

**YOU ARE INVITED TO**

**“ORANGE THE WORLD:  
RAISE MONEY TO END VIOLENCE AGAINST  
WOMEN”**

**International Day for the Elimination of Violence against Women**

**16 Days of Activism**

**25 November – 10 December 2016**

The UN Secretary-General’s UNiTE to End Violence against Women Campaign invites governments, UN agencies, civil society organizations and individuals from all countries to mark the days between 25 November and 10 December (the 16 Days of Activism Against Gender-Based Violence) by raising resources for initiatives that aim to prevent and end violence against women and girls.

Our UNiTE campaign theme this year is:  
**“ORANGE THE WORLD: RAISE MONEY TO END VIOLENCE AGAINST WOMEN”**

Join us, take action, keep the world orange throughout 16 Days, and call for political commitments to be matched with specific ACTION of adequate FUNDING to prevent and end violence against women and girls worldwide.

## 1. Background

The **16 Days of Activism Against Gender-Based Violence** is an international campaign which takes place each year and runs from **25 November (International Day for the Elimination of Violence against Women)** to **10 December (Human Rights Day)**, also encompassing other important key dates. Widely known as the “16 Days Campaign”, 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. It was originated by the first Women's Global Leadership Institute in 1991 and is coordinated by the [Centre for Women's Global Leadership](#).



Niagara Falls, both American and Canadian Horseshoe falls, bathed in orange light on 24 November 2015. Photo: UN Women/James Neiss

In support of this civil society initiative, each year, the United Nations Secretary-General's campaign UNiTE to End Violence against Women calls for global action to increase worldwide awareness and create opportunities for discussion about challenges and solutions. [In 2015](#), the UNiTE campaign called on governments, UN entities, civil society organizations and individuals across the world to “orange the world” to raise public awareness about the issue

of violence against women and girls. As the official colour of the UNiTE campaign symbolizing a brighter future free from violence against women and girls, the colour orange was once again a uniting theme throughout all events. The initiative called on all people in all parts of the world to orange the world and step up the efforts to eliminate violence against women and girls.

## 2. 2016 Call to Action - Orange the World: Raise Money to End Violence against Women

In 2015, a new global development agenda was accepted by all countries and is applicable to all. Through its 17 goals, the [2030 Agenda for Sustainable Development](#) guides global policy and action for the next 15 years. The Agenda recognizes gender equality and the empowerment of women as a key priority and pledges that “no one will be left behind”. Goal 5 of the agenda aims to “Achieve gender equality and empower all women and girls” and includes ***specific targets to eliminate all forms of violence against women and girls***. For the first time, ending violence against women and girls has become a core part of the global development agenda.



Women dressed in orange take part in the March of Black Women against Violence and Discrimination in Brazil. Photo: UNDP/Tiago Zenero

However, despite the international community's visible interest and political will to address the global pandemic of violence against women and girls, there is still a lack of adequate and sustained resources to translate the national efforts into effective programmes and practices that make positive changes in the lives of women and girls. The gap between binding commitments, laws and policies in place and the lived experiences of women and girls who should

benefit from them is still far too wide. Therefore, acknowledging the imperative of addressing violence against women must be followed by securing adequate and durable resources to increase efforts to prevent violence, provide survivors with access to available essential services and to justice, and ensure that laws and policies are implemented to real effect.

**This is why the UN Secretary-General's UNiTE to End Violence against Women Campaign invites governments, UN agencies, civil society organizations and individuals from all countries of the world to mark the days between 25 November and the 10 December (the 16 Days of Activism) by coming together to raise resources for local and national initiatives that work to prevent and end violence against women and girls.**

### **3. Campaign outreach ideas**

Last year, as part of the initiative “Orange the World: End Violence against Women”, “orange”-related activities were organized in more than 90 countries around the world and more than 311 million people were reached through social media sparking a global conversation, new commitments and initiatives. To mention just a few examples, last year we “oranged” the Niagara Falls both on the American and Canadian sides, the National Monument of Pakistan, the UNESCO World Heritage archeological site of Petra in Jordan, the Peace Palace in the Hague, Netherlands, and Brazil's Presidential Palace. A wide variety of online and offline events were held, from educational programmes on campus to UN seminars, from theatrical performances to photo exhibits.

