



Fireflies Campaign against Gender-Based Cyber Violence



2020
Campaign Report



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CAMPAIGN FRAME

Violence against women (VAW) is a human rights violation and a universal issue that severely impacts victims/survivors, their families, and communities. It is both a cause and consequence of existing gender inequalities and power imbalances between men and women. The ongoing COVID-19 pandemic risked reversing the hard-won gains made in advancing gender equality and women's and girls' empowerment for many countries, including Turkey. During COVID-19, violence against women is manifested in different forms, including online and facilitated by Information and Communication Technology (ICT).



As a result of restrictive measures imposed due to COVID-19 and with schools and workplaces operating online, people spend more time at home and on online platforms. While there is still a lack of comprehensive global definition and data on online and ICT-facilitated violence (cyber violence), research suggests that women are both disproportionately targeted and suffer severe consequences as a result. Women and girls are subject to cyberviolence in different forms, such as physical threats, sexual harassment, stalking, cyberbullying, zoombombing, etc. Available data from some countries point to a worrying trend. Cyber harassment and cyberbullying have increased by 50% during quarantine in Australia. Simultaneously, the United Kingdom data shows that the number of complaints about visual sexual harassment doubled in March 2020. Vulnerable women and users with limited digital skills are more at risk. It is critical to address the increase of cyber violence against women during COVID-19 through concerted efforts of governments, civil society organizations, the private sector, and internet intermediaries.

FIREFLIES LIGHT THE DARK

The Fireflies Campaign draws attention to gender-based cyber violence to create a global e-solidarity network

- **to support ending online discrimination against women and girls**
- **to create safer digital spaces where they can access information, services, and rights in a dignified way and raise their voices.**

The Campaign leverages innovative technologies, in particular ICTs, to promote the empowerment of women and girls both in online and offline spaces.

Furthermore, the Campaign involves citizens as active agents in tackling gender-based cyber violence by bringing it into the public agenda through e-word of mouth and galvanizing many stakeholders, including local authorities, private companies, and public figures and organizations.

Since 2018, UN Women Turkey's 16 Days of Activism campaign has been using fireflies as a symbol.



“

*Fireflies use blinking
lights to communicate
with each other and
light the dark.*

”

Light it against cyber violence

Fireflies Campaign was run within the 16 Days of Activism framework against Gender-Based Violence Global Campaign, between 25 November and 10 December.



www.fireflies.digital



Take the test, asses your knowledge of cyber violence

See your score



Download the guideline



- What is cyber violence • its different forms
- available support

Challenge your friends to join the solidarity

Your turn!

fireflies.digital

The aim is to reach 1 million #fireflies



Between 25 November – 10 December 2020:



220.000
fireflies were lit

19.452
users further
challenged others

68.417
users took the test

9.846
users downloaded
guideline

26.829
users checked their results

Average visit duration
1.21 min.

As of February 2, 2021, **260,000** fireflies are lit.
The website will remain active until it reaches one million.

PRINTED

58 news, 9.9 million reach

ONLINE MEDIA

378 online news, 3.8 million each

TV

23 news pieces on 15 different TV channels

RADIO

5 interviews on radio





Social Media

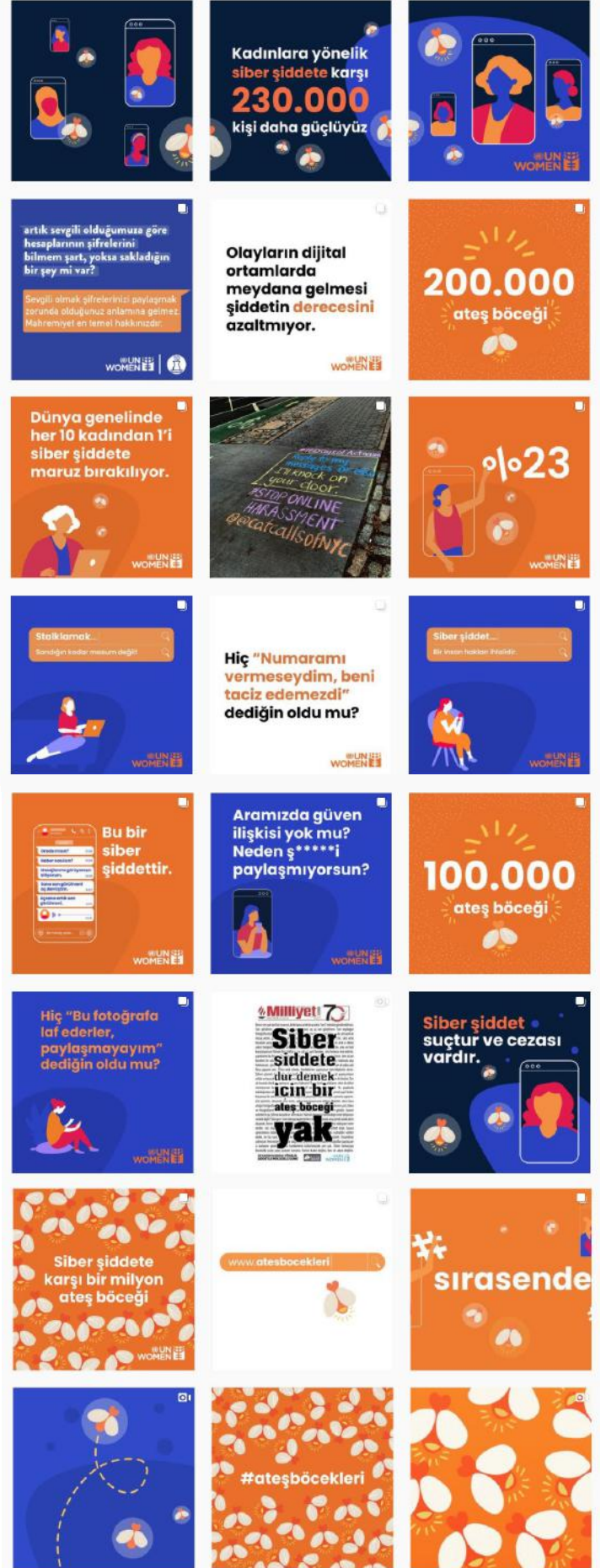
32% of the traffic to the Campaign website was from social media with **70%** from Instagram

