

# HIGHLIGHTS OF 2022

UN WOMEN TÜRKİYE



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2022 was the first year of implementation of UN Women Türkiye [Strategic Note \(SN\)](#) for 2022-2025, which outlines the overarching strategy and priority areas of work of UN Women in the country. The SN was developed in close consultation with key partners. Under the SN, UN Women works towards the overarching goal: “Women and girls including those at greatest risk of being left behind fully exercise their human rights, enjoy a life free from violence and discrimination, and lead, influence and benefit from sustainable and inclusive socio-economic development towards the advancement of gender equality in Türkiye.”

In line with this goal, in 2022 UN Women contributed to strengthening policies, capacities and institutional performance in the areas of increasing women’s participation and leadership in political and economic decision-making; advancing gender-responsive governance processes; preventing and combating different forms of violence against women and girls; strengthening women’s access to justice; advancing gender-sensitive refugee response; transforming harmful norms and values; and engaging youth, men and boys in achieving gender equality.

To forge positive impact on the lives of women and girls, UN Women worked in collaboration with government, local- and central-level authorities, civil society organizations, in particular women’s organizations, and private sector partners to influence policy and planning processes, decision-making mechanisms and service provision at national and local levels.

In line with the ‘leaving no one behind’ principle, UN Women ensured that all programmes and projects took into account meaningful inclusion, participation, and progress in closing the gender gap for all women and girls.



Photo: UN Women


# GENDER-RESPONSIVE PLANNING AND BUDGETING

The three-year European Union funded project 'Implementing Gender-Responsive Planning and Budgeting in Türkiye' (GRB) which is implemented in collaboration with the Ministry of Family and Social Services – General Directorate on the Status of Women and the Presidency of Türkiye – Presidency of Strategy and Budget, aims to integrate a gender equality perspective in all stages of policymaking and budgeting processes. In 2022, considerable progress was achieved in enhancing senior managers' and parliamentarians' understanding and in building public officials' technical knowledge of the implementation of GRB. [More about the project.](#)

We:

- Advocated jointly with project partners for inclusion of GRB tools in the budgeting guidelines of municipalities. The General Directorate for Local Administrations introduced specific references to GRB in the Budget Preparation Guidelines for Municipalities (2023-2025).
- Supported the increase in the number of sex-disaggregated performance indicators in Türkiye's Central Government Budget for 2023 from 39 to 51.
- Established and co-chaired the Technical Working Group with the participation of key government institutions to serve as an effective inter-institutional body for the implementation and coordination of GRB in Türkiye.
- Supported more than 500 public officials from all 17 ministries, 18 central-level institutions and four municipalities in gaining new knowledge of and tools for GRB, as well as how to implement it within the budget system in Türkiye. We delivered [23 technical trainings](#), each tailored to the needs of participating institutions.
- Created learning and discussion platforms on the implementation of GRB in Türkiye for members of the Turkish Grand National Assembly Plan and Budget Commission as well as legal experts. Parliamentarians in the Commission acknowledged the equality between men and women, recognized women's empowerment as a cross-political party issue and reiterated their high-level commitment to supporting GRB.
- Strengthened awareness of 17 senior managers from the Presidency of Strategy and Budget on GRB, general legal framework, the importance of inclusiveness, and the entry points in the current budget system.
- Conducted two study visits to Austria and Albania with senior officials which resulted in them gaining new knowledge and wide range of perspectives and inspirations on GRB, gender mainstreaming and gender equality.
- Launched [equalbudgeting.org](#). With this platform, all government institutions, civil society organizations (CSOs), members of the general public and anyone interested in GRB now have access to comprehensive e-library of GRB resources.
- Introduced two videos [on the importance of gender-responsive planning and budgeting](#) and other project related activities and disseminated them broadly among stakeholders and project target groups.
- Drafted a GRB Policy Document together with the relevant public institutions responsible for oversight and included reflections of CSOs shared through workshops. The policy document will guide the legal framework as well as the institutional practices necessary for the implementation of a sustainable gender-responsive planning and budgeting approach in Türkiye.

Four central-level public institutions, the Ministry of Family and Social Services, the Ministry of Youth and Sport, the Turkish Employment Agency, and the Directorate of European Union Affairs, now have gender analyses of their own work programmes, which provide insights into how women and men benefit from those public services in accordance with their specific needs.

 Interview | [Assoc. Prof. Emel Memiş](#): [“Gender-responsive budgeting starts at home”](#)

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This project is co-funded by the European Union and UN Women. Bu proje Avrupa Birliği ve UN Women tarafından finanse edilmektedir.