To further increase global awareness this year, we will continue to light up iconic buildings in orange around the world in the 16 Days of activism period. But this year, we want the initiative to be even bigger and much, much brighter, bringing the message of zero tolerance for violence against women and girls to new communities, spaces and audiences.

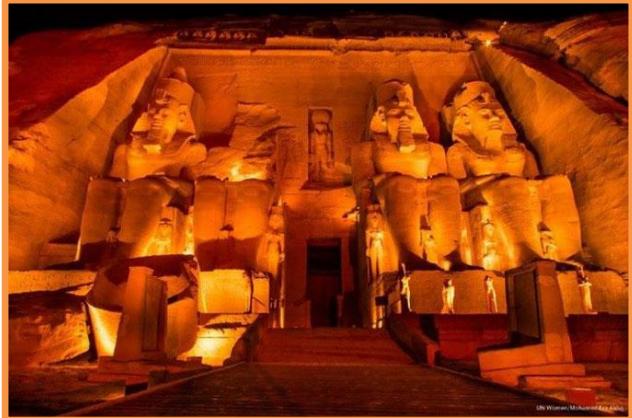
**And, we want to give a big and concrete push to financing  
to end violence against women and girls.**

JOIN US - keep the world orange throughout the 16 Days and raise funds to end violence against women!

**Please find below some ideas and guidance to assist your planning:**

**a. Engage your government!**

- Reach out to government leaders to join you in making possible the lighting and “oranging” of iconic buildings in your communities, town and cities.
- Encourage your government to “orange” its various departments and embassies around the world.
- Advocate for your government to make a concrete pledge during 16 Days of Activism for a new or an increased funding allocation for initiatives aiming to prevent and end violence against women and girls, including for providing quality essential multi-sectoral services to survivors.
- Invite parliamentarians to organize a public discussion about the need for sustainable financing and to issue messages to mark the occasion and demonstrated commitment to providing concrete resources.
- Invite government representatives to show their support for the campaign by wearing orange clothing during each of the 16 Days of Activism and by exchanging on the issue.
- Find out which activities your government is planning for the 16 Days of Activism and use this period as an opportunity for discussion on the issue, to review progress in preventing and ending violence against women and girls, and to announce new ACTIONS and the need for increased allocation of FUNDS.



The Abu Simbel Temples in Egypt, went orange to show support for ending violence against women. Photo: UN Women

**b. Make it visible, make it ORANGE!**

- Light and decorate in orange your country, city, or communities' iconic buildings, landmarks and statues.
- Make orange advertising spaces on billboards, screens or in magazines to spread the message.

- Organize an “orange” march through the centre of your city, town or village and declare the space an “orange zone”.
- Organize “orange” marathons, flash mobs, dance parties, or bicycle rides. Find out from your local authorities whether there is a space you could arrange to be decorated with orange graffiti and messages.
- Find out what relevant meetings or conferences are taking place in your country during the 16 Days of Activism and invite the organizers to “orange” the meeting spaces and dedicate an item in the agenda to a discussion about violence against women and girls.
- For more inspiration, look back at how we “oranged” the world last year:  
<https://www.flickr.com/photos/unwomen/albums/72157660559082157>

**c. Raise money for the cause!**

- Organize fund raising activities and events to benefit UN Women’s work on ending violence against women and girls. *More information and suggestions for fundraising ideas and activities will be provided in the Orange Fundraising Toolkit which will be sent out in July 2016.*
- Invite private sector corporations and local businesses to sponsor the initiative, a shelter, a community prevention programme, or simply donate to an ongoing or a new work on ending violence against women. Reach out to partner organizations TODAY to start planning for fundraising activities.



