



## Concept Note

### *Orange the World: #HearMeToo* *UNiTE to End Violence against Women Campaign's Initiative for* *16 Days of Activism to End Gender-Based Violence*

**25 November – 10 December 2018**

#### **1. BACKGROUND**

The 16 Days of Activism against Gender-Based Violence is an international campaign that takes place each year. It commences on 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day. It was originated by activists at the inaugural [Women's Global Leadership Institute in 1991](#) and continues to be coordinated each year by the [Center for Women's Global Leadership](#). 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.

In support of this civil society initiative the 16 Days of Activism, under the leadership of the UN Secretary General, António Guterres, the United Nations Secretary-General's UNiTE to End Violence against Women Campaign (UNiTE), calls for global action to increase awareness, galvanise advocacy efforts and share of knowledge and innovations.

In recent years, the UNiTE campaign has utilized the colour orange to represent a brighter future, free from violence against women and girls, as a unifying theme running through all of its global activities.

#### **2. UNiTE CAMPAIGN THEME AND OBJECTIVES FOR 16 DAYS OF ACTIVISM (2018)**

For far too long, impunity, silence, stigma and shame have led to an entrenched endemic of this human rights violation around the world. However, in recent years, the drive for change has garnered more visibility due largely to the determination and bravery of grassroots activists and survivor advocates, including #MeToo, #TimesUp, #Niunamenos, #NotOneMore, #BalanceTonPorc, among others. Advocates understand that while the names and the contexts

may differ across geographic locations, economic and social contexts, one common theme runs deep. Women and girls are experiencing extensive abuse and violence and their stories need to be brought to light.

This is why the UNiTE Campaign's global advocacy theme year is:

### *Orange the World: #HearMeToo*

The theme and activities of the UNiTE Campaign in 2018 under the global banner *Orange the World: #HearMeToo*, will aim to mobilise all UNiTE networks, the UN system, government partners, civil society, schools and universities, private sector, sports associations and individuals to stand in solidarity with survivor advocates and women's human rights defenders who are working to prevent and end violence against women and girls.

Under the theme *Orange the World: #HearMeToo*, the UNiTE partners are encouraged to host events with local, national, regional and global women's movements, survivor advocates and women human rights defenders and create opportunities for dialogue between activists, policy makers and the public. These events may take place through physical as well as through online platforms. Creative mediums and the arts may be used to support storytelling and advocacy through the voices of the women and girls.

As in previous years, the colour orange will be a key theme unifying all activities, with buildings and landmarks lit and decorated in orange to bring global attention to the initiative.

#### **Timing of UNiTE Advocacy and Objectives for 2018:**

In order to build a momentum in engagement with all of our partners and movements around the world, to provide more time to create meaningful opportunities and secure very specific commitments, this year **our advocacy as relevant to 16 Days of Activism will commence on 25<sup>th</sup> September (Orange Day)**. The *Orange the World: #HearMeToo* theme and the hashtag will be announced and launched by our Executive Director with following objectives:

1. **Amplify the voices of diverse women's movements** across geographic locations and sectors working to prevent and end violence against women.
2. **Advocate for specific changes** within institutions and workplaces, including within the UN system, private sector organizations, education institutions, civil society organizations and governments to promote gender equality and end violence against women.
3. **Call for specific financing commitments** in national efforts to prevent and eliminate violence against women and girls.

## **Main Principles of UNiTE Advocacy:**

1. **Honour and acknowledge women's movements and their leadership** in 16 Days of Activism in preventing and ending violence against women and girls.
2. **'Leave No One Behind': apply a human rights-based approach** and focus attention on the most underserved and disadvantaged groups of women and girls in efforts to prevent and end violence against women and girls.
3. **Survivor-centred: take a respectful and 'do no harm' approach** to the telling and retelling of survivor stories, only with their permission and under the conditions in which they have agreed to<sup>1</sup>. This principle is vital for the engagement of survivor advocates in activism. All UNiTE partners must ensure that survivor advocates' rights, safety, dignity and confidentiality are upheld.
4. **Multi-sectoral: everyone in society has an important role to play in ending violence against women and girls** and we all must work together across sectors to address the various aspects of violence against women and girls.