Photo: UN Women / Ender Baykış

## WOMEN LEAD AND PARTICIPATE

UN Women continued supporting the efforts of the Turkish Grand National Assembly, local authorities, civil society, and the private sector in advancing women’s full, equal, and effective participation and leadership in political, business and public life through the ‘Advancing Gender Equality and Women’s Leadership in Political and Business Life’ project. [More about the project.](#)

We:

- Continued to advocate for gender-responsive service delivery at the local level. [The Purple Map](#), a gender-responsive interactive tool that enables municipalities to plan their services in line with the needs and priorities of women and girls, was introduced in new provinces including Eskişehir. The Purple Map also enabled Metropolitan Municipality and the district municipalities of Eskişehir to institutionalize gender responsive data collection.
- Conducted the first comprehensive qualitative research on “Violence against Women in Politics (VAWP) in Türkiye” which captures the experiences of current or former women politicians and the obstacles they face while participating in politics. The research was conducted with the technical support of Terra Development Cooperative. It provides recommendations for changes at different levels to address this prevalent but often overlooked problem.
- [Created a platform](#) to discuss the issue of VAWP with the Committee on Equal Opportunity for Women and Men of the Grand National Assembly of Türkiye. Members of the Committee and legislative experts were informed about the initial findings of the “VAWP in Türkiye” research and international good practices on combating this form of violence. Information was also shared on the Concluding Observations of the Committee on the Elimination of Discrimination against Women (CEDAW) following the 8<sup>th</sup> Periodic Report of Türkiye, with a focus on temporary special measures for ensuring political participation of women.
- Supported the implementation of local equality action plans of Istanbul Metropolitan Municipality and Bodrum Municipality through [capacity building trainings](#) on the concept of GRB and how to integrate gender into the municipal planning, budgeting and monitoring processes.
- Conducted a “training of trainers” based on the Global Leadership and Candidate Training Manual of UN Women in partnership with the Association for Supporting Women Candidates (KADER). 18 people who joined the training are now certified to deliver trainings to women candidates based on UN Women’s global methodology.
- Increased the knowledge of future media professionals, Media Compact members (media professionals from Milliyet and GQ Magazine) – a total of 59 professionals and students – on gender equality concepts and gender-responsive news making through Gender-Responsive [media trainings](#).
- Fostered discussions and exchange of national and international good practices on Local Equality Efforts among municipalities, in partnership with the Union of Municipalities of Türkiye and Ankara Metropolitan Municipality. 100 representatives of municipal councils, municipal staff, women’s departments of political parties and civil society organizations increased their knowledge, discussed common concerns and established solidarity networks.

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Photo: UN Women / Duygu Saykan Riiso

## STRENGTHENING WOMEN'S ACCESS TO JUSTICE

UN Women started the project 'Strengthening Women's Access to Justice and Improving the Response of the Judicial System for More Effective Implementation of Legislation in Combating Violence Against Women' in January 2022 with the collaboration of the Ministry of Justice Legal Support and Victim Services Department. The project's objective is to strengthen the implementation of the Law No. 6284 to Protect Family and Prevent Violence against Women in line with CEDAW in order to improve the response of the justice system to incidents and risks of violence against women (VAW) in Türkiye. The project delivered various trainings to strengthen the capacity of judicial services and developed tools to further support the efficient implementation of the national legislative framework on elimination of VAW in 2022. [More about the project.](#)

We:

- Convened a Working Group in March 2022 consisting of 10 judges and public prosecutors experienced in implementing Law No. 6284 which has provided advisory and facilitation support for project activities.
- Conducted needs assessment of legal support and victim services directorates located in 58 provinces in collaboration with the Ministry of Justice. Over 300 experts' perspectives from the directorates were collected. The assessment will serve as baseline for future capacity development interventions.
- Provided an interactive awareness raising platform through Judiciary-Administration-Civil Society Dialogue Meetings in the field of eliminating violence against women in Ankara, Izmir and Istanbul. The meetings included a total of 161 people from the Ministry of Justice provincial directorates, bar associations, judges and prosecutors practicing Law No. 6284 and CSOs. The meetings aimed at strengthening communication and collaboration between governmental and non-governmental as well as judicial and non-judicial stakeholders in VAW response.
- Developed a curriculum to be used in experience sharing workshops for judges and prosecutors on the application of Law No. 6284 and other relevant legislation in line with international standards for judges and prosecutors.
- Prepared a legislative compilation including Law No. 6284 and related international and national regulations for the use of judges and public prosecutors across the country.
- Enhanced awareness of over 285 members of the judiciary through seven experience-sharing workshops, reaching out to judges and public prosecutors from 71 provinces.
- Conducted a study visit for public officials from the Ministry of Justice to several institutions in Spain to learn and exchange best practices.

