



**United Nations Secretary-General's Campaign  
UNiTE by 2030 to End Violence against Women**

**ACTION CIRCULAR: October/ November 2021  
Theme: 16 Days of Activism against Gender-based Violence**

**ORANGE DAY**

*The United Nations Secretary-General's Campaign UNiTE to End Violence against Women has proclaimed the 25th of each month as "Orange Day," a day to raise awareness and take action to end violence against women and girls.*

*As a bright and optimistic colour, orange represents a future free from violence against women and girls, for the UNiTE Campaign.*

*Orange Day calls upon activists, governments, and UN partners to mobilize people and highlight issues relevant to preventing and ending violence against women and girls, not only once a year, on 25 November (the International Day for the Elimination of Violence against Women), but every month.*

**1. BACKGROUND**

The [16 Days of Activism against Gender-Based Violence](#) is an international campaign that takes place each year. It commences on 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day, indicating that violence against women is the most pervasive breach of human rights worldwide. It was originated by activists at the inaugural [Women's Global Leadership Institute in 1991](#) and this year marks its 30<sup>th</sup> anniversary. Over 6000+ organizations in approximately 187 countries have participated in the Campaign since 1991, with a reach of 300 million<sup>1</sup> people. It continues to be coordinated each year by the [Center for Women's Global Leadership \(CWGL\)](#) and is used as an organizing strategy by individuals, institutions and organizations around the world to call for the prevention and elimination of violence against women and girls.

In support of this civil society initiative, under the leadership of the UN Secretary-General, António Guterres, the United Nations Secretary-General's [UNiTE by 2030 to End Violence against Women campaign](#) (UNiTE Campaign), launched in 2008 is a multi-year effort aimed at preventing and eliminating VAWG around the world calling for global action to increase awareness, galvanize advocacy and create opportunities for discussion about challenges and solutions.

<sup>1</sup> [Center for Women's Global Leadership \(CWGL\)](#)

## 2021 CONTEXT

According to the latest estimates, nearly 1 in 3 women aged 15 years and older, around the world have been subjected to physical or sexual violence by an intimate partner, non-partner sexual violence or both at least once in their lifetime, indicating that levels of violence against women and girls (VAWG) have remained largely unchanged over the last decade.<sup>2</sup> These numbers do not reflect the impact of the COVID-19 pandemic and would be even higher if they included the full continuum of violence that affect women and girls including sexual harassment, violence in digital contexts, harmful practices and sexual exploitation.

COVID-19 pandemic has exacerbated all the risk factors for VAWG and reinforced many of the root causes such as gender stereotypes and harmful social norms. It has been estimated that 11 million girls may not return to school because of COVID-19, thereby increasing their risk of child marriage.<sup>3</sup> The economic fallout is expected to push 47 million more women and girls into extreme poverty in 2021,<sup>4</sup> reversing decades of progress and perpetuating structural inequalities that reinforce VAWG.

In addition to the impact of COVID-19, the global context of violent conflicts and humanitarian crises, including climate related disasters, are affecting more people than ever before, with a disproportionate impact on women and girls, perpetuating all forms of VAWG. While the forms and contexts may differ across geographic locations, women and girls universally experience different forms of violence in public and private settings, in contexts of peace and in contexts of conflict as well as in humanitarian or crises settings. If we want to ensure that no woman or girl is left behind, we need comprehensive and inclusive approaches that can be adapted to rapidly changing contexts, preventing and responding to all forms of VAWG such as the EU-UN Spotlight Initiative which is making significant progress in preventing and eliminating VAWG even under the constraints of a pandemic.<sup>5</sup>

This year's global campaign theme **"Orange the World: END VIOLENCE AGAINST WOMEN NOW!"** will mobilize all UNiTE networks, civil society and women's rights organizations, the UN system, the Action Coalition on Gender-Based Violence, government partners, schools, universities, private sector, sports clubs and associations and individuals to advocate for inclusive, comprehensive and long-term strategies, programmes and resources to prevent and eliminate VAWG in public and private spaces prioritizing the most marginalized women and girls. VAWG is not an inevitable part of our societies. It is preventable and the 16 days of activism this year will be an opportunity to showcase effective strategies and interventions to inspire all actors to scale up what works. It is also an opportunity to promote the leadership of women and girls in their diversity and their meaningful participation in policy making and decision making from global to local levels and to build on the momentum created during the Generation Equality Forum.

