

# **16 Days of Activism Against Gender-Based Violence**

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**25 November - 10 December 2021**  
**Campaign Report**

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Country Director

## Tens of Thousands of People Raised Their Voices to End Violence Against Women



Violence against women and girls is a societal and global issue. Globally, 1 in every 3 women are subjected to physical and/or sexual violence. Due to the COVID-19 pandemic and the health, economic and societal crises it brought about, violence against women continue to increase around the world.

As UN Women, we work to make the vision of the Sustainable Development Goals a reality for women and girls. Towards this goal, every year, **16 Days of Activism** campaign raises awareness on gender-based violence, one of the most widespread and pervasive human rights violations in the world, to help create more equal and just societies for women and girls.

This year, we launched the **#RaiseYourVoice / #KayıtsızKalmayın** campaign to draw attention to violence against women and raise awareness about what individuals can do when they witness violence. The campaign invited everyone to become the voice and strength of women who are subjected to violence. According to the latest estimates, less than 50 per cent of women who are subjected to violence report it to relevant authorities. Barriers to reporting include shame, stigmas and stereotypes. The perception that intimate partner violence is 'a private matter' and the lack of information on reporting mechanisms discourage both those who experience it and who experience or witness it from taking action.

While the principal duty to protect women from violence lies with the state, we all have a role to play. When we turn a blind eye to violence against women and girls, we become complicit and "normalize" it. The perception that intimate

partner violence is 'a private matter' needs to change across society, on an individual level as well as in the private, professional and public spheres. There is a great need to raise awareness and implement measures aimed at encouraging witnesses to act and to provide advice to them on possible courses of action and issues to consider to help women find safety and support.

Launched by UN Women, the "#RaiseYourVoice" campaign informed about possible individual interventions that can be taken in the incidents of violence in different settings such as at a restaurant, on campus, at work, on the street, at home, on social media, among a group of friends or in sports, and invited everyone to raise their voice. Launched and ran in media partnership of Milliyet Newspaper, the campaign is a continuation of our Fireflies campaign which has been lighting the dark since 2018 and aims to create a global and online solidarity network.

Started on November 25, the International Day for the Elimination of Violence against Women, and ended on December 10, Human Rights Day, the campaign was joined by tens of thousands of individuals, organizations and companies all across Turkey. More than a thousand of individuals raised their voice at [fireflies.digital](https://fireflies.digital/) / [atesbocekleri.info](https://atesbocekleri.info) and became the voice and strength of women. The 16 Days of Activism is over, however, we will continue to expanding our online solidarity movement against violence.

# 16 DAYS OF ACTIVISM



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The “16 Days of Activism against Gender-Based Violence” is an annual international campaign run by the United Nations (UN) that kicks off on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day.

Having started by the civil society and women’s rights activists in 1991, today the campaign is used as an organizing strategy and platform by individuals 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, the campaign calls for individuals and organizations to take action to increase awareness about violence against women and girls and to galvanize advocacy efforts.