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## STRONG CIVIC SPACE FOR GENDER EQUALITY

The “Strong Civic Space for Gender Equality” project helps women’s organizations and other relevant rights-based CSOs improve their capacity to influence local and national women’s rights and gender equality agendas. In 2022, the number of CSOs with which UN Women signed partner agreements increased to 10. A total of 33 CSOs have been awarded 36 small grants to strengthen their institutional capacities since the project began in April 2021. The project has supported women activists and networks and has increased opportunities to share knowledge, network, partner and jointly advocate for gender equality and women’s empowerment at the local, national and global levels. [More about the project.](#)

We:

- Started a formal collaboration with five civil society organizations to implement initiatives in the areas of elimination of violence against women and girls; advancing women’s economic empowerment; enhancing women’s leadership and meaningful participation in climate action; and advancing youth’s transformative role in gender equality.
- Provided new small grants to [18 women’s and women-led CSOs](#) to strengthen their institutional capacities to advance women’s rights and gender equality.
- Provided technical and logistical support for 11 women’s rights advocates from different networks and organizations to join several international mechanisms and meetings: UNECE Regional Forum on Sustainable Development, the 82nd session of the CEDAW, UN High Level Political Forum and UN Transforming Education Summit.
- Conducted [‘Policy Dialogue Series: Care Work and Care Economy in the Post-Covid-19 World’](#), bolstering policy discussions to promote a gender-equal care economy. Public institutions, UN agencies, CSOs, academia, the private sector and local authorities participated in the series.
- Increased knowledge of 18 CSOs from different provinces of Türkiye on gender-responsive budgeting.
- Started the preparation of training modules for the ‘Data Literacy Capacity Development Program’ with a capacity needs assessment targeting CSOs, youth and media professionals.
- Conducted a research on rural women to explore the needs, priorities and status of rural women and girls in Türkiye with regards to their access to services, rights, resources and decision-making power. The research, which is nationally representative, was conducted in 26 cities and is composed of a quantitative study reaching out to 4300 women and a qualitative study with 90 key informant interviews and 27 focus group discussions.
- Commenced research on women with disabilities in partnership with the Association of Women with Disabilities (ENKAD).



[Read the empowering story of EVKAD: “Small grant support gives courage and motivation to women’s organizations, enabling them to thrive”](#)

UN Women opened [the first “First Step Station” in Türkiye](#), in partnership with Women’s Solidarity Foundation (KADAV) and with the support of Şişli Municipality. The centre will serve as a women-friendly space, which is offering social services, counselling, psychological support and legal advice to women who are exposed to violence.

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# ENDING CHILD, EARLY AND FORCED MARRIAGES

The United Nations Joint Programme on the Elimination of Child, Early and Forced Marriages in Türkiye continued working for the elimination of child, early and forced marriages (CEFM), a form of violence against women and girls. 2022 efforts focused on changing social norms and attitudes towards gender equality; improving institutional capacity to prevent and respond to CEFM; and working closely with civil society and other allies to preserve and advance the legislative and policy framework in line with international commitments. Co-implemented by UN Women, UNICEF and UNFPA, with the consultative support of IOM and UNHCR, the Joint Programme focuses on providing specialized services to survivors of CEFM; supporting the financial stability and economic empowerment of families and children most at risk of CEFM; and cooperating with the government and civil society to combat CEFM. [More about the project.](#)

We:

- Developed and executed the [“Trainings on Planning Provincial Action Plans on Combating Child, Early and Forced Marriages”](#) programme with UNICEF Türkiye in cooperation with the Ministry of Family and Social Services in Van and Mardin. Over 130 public officials from 21 provinces attended the trainings.
- Provided technical support to the Rural Schools Transformation Network (KODA) to integrate gender and CEFM into the holistic education of children in rural areas of Türkiye.
- Prepared a policy brief titled ‘Technical Brief on Possible Legislative Amendments on Early Marriages and Child Sexual Abuse’ compiling best practices and national legislation samples on CEFM.
- Organized CEFM Local Action Plan Development Workshops in Afyon and Aksaray and drafted a roadmap to eradicate early and forced marriages based on the 4<sup>th</sup> National Action Plan for Combating Violence Against Women.
- Conducted [“Men and Boys’ Engagement and Masculinity trainings”](#) targeting professional associations including Adana and İzmir Union of Chambers of Turkish Engineers and Architects (TMMOB). An enabling environment was created to draft actions on reaching men working in the fields of construction, agriculture and mining in particular.
- Trained numerous municipality officials including mayors in İzmir and Adana, and increased their knowledge on men and boys’ engagement to combat gender inequality and all forms of VAW.
- Established [a partnership with Adana Metropolitan Municipality](#) to raise awareness among male municipal officials on gender equality and women’s empowerment. Together with the municipality, we began developing a roadmap for fostering men and boys’ engagement in gender equality and supporting gender mainstreaming across municipal services.
- Co-organized [the eighth International Day of the Girl Child Conference](#) on 11 October 2022 with UNICEF and UNFPA Türkiye and in collaboration with the Aydın Doğan Foundation.