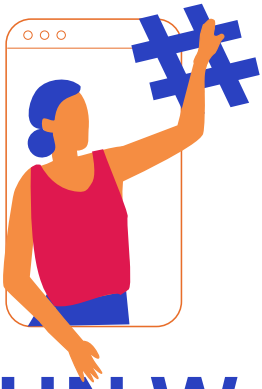
14.6 million people reached

The Campaign's video was widely promoted

#Fireflies reaching **166,000** on Twitter

UN Women Turkey collaborated with national and international social media accounts to increase the outreach of its social media campaign: [@Catcallsofnyc](#) [@Turkishdictionary](#)





UN Women Turkey *accounts:*



FACEBOOK:

- **121** new followers,
- **3.854** engagement,
- **8.261.342** impressions



INSTAGRAM:

- **7.951** new followers,
- **23.404** engagement,
- **5.184.576** impressions



TWITTER:

- **385** new followers,
- **4.859** engagement,
- **1.2 million** impressions

HeForShe Turkey *accounts:*



INSTAGRAM:

- **211** new followers,
- **5.708** engagement,
- **60.049** impressions



TWITTER:

- **111** new followers,
- **10.639** engagement,
- **1.6 million** impressions

UN Women Global *accounts:*



FACEBOOK:

- **1.105** engagement
- **47.365** impressions



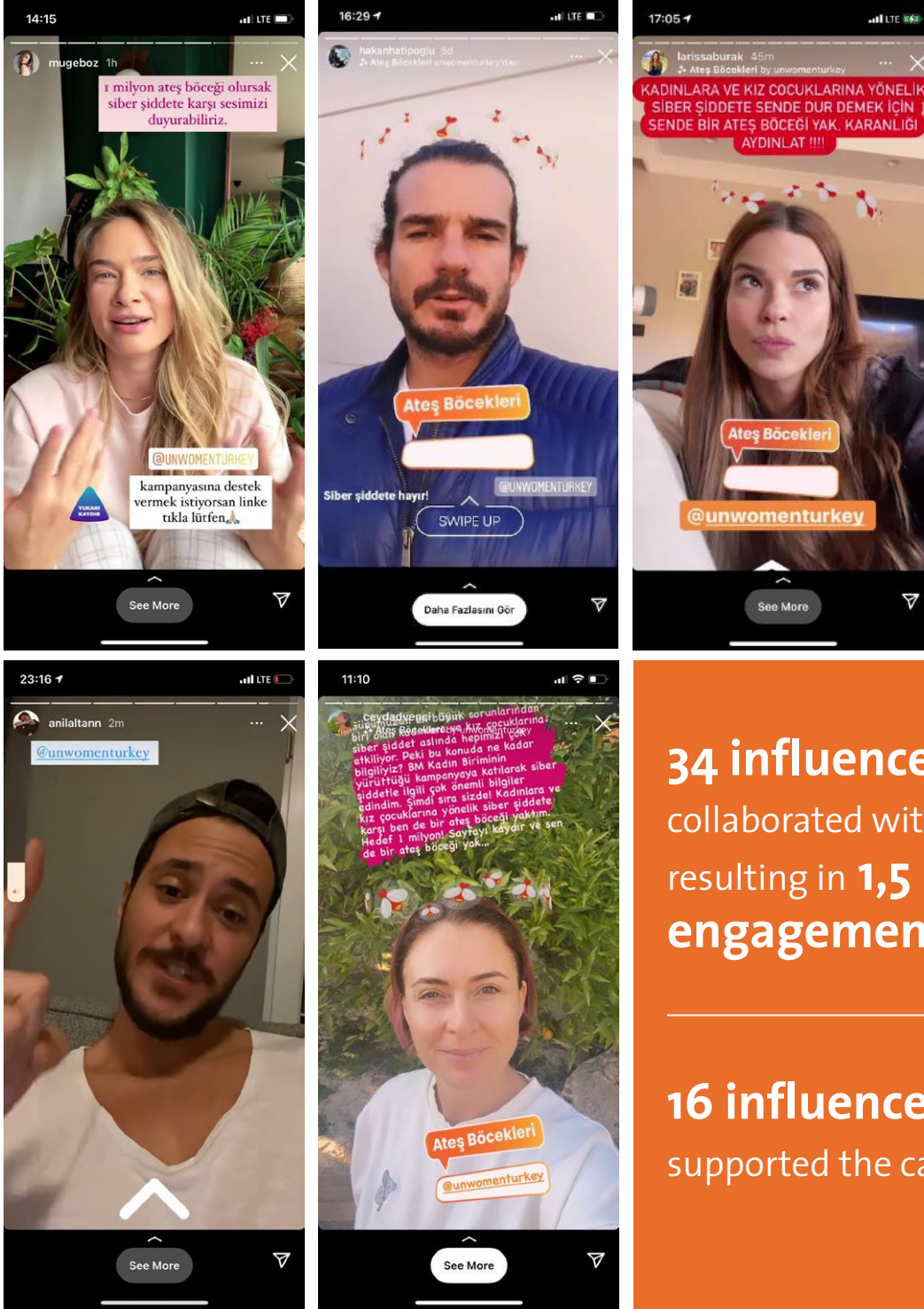
TWITTER:

- **1.088** engagement,
- **103.049** impressions



Power of e-Word of Mouth

Fireflies Campaign was supported by around **50 influencers**, celebrities, and opinion leaders with about **30 million followers**.



34 influencers voluntarily collaborated with UN Women, resulting in **1,5 million engagement**.

