rights of women and girls, and ensure their economic, legal, social and political empowerment, as a means to prevent violence against them. They should also ensure the reform of gender discriminatory laws and policies that prevent women from leaving abusive and violent relationships.

## 5. Useful quotes

*“States have an obligation to address violence against women. But we also need to change attitudes. One in three women is a victim of violence—but this is a men’s issue. Men are responsible for most of the threats and violence against women. Often, these men are close to the victims—fathers, husbands, boyfriends or supervisors.”*

UN Secretary-General Ban Ki-moon

*“We need to say to men and boys: Do not raise your hands in violence—raise your voices to stop it—and to support human rights for all.”*

UN Secretary-General Ban Ki-moon

*“Across the world, people are mobilizing to stop the abuse of women and girls. This is no longer just the concern of women’s organizations. More and more people realize that gender-based violence is everybody’s problem and that everybody is responsible for stopping it.”*

UN Secretary-General Ban Ki-moon

*“Ending all forms of discrimination and violence against women by 2030 is the mission of our time”*

Ms. Phumzile Mlambo-Ngcuka, Executive Director, UN Women

*“Violence against girls, in all its forms, is a grave human rights violation rooted in gender inequality. When an adolescent girl experiences violence, often perpetrated by those closest to her, she has limited choices and opportunities. Without redress, the effects of such violence will last throughout her lifetime and may extend to future generations.”*

Ms. Phumzile Mlambo-Ngcuka, Executive Director, UN Women

*“Our goal is to rekindle the spirit of Beijing to re-energize all of us in our work to advance women’s rights, women’s empowerment and gender equality.”*

## 6. Social media

*A comprehensive social media package with images and messages in English, Spanish and French will be provided in advance (see below under Materials). Please use these and share them with partners.*

UNiTE uses Twitter, Facebook, YouTube and Flickr:

Twitter: [https://twitter.com/SayNO\\_UNiTE](https://twitter.com/SayNO_UNiTE); hashtags: #orangeurhood, #16days

Facebook: <http://facebook.com/SayNO.UNiTE>

YouTube: <http://youtube.com/saynotoviolence>

Flickr: <http://flickr.com/photos/saynotoviolence>

UNiTE website: <http://endviolence.un.org/>

## 7. Advocacy and Communications Materials

### SEND US PHOTOS AND INFORMATION FROM YOUR EVENTS

- Please share information about your event. Send details of your activities to Anna Alaszewski, UNiTE Campaign Coordinator ([anna.alaszewski@unwomen.org](mailto:anna.alaszewski@unwomen.org)), so that we can highlight them online.
- Please send high-resolution photographs taken at the event, in jpg format, along with captions and photo credits, to [digital.assets@unwomen.org](mailto:digital.assets@unwomen.org) and [anna.alaszewski@unwomen.org](mailto:anna.alaszewski@unwomen.org), via email, or via <http://dropbox.com>, or [www.wetransfer.com](http://www.wetransfer.com).

**Use the following resources:**

- Orange your neighbourhood poster in [English](#), [French](#) and [Spanish](#)
- UNiTE Brochure: A Promise is a Promise: [http://endviolence.un.org/pdf/UNiTE\\_Brochure\\_EN\\_small](http://endviolence.un.org/pdf/UNiTE_Brochure_EN_small)
- UNiTE Campaign video: A Promise is a Promise: <http://www.youtube.com/watch?v=5yvT85TitEI>
- The Virtual Knowledge Centre to End Violence against Women and Girls: <http://www.endvawnow.org/>

**Soon to be available at** <https://www.dropbox.com/sh/r1wcqgnerqoml8j/AABGyM8vYjtoEHKpmCPbdEDra?dl=0>

- Video message from the United Nations Secretary-General
- UN Women Executive video message
- Banners and images for online and social media use
- Social media package in English, Spanish and French

## 8. Contact

For more information, questions or support, please contact Anna Alaszewski, UNiTE Campaign Coordinator, [anna.alaszewski@unwomen.org](mailto:anna.alaszewski@unwomen.org).