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## EMPOWERING REFUGEE AND LOCAL WOMEN

In 2022, UN Women Refugee Response Programme (RRP) continued to provide support for the social and economic empowerment of women from refugee and host communities with a gender-responsive approach in Türkiye. The programme has supported women and girls from different nationalities through partner CSOs and related platforms in collaboration with Gaziantep Metropolitan Municipality. From psychosocial support and counselling and referral services to emergency cash assistance and Turkish language skills, the programme provided various services for women and girls in 2022. [More about the project.](#)

We:

- Kicked off two new projects in 2022:
  - [“A Safe Embrace: Economic Empowerment of Refugee and Host Community Women via Support to SADA Women’s Cooperative”](#) is funded by the Government of Iceland and the Icelandic outdoor clothing brand 66 North. The project aims to respond to the immediate needs of refugee and host community women through livelihood support and foster women’s economic empowerment and leadership.
  - “Increasing Access of Refugee Women and Girls to Protection Mechanisms and Available Public Services”, which is funded by the Government of Norway, aims to help women-only centres in Gaziantep and Izmir transition to grassroots women’s initiatives providing targeted protection interventions.
- Helped 1,400 refugee and local women and girls access psychosocial support, counselling, and referral services on legal, health, education and employment issues via women-only centres in Gaziantep and Izmir.
- Provided 128 women and girls with emergency cash assistance.
- Implemented income-generating activities for more than 70 women from refugee and host communities to improve their Turkish language and digital skills.
- Conducted “The Assessment of Needs of Women and Girls under Temporary Protection and International Protection” in 10 provinces in Türkiye. The assessment aims to gather up-to-date information on the immediate and long term needs and status such as health, education, livelihoods, social cohesion, protection and COVID-19 of Syrian women and girls -as well as those of other nationalities- under temporary protection in Türkiye, and to identify the gender-based and intersectional and international issues they encounter. The research report will be finalized in 2023.
- Organized capacity development trainings for 10 women-led CSOs to enhance their capacity in terms of ending VAW during the COVID-19 pandemic.
- Implemented the Resilient Neighbourhood Programme together with the Foundation for the Support of Women’s Work (KEDV). 44 women leaders from refugee and host communities in Gaziantep and Istanbul have developed skills on leadership in disaster and crisis management.
- Conducted [‘Colours of Sustainability Idea-Baking Session’](#) in collaboration with Gaziantep Metropolitan Municipality and partner CSOs; Association for Solidarity with Asylum Seekers and Migrants (SGDD-ASAM), KEDV and Refugee Support Association (MUDEM). The session recognized and celebrated what women from refugee and host communities have accomplished as changemakers in achieving gender equality for a sustainable future.
- [Painted murals in Gaziantep](#) with women from refugee and host communities to underline that there is no sustainable tomorrow without gender equality.

🎬 Film | [SADAxN66: First connection and beyond](#) tells the story of A Safe Embrace project

### Donors



Norwegian Embassy  
Ankara



## PRIVATE SECTOR PARTNERSHIPS

UN Women engages with private sector companies under several global flagship programmes implemented at the national level: the Women's Empowerment Principles (WEPs) that advance gender equality and women's empowerment in the workplace, marketplace and community; the HeForShe movement for the mobilization of men and boys as equal partners for gender equality, women's empowerment, and challenging patriarchal beliefs, practices and structures; and the **Unstereotype Alliance** that works to affect positive cultural change by using the power of advertising to help shape perceptions and eradicate harmful gender stereotypes. Using this framework, UN Women engages both individual companies to drive change within them and across their ecosystems, and umbrella organizations for more far-reaching data generation and evidence-based policy advocacy.

We:

- Provided information and technical support that led to an increase in the number of WEPs signatories from 400 to 456 in 2022. Türkiye remains the country with the second highest number of WEPs signatories in the world.
- Continued partnerships with TÜSİAD and TÜRKONFED and launched the '[Gender-responsive Crisis Management Guideline](#)' in line with the WEPs framework and based on experience sharing and focus groups with companies across different industries.
- Brought together over 200 women entrepreneurs and representatives from the private sector and public and civil society organizations at the [Gender Responsive Procurement Summit](#) in October 2022 in collaboration with KAGIDER and UN Global Compact Türkiye.
- Held experience-sharing and awareness-raising sessions for companies in collaboration with business associations and academic institutions such as KalDer, TAYSAD, Dokuz Eylül University and TOBB to disseminate the importance of WEPs and practical ways to follow them within and across companies.

We invite companies that have not signed the Women's Empowerment Principles (WEPs) to become WEPs signatories, as the first step in becoming a gender responsive company that supports women's empowerment and gender equality.

WEPs application is easy, fast and cost-free. Log on to [weps.org/join](https://weps.org/join) and simply follow the directions.

