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E-NEWS

MAY 2014

# Looking back: the year we orangeed the world!

In March last year, during its 57th session and over the two weeks of discussions and negotiations, the Commission on the Status of Women strongly condemned all forms of violence against women and girls, agreed on measures to prevent and eliminate violence against women and girls, and created a strong agreement of intent through the Commissions' **agreed conclusions**.



Brazil. Photo: Rosenberg Cordeiro

Throughout 2013 and building on the CSW, UNiTE focused its advocacy on highlighting these conclusions through its **Orange Day**, the 25th of each month, drawing attention to issues raised and the urgency to follow up on agreements made. Through Orange Day, which had a different thematic focus each month, the campaign highlighted issues including violence against women and girls in the workplace, in the home, in conflict, and in state custody and care.

Many of UNiTE's partners joined in and supported Orange Day. For example, in October, UN entities and partner organizations took to the streets to call for safe public spaces for

women and girls. In Kigali, Rwanda, together with **UN Women**, municipal leaders and civil society organizations marched through the city centre under the banner 'I make my City Kigali safe for women and girls in public spaces'. In the Complexo do Alemão favela in Rio de Janeiro, Brazil, young women and men took part in discussions about the root causes of gender-based violence and collective assumptions and behaviours that limit women's right to enjoy the opportunities that cities offer. In Port Moresby, Papua New Guinea, the day was marked by the launch of a song competition for musicians to raise awareness about violence against women and girls in all areas of society, and in particular, in public spaces.

UNiTE also spread its advocacy message through its Facebook page **Say NO - UNiTE to End Violence against Women** and **Twitter account**, which are managed by UN Women in support of the UNiTE campaign. Its following grew, with over 40,000 Twitter followers and 100,000 Facebook 'likes'. Thousands took part in Orange Days through social media, including schools, embassies and individuals, by sharing photos of themselves wearing orange with messages of support. For Orange Day in July, the campaign engaged activists in a global online conversation about how developments in information and communications technologies have both created opportunities for advancements in the empowerment and participation of women and girls and enabled the development of initiatives to end violence against women and girls, whilst also leading to the emergence of new risks and types of violence. The tweetup attracted 2,218 contributors, from stars of the music world, to police forces and media outlets, reaching 8.84 million twitter users.

in focus

## UN SECRETARY-GENERAL'S MESSAGE



Message by United Nations Secretary-General Ban Ki-moon on the occasion of the International Day for the Elimination of Violence against Women on 25 November 2013.

## ORANGE THE WORLD IN 16 DAYS



See how we orangeed the world in 16 days, from 25 November on the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day.



In 2013 the UNiTE campaign particularly aimed to engage the public in efforts to bring advocacy messages to local communities. In Cameroon, a UNiTE campaign caravan toured the north and north-west of the country visiting local communities to highlight the issue. The campaign also continued to work with diverse groups including corporations, men and boys, and young people. In support of the UNiTE campaign, UN Women's office in India launched 'Freedom from Violence'; a photo competition which attracted hundreds of entries from budding photographers across the country, motivating young people to show what freedom from violence against women and girls means to them. Artists around the world continued to support the campaign and be important advocates in efforts to end violence against women. In Zimbabwe, a call to end the pandemic was issued by artists at the Harare International Festival of the Arts, a jazz and poetry festival.

As one of its activities to draw attention to the issue, in September last year, the campaign issued an invitation to activists, UN entities and civil society around the world to participate in its global action titled 'Orange the World in 16 days', during the 16 Days of Activism against Gender Based Violence (25 November to 10 December). UNiTE called on activists to reach out to partner or-



China. Photo: Wu Xiaohan, Titan Media

ganizations, communities and individuals to organize local and national 'orange' events, drawing maximum attention to the issue and painting the image of an orange, brighter world without violence against women and girls.

The response and energy behind the global activism that followed was impressive. In all regions of the world, from Afghanistan to Barbados and China, from Spain to Mozambique and Fiji, there were orange marches, bike rides, swimming marathons, panel discussions, concerts and film festivals. Beaches, parks and public transport systems around the globe were turned orange. *Orange the World in 16 days* involved governments, celebrities, media, civil society organizations, and the United Nations system. The initiative reached over 76 million people through social media and events were organized in more than 50 countries with an aim to increase public engagement and raise awareness about the global pandemic of violence against women and girls.



Burundi. Photo: Melisande Massoubre/UN Women

At the UN Headquarters in New York, well-known artists wearing orange spoke in the voices of women who faced violence as part of a theatrical performance at the Official Commemoration of the *International Day for the Elimination of Violence against Women*. The speakers performed *Wounded to Death*, a theatrical piece by Italian playwright Serena Dandini and Maura Misiti, which is based on real crime reports and gives voices to victims of violence around the world.

## The road ahead

The Commission on the Status of Women concluded its fifty eighth session, and this time discussions focused on challenges and achievements in the implementation of the Millennium Development Goals for women and girls.