More information on the campaign and this year's theme can be reached in UNiTE Campaign's 16 Days of Activism Concept Note [here](#).

## 2. MAIN PRINCIPLES OF UNiTE CAMPAIGN ADVOCACY

- **Honour and acknowledge women's movements** and their leadership in preventing and ending violence against women and girls.
- **'Leave No One Behind'**: Apply a human rights-based approach and focus attention on the most underserved and disadvantaged groups of women and girls in efforts to prevent and end violence against women and girls.

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<sup>2</sup> [Violence Against Women Prevalence Estimates, 2018](#) - World Health Organization, on behalf of the United Nations Inter-Agency Working Group on Violence Against Women Estimation and Data (VAW-IAWGED) (2021).

<sup>3</sup> United Nations Educational, Scientific and Cultural Organization. Keeping Girls in the Picture (2020); United Nations Population Fund (UNFPA), Impact of the COVID-19 Pandemic on Family Planning and Ending Gender-based Violence, Female Genital Mutilation and Child Marriage: Pandemic threatens achievement of the Transformative Results committed to by UNFPA (2020).

<sup>4</sup> UN Women, From Insights to Action: Gender equality in the wake of COVID-19 (New York, 2020).

<sup>5</sup> <https://www.spotlightinitiative.org>.

- **Survivor-centred:** Take a respectful and ‘do no harm’ approach to the telling and retelling of survivor stories, only with their informed consent and under conditions in which they have agreed. This and the empowerment principles are vital for the engagement of survivor advocates/activists on their own terms. All UNiTE partners must ensure that survivor advocates’ rights, safety, dignity and confidentiality are prioritized and upheld.
- **Multi-sectoral:** Everyone in society has an important role to play in ending violence against women and girls and we all must work together across sectors to address the various aspects of violence against women and girls.
- **Transformative:** Fostering critical examination of gender roles, regimes and practices, while seeking to create or strengthen equitable gender norms and dynamics for fundamental, lasting changes for women and girls.
- **Elevate the voices of young feminists:** While the world’s reviewing progress made over the past 25 years since the adoption of the Beijing Platform for Action, it is time to create platforms to elevate voices of the next generation feminists who are shaping their future now.
- The **colour orange continues to be a key tool unifying all activities** to bring global attention to the initiative.

### 3. RELEVANT UN FUNDS AND PROGRAMMES

- **UN Trust Fund to End Violence against Women (UN Trust Fund)**



Twenty-five years ago, in direct response to the Beijing Declaration and Platform for Action, [the UN Trust Fund to End Violence against Women \(UN Trust Fund\)](#) was established with one goal: accelerating UN system-wide efforts to end violence against women and girls (VAW/G). Since then, it has become increasingly clear and recognized that civil society organizations (CSOs) and women’s rights organizations (WROs), such as those supported by the UN Trust Fund, play an essential leadership role in initiatives to end violence against women and girls worldwide, and in delivering essential support services to survivors of violence. The strength of CSOs/WROs – and feminist movements as a whole – are key factors in driving positive change to end VAW/G and are crucial in equipping women and girls with the skills and confidence to demand

and ensure their basic and democratic rights.

Held on **“Orange Day”** on 25<sup>th</sup> October 2021, one month before the “International Day for Elimination of Violence against Women” and the start of the “16 Days of Activism against Gender-Based Violence”, the UN Trust Fund is organizing its 25<sup>th</sup> Anniversary Event to mark 25 years supporting the work of civil society and women’s rights organizations and their efforts to prevent and end violence against women and girls worldwide. More information on the event can be found [here](#).

To mark this significant milestone in the UN Trust Fund’s history, the UN Trust Fund is calling on supporters to join and participate in its social media crowdsourcing campaign (between the dates 25 September – 25 December)

**#Give25forUNTF25 Challenge** to:

- **Take simple but concrete actions**, such as saving USD25 from not buying coffee for one week, and encourage them to give USD25 to the UN Trust Fund by thinking the difference their USD25 can make to support women and girl survivors’ agency and women’s organizations’ resilience:
  - ✓ With US\$25, a girl in Ethiopia can stay in school for one whole year without period stigma.
  - ✓ With US\$25, women survivors of violence in Albania can have food for a week.