**WOMEN'S  
EMPOWERMENT  
PRINCIPLES**





Photo: UN Women / İkin Eskipehivan

HeForShe is a global solidarity movement that invites men and people of all genders to stand in solidarity with women and to become advocates for gender equality. HeForShe was launched in Türkiye in 2015 with the support of Koç Holding, a former Impact Champion of HeForShe and a recent Action Coalition leader on Technology and Innovation at the Generation Equality Forum. HeForShe Türkiye carries out various awareness-raising, communications, advocacy and capacity-building activities with the private sector, universities, CSOs and sports institutions.

We:

- Celebrated eight years of advocacy for gender equality, globally and in Türkiye. To celebrate the anniversary, renowned Turkish actor and HeForShe Advocate Kerem Bürsin came together with young activists to discuss how to advance gender equality and transform harmful masculinities.
- Organized an Instagram live chat on 8 March, International Women's Day, with HeForShe Advocate Kerem Bürsin and UN Women Goodwill Ambassador Demet Evgar.
- Recorded a reading by Kerem Bürsin for the audiobook on the regional fairy tales initiative, "[Awake Not Sleeping: Reimagining fairy tales for a new generation](#)", which aims to eradicate gender stereotypes.
- Participated in several events, mostly organized by universities and youth organizations, and reached around 1,500 people with messaging on engaging men and boys and transforming harmful masculinities.
- Localized the [#JustSayBro](#) social media campaign in December as #YapmaAbi. The aim is to help men find their voice for gender equality by intercepting sexism when it happens.
- HeForShe Türkiye received the "Most Admired Social Responsibility Project" Stars of the Year Award of 2022 from Yıldız Technical University.



[Youth activists and advocate Kerem Bürsin celebrate HeForShe's 8<sup>th</sup> anniversary in Türkiye](#)



# ADVANCING GENDER EQUALITY IN AND THROUGH SPORTS

HeForShe, in collaboration with Fenerbahçe Sports Club, has been working since 2018 to advance gender equality in and through sports with the support of TÜPRAŞ. The main objectives of the partnership are to contribute to the elimination of gender stereotypes and transform harmful social norms in the sports ecosystem; to create an inclusive and safe environment for women and girls in sports; and to encourage men and boys to become active allies in advancing gender equality. In 2022, the partnership helped advance gender equality in line with the six principles of [UN Women's Sports for Generation Equality initiative](#). [More about the project](#).

- On International Women's Day, we launched the new phase of the HeForShe - Fenerbahçe Sports Club partnership with the support of TÜPRAŞ to advance gender equality in and through sports! It extends the work done in the first phase of the collaboration with professional branches of Fenerbahçe Sports Club to five amateur branches: rowing, athletics, swimming, table tennis and boxing.
- We supported the Fenerbahçe Sports Club's ability to ensure the sustainability of gender-responsive practices and actions, which were strengthened through the development of the Action Plan of Gender Equality for Fenerbahçe Sports Club (2022-2025).
- We supported Fenerbahçe Sports Club's establishment of the "Gender Equality Committee of Fenerbahçe Sports Club", consisting of members from diverse units to ensure strong internal ownership and leadership of the gender equality agenda within the club.
- We boosted the knowledge and awareness of 259 participants from five amateur branches of Fenerbahçe Sports Club and its media and communications department on gender equality through [various capacity development trainings conducted by UN Women Türkiye](#).
- To increase knowledge and awareness on the referral mechanisms of VAW, Fenerbahçe gave visibility to the ALO 183 Support Line of the Ministry of Family and Social Services by putting the logo on the women's football team jerseys.
- Fenerbahçe Sports Club broadcasted the logo of KADES, the Ministry of Interior's Women's Emergency Support Application, on the LED screens during men's football matches at Fenerbahçe Stadium.
- We participated in the International Sports Congress together with Fenerbahçe Sports Club on 28 November, in which we emphasized the partnership and gave visibility and advocated for the implementation of [Guidelines for Gender-responsive Sports Organizations](#) launched in 2021.



Interview | [Nilgün Binışık: "As change leaders, our aim is to raise awareness among young people"](#)



Destekliyoruz

UN Women Cinsiyet Eşitliği İçin Dayanışma Hareketi



HeForShe Türkiye - Fenerbahçe Sports Club partnership is supported by TÜPRAŞ

# UNSTEREOTYPED MARKETING COMMUNICATIONS



The Unstereotype Alliance is a thought and action platform designed to eradicate harmful gender-based stereotypes in media and advertising content. Convened by UN Women, the Unstereotype Alliance leverages the UN's global reach and is comprised of global members and allies as well as National Chapters, including Türkiye, that take a 'glocal' approach to culturally driven stereotypes – applying a global vision to local objectives. As of December 2022, the Chapter has 18 members and 12 allies working together to ensure that progressive and inclusive representation becomes the norm across the marketing communications and advertising industry. [More about the alliance.](#)