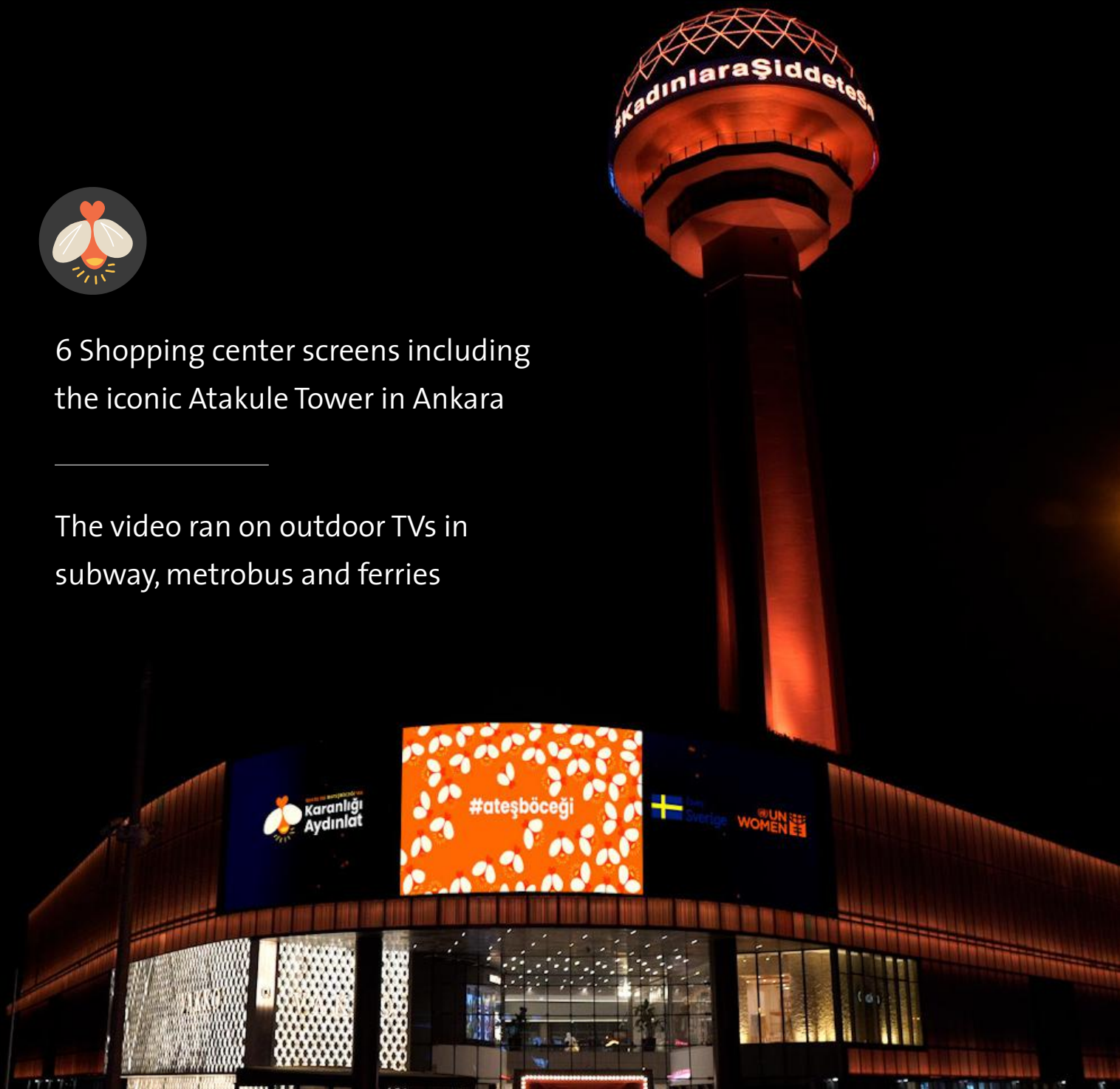
16 influencers organically supported the campaign.