## **All UNiTE partners, including UN agencies, civil society, private sector, sports associations, youth groups, universities and schools are encouraged to:**

- Hold 'listening events' with survivor advocates, women's movements, and women's human rights defenders. Create opportunities for dialogue between activists and policy makers, private sector organizations and the public. Discuss the need for inclusive policies and programming for preventing and ending violence against women and girls.
- Feature stories from activists and survivor advocates through print and digital platforms. Explore creative and innovative approaches, such as through the medium of documentary, exhibitions, digital and print media. This could be done in partnership with NGOs and partners in the creative arts sectors.
- Tell stories of how your organization is supporting activists and survivor advocates.
- Run an online and offline awareness raising campaign under the theme *Orange the World: #HearMeToo* during the 16 Days of Activism to stimulate public conversations and educate the public on what individuals and organisations can do to end violence against women. Under the theme, all UNiTE partners are encouraged to light their physical spaces including their workplaces and monuments, online spaces such as the website, and to wear the colour orange.

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<sup>1</sup> For more information, please refer to [Ensuring survivor-centred and empowering approaches](#) , [Survivor-centred approach](#) , at [the UN Women's Virtual Knowledge Centre to End Violence and Women and Girls](#) , in addition to [the Essential Services Package for Women and Girls Subject to Violence: Core Elements and Quality Guidelines](#)

<b>Key Dates</b>	
September	<p>Announcement of <i>#HearMeToo</i> by the UN Women Executive Director on 25 September via social media.</p> <p>All UNiTE partners are encouraged to promote the <i>#HearMeToo</i> theme from the moment of the launch date.</p>
October	<p>Under <i>Orange the World: #HearMeToo</i> theme, UNiTE partners are encouraged to organize awareness raising activities in support of or in partnership with members of their national movements, women’s human rights defenders and survivor advocates, especially on the 25<sup>th</sup> of October which is Orange Day.</p>
November	<p>25 November - International Day for the Elimination of Violence against Women – commencement of 16 Days of Activism.</p> <p>The United Nations Official Commemoration for the Elimination of Violence against Women will be held at the United Nations Headquarter Building in New York.</p> <p>From 25 November to 10 December, UNiTE partners are encouraged to organize awareness raising activities daily under the theme of <i>Orange the World: #HearMeToo</i>.</p> <p>29 November – International Women Human Rights Defender Day. UNiTE partners are encouraged to showcase stories and support women human rights defenders.</p>
December	<p>1 December – World AIDS Day. UNiTE partners are encouraged to raise awareness about gender-based violence against people living with HIV/AIDS.</p> <p>10 December - International Human Rights Day which marks the conclusion of the 16 Days of Activism.</p>

### **3. WORKING WITH SURVIVORS OF VIOLENCE ON THE CAMPAIGN**

[Survivor-centred approach](#) is to engage with survivors of violence with respect, where their consent, safety and confidentiality are upheld. Please always keep in mind special care and

consideration to survivors of violence to ensure that they have given permission for their stories to be used for campaign activities and whether an alias is required. For more information, please refer to [Ensuring survivor-centred and empowering approaches](#).

#### **4. MEASURING THE SUCCESS OF THE CAMPAIGN**

As part of the advocacy campaign planning phase, it is useful to develop indicators that will measure progress toward your advocacy campaign objectives and goal, which will help to determine what information and data to collect. Below are some guiding questions to consider for the planning of the campaign<sup>2</sup>.

- How is the advocacy activity going to bring about change? What changes are expected? When and where are changes expected to occur?
- What data is needed to effectively monitor the campaign and to learn from it?
- Where and how can the data be obtained?
- How can data be effectively and efficiently analyzed?
- How can members of the target audience or beneficiaries be included to ensure a participatory monitoring process and build extra momentum for the advocacy (before and after the implementation)?

For more information, please refer to the following tools and resources:

[UN Women Campaigns to End Violence against Women and Girls](#)

[UNICEF Advocacy Toolkit](#)

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<sup>2</sup> Adapted from Raab M. et al. (2011). [Campaigns to End Violence against Women and Girls](#), UN Women.