## UNSTEREOTYPE ALLIANCE TÜRKİYE

(Est. 2019)

**Vice Chairs:** RVD, RD, Unilever, Eczacıbaşı Holding and Kantar Media

**Members :** Avon, Bayer, Coca-Cola, Colgate-Palmolive, Eti Gıda, Koç Holding, Akbank, TBWA, Mullenlowe, Publicis Groupe, Vodafone and WPP

**Allies :** ARVAK, Bahçeşehir University, IAB TR, İDA, KTSD, MMA Türkiye, RİAK, RÖK, Advertising Foundation, TÜAD, Future Bright Group

### Unstereotype Alliance membership

Unstereotype Alliance members collaborate to eradicate harmful stereotypes from advertising and media to create a more equal world. Convened by UN Women, the Alliance collectively acts to empower people in all their diversity by using advertising to drive positive change all over the world. Members are at the core of the efforts and progress of the

Unstereotype Alliance and both contribute financially and collaborate on projects, research and tools to drive industry-wide change.

### Benefits of joining the Unstereotype Alliance include:

- Access to proprietary toolkits, curated research and best practices.
- Regular collaboration and knowledge-sharing with world-class members and UN Women.
- Participation in UN Women hosted events and industry events.
- Participation in the collective effort aimed at achieving gender equality (SDG#5).

### How to join the Unstereotype Alliance

Please complete the membership inquiry form available [here](#).

We:

- Hosted a midsummer event, "Cannes Lions 2022 Special", on 28 July in Istanbul through Unstereotype Alliance Türkiye.
- Launched the findings from the [gender equality attitudes study](#) to show the changing attitudes over time across 20 countries including Türkiye. While the survey reveals some areas of improvement, findings demonstrate that discriminatory social norms continue to stifle progress.
- [Celebrated our third anniversary](#) on 16 December in Istanbul, which was attended by the Alliance's members, including private sector companies, academia and industry representatives.
- Completed national research on the glass ceiling experiences of female marketing and advertising professionals in Türkiye, gender dynamics pertaining to inequities, and perceptions of discrimination. The results of the "State of Women in Advertising and Marketing in Türkiye 2022" research were reported and shared with the industry.





# GENDER EQUALITY TODAY FOR A SUSTAINABLE TOMORROW

#IWD2022

## UN SYSTEM COORDINATION

In line with its coordination mandate, UN Women leads, coordinates, and promotes accountability for the implementation of gender equality and women's empowerment commitments across the UN system in the country. This takes place in the framework of the [UN Sustainable Development Cooperation Framework in Türkiye for 2021-2025 \(UNSDCF\)](#) which has a dedicated priority to improve women's and girls' equal access to resources, opportunities, and rights, and promote a life without violence and discrimination, as well as relevant targets under other results.

We:

- Continued to chair and coordinate the Result Group (RG) on Women's Empowerment under the UNSDCF which brings together UN agencies working to advance the above goals. Extended RG meetings engaged more than 300 government partners in order to further strengthen the relevance and effectiveness of the work of the UN in support of national priorities and in pursuit of the Sustainable Development Goals.
- Continued to take active part in the other five RGs of the UNSDCF and in the coordination mechanisms under the 3RP (Regional Refugee and Resilience Plan in response to the Syria Crisis) in Türkiye to ensure coordinated and effective implementation of commitments of the UN to equality between women and men and women's empowerment.
- Continued to lead, facilitate and monitor the implementation of the [UN Country Team System Wide Action Plan Gender Scorecard \(UNCT-SWAP\)](#) Türkiye assessment recommendations across the Scorecard's different categories. To this end, UN staff from different agencies who are responsible for monitoring and reporting improved their knowledge on gender-responsive monitoring to ensure progress against planned women's empowerment and gender equality results under the UNSDCF. Efforts were made to better monitor and take adequate actions by the UNCT to achieve gender parity at all levels of staffing.
- Organized briefing sessions and disseminated widely the [CEDAW Committee Concluding Observations on Türkiye's 8<sup>th</sup> periodic report](#) among government officials, civil society organizations, UN agencies, donors and development partners in the country.
- Organized inter-agency events such as the "Inter-Generational Dialogue on Gender Equality Today for a Sustainable Tomorrow" event on the occasion of the International Women's Day 2022, to draw attention to the climate crisis and its impacts on women and girls. 177 representatives of central and local governments, academia, diplomatic missions, trade unions, civil society organizations, and youth increased their awareness on the linkages between gender and climate change.
- Raised awareness among the UN system and national partners on the [Commission on the Status of Women \(CSW\) 66<sup>th</sup> session](#) focused on climate change, environment and disaster risk reduction and facilitated dialogue between governmental and non-governmental organizations within the framework of intergovernmental processes.