Fireflies on the streets

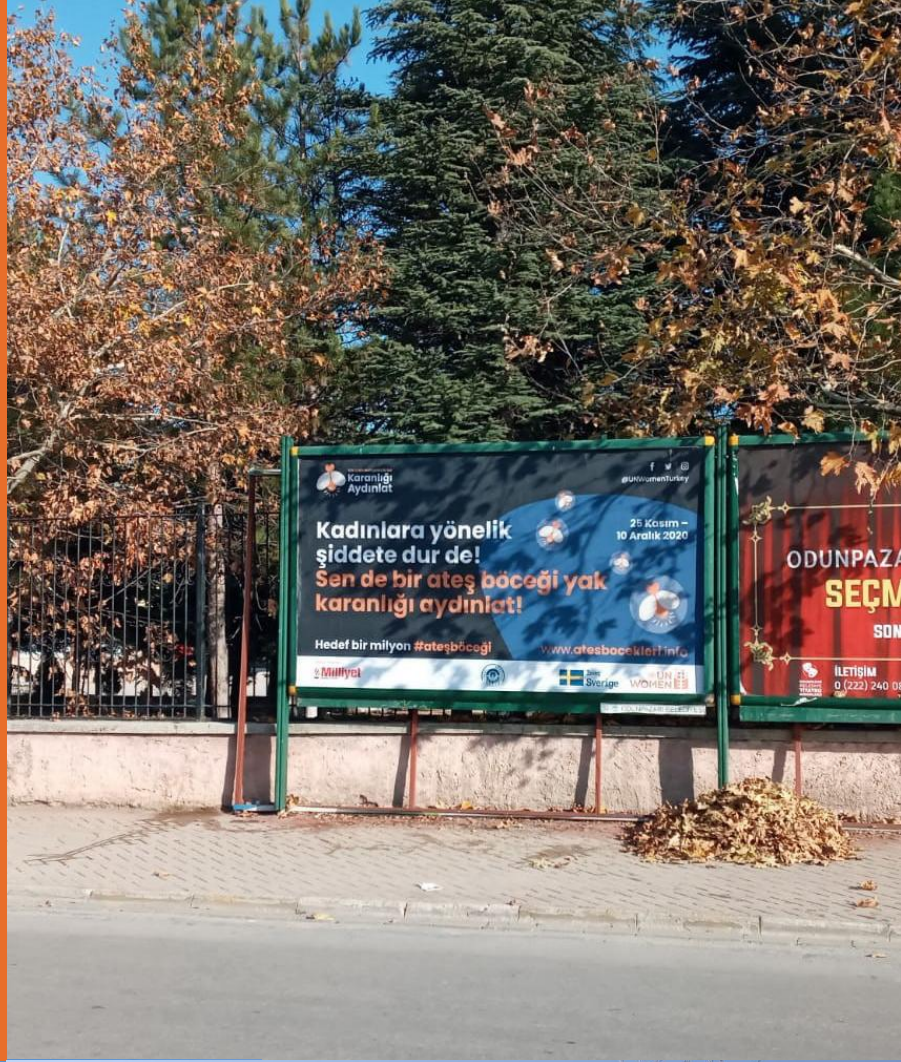


6 Shopping center screens including
the iconic Atakule Tower in Ankara

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

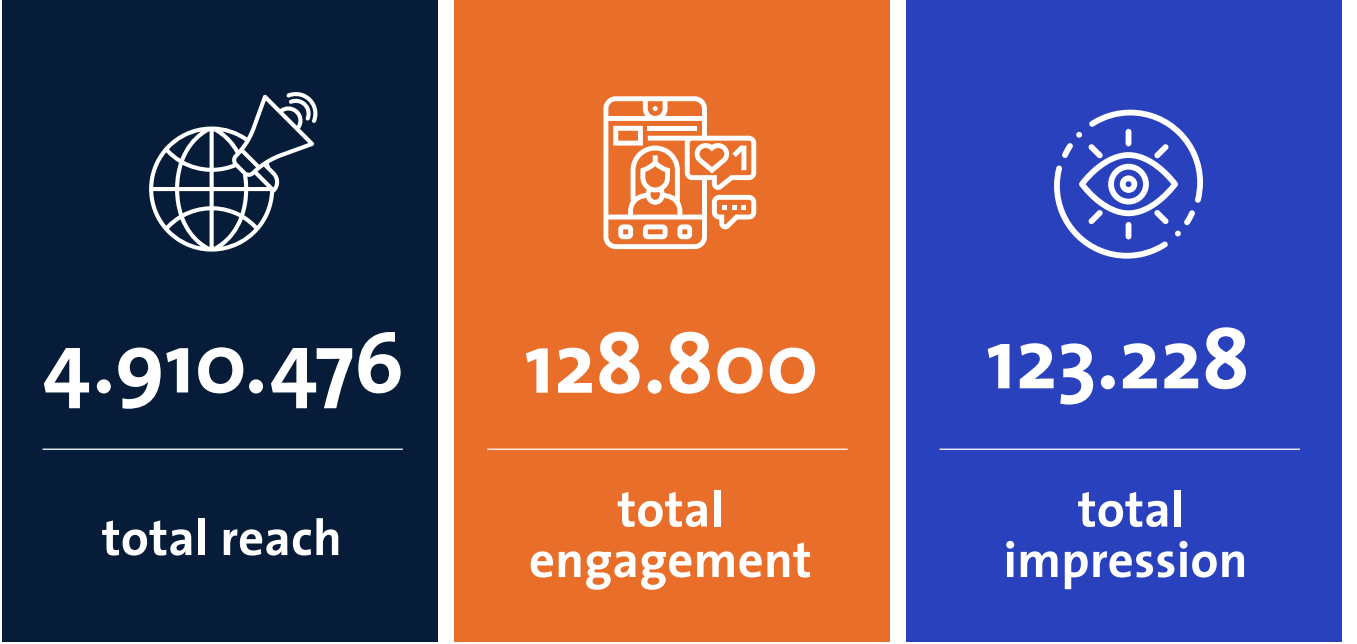


Billboard and digital screen placements in 5 municipalities

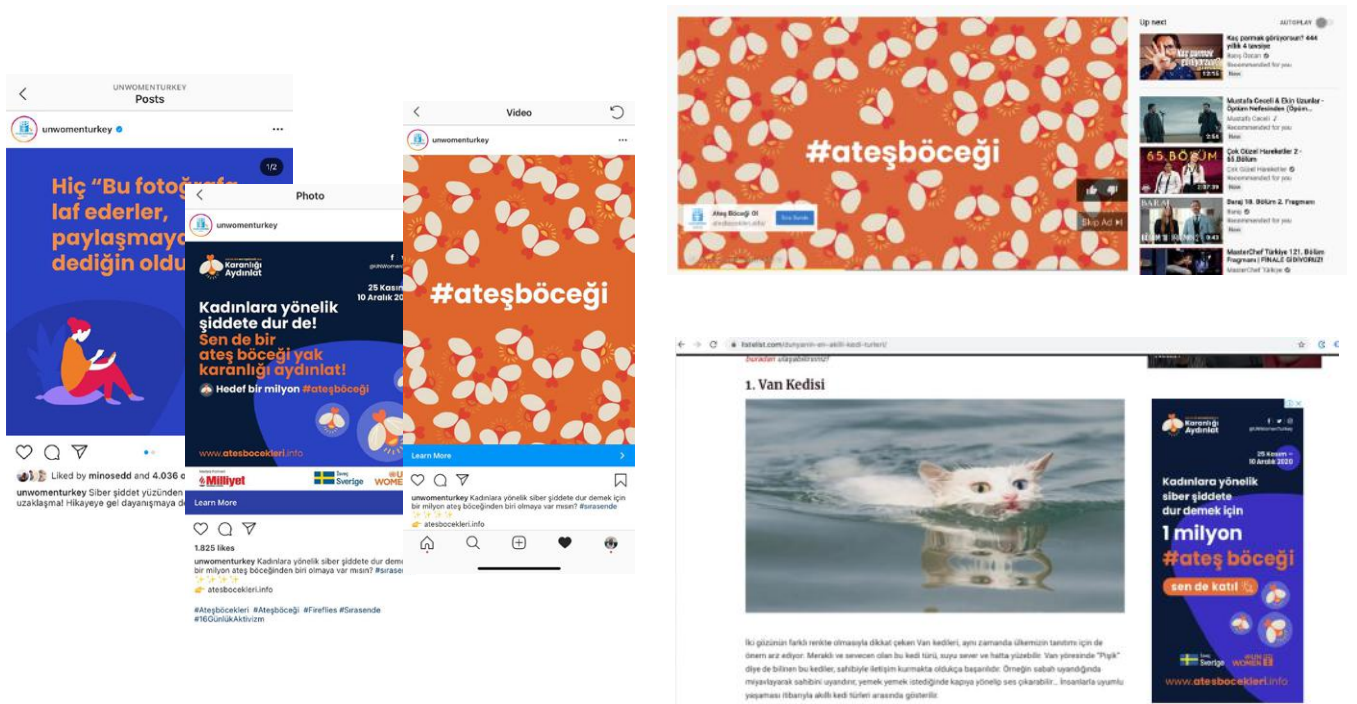


Digital Advertisement

UN Women Turkey worked with a digital advertising agency to boost the campaign on various digital channels. UN Women Turkey also received pro-bono support from WPP marketing & PR agency.



On YouTube, Twitter, Facebook, Instagram and Google



Companies called millions to join the solidarity

More than 30 private sector companies and organizations supported the Fireflies campaign. Companies promoted the campaign by inviting their employees, customers, sister companies, stakeholders, and followers on social media.

- Fenerbahçe Sports Club, Galatasaray Sports Club, Koç Holding companies, Unilever, Allianz and **25 more companies** promoted the campaign through their social media accounts.
- Koç Holding, Istanbul and Ankara power distribution companies, PwC, KPMG, Coca-Cola, Nuro Construction, Yapı Kredi, Koton and 10 more companies promoted the campaign internally and encouraged its employees to light a firefly. Koç Holding, with more than **90,000 employees**, announced the campaign through its inter-company portal. The campaign reached more than 120.000 employees through the internal communication channels of the supporting companies.
- Yapı Kredi Bank, with approximately **7.7 million customers**, sent an informative e-mail to all its customers about the campaign and invited them to join the solidarity.
- Fenerbahçe Sports Club communicated the campaign to around **8 million people**



- A hyperlinked Firefly logo was placed on companies' websites increased the traffic to the campaign's website.

ENERJİSA

**KADINLARA YÖNELİK
SİBER ŞİDDETE
DUR DEMEK İÇİN 1 MİLYON
#ateşböceği**

Sevgili Enerjisi,