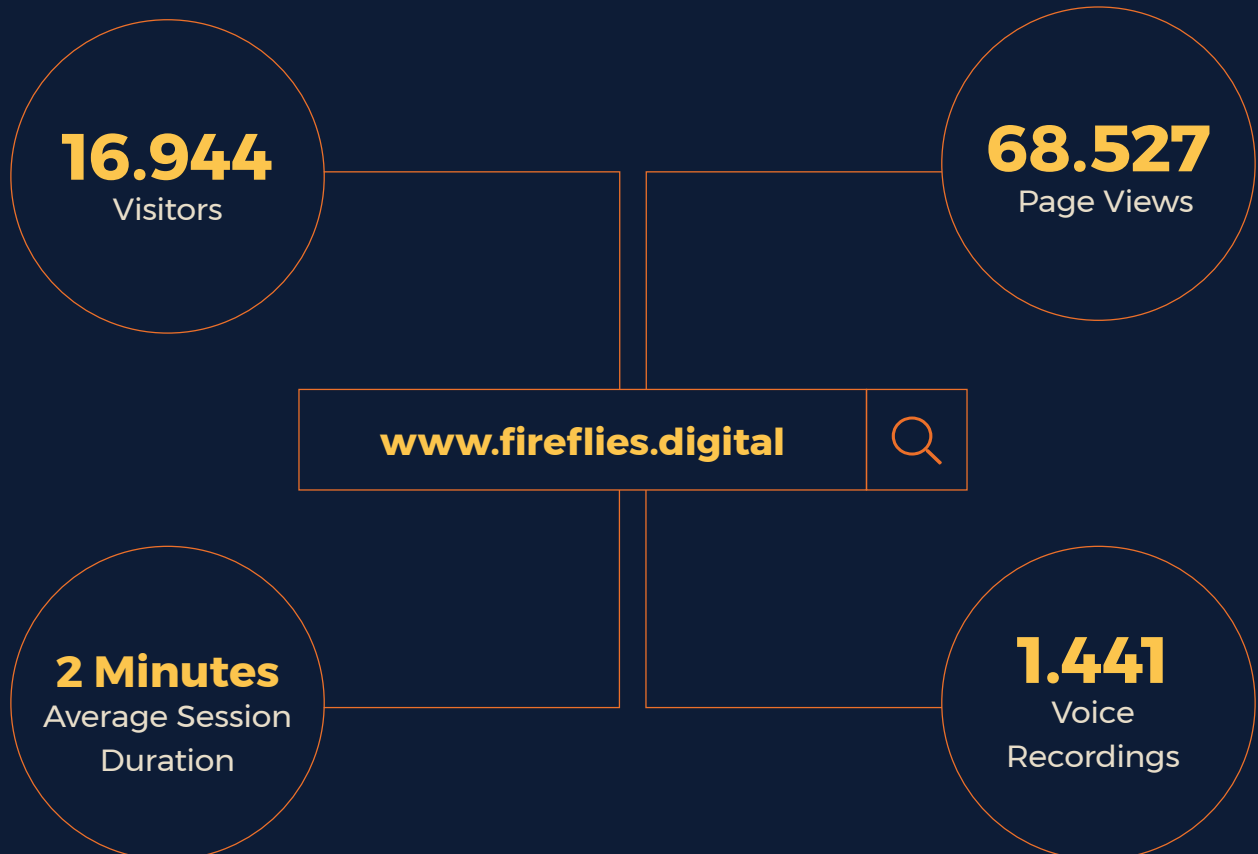
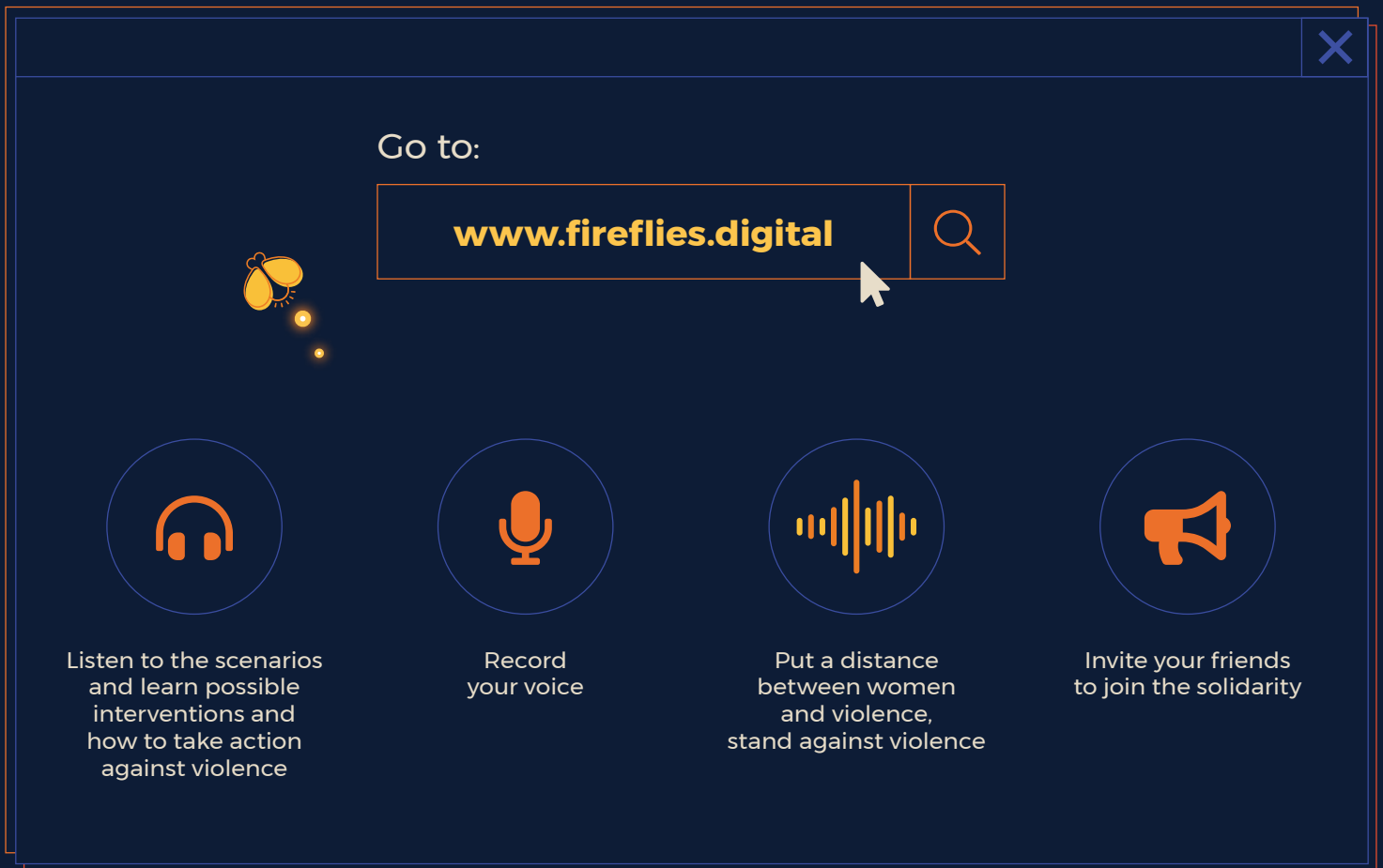
## We Raised Our Voices Against Violence!

