



Sweden  
Sverige



16 DAYS OF ACTIVISM

# AGAINST GENDER-BASED VIOLENCE IN BOSNIA AND HERZEGOVINA

25 NOVEMBER - 10 DECEMBER 2023

## CAMPAIGN IN NUMBERS



**5** EVENTS  
(Sarajevo, Tuzla, Banja Luka, Mostar)



**400+** participants



### CAMPAIGN IN THE MEDIA

**239** media reports

Radio  
**5**

Print  
media  
**9**

TV  
**27**

Internet  
portals  
**198**



### CAMPAIGN ON SOCIAL MEDIA

**6** BiH illustrators

**15** illustrations

**5** reels

**5** BiH influencers

**128,766** Views

**20+** posts of different static and animated formats

**2** thematic videos

**1** campaign video



**43,568** Impressions  
**39,972** Reach



**16,289** Impressions  
**14,817** Reach



**28,182** Impressions  
**1,409** Engagement



...IMU NASILJE ZA  
BEZ IZGOVORA ZA NASILJE  
PRAVO NA ŽIVOT BEZ NASILJA - TIŠINA  
NASILJU! - ISKLJUČIMO NASILJE ZAJEDNO - I  
...Z IZGOVORA ZA NASILJE - SVAKO