Her sene Birleşmiş Milletler tarafından düzenlenen "Kadına Yönelik Şiddete Son Kampanyası", 25 Kasım Kadına Yönelik Şiddete Karşı Uluslararası Mücadele ve Dayanışma Günü'nden başlayarak, 16 gün boyunca 10 Aralık İnsan Hakları Günü'ne kadar devam ediyor.

Biz de Enerjisa olarak tüm iletişim kanallarımızda bu kampanyayı destekleyerek, kadın ve kız çocuklarının maruz bırakıldığı siber şiddete dikkat çekmek istiyoruz. Bu şiddete karşı çevrimici bir dayanışma ağı yaratmak için bu sene ekranları ateş böcekleri aydınlatacak.

Şimdi sen de kadına yönelik siber şiddete farkındalık yaratmak ve dur demek için atesbocekleri.info web sitesine gir, kadın ve kız çocukları için karanlığı aydınlat.

**İŞİMİZ ENERJİ
GÜCÜMÜZ İNSAN**

10:35

fbvoleybol

HDI SİGORTA

@unwomenturkey @huforshturkiye

Testi çözmek için ekranı yukarı kaydırın!

16:06

KOÇHUB

Kadınlara yönelik siber şiddete dur demek için 1 milyon #ateşböceği

25 Kasım - 10 Aralık 2020

Ne düşünüyorsunuz?

Akış Gruplar Uygulamalar Bildirimler Menü

YapıKredi

0850 222 0 444 644 0 444 yapıkredi.com.tr

SİZ DE BİR ATEŞBÖCEĞİ YAKIN KARANLIKLAR AYDINLANSIN!

Değerli Müşterimiz,

25 Kasım Kadına Yönelik Şiddete Karşı Uluslararası Mücadele ve Dayanışma Günü'nden başlayarak 10 Aralık İnsan Hakları Günü'ne kadar süren "19 Ölümlü Kadın - Kadına Yönelik Şiddete Son Kampanyası", her sene Birleşmiş Milletler (BM) tarafından küresel ölçekte düzenleniyor.

Bu yılki kampanyanın amacı, COVID-19 sonrası nedeniyle evlerinde ve çevrimci performansında daha fazla vakit geçiren kadın ve kız çocuklarına yönelik artan siber şiddete dikkat çekerek, beklendik yardımlar ve siber şiddetle derbasyonu mekanizmaları hakkında bilgilendirme sağlanıyor.

Siz de www.atesbocekleri.info sitesindeki testi çözerek siber şiddet hakkında bilginizi test edebilir, kampanya için karanlıklarınızı aydınlatarak men bir kızıya ulaşabilirsiniz.

Şeyher her yapışkan zıyamel kampanyanın bir milyon ateş böceği hedefine yaklaşıyor, teste verilen yanıtlar ise Birleşmiş Milletler Kadın Birim'i'ne toplumsal cinsiyet temelli siber şiddet ile mücadele konusundaki misyonare planlarını veri sağlayacaktır.