Violence against women and girls is a human rights violation and a universal issue with severe impact on victims/survivors, their families, and communities. But, violence is not inevitable, unless we stay silent. We witness violence against women every day. On the street, at work, on social media, between friends... It is our responsibility to not stay silent and resort to protection mechanisms when we witness an act of violence. Therefore, this year fireflies invited everyone to raise their voices against violence against women.

The campaign called everyone to join the solidarity movement and say “I am raising my voice” at [fireflies.digital](https://fireflies.digital) / [atesbocekleri.info](https://atesbocekleri.info). Each recorded sound increased the distance between women and violence through an increase in audio frequency. Visitors downloaded their voice recordings and invited their friends to the solidarity.

The campaign informed about possible individual interventions that can be taken in the incidents of violence in different settings such as at home, among a group of friends, on social media, at work or at a sports club. Cases were voiced by the opinion leaders and celebrities. The visitors listened to the scenarios and learnt possible interventions and how to take action against an act of violence.





## Media as a Key Supporter

The campaign received coverage on both printed, audio-visual and online media. Various news channels have shown interest and support for our campaign. Our Media Compact partner **Milliyet** newspaper has provided large coverage throughout the campaign through exclusive news articles, columns, interviews with celebrities and expert views on violence against women.

The official TV channel of **Fenerbahçe Sports Club**, HeForShe partner, provided significant support for the campaign. Both TV and radio channels delivered live reporting of the campaign. An exclusive interview with Fenerbahçe Board Member Simla Türker Bayazıt was published on Milliyet newspaper.