[Read the outcome document here: "Inter-Generational Dialogue on Gender Equality Today for a Sustainable Tomorrow"](#)

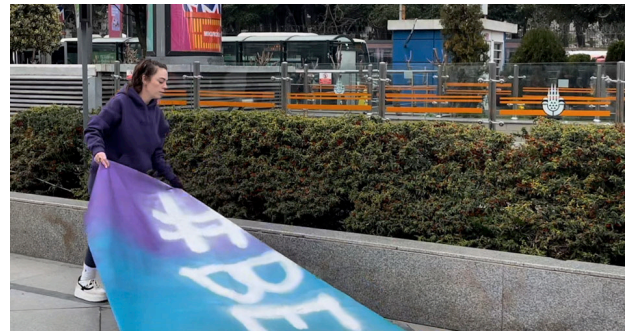


# FAMOUS TURKISH ACTOR DEMET EVGAR IS ANNOUNCED AS THE FIRST NATIONAL GOODWILL AMBASSADOR #IAMAWOMAN

On International Women’s Day in 2022, UN Women announced famous Turkish actor Demet Evgar as its first National Goodwill Ambassador in Türkiye. Advocating for women’s rights and gender equality, Evgar has been using her power to bring diverse stories of women into the limelight. Evgar called on all women to realize their own power and to create solidarity in standing against gender inequalities.

UN Women Türkiye kicked off the #IamaWoman / #BenKadınım campaign together with Evgar. The campaign brings visibility to the stories of women.

- On 7 the of March, UN Women announced Demet Evgar as the first National Goodwill Ambassador in Türkiye. In this capacity, Demet Evgar uses her power to make the real-life stories of women visible, supports them to realize their potential and speaks up for their rights.
- We kicked-off the #IamaWoman campaign with Evgar making a banner with the hashtag on it and hanging it in a public space in Istanbul. Evgar called women to realize their potential and transform society. Evgar’s banner act encouraged women across the country to create new banners with empowering messages.
- [The video showing Evgar’s act](#) went viral in a very short time and many people, including celebrities, shared it through their social media saying that they stand for women’s rights. The video reach was 92 million and was viewed 330 million times between 6 and 10 March 2022.
- The launch event of Demet Evgar’s announcement as Goodwill Ambassador was covered in prominent national and local newspapers, online media, TV, and UN Women websites and social media. 39 news articles were published in national and local newspapers with a reach of 5.7 million in printed media. 729 online media outlets and 55 TV media outlets covered the event.
- Demet Evgar joined the Istanbul Film Festival #IAMAWOMAN Talk organized by UN Women. The event gathered more than 100 students where women’s representation in filming industry was discussed. the discussion was followed by over 40,000 watchers on Instagram.
- On International Women's Day, Demet Evgar conducted an Instagram live talk with the HeForShe Advocate Kerem Bürsin to support UN Women's public advocacy efforts, which became a trend topic on Twitter and followed more than tens of thousands of fans.



 In the words of Demet Evgar: “Women should be the lead actors of their own stories”



UN Women Türkiye launched the #SheSaidNo Campaign to raise public awareness and invite all actors to stand together against intimate partner violence. With the support of our Goodwill Ambassador Demet Evgar and various celebrities, the campaign was kicked off during the 16 Days of Activism against Gender-based Violence, launching on 25 November, the International Day for the Elimination of Violence against Women, and concluding on 10 December, Human Rights Day. The campaign aimed at raising awareness of the manifestations and consequences of intimate partner violence and how to identify and act on them.

### CAMPAIGN SUMMARY IN NUMBERS

**Social media reach:** Over 3.2 million  
More than 20K new followers

**Printed Media:** 26 news pieces, 6.6 million reach

**TV:** 21 news segments, 7 million reach

**Online media:** 829 news pieces, 3.5 million reach

**Over 54,000 users took the quiz**

**8,000+ visitors to the shesaidno.info website**

- The #SheSaidNo campaign started with teasers involving a celebrity couple, Mert Yazıcıoğlu (male) and Afra Saraçoğlu (female). Yazıcıoğlu's first post, showing the back of his girlfriend Saraçoğlu's hand on Instagram with the message "She Said No," went viral on social media. The second post revealing the campaign reached over 1.8 million accounts on Instagram.
- National Goodwill Ambassador Demet Evgar came together with her castmate actor Emre Karayel after seven years to shoot a sketch for the #SheSaidNo teaser campaign. The sketches, published on Instagram, were watched 4.9 million times.



**Famous Turkish actors came together to stand against gender-based violence**

- On 25 November, the [#SheSaidNo campaign was kicked off through a launch event](#) in Museum Gazhane, Istanbul with the participation of Demet Evgar, women's rights organizations and activists, public authorities, private sector and youth. The event highlighted the critical role of civil society activists who have stood against gender-based violence and led the progress made so far.