✓ With US\$25, three women and girl survivors of violence with disabilities can have their tests and treatment covered during COVID-19 in Uganda.

- Raise awareness about the scope and impact of VAW, as well as about the life-changing work of women's rights organizations on the forefront during times of crisis.
- Increase the visibility of the ending violence against women success stories by showcasing effective strategies and interventions in preventing and ending violence against women and girls.

For more information on the UN Trust Fund's social media fundraising campaign, which will be the main UN crowdsourcing campaign of the 16 Days of Activism, you may visit UN Trust Fund's [#Give25forUNTF25](#) challenge [webpage](#), [UNTF@25 Trello board](#) and donations page [here](#).

For more details on the work of the UN Trust Fund, follow [@UNTrustFundEVAW](#) on Facebook, [@UNTrustFundEVAW](#) on Twitter, [@untrustfundevaw](#) on Instagram and check out the social media Trello board [here](#).

- **[Action Coalition on Gender-based Violence](#)**

[The Generation Equality Forum \(GEF\)](#), and the [Action Coalition on Gender Based Violence \(GBV\)](#) are building a powerful, global movement based on multilateralism and by mobilizing governments, CSOs, international organizations, philanthropies and the private sector to deliver transformational progress towards the elimination and prevention of GBV through four concrete actions: (1) Creating enabling policy, legal and resource environments; (2) scaling up evidence driven prevention programming; (3) Scaling up comprehensive, accessible and quality services for survivors; and (4) Enabling and empowering autonomous girl-led & women's rights organizations to exercise their expertise. In doing so, 550 million more women and girls will live in countries with laws and policies prohibiting all forms of gender-based violence against women and girls by 2026; efforts will increase by 50% the number of countries that include one or more evidence prevention strategies on gender-based violence against women and girls in national policies by 2026; more women and girls will live in countries with multi-sectoral action plans on GBV which include provision of police, justice, health and social sector services by 2026; international funding will progressively improve and increase by 50% to women's rights organizations, activists and movements including those working to address gender-based violence against women and girls in all their diversity by 2026.

In this context, efforts to prevent and eliminate VAWG need to continue with the same vigour during the 16 Days of Activism and throughout the year, building on the momentum created during the Generation Equality Forum.

- **[Women's Peace and Humanitarian Fund](#)**

### **Supporting Women at the Forefront of the World's Evolving Crises**

The United Nations [Women's Peace and Humanitarian Fund \(WPHF\)](#) is a global partnership re-energizing action and accelerating support for women's participation, leadership, and empowerment in humanitarian response and peace and security settings. Guided by a range of civil society, government, and UN actors, WPHF is a multi-partner trust fund mobilizing urgently needed financing for local organizations led by and working alongside women on the front lines to build lasting peace. WPHF has funded and supported the capacity of over 400 local and grassroots civil society organizations working on women, peace and security and humanitarian action in 26 crisis-affected countries around the world.

### **Strategic Partnerships to End SGBV in Conflict & Crisis-Affected Settings**

WPHF is partnering with the Spotlight Initiative (SI) - a global multi-year partnership between the European Union and the United Nations - to channel rapid financing to local women's organizations working to prevent and end sexual and

gender-based violence (SGBV) in peace and security and humanitarian contexts. This innovative partnership focuses on supporting local women's organizations representing and working on behalf of groups facing multiple and intersecting forms of discrimination, in alignment with the 2030 Agenda for Sustainable Development and the principle of leaving no one behind.

The WPHF and Spotlight Initiative Partnership has invested over USD 13 Million, supporting 73 projects implemented by 122 women's organizations in 8 countries around the world: D.R.C, Liberia, Malawi, Nigeria, Uganda, Afghanistan, Papua New Guinea, Haiti.