Radio interviews were broadcasted on **Max FM** and **Radio D. NTV Radio** covered the campaign with a special news coverage and an interview. Exclusive interviews were conducted by **Habertürk TV**. We reached a wider audience through coverages of Light the Dark Exhibition and mapping installation published by Milliyet and Demirören News Agency.





# Expanded Outreach Through Media

## Print Media

**53** news, **4.8 million** reach

## Online Media

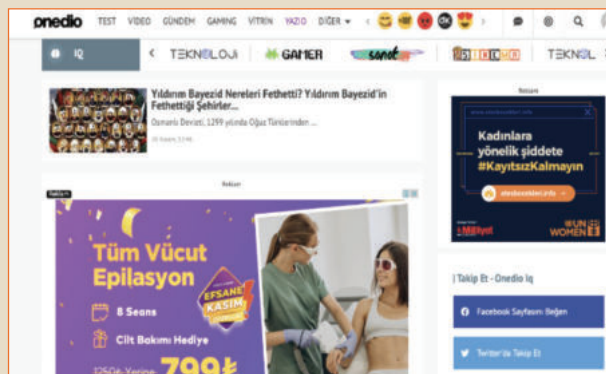
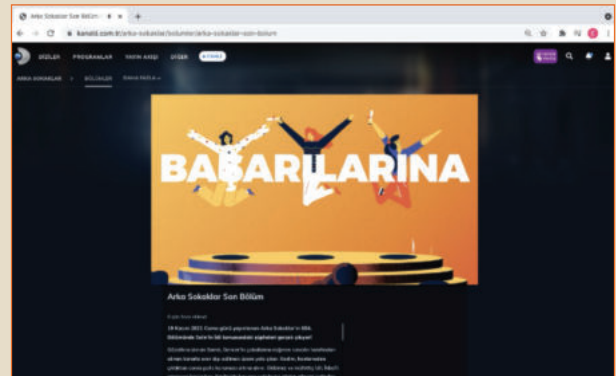
**599** online news,  
**2.8 million** reach

## TV

**12** news pieces on  
**11** TV channels

## Radio

**3** interviews



## Campaign Boost on Social Media!

**51%** of the traffic to the Campaign website has been from social media with **82%** from Instagram.

**19,9 million** people were reached.

**138 million** campaign post views.

Social media share division:  
**83%** on Twitter, **11%** on Instagram, **3%** on Facebook, **3%** on the news.

**34%** of the engaged users were women whereas **66%** were men.

The hashtags **#KayıtsızKalmayın** and **#16günlükaktivizm** received a total of **58.5 million** views on Twitter.





## Millions were Reached Through Social Media

**19.9 Million**  
Total Reach



**138 Million**  
Views

**227.117**  
Facebook

**9.493.117**  
Instagram

**10.155.721**  
Twitter

**149.986**  
News

**7.106**  
Forums

**2.481**  
Blogs

## UN Women Turkey social media

**Over 3700** New Followers

**Over 22000** Engagements

**Over 1,5 Million** Impressions

On UN Women Turkey's Instagram, Facebook and Twitter accounts.

