



YOU ARE INVITED TO

**“ORANGE THE WORLD:
END VIOLENCE AGAINST WOMEN AND GIRLS”**

International Day for the Elimination of Violence against Women

16 Days of Activism

25 November – 10 December 2015

The UN Secretary-General's UNiTE to End Violence against Women Campaign invites governments, UN agencies, civil society organizations and individuals from all countries of the world to mark the days between 25 November and 10 December (the 16 Days of Activism) by coming together to step up efforts to end violence against women and girls.

We invite you to “ORANGE THE WORLD: END VIOLENCE AGAINST WOMEN AND GIRLS” BY participating in and organizing “orange events” in support of the UNiTE Campaign.

THIS YEAR WE WANT TO KEEP THE WORLD ORANGE THROUGHOUT THE 16 DAYS OF ACTIVISM and we invite you to consider organizing your activities not only on 25th November but on the other days too.

Join us, take action, orange the world, keep it orange for days, and call for political commitments to be matched with meaningful ACTION and adequate RESOURCES to end violence against women and girls worldwide.

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. Widely known as the ‘16 Days Campaign’, it is used as an organizing strategy by individuals and organizations around the world to call for the prevention and elimination of violence against women and girls. It was originated by the first Women's Global Leadership Institute in 1991 and is coordinated by the [Center for Women's Global Leadership](#).

In support of this civil society initiative, each year, the United Nations Secretary-General's campaign UNiTE to End Violence against Women calls for global action to increase worldwide awareness and create opportunities for discussion about challenges and solutions. [In 2014](#), the UNiTE campaign called on governments, UN entities, civil society organizations and individuals across the world to ‘orange their neighbourhoods’ to raise public awareness about the issue of violence against women and girls. As one of the official colours of the UNiTE campaign symbolizing a brighter future and a world free from violence against women and girls, the colour orange was once again a uniting theme throughout all events. The initiative called on all people in all parts of world to take action in their communities, play their part and stand up against violence against women and girls.

2. 2015 Call to Action: *“Orange the World: End Violence against Women and Girls”*

This year is a critical juncture for global efforts to prevent and end violence against women and girls. It marks the 20th anniversary of the [Beijing Declaration and Platform for Action](#) (BDPfA), the most progressive blueprint ever for advancing women's rights. Also, as a new global development framework, the [Sustainable Development Goals](#), comes into force in September, now is a crucial time to advocate to ensure that violence against women and girls is high on political and public agendas, prominently placed within the new global development framework, and prioritized in its implementation.

In 1995, violence against women was highlighted as one of twelve critical areas of concern in the BDPfA but the [UN Secretary-General's report on Beijing Implementation](#) presented twenty years later and relevant [national reviews](#) show that despite progress, levels of violence against women and girls remain unacceptably high worldwide. Slow and uneven implementation of national and legal frameworks, the insufficient attention paid to the prevention of the occurrence of violence, and persistent discrimination, gender inequality, discriminatory norms and gender stereotypes remain major obstacles to eliminating violence against women and girls.

This is why the UN Secretary- General's UNiTE to End Violence against Women Campaign invites governments, UN agencies, civil society organizations and individuals from all countries of the world to mark the days between 25 November and the 10 December (the 16 Days of Activism) by coming together to step up efforts to end violence against women and girls. This year we want to KEEP THE WORLD ORANGE THROUGHOUT THE 16 DAYS so we invite you to consider organizing your activities not only on 25th November, but on the other days too. Join us, take action to orange the world, and show your support for political commitments to be matched with meaningful ACTION and adequate RESOURCES to reduce the prevalence of violence against women and girls worldwide.

3. Campaign outreach ideas

Last year, as part of the initiative 'Orange Your Neighbourhood: End Violence against Women', 'orange' activities were organized in more than 70 countries around the world and more than 100 million people were reached through social media sparking a global conversation, new commitments and initiatives. To raise global awareness, we orange iconic buildings around the world including the [Empire State Building](#) and the [United Nations Headquarters Building](#) in New York City, the [administration building of the Panama Canal](#) and the [Sphinx and Pyramids at Giza](#) in Egypt. This year, we want the initiative to be even bigger and much, much brighter, bringing the message of zero tolerance for violence against women and girls to new communities, spaces and audiences. **JOIN US - keep the world orange throughout the 16 Days! Please find below some ideas and guidance to assist your planning:**

1. Engage your government!

- Reach out to governmental leaders to join you in making possible the lighting and orangeing of iconic buildings in your communities, town and cities.
- Encourage your government to orange its various departments and embassies around the world.
- Invite parliamentarians to organize a public discussion and issue messages to mark the occasion.
- Invite government representatives to show their support for the campaign by wearing something orange every day during the 16 Days of Activism.
- Find out what activities your government is planning for the 16 Days of Activism and use this as an opportunity for discussion on the issue, to review progress in preventing and ending violence against women and girls, and to announce new ACTIONS and allocation of RESOURCES.