Hemen Bir Ateş Böceği Yal





UN Women Turkey supported the Global Campaign

Besides the Fireflies Campaign, UN Women Turkey supported UN Women's global 16 Days of Activism Campaign, through bolstering the global hashtags and themes, resulting in making Turkey one of the most active countries. Several Turkish celebrities and influencers supported the global campaign.

Ezgi Esma

195K followers



Ayşe Tolga

710K followers



Bartu Kucukcaglayan

620K followers



#OrangeTheWorld



Most active countries

Rank	Country	Members	Reposts	Rank	Country	Members	Reposts
1	India	764	1,477,138	11	Niger	129	279,888
2	Nigeria	367	561,256	12	Canada	121	269,465
3	United States	305	2,443,336	13	Comoros	109	276,192
4	Mexico	376	1,972,444	14	China	144	163,947
5	Kenya	357	9,235,352	15	South Africa	100	149,892
6	United Kingdom	314	908,136	16	Switzerland	123	2,222,206
7	Pakistan	256	273,284	17	Bangladesh	111	493,912
8	Uganda	229	1,514,563	18	Indonesia	104	332,343
9	Italy	223	335,774	19	Japan	93	256,965
10	Turkey	220	499,864	20	Australia	89	92,143

*All data has been retrieved from brand24.com

#GenerationEquality



Most active countries

Rank	Country	Members	Reposts	Rank	Country	Members	Reposts
1	India	2,215	9,235,352	11	South Africa	361	1,729,678
2	United States	1,586	4,747,432	12	Niger	216	459,536
3	Nigeria	1,045	403,546	13	Indonesia	203	344,987
4	United Kingdom	749	947,772	14	Kenya	159	244,736
5	Japan	691	255,236	15	Australia	129	239,893
6	Peru	455	1,394,209	16	Philippines	108	234,957
7	Pakistan	435	435,415	17	Uganda	105	234,957
8	Canada	421	245,551	18	Germany	142	238,585
9	Bahrain	372	449,901	19	France	121	80,987
10	Italy	316	255,728	20	France	103	116,824

*All data has been retrieved from brand24.com

UN Women Turkey also led the UN Gender Result Group's joint digital campaign for the 16 Days of Activism. Within the Campaign, videos were produced, galvanizing action to stand against gender-based violence. One of the videos covered the joint call of Alvaro Rodriguez, Officer-in-Charge for UN Turkey, and Asya Varbanova, UN Women Turkey Country Director, where everyone was invited to join 16 Days of Activism.



Turkey's first open-air lighting installation exhibition, 'Light the Dark' illuminated Istanbul for gender equality

First opened in 2019 at a public park in Turkey's capital, Ankara, as part of UN Women's award-winning 'Light the Dark' campaign, this year the exhibition was expanded to a public park in İstanbul as part of the leading annual art fair, Contemporary İstanbul.



Dilek Ağacı - Wishing Tree / Fırat Engin



Oyunbozan - A Killoy / Esra Koruç



Rüzgârın Fısıltısı - Whisper of the Wind / Emre Okçuer



Güvenlik Kabini - Safety Booth / Ece Kibaroglu



Yerden Yüksek - Higher Than the Ground / Hazal Ünsal

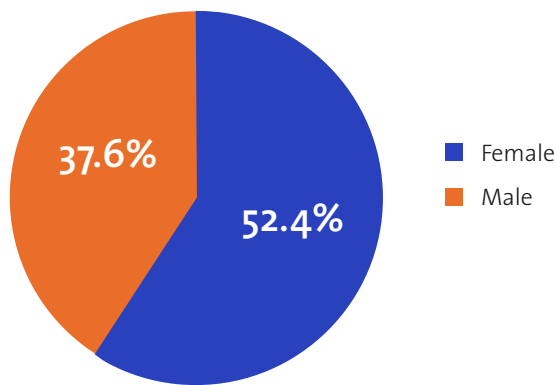


Campaign Results

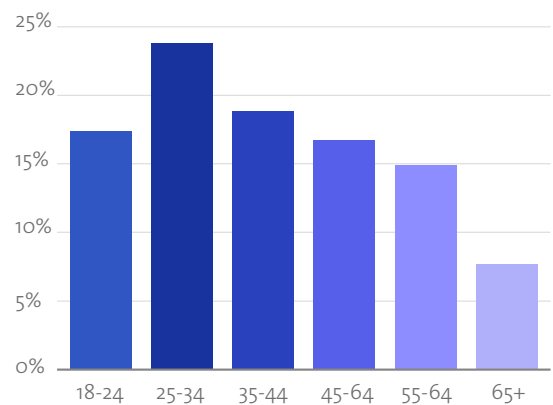
The Campaign results are based on the anonymous sex and age-disaggregated data collected through the interactive test at the campaign website and reflect the respondents' level of awareness and knowledge on cyber violence. The data is reflecting the responses given within the campaign period between 25 November – 10 December 2020. The interactive test consists of 10 questions and is designed to assess the respondent's level of awareness on online harassment and abuse, cyberstalking, online privacy, and cybersecurity. The gender and age data are collected through the interactive avatar selection function at the beginning of the interactive test, prompting respondents to select an avatar that best identifies them.