## HeForShe Turkey social media

**Over 8000** Engagements

**Over 125.000** Impressions

## UN Women Global & UN Women Europe and Central Asia social media

**Over 700** Engagements

**Over 20.000** Impressions



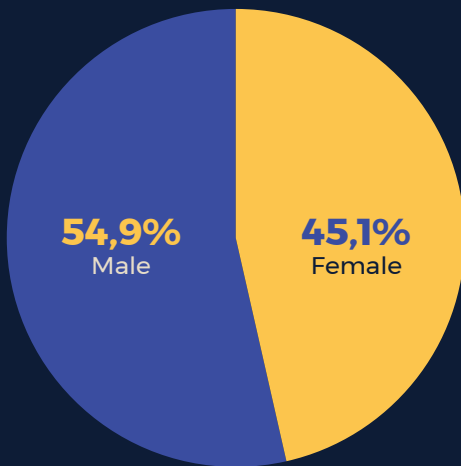
### Demographic social media

**Women 34%**

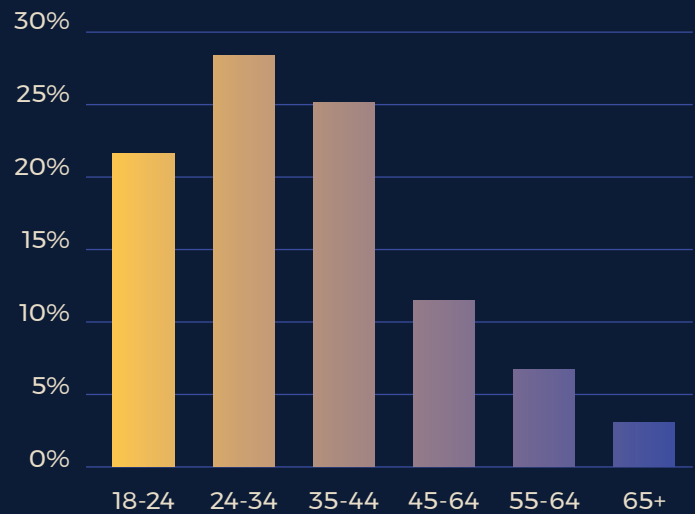
**Men 66%**

## Campaign Results Website

### Gender



### Age



## Celebrities Raised Their Voices Against Violence!

Around 50 influencers, celebrities, opinion leaders and journalists joined the solidarity and voluntarily supported the campaign through social media, resulting in **40 million engagements**.

**43.628.300**

Total Followers  
of the Supporters

**Afşin Yurdakul**, Aslıhan Güner Kılıç, **Aslışah Demirağ**, Aydan Taş, **Bahar Kader**, Begüm Yücel, **Betül Boz**, Bilge Çavuş, **Burcu Özen**, Ceyda Düvenci, **Demet Evgar**, Deniz Aksoy, **Dilşat Erdil**, Duygu Ekim, **Ekrem İmamoğlu**, Elanur Vardar, **Ezgi Mola**, Gamze Biran, **Gamze Erçel Yıldırım**, Geveze Yazar, **Gezenayaklar**, Gizem Ekler, **Gupse Özay**, İdil Sivritepe, **İrem Çalhan**, Karya Çandar, **Leyla Günay**, Mahsun Karaca, **Merve Yıldırım**, Murat Tarman, **Müzişyen Anne**, Nilay Cafer, **Özgür Aksuna**, Özlem Ala, **Pelin Taşkiran**, Pınar Deniz, **Selin Yağcıoğlu**, Selin Ölmez, **Sunay Akın**, Tuba Büyüküstün, **Tuba Ünsal**, Tuğba Babaoğlu, **Tülin Şahin**, Uras Benlioğlu, **Ümit Savaş**, Yağmur Tanrısevsin, **Yiyelim Güzelleşelim**, Zehra Bora.

The Campaign's message reached diverse audiences through active involvement of the famous actress **Demet Evgar**. The teaser video, her video message, and her posts and tweets received **118.554 views**.



**Demet Evgar**  
Actress







## Podcasts

Through podcast announcements the Campaign messages reached podcast audience.



**Barış Özcan ile  
111 HZ**



**Olumlu  
Dünya**



**Berbat  
Bir Anne**

## We Also Raised Our Voices Outdoors!

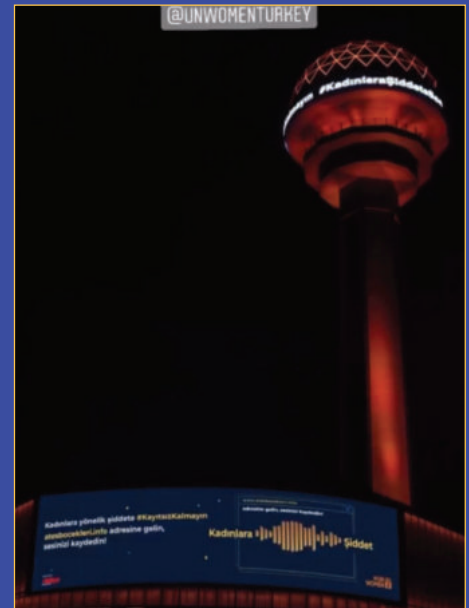


Billboard and digital screen placements in **5** municipalities.