2. Make it visible, make it ORANGE!

- Light and decorate in orange your country, city, or communities' iconic buildings, landmarks and statues.

- Make orange advertising spaces on billboards, screens or in magazines to spread the message.
- Organize an orange march through the centre of your city, town or village and declare the space an 'orange zone'.
- Organize orange marathons, flash mobs, dance parties, or bicycle rides. Find out from your local authorities whether there is a space you could arrange to be decorated with orange graffiti and messages!
- Find out what relevant meetings or conferences are taking place in your country during the 16 Days of Activism and invite the organizers to orange the meeting spaces and dedicate an item in the agenda to a discussion about violence against women and girls.
- For more inspiration, look back at how we orangeed our neighbourhoods last year: <https://www.flickr.com/photos/unwomen/sets/72157649322853638/>

3. Work in partnership and think creatively about how to reach new audiences and spaces

- Reach out to partner organizations TODAY to start planning! Invite groups including UN agencies, women's groups, youth and men's groups working to prevent and end violence against women, local elected officials, trade unions, research institutions, universities, schools and all interested individuals, to participate.
- Consider organizing events outside 'usual' spaces for activism! Explore the possibility of organizing activities outside capitals in smaller towns or rural areas and reaching out to new audiences by organizing activities in spaces such as nightclubs, sports clubs, places of worship, shopping malls, banks, police stations, hospitals, market places and bus stations. Make them orange!
- Invite local businesses to sponsor the initiative.

4. Inspire discussion!

- Inform communicators, such as local and national journalists, media icons, bloggers, and television presenters about the initiative "*Orange the World: End Violence against Women and Girls*". Invite them to produce articles, radio shows, documentaries and news features on particular issues of local or national relevance relating to violence against women and girls, including showcasing the results of innovative organizations working to end violence against women and girls, or particular obstacles to its eradication.

5. Orange cyber space!

- Orange your social media accounts and websites during 16 Days of Activism and invite partner organization to do the same!
- Invite influencers and high profile personalities to show their support for the campaign by wearing orange and reaching out to their followers with campaign messages and sharing pledges of their own personal actions.
- Consider partnering with mobile phone networks to send out text messages in recognition of the occasion.
- Join the conversation online and watch out for content shared through the hashtags #orangetheworld and #16days on the topic.

KEEP UP THE MOMENTUM THROUGHOUT THE 16 DAYS OF ACTIVISM!

Don't forget: 'Orange the World: End Violence against Women and Girls ' will last **16 days**. **This year we want to keep the world orange throughout 16 Days** so we invite you to consider organizing your activities not only on 25th November but on the other days too.

4. Tell us what you are planning

Please share your plans and help us show how we are orangening the world. Throughout the 16 Days and as each iconic building goes orange and each country organizes its orange activities - we will light the country orange on our "Orange Map of the World".

We want to hear what you have planned and would love to receive your photos, messages and videos. The most creative 'orange' photos will be displayed on UN Women's Flickr account at the end of the 16 Days of Activism. For more information about "*Orange the World: End Violence against Women and Girls*" or to tell us what you are orangening, please contact Anna Alaszewski at the UNiTE Campaign Global Secretariat (anna.alaszewski@unwomen.org).

5. Social media

A comprehensive social media package with images and messages in English, Spanish and French will be provided in advance. Please use these and share them with partners.

The UNiTE campaign uses Twitter, Facebook, YouTube and Flickr:

Twitter: https://twitter.com/SayNO_UNiTE; hashtags: #orangetheworld, #16days

Facebook: <http://facebook.com/SayNO.UNiTE>
YouTube: <http://youtube.com/saynotoviolence>
Flickr: <http://flickr.com/photos/saynotoviolence>
UNiTE website: <http://endviolence.un.org/>

6. Advocacy and Communications Materials

- “Orange the World: End Violence against Women and Girls” poster in English, French, Spanish, Chinese and Russian: [available here](#).
- UNiTE Brochure: A Promise is a Promise: 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/>

Other materials including a social media package, video messages, and key messages will be distributed closer to the date.