### **WPHF + SI Partner Highlights**



*Sensitizing women on SGBV during an under 5 clinic in Traditional Authority Mposa, Machinga. Tusinde project is taking advantage of community gatherings to disseminate messages to end SGBV and protect women rights. Photo credit: Amos Chiyenda, PASD*

In **Malawi**, the WPHF + Spotlight Initiative partnership is supporting **Partners in Action for Sustainable Development (PASD)** to implement TUSINDE (Let Us Change) project to address SGBV through enhancing service delivery for survivors, working with community groups, such as women's forums, youth clubs, Area Development Committees, traditional leaders, and community policing structures, among many others. PASD is working with male champions at the local level to promote positive masculinities in addressing SGBV and harmful cultural practices. PASD is working with local health structures to promote the provision of quality SRHR services for youth. PASD is also working to capacitate adolescent girls and young women (AGYW) to advocate for quality SRHR services and to challenge social norms that perpetuate SGBV.

The WPHF + Spotlight Initiative partnership is also **financing National Women's Lobby Group (NAWOLG)** in Malawi to implement the project *She Leads: Together we can stop violence against women and girls*. The project is increasing girls' and young women's capabilities to prevent and respond to SGBV and harmful practices through community-based violence, digital and skills development interventions. Through training that targets young women, NAWOLG is empowering young women to challenge harmful practices that perpetuate SGBV. In these trainings under the I am my sister's keeper Campaign, NAWOLG has strengthened young women's knowledge and understanding of key women's rights issues; leadership, mental health, violence prevention, reporting and support intervention strategies.



*Young women from Senior Chief T/A Wimbe in Kasungu, captured during a training discussing harmful cultural practices and strategies to address them. Photo Credit: Atupele Wirima, NAWOLG*



In **Malawi**, the WPHF + Spotlight Initiative partnership is also supporting **Foundation for Rural Development** to implement the Arms of Liberty project. Targeting women in uniform, the project is empowering them to give voice to the violence women face and advocate for policy change in



order to address practices that perpetuate SGBV. Through this project, women in uniform and security officers from security sector institutions (i.e. Malawi Police, Malawi Immigration, Malawi Defense Force and Prison Services) are benefiting from dorm training on SGBV, including referral pathways and reporting. The project is beginning to break the culture of silence within security sector agencies and set the tone for policy change in preventing sexual harassment, SGBV among other challenges women in uniform face.

*Training of security sector agencies on advocacy in addressing SGBV. Photo credit: Grace Ndelemani, Foundation for Rural Development*

In **Nigeria**, the WPHF + Spotlight Initiative partnership is supporting the work of the **MOGEWE Consortium**, composed of four youth and community-based women’s groups, on a project called "Mobilizing CSOs for Gender Equality and Women Empowerment in Borno State," which is mobilizing youth, women and girls’ groups for advocate for and enhance awareness of SGBV prevention and response efforts, while also building local women survivors’ capacity to develop skills for income generation. Through this project, more than 70 women in the Konduga Local Government Area in Borno State have been trained on soap production, cream production as well as catering, and have learned how to produce, package and sell their own products. After two-months of training, the Consortium has also facilitated the establishment of three village savings and loans associations - one for each type of business - with the aim to increase survivors’ financial assets and access to financial services. These activities contributed to improving women’s access to income generating opportunities, increased survivors’ socio-economic recovery and resilience, while also mitigating the multi-dimensional effects and consequences of SGBV.



*Soap Production class in Konduga Local Government Area, Borno State, Nigeria. April 2021.*

- **United Nations-European Union Spotlight Initiative**

The EU-UN Spotlight Initiative represents a comprehensive, multistakeholder model driven by a commitment to leave no one behind which is making significant progress in preventing and eliminating violence against women and girls. In 2020 alone 651,958 women and girls were provided with gender-based violence services despite COVID-19 related constraints and lockdowns, 879,138 men and boys were educated on positive masculinity, respectful relationships and non-violent conflict resolution and parenting, and there was a 22% increase in the number of convictions of perpetrators of violence

compared to 2019, showing that it is possible to deliver high-quality results for women and girls even during the constraints of the pandemic<sup>6</sup>.

### ***Highlights from the field***

#### **Latin America Regional Programme**

- UNFPA, through the Latin America Regional Programme of the Spotlight Initiative, published two series of documents at the regional level with relevant findings on the following:
  - [Re-educating men that perpetrated gender-based violence in Latin America and Spanish-speaking Caribbean](#)
  - [Promising practices in the response to violence against women and girls with disabilities in Latin America and the Spanish-speaking Caribbean](#)
- UN Women, in a partnership with the Behavioural Insights Team (BIT), developed a report to identify insights on gender-based violence in online spaces in Latin America. These findings will be presented during the 16 Days of Activism to put a spotlight on digital safe spaces for women and girls. Learn more about the BIT in [here](#).