The campaign video ran on outdoor TVs in subway, metrobus and ferries.

**6** shopping center screens including the iconic **Atakule Tower** in Ankara.

**31**  
City Screens



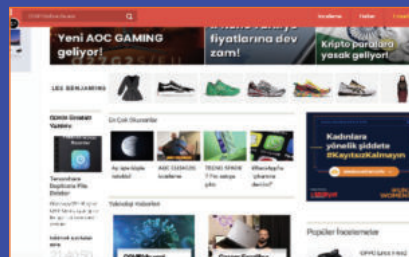
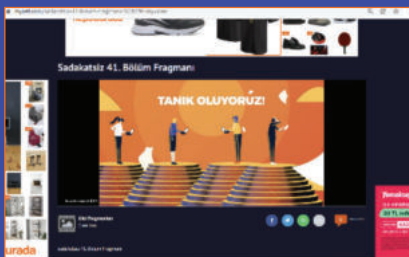
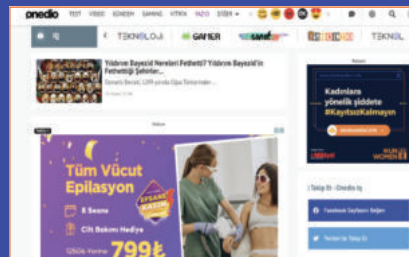
## Digital Advertising Reached Diverse Internet Users

We worked with a digital advertising agency to boost the campaign on various digital channels and received pro-bono support from **Mediacom**.

**450.845**  
Total Views



**2.630.731**  
Total Impressions



**STRONGER  
TOGETHER**

**WITH  
THE PRIVATE  
SECTOR,  
CIVIL SOCIETY,  
UNIVERSITIES  
AND MEDIA!**





Destekliyoruz

**HeForShe**

UN Women Cinsiyet Eşitliği İçin Dayanışma Hareketi

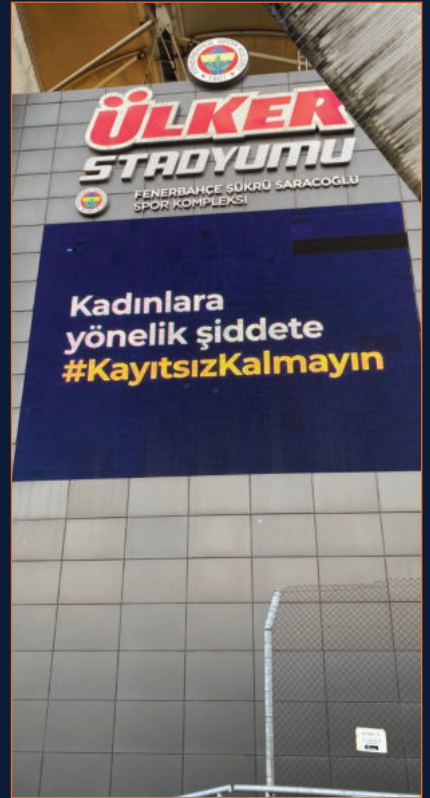
## HeForShe Türkiye, Fenerbahçe Sports Club

HeForShe partner Fenerbahçe Sports Club supported the campaign through different actions taken to raise voice against violence.

- Fenerbahçe swimmer Emre Sakçı voiced the sports club case on [fireflies.digital](https://www.fireflies.digital).
- The campaign video was screened at Fenerbahçe Şükrü Saraçoğlu Stadium during the activism period.
- For the first time in history, two of the biggest sports clubs of Turkey, Fenerbahçe and Galatasaray women's football teams hold a match, making it a historical milestone of gender equality in sports.