Over 50 tuk-tuks taking part in the Orange Day parade in Phnom Penh.  
Photo: Mariken B. Harbitz/UN Women Cambodia

- Consider organizing events outside “usual” spaces for activism. Explore for instance the possibility of organizing activities outside capitals in smaller towns or rural areas and reaching out to new audiences by organizing activities in spaces such as sports clubs, places of worship,

shopping malls, banks, police stations, hospitals, market places and bus stations. Make them orange!

#### d. Orange the media!

Inform media networks and communicators, such as local and national journalists, media icons, bloggers, and television presenters about the initiative “*Orange the World: Raise Money to End Violence against Women.*” Invite them to produce articles, to invite relevant guests and organize TV and radio shows and discussions, documentaries and news features on particular issues of local or national relevance relating to violence against women and girls, including showcasing the results of the work undertaken by innovative organizations to end violence against women and girls, or particular obstacles faced by organizations in the conduct of their work.

#### e. Orange cyber space!

- Orange your social media accounts and websites during 16 Days of Activism and invite partner organizations to do the same!
- Invite persons of influence and high profile personalities to show their support for the campaign by wearing orange clothing and reaching out to their followers with campaign messages and sharing pledges of their own personal actions.
- Consider partnering with mobile phone networks to send out text messages in recognition of the occasion or even organizing mobile phone giving.
- Join the conversation online and watch out for content shared through the hashtags #orangetheworld and #16days on the topic.

**KEEP UP THE MOMENTUM THROUGHOUT THE 16 DAYS OF ACTIVISM!**

Don't forget: 'Orange the World: Raise Money to End Violence against Women' will last **16 days**. This year we again want to keep the world orange throughout **16 Days** so we invite you to consider organizing your activities not only on 25<sup>th</sup> November but on the other days as well.

## 4. Tell us what you are planning

Please share your plans and help us show how we are "oranging" the world. Throughout the 16 Days and as some iconic buildings will be lit in orange and each country will organize its "orange"-related activities, we will light the country in orange on our "Orange Map of the World".



The Peace Palace in The Hague, Netherlands, was lit in orange on 24 October 2015. Photo: Audiovisuele Media/Sjaak de Groot

We want to hear what you have planned and would love to receive your photos, messages and videos. The most creative "orange" photos will be displayed on UN Women's Flickr account at the end of the 16 Days of Activism. If you would like to gather more information on "*Orange the World: Raise Money to End Violence against Women*" or to tell us what you are "oranging", please contact Anna Alaszewski at the UNiTE Campaign Global Secretariat

(anna.alaszewski@unwomen.org).

## 5. Social media

**A comprehensive social media package with images and messages in English, Spanish and French will be provided in advance. Please use these and share them with partners.**

The UNiTE campaign uses Twitter, Facebook, YouTube and Flickr:

- Twitter: [https://twitter.com/SayNO\\_UNiTE](https://twitter.com/SayNO_UNiTE); hashtags: #orangetheworld, #16days.  
Facebook: <http://facebook.com/SayNO.UNiTE>  
YouTube: <http://youtube.com/saynotoviolence>  
Flickr: <http://flickr.com/photos/saynotoviolence>  
UNiTE website: <http://endviolence.un.org/>



Singers perform during the kick-off of the 16 Days to Activism against Gender-Based Violence in Dakar, Senegal.

## 6. Advocacy and Communications

### Materials

- UNiTE Brochure: A Promise is a Promise:  
[http://endviolence.un.org/pdf/UNiTE\\_Brochure\\_EN\\_small](http://endviolence.un.org/pdf/UNiTE_Brochure_EN_small)
  - UNiTE Campaign video: A Promise is a Promise:  
<http://www.youtube.com/watch?v=5yvT85TitEI>
  - The Virtual Knowledge Centre to End Violence against Women and Girls: <http://www.endvawnow.org/>
  - Posters will be sent in May 2016.
  - Orange Fundraising Kit (in English, French and Spanish) will be sent in July 2016.
- Social media package, video messages, and key messages will be distributed by the end of October 2016.