#### **Honduras**

In Honduras, UN Women promoted the mapping of existing municipal service initiatives that support the empowerment and economic autonomy of women survivors of violence and their families. Interviews and focus groups were conducted with 50 civil society organizations and public and private institutions. The results were socialized with 190 women victims/survivors of violence to improve their knowledge and access to these services.

- **[UN Joint Initiatives](#)**

The Rome-based agencies, **FAO**, **IFAD**, and **WFP** are joining forces and collaborating to host the 16 Days of Activism Campaign. Each agency will be taking turns hosting an opening, middle and closing event with speakers and participants from all over the world. Agencies have encouraged their offices to also join forces and collaborate on events at regional office level.

One of the ways **WFP** is working to reduce gender-based violence is through their school feeding programmes as food insecurity is a factor that aggravates the risk of GBV. By providing meals in schools, parents have an incentive to send their girls to school instead of marrying them off at a young age. Evidence from the field demonstrates that school feeding programmes have increased girls' school attendance and reduced child marriages, therefore reducing risks and instances of gender-based violence. When the pandemic hit and schools were locked down, WFP resorted to take-home rations, as to assure no child was left hungry because of school closures. Take-home rations have been critical during the pandemic; they have reduced the burden of cooking, food shopping and providing meals, the responsibilities that are typically assigned to women and contribute to their unpaid domestic work, something that has increased due to the pandemic.

- **[UNDP](#)**

### ***Highlights from the field***

**[UNDP Regional Hub for Latin America and the Caribbean](#)** will be hosting a series of webinars to present the main findings and recommendations from the Regional Programme for Latin America of the Spotlight Initiative. The objective of this series of webinars is to promote a multi-stakeholder and multi-sectoral regional dialogue based on the findings of research and processes that lead to actions to prevent, address, and punish violence against women and girls including femicide/feminicide (VAWG+FF). This series of webinars is aimed at governments, women's and feminist organizations,

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<sup>6</sup> <https://www.spotlightinitiative.org/>

civil society, the private sector, and academia in the region and is directed to all those who seek to promote actions for a life free of violence as the path to building egalitarian, just and peaceful societies.

UNDP Regional Hub for Latin America and the Caribbean will also be releasing a series of social media postcards on integrating gender and violence against women and girls (VAWG) and family violence (FV) in disaster risk reduction (DRR), as a first showcase on the work with CDEMA to develop a guide on how to integrate VAWG and FV into DRR.

During the weeks leading up to the International Day for the Elimination of Violence against Women, **UNDP Dominican Republic** will be presenting two studies on violence against women: in the social/community sphere and in the workplace. During the 16 Days of Activism, the country office will promote these studies on social media, publishing a series of infographics with the most relevant information and the key findings and challenges that have been found. On December 10<sup>th</sup>, the study on Political Gender Violence will be launched. This study focuses on the situation of gender violence suffered by women in the political arena, based on the experiences of the electoral campaign and municipal, congressional and presidential elections of 2020.

**UNDP Paraguay** together with UN Women will hold a high-level event, with Ministers, key actors from civil society, UN entities, and private sector to discuss gender-based violence from each area. This in-person event will be also broadcasted via online platform Zoom. UNDP Paraguay is also planning to host an awareness-raising and informative talks on gender violence together with International Organization for Migration (IOM). “Studies on Femicide in Paraguay” as well as “Barriers to the fulfillment of Human Rights of Trans people in Paraguay” will be presented.

**UNDP Indonesia** will hold virtual workshops and roundtable discussion on the Youth, Gender & Non-Timber Forest Products, and the Impact of Infrastructure Development to realization of Women’s Rights. In collaboration with daily Kompas Newspaper and HWDI (Indonesian Women with Disabilities Association), UNDP Indonesia will conduct virtual public event for Indonesian bloggers, netizens and public writers. The thematic discussion on protection of the rights of women with disabilities will be held. UNDP Indonesia will publish articles and conduct social media campaigns during the 16 Days of Activism.