## More Than 44 Private Sector Companies and 21 Organizations Supported the #Raiseyourvoice Campaign

**7.543.426**

Total Followers

### Companies

Anadolu Sigorta, Akbank, Allianz Türkiye, Aydem Enerji, Aygaz A.Ş., Başkent Enerji, Coca Cola İçecek, Demir Export, Düzey Kariyer, Eczacıbaşı Holding, Ekol Lojistik, Enerjisa Enerji, Entek Elektrik, Fenerbahçe Spor Kulübü, Garanti BBVA, Genpa, ING Bank, İş Bankası, Koç Holding, Kolay IK, Koton, Limak Enerji, Mavi, Miran Legal, Nurol İnşaat, Opet, Özay Hukuk Bürosu, Penti, Pürsu, P&G, PwC, Sakarya Elektrik Dağıtım A.Ş., Shell Türkiye, Şekerbank, Sodexo, Tat Kariyer, TAV, Time Public Relations, Unilever Türkiye, Yaşar Holding, Yapı Kredi, Zorlu Holding

### Media

Milliyet

**8.169.500**

Total Followers

### Municipalities

Adana Büyükşehir Belediyesi  
Ankara Büyükşehir Belediyesi  
Denizli Büyükşehir Belediyesi  
Gaziantep Büyükşehir Belediyesi  
İstanbul Büyükşehir Belediyesi  
İzmir Büyükşehir Belediyesi  
Kocaeli Büyükşehir Belediyesi  
Küçükçekmece Belediyesi  
Yenimahalle Belediyesi

### Organizations

Birlikte Güçlüyüz Platformu, Erimtan Müzesi, Habitat Derneği, İstanbul Büyükşehir Belediyesi Kültür Daire Başkanlığı, Kasfad (Kadınlar için Spor ve Fiziksel Aktivite Derneği), Kagider Kızlar Sahada, Lider Kadın Derneği, Sabancı Vakfı, SistersLab, TİSK (Türkiye İşveren Sendikaları Konfederasyonu), Yeni Zelanda Büyükelçiliği, Youth for good









## Artivism to Boost the Cause!

We kicked off the **Light the Dark** Lighting Installation Exhibition at Yoğurtçu Park, in collaboration with Istanbul Metropolitan Municipality and with the financial support of the European Union. Displayed between November 27, December 10 2021, the exhibition gathered artworks of 12 contemporary artists.

The exhibition depicted different forms of violence against women and gender inequalities through creative use of lighting design and installation.

**Curated by Fırat Engin and Ekin Kılıç Ezer.** Artists: Aykut Öz, Ece Kibaroglu, Ecem Dilan Köse, Efe Alpay, Emre Okçuer, Erhan Tunalı, Esra Koruç, Fırat Engin, Hazal Ünsal, İlkin Eskipehlivan, Oğuz Akın, Zeynep Üçöz.





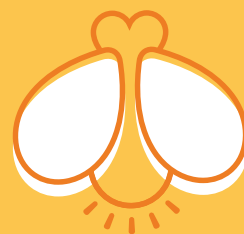




An interactive **“mapping”** art piece, that combines sound and light was displayed at **the Şişhane Subway Station** between November 27 - December 4, 2021. Created by **Ecem Dilan Köse**, it invited everyone to an open microphone to record their messages in solidarity with the movement to end violence against women. The mapping has reached over **150,000 commuters**.



# POST CAMPAIGN



**#RaiseYourVoice / #KayıtsızKalmayın Campaign** drew attention to violence against women and raised awareness about what individuals can do when they witness violence. The Campaign has provided information about the legal and effective actions individuals can take when they witness violence against women. As in previous years, the campaign website will remain active as a source of information for the use of general audience and will be promoted through UN Women on the social media, at advocacy events, forums and summits.

**UN Women will continue to raise awareness on the role of the society in eliminating violence against women and will use the campaign results for the future programming and advocacy creation.**

## UN WOMEN TURKEY

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