GENDER & AGE DIVIDE OF THE WEBSITE VISIT

GENDER

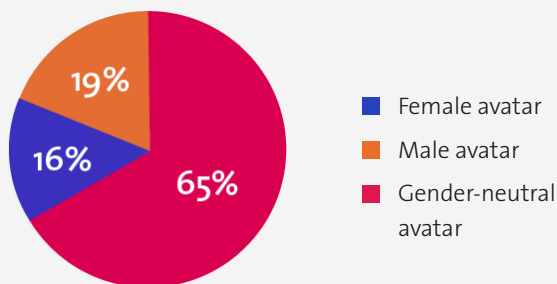


AGE

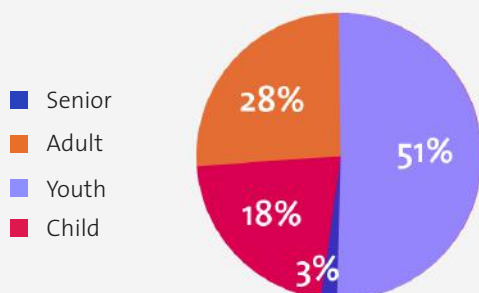


GLOBALLY 68.417 RESPONDENTS

GENDER

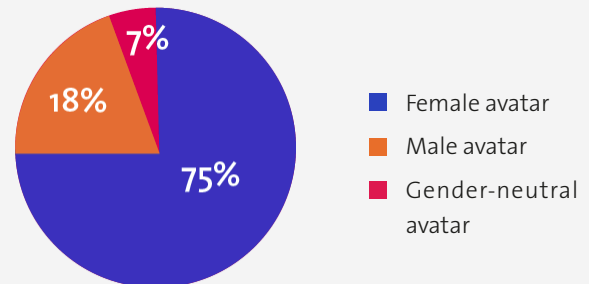


AGE

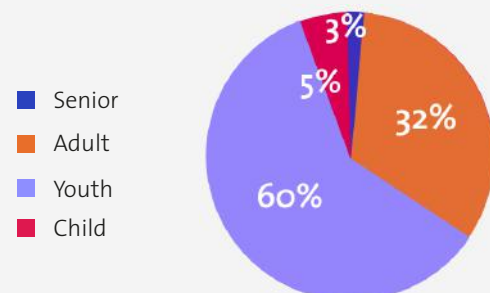


56.540 RESPONDENTS ACROSS TURKEY

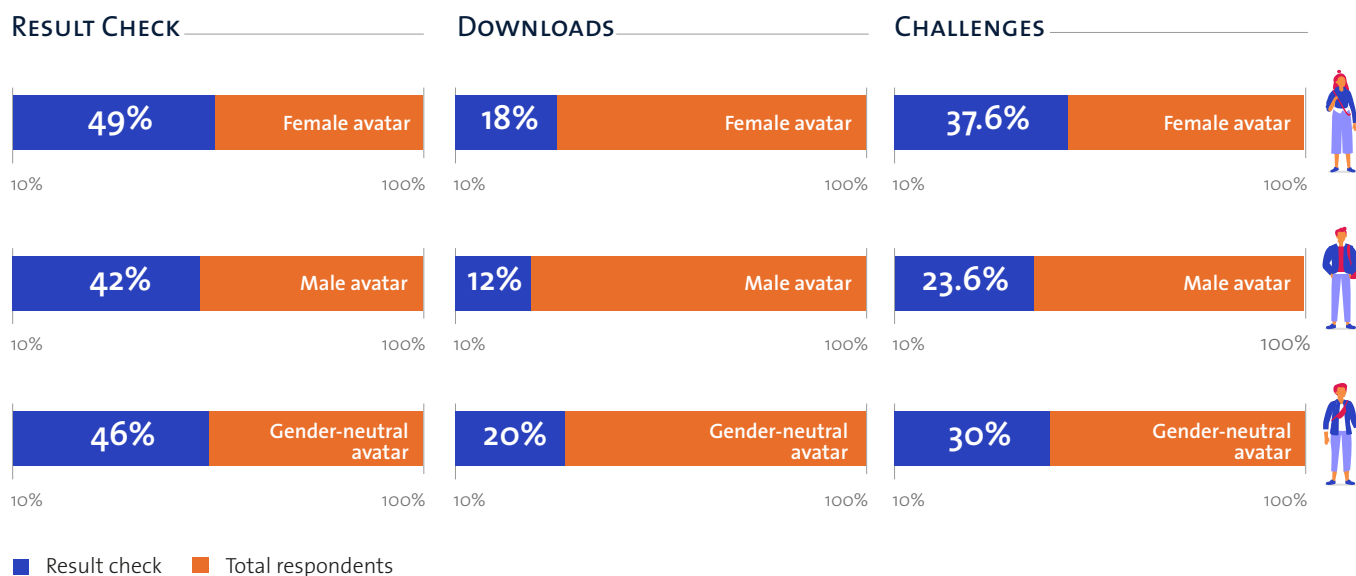
GENDER



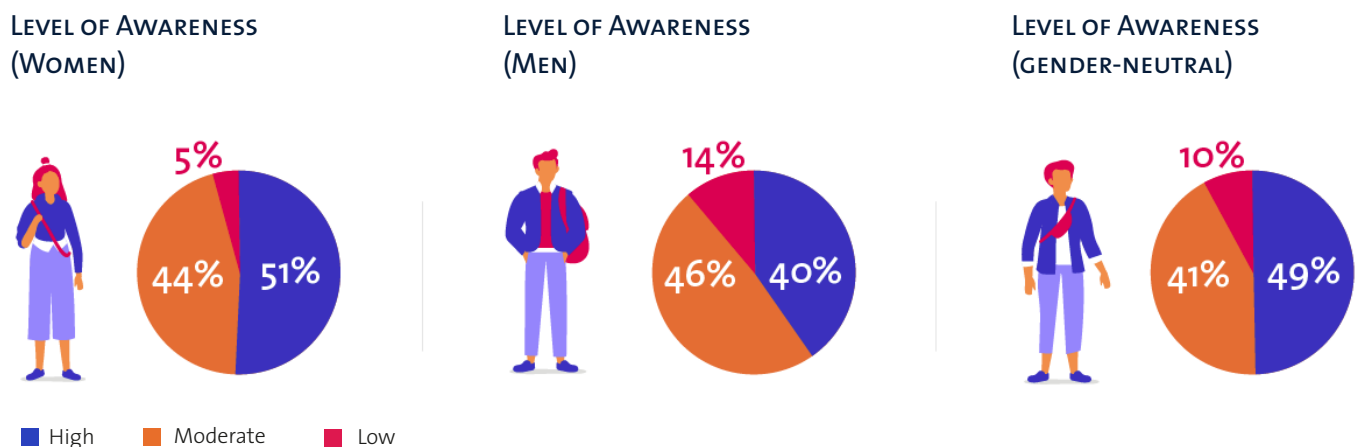
AGE



Data shows that more women than men checked their test results (78%, 16%) and downloaded the guideline (81%, 12%). The rate of result check and downloads were higher among female respondents with 49% and 19%, respectively, as compared to 42% and 12% among male respondents. Similarly, while 37.6% of all female respondents further challenged their friends, the rate was 23.6% among male respondents. The result check (46%), download (20%) and challenge (30%) rates were relatively higher among those who identified with the gender-neutral avatar.