**UNDP Maldives** will conduct a social media campaign targeted for the 16 Days of Activism along with a blog post for the day. The messaging will be localized to the different factors that contribute to violence against women and will also highlight how the COVID-19 pandemic has drastically worsened the situation and will highlight the need to build back better.

Taking stock of the past years’ 16 Days of Activism, **UNDP Bangladesh** together with other UN agencies is planning to have targeted consultations with respective CSOs, especially in area of gender inequality, access to justice and comprehensive sexuality education. The consultations will take place prior to 16 Days, and the analysis of the responses will be presented during the official ceremony of the online National Dialogue during the 16 Days of Activism. The National dialogue, co-hosted by the UN and the local government, will provide a deep dive into the commitments of the Government of Bangladesh, with a focus on the National Action Plan to Prevent Violence against Women and Children. Along with the national dialogue, a joint social media campaign will be launched to create wider engagement.

**UNDP Sri Lanka** will launch a communication campaign around cyber violence and exploitation of women and girls, especially through the lens of COVID-19. This campaign includes development of 3 local language videos and related communications assets around cyber exploitation and violence in Sri Lanka; digital promotional campaign around the communication assets; series of awareness sessions using the communications assets as a tool for conversation and advocacy; and a virtual campaign launch bringing together key stakeholders.

- **UNFPA**

### ***Kick-off events***

#### **International Girl's Day: The Right to Live Free from Sexual Violence. Special Meeting of the OAS Permanent Council**

October 13th, 2021 - OAS, MESECVI, CLADEM, Equality Now, UNFPA

At this event, UNFPA and CLADEM will present research on the link between sexual violence and death of girls and adolescents due to femicide, suicide, unsafe abortion, maternal mortality and disappearances in 12 countries in LAC. (El Salvador, Dominican Republic, Guatemala, Nicaragua, Mexico, Peru, Bolivia, Argentina, Uruguay, Paraguay, Brazil and Colombia).

#### **Launch of Systematization Promising Practices in Response to GBV to TRANS people**

November 19th, 2021 (Trans Day of Remembrance – 20 Nov) - UNFPA, REDLACTRANS

This event will be organized within the framework of joint program of Spotlight Initiative.

### ***16 Days of Activism***

At the **HQ level**, UNFPA will host an event on each of the international days listed below:

- November 24th - High-level commemorative event,
- Dec 1 - Partnering on Education Plus Initiative,
- December 3rd - Launching the first ever UN disability podcast series led by the persons with disabilities community,
- December 6<sup>th</sup> - Remembrance, action, and accountability to address femicide; and
- December 10th - Voices speaking out, standing up for human rights.

For the remaining days of the 16 Days, select regional and country office events will be amplified.

### ***Highlights from the field - LAC region***

#### **Spotlight Central Event on Femicide in Latin America from a Multidimensional Analysis**

November 26th, 2021 - UN Women, UNDP, UNFPA

This event is being organized in collaboration with the GBV AoR group. In this event, the knowledge generated in phase 1 of Spotlight Initiative will be shared and the complex situation of femicide in the region will be analyzed with the help of experts and CSOs.

#### **Launch of the Results of the Investigation on GBV against Afro-descendant Women in 8 LA Countries**

November 30th, 2021 – UNFPA and eight country offices (Panama, Dominican Republic, Peru, Ecuador, Brazil, Honduras, Nicaragua and Costa Rica)

#### **Launch of Virtual Course in Spanish Adapted to the Region on Clinical Management of Sexual Violence and Intimate Partner Violence**

December 2nd, 2021 - UNFPA, PAHO

This event will be organized within the framework of joint program of Spotlight Initiative and ESP.

- **UNODC**

### ***Highlights from the field***

#### **Algeria**

As part of UNFPA-UNODC joint project on violence against women, UNODC is conducting the following activities during the 16 Days of Activism:

- Launch of a short movie with famous male influencers expressing support to women survivors of violence,
- Raise-awareness day with the Algerian Police on violence against women and girls committed online (focus on prevention and risks),
- “Orange the airport” with key message advertisement at Algiers airport in partnership with the Ministry of Transport and the border police,
- A 2-day training workshop hosted by the Algerian Magistrates School on the role of magistrates.