**Watch the event video here:**  
<https://youtu.be/zXototPLCHA>

- The campaign invited everyone to take a quiz and test their knowledge on UN Women Türkiye's Instagram account and to learn more at the [shesaidno.info](https://shesaidno.info) website.
- The campaign reached thousands of people with the support of more than 50 influencers and celebrities.
- **Ankara's iconic Atakule tower and Istanbul's Yavuz Sultan Selim and Fatih Sultan Mehmet Bridges connecting Asia and Europe were lit up in orange for the 16 Days of Activism. The campaign was supported by Eskişehir, Istanbul, Ankara and Adana Metropolitan Municipalities through a total of 72 indoor and outdoor billboards including digital boards. More than 90 private sector companies and civil society organizations shared campaign assets on social media. The color orange is used around the world during the campaign, signaling world without violence against women.**

**Read the 16 Days of Activism campaign report here: Türkiye says NO to intimate partner violence with #SheSaidNo campaign**



# COMMUNICATIONS FOR CHANGE: 2022: A YEAR IN SUMMARY

## SOCIAL MEDIA

**26** million  
reach on  
social media

17.1 million last year-  
**52%** increase



### UN Women Türkiye

Instagram

Reach: 9.4M | Interaction: 227K

86,200  
followers

45%  
growth

Facebook

Reach: 1.1M | Interaction: 161K

7,200  
followers

7%  
growth

Twitter

Reach: 8.2M | Interaction: 38K

8,915  
followers

72%  
growth

### HeForShe Followers

Instagram

Reach: 3.4M | Interaction: 281K

44,406  
followers

22%  
growth

Facebook

Reach: 570K | Interaction: 17K

21,241  
followers

12%  
growth

Twitter

Reach: 3.1M | Interaction: 61K

16,858  
followers

22%  
growth

### Unstereotype Alliance

Instagram

722  
followers

launched  
in 2022

## CONVENTIONAL MEDIA



### Print media:

**977**

news pieces

**66 million**

readership\*



### Television – Radio:

**79**

news pieces

**9.3 million views:**

total number of watchers  
of the channels



### Online Media:

**10,000**

news pieces

**33 million views:**

the total number of  
visitors to the news  
website

\*Circulation of a unique newspaper multiplied by Readership per circulation (3 persons)

## Results of the survey conducted on Instagram and Twitter with UN Women Türkiye followers:

- The majority of followers express that they learn things they didn't know before.
- The majority of respondents say that their attitude has changed since they started following us.
- The majority of followers state that they share what they learn from our social media posts with people around them.
- Over half of the respondents mention that their behaviors have changed since they started following the account.
- 61% of respondents have said that they have been introduced to new people and organizations through our content.

## 2023 AND BEYOND

In 2023, UN Women will continue the implementation of its current projects while pursuing new opportunities to strengthen its impact and scale towards the achievement of objectives under its Strategic Note. Plans are underway for increasing the work on prevention and protection of women and girls from violence, in collaboration with the Ministries of Family and Social Services, Interior and Justice as well as civil society organizations and local governments. UN Women will also expand its private sector partnerships towards more in-depth support to companies to implement the Women's Empowerment Principles in a transformative and sustainable manner.

### UN Women's Response to Türkiye Earthquakes

On 6 February 2023, two devastating earthquakes struck Türkiye and Syria, killing thousands of people and injuring many others and causing widespread destruction in the South East of the country. In support of the government-led response, UN Women Türkiye, together with public authorities, civil society organizations, other UN agencies and private sector partners, mounted a swift response targeting the most at-risk women and girls.

UN Women is working towards the following results: • UN system-wide coordination and cooperation capacities for women's empowerment and gender equality in humanitarian action and in the recovery period are strengthened. • Women and girls affected by the earthquake in selected provinces receive protection services in line with their rights, needs and priorities. • Women and girls affected by the earthquake have the skills, knowledge and access to opportunities and resources for their livelihoods and leadership.

Underpinning all of UN Women's efforts is elevating women's role as leaders and agents of change rather than beneficiaries of assistance, and advocating for their full participation in the humanitarian and recovery response which needs to be based on their own identified priorities and solutions.

UN Women Türkiye is also working closely with the rest of the UN system to ensure that the overall urgent and longer-term response fully considers the needs and priorities of women and girls. In order to achieve this, UN Women advocates for women's agency and their equal participation and works towards mainstreaming their perspective across every level of the earthquake response.

Check out our [In-focus page](#) for more information.

**Fatma Yumuşak, an earthquake survivor is posing with her daughter in front of her tent market that she set up in a tent settlement in Antakya.**



Photo: UN Women / Sena Şar



UN WOMEN TÜRKİYE

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