Female respondents were keener on learning further about and increasing awareness on cyber violence. This is especially true for young female respondents who has higher download (19%) and result check (50%) rates as compared with young male respondents (13%, 48%). While this is also true for adult female respondents who has a higher download rate (20%) as compared with male adult respondents (17%), the result check rate is higher among adult male respondents (64%) when compared with adult female respondents (46%).



Female respondents had a higher level of awareness overall with only 5% scoring low on the interactive test as compared to 14% among male respondents.

While the majority of female respondents had a high level of awareness (51%) on cyber violence, the majority of male respondents had a moderate level of awareness (49%).

Other key findings

**MORE WOMEN
(81%)**

**THAN MEN
(70%)**



report online harassment cases.

Even though men recognize online harassment, they do not report it.

The majority of both women and men are concerned about their privacy and recognize privacy violation as cyber violence. However,

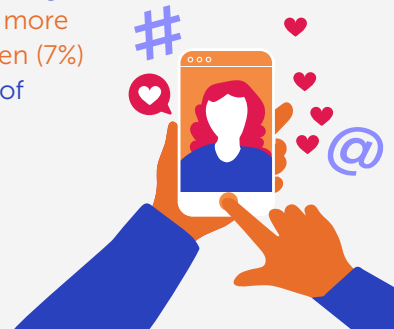
**more women (38%)
than men (28%)
report violation of
privacy cases.**



**Most respondents do
not perceive online
partner harassment
as 'love' and would
warn their partners.**



**More women (88%) than men (78%)
consider constant messages as a form of
cyber-stalking. While more
men (14%) than women (7%)
men view it as a sign of
being connected.**



**More men
(21%) than
women (14%)**

normalize online harassment against women politicians and would not report it.

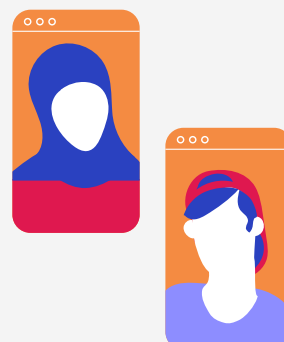


Men are twice as conservative as women and think influencers should be more careful about what they post on social media to eliminate cyber-violence. More women (72%) than men (68%) consider online harassment against influencers as cyber violence.

**More men (21%)
than women (9%)**



consider sharing profile passwords as a sign of trust between partners. In contrast, **more women (90%) than men (76%)** view this as a violation of privacy – cyber violence.



**Both women and
men think anyone,
regardless of gender,
can be the victim of
cyber-violence.**

Next steps



Fireflies Campaign will continue until it reaches to one million fireflies.



In order to increase the ratio of male and global data the campaign may be promoted within specific target groups.



Awareness raising sessions on cyber violence should be conducted specifically for men and boys.



Gender based cyber violence should be included in masculinity studies and covered by projects targeting gender equality through male engagement.



The cyber-violence guideline should be widely promoted and reach diverse target groups.

We would like to offer special thanks to campaign supporters:

[Allianz](#) | [Fenerbahçe SK](#) | [IChild](#) | [Kanal D](#) | [Koç Holding](#) | [Koton](#) | [Nurol Holding](#) | [PwC](#) | [Simple](#) | [Unilever](#) | [Yapı Kredi](#) | [Yeşim Tekstil](#)
for their close cooperation and support that they mobilized through mainstreaming the campaign in their corporate 16 Days of Activism communications within their entire network including their employees and customers.

[Arya Women](#) | [Ataker Sigorta](#) | [Atakule](#) | [Aygaz](#) | [Aygaz Tüpgaz](#) | [ECPAT Türkiye](#) | [EnerjiSA](#) | [Eti Gıda](#) | [Ford Otosan](#) | [Galatasaray SK](#) | [Global Compact Türkiye](#) | [IZIKAD](#) | [Kantar](#) | [Kızlar Sahada](#) | [KPMG](#) | [Mayen](#) | [Özay Avukatlık Bürosu](#) | [Radyo Bilkent](#) | [Radyo ODTÜ](#) | [Realworks](#) | [Seğer](#) | [SES Derneği](#) | [Sosyal İklim Derneği](#) | [Tekfen Holding](#) | [Tofaş](#) | [Ulusal Gönüllülük Komitesi](#) | [Vier Partners](#)
for providing support through their social media accounts and dissemination of the messages to a wider audience.

Fireflies Campaign against Gender-Based Cyber Violence

2020 Campaign Report

The campaign and this report aim to contribute to the available literature and data on cyber violence against women and girls in Turkey and worldwide. UN Women aims to further use these findings to contribute to developing studies, projects, and programmes to tackle gender-based cyber violence.

Campaign results are not based on a scientific methodology. The results are based on the data gathered from citizens who have heard about the campaign. Thus, the results cannot be generalized and reflected as research data. The data obtained from the report can in no way be taken to reflect the views of UN Women.

The campaign was conducted with the generous contribution and support of Sweden through Swedish International Development Cooperation Agency (SIDA). The views expressed in this publication do not necessarily represent the views or the official position of Sweden.

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