#### **Bosnia and Herzegovina**

- UNODC is organizing a webinar for criminal justice professionals to promote coordinated and survivor-centered responses to gender-based violence against women on 1 December 2021.

#### **Kyrgyzstan**

- UNODC supports women’s councils at the community level in order to represent the interests of women and girls on prevention of gender-based violence and create space for younger women, women with disabilities, grassroots groups based in rural areas to be visible within advocacy on gender equality and women’s empowerment.

#### **Mexico**

- In addition to an Op-ed on GBV against girls and young women by the UNODC Representative, the Office is launching a Twitter campaign (@UNODC\_Mx) under the #UNODCgender hashtag to highlight key results and share educational content about GBV against girls and young women.
- UNODC is organizing internal training sessions for its field personnel regarding gender, human rights and youth across UNODC’s mandate.

#### **Namibia**

- UNODC and the Namibian Police will launch the National Namibian Gender Base Violence Database on 7 December 2021. Developed with the support of UNODC, the Database will use administrative data to track the outcomes of a reported case along the multisectoral continuum of care, to its criminal process outcomes.

#### **Pakistan**

- UNODC and UN Women are supporting police and justice sector-led awareness campaigns, strategic level leadership dialogues, seminars, and workshops across the country. The purpose is to mobilize and promote an all-inclusive community response against the GBV cases while extensively involving the local CSO’s, academia, media, and the other segments of the community.

#### **Viet Nam**

- UNODC is contributing to the UN-Government Joint social media campaign and offline activities for the 16 Days of Activism to End Gender-Based Violence and the National Action Month on Gender Equality and Gender Based Prevention and Response.
- UNODC and UN WOMEN are organizing a White Ribbon Breakfast with Judiciary officers on 25 November 2021.
- UNODC is supporting the Ministry of Public Security, Supreme People’s Procuracy and Supreme People’s Court to develop and publish training and awareness-raising materials for police officers, prosecutors and judges on effective responses to violence against women.

#### 4. SUGGESTIONS FOR ACTIVITIES: TAKE ACTION THIS ORANGE DAY!

All UNiTE Campaign partners, including civil society and women's rights organizations, the UN system, the Action Coalition on Gender Based Violence, government partners, schools, universities, private sector, sports clubs and associations, youth groups and individuals are encouraged to:

- **Orange** their workplace, schools, communities and online spaces to raise awareness about UNiTE Campaign and its relevant theme on Orange Days: 25 October and 25 November; and during 16 Days of Activism (25 November – 10 December 2021).
- **Organize social media campaigns** and advocate for investing in civil society and women's right organizations.
- **Call for efforts by governments, donors and policymakers** for inclusive, comprehensive and long-term strategies, programmes and resources to prevent and eliminate VAWG in public and private spaces prioritizing the most marginalized women and girls.
- **Engage Generation Equality Forum [commitment makers](#)** in their country or region to collaborate in the implementation of bold new commitments and to inspire further action to deliver progress on the [Gender Based Violence Action Coalition Blueprint](#).
- **Connect with survivor advocates, civil society and activist groups;** and amplify together the success stories demonstrating that VAWG is preventable, by showcasing effective strategies and interventions to inspire all actors to scale up what works.
- **Connect with private sector** for fund-raising events for organizations that support survivors of violence and those who work towards ending violence against women; and use their resources and platforms to support the amplification of voices of survivors.
- **Host discussion events** for awareness raising and promote the importance the leadership of women and girls in their diversity and their meaningful participation in policy making and decision making from global to local levels.
- **Promote and showcase youth-led initiatives** in schools, universities and campuses to end violence women and girls.
- **Donate** to their local shelter and/or women's rights organization working to prevent and end violence against women and girls in their community.

#### 5. SUGGESTED SOCIAL MEDIA MESSAGES

To download visuals and assets of UN Trust Fund's social media fundraising campaign, which will be the main UN crowdsourcing campaign of the 16 Days of Activism, please visit [UNTF@25 Trello board](#). Main hashtag of the campaign is: **#Give25forUNTF25** (#25pourUNTF25 in French and #25paraUNTF25 in Spanish).

The hashtags of the 16 Days of Activism Campaign remain the same as in previous years: **#orangetheworld** and **#16days** (#orangezlemonde in French and #pintaelmundodenaranja in Spanish; #16jours in French and #16días in Spanish).

##### **Facebook - Instagram - LinkedIn**

- 1 in 3 women experience violence in their lifetime globally. This needs to be changed, and every one of us can lead the change. This month, join the #Give25forUNTF25 challenge and give to the @untrustfundevaw so women and girls can be one step closer to live a life free of violence. Join us in stepping up for women and girls! #UNTF25 #ViolenceAgainstWomen #16Days #orangetheworld

- Women and girls everywhere deserve to live a life free of violence. You can make that happen. Join our #Give25forUNTF25 challenge today: <https://bit.ly/give25challenge> and donate here: <https://bit.ly/supportuntf25> so that the UN Trust Fund can continue their work to end violence against women and girls. #UNTF25 #ViolenceAgainstWomen #16Days #orangetheworld
- Did you know that with only US\$25, we can make an impact to ending violence against women and girls? Join us in the #Give25forUNTF25 challenge today: <https://bit.ly/give25challenge> and find out how you can help! Give to @untrustfundevaw today and challenge your 3 friends to do the same! #UNTF25 #ViolenceAgainstWomen #16Days #orangetheworld
- At home. On the streets. At work. At school. Online. There is no space where women and girls are free from violence. But we can make a difference, together. Join us to give to @untrustfundevaw to make this world safer for women and girls. #Give25forUNTF25 #UNTF25 #UNTF #ViolenceAgainstWomen #16Days #orangetheworld

LinkedIn: @unwomen

Facebook: @unwomen @UNTrustFundEVAW @SayNO.UNiTE

Instagram: @unwomen @untrustfundevaw @sayno\_unite

### Twitter

- Ending #ViolenceAgainstWomen and girls starts with every one of us. Today, join the #Give25forUNTF25 to help @UNTrustFundEVAW to make this world safer for women and girls. <https://bit.ly/supportuntf25>
- 137 women are killed by a family member every day in the world. This needs to be changed. We can change this. Start with joining the #Give25forUNTF25 challenge to make a difference: <https://bit.ly/give25challenge>
- 1 in 3 women experience violence in their lifetime globally. This needs to be changed. We can change this. Start with joining the #Give25forUNTF25 challenge to make a difference: <https://bit.ly/give25challenge>
- Only 40% of women who experience violence seek help or support. This needs to be changed. We can change this. Start with joining the #Give25forUNTF25 challenge to make a difference: <https://bit.ly/give25challenge>
- Did you know that with US\$25, we can make an impact to ending #ViolenceAgainstWomen? Join us in the #Give25forUNTF25 challenge: give US\$25 to @UNTrustFundEVAW & challenge your 3 friends to do the same! <https://bit.ly/give25challenge>
- For USD25, a girl in Ethiopia can stay in school for one whole year without period stigma. #Give25forUNTF25 so girls can stay in school without violence! Join us in this challenge, step up, spread the word! <https://bit.ly/supportuntf25>

## 6. USEFUL RESOURCES

- [UNiTE by 2030 to End Violence against Women campaign web page](#) – UN Women
- [UNiTE Campaign – 16 Days of Activism Concept Note for Engagement](#) – UN Women
- [Violence Against Women Prevalence Estimates, 2018](#) - World Health Organization, on behalf of the United Nations Inter-Agency Working Group on Violence Against Women Estimation and Data (VAW-IAWGED), (Geneva, 2021).
- [UN Women & CARE International \(2021\) Rapid Gender Analysis: Haiti 14 August 2021 Earthquake](#)
- UN Trust Fund's #Give25forUNTF25 challenge [webpage](#), [UNTF@25 Trello board](#) and [donations page](#).
- [Virtual Knowledge Centre to End Violence against Women and Girls](#) – UN Women

- vii. [Global Database on the Prevalence of Violence Against Women](#) and how to guide data platform ([video tour](#) and [pdf](#)) - WHO (2021)
- viii. [Data Portal](#) – UNODC
- ix. [Global COVID-19 Gender Response Tracker](#) – UNDP and UN Women
- x. [EVAW COVID-19 briefs](#) – UN Women