The Millennium Development Goals have helped to increase attention and bring about some important gains for women's empowerment but in many areas, including violence against women, progress has been unacceptably slow. As 2015 is the target year for the current development framework, progress is now underway to define the new global development framework. In order to sustain and advance efforts to prevent and end violence against women and girls, it is vital that this issue is positioned as a high priority within the new agenda, not left out or forgotten. This is why in 2014, the UNiTE campaign will continue to advocate for action and raise awareness to ensure that the issue remains high on global and national agendas. Through its monthly Orange Days actions, it will continue to highlight both forms of violence against women, and the partners who must work together to implement solutions towards its elimination. The themes for Orange Day for the remainder of 2014 are as follows:

**May** Working with the corporate sector to end violence against women and girls

**June** Sporting initiatives to end violence against women and girls

**July** Violence against women and girls in the informal labour market

**August** The Girl Child

**September** Engaging artists in efforts to end violence against women and girls

**October** Safe public spaces for women and girls

**November** International Day for the Elimination of Violence against Women and the 16 Days of Activism against Gender Violence

## FOOTBALL UNITES TOP OFFICIALS



The teams celebrate the UNiTE team's victory

During last year's General Assembly meeting, the President of Bolivia, Evo Morales, traded the UN meeting rooms for the green grass of a nearby soccer field to play in a football match to support the Secretary-General's UNiTE campaign. Other players included top officials, Ambassadors, and Diplomats from Bosnia and Herzegovina, Brazil, Liechtenstein, Norway, the Former Yugoslav Republic of Macedonia, and the United States of America.

UN Assistant-Secretary General and UN Women Deputy Executive

Director Lakshmi Puri and UN Under-Secretary-General and UNDP Associate Administrator Rebeca Grynspan kicked off the match using SOCKET—a ball that generates electricity when kicked. "Let's seize this opportunity to strike a goal against violence and for women's rights and gender equality. A goal that can bring real and transformative change to women's lives and usher lasting progress in the context of the Millennium Development Goals and the post-2015 development agenda", said Ms. Puri. The UNiTE team won 7-6.

## UNiTE IN AFRICA

Over 800 women and men from Ngwathe Municipality, Heilbron in Free State Province, South Africa, gathered to mark Orange Day in the Free State Province in August last year. Among others, the Minister for Women, Children and People with Disabilities, Ms. Lulu Xingwana, Deputy Minister of Police, Honourable Maggie Sotyu and Dr Sadiq Syed, UN Women, senior officials, representatives of the civil society and others attended the event.

To mark the day, Minister Xingwana, accompanied by representatives from the South African Police, Social Services, Health, National Human Rights Commission, UN Women and other organizations undertook visits to survivors of violence, whose cases were reportedly not adequately addressed.



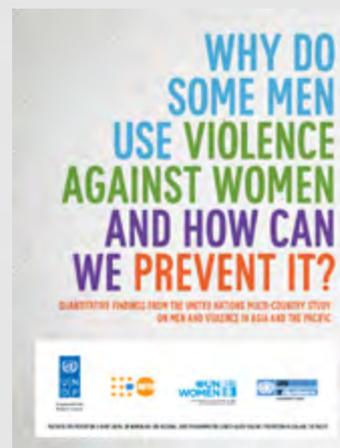
Orange Day launch in Kimberley Province, South Africa

## UNiTE IN ASIA-PACIFIC

### NEW UN MULTI-COUNTRY SURVEY ON WHY MEN PERPETRATE VIOLENCE AGAINST WOMEN

A UN study of 10,000 men in six countries in the Asia Pacific region was released last year in Bangkok. The report, "Why Do Some Men Use Violence against Women and How Can We Prevent It? Quantitative Findings from the UN Multi-country Study on Men and Violence in Asia and the Pacific" was conducted by Partners for Prevention, a regional joint programme of UNDP, UNFP, UNW, and UNV.

The study revealed that on average, half of those interviewed reported using physical and/or sexual violence against a female partner, ranging from 26 per cent to 80 per cent across nine sites studied in six countries. The study found that men perpetrate violence at a younger age than previously thought and the majority of those who admitted raping a female did not face legal consequences. "This study reaffirms that violence against women is preventable, not inevitable" said James Lang, Programme Coordinator, Partners for Prevention. "Prevention is crucial because of the high prevalence of men's use of violence found across the study sites and it is achievable because the majority of the factors associated with men's use of violence can be changed."



### PUBLICATION ON UNDERSTANDING THE COSTS OF VIOLENCE AGAINST WOMEN AND GIRLS

*The Costs of Violence – Understanding the costs of violence against women and girls and its response: selected findings and lessons learned from Asia and the Pacific* distills experiences in costing the impact of and response to VAW in Asia and the Pacific over the past two years.

<http://asiapacific.unwomen.org/en/publications/2014/1/the-costs-of-violence>



# UNiTE WORLDWIDE

MAY 2014

## UNiTE IN EUROPE AND CENTRAL ASIA

Sport proved to be an effective vehicle for engaging new audience and amplifying messages of zero tolerance towards violence against women and girls throughout Europe and Central Asia. *Sportsmen UNiTE to End Violence against Women and Girls in Georgia* has become a powerful initiative in Georgia and is active in the Kakheti, Samegrelo, Adjara and Guria regions of the country. A highlight of the campaign last year was a visit to the remote mountainous Pankisi Gorge region in the northeast corner of Georgia, by World and European Cup winning K-1 and Mixed Martial Arts fighter Giga Chikadze in July as part of the programme 'Talks with Sportsmen'. Boys and young men packed into a local sports hall to participate in a discussion on violence against women and healthy models of masculinity. Following the discussion, the champion gave a martial arts master class.

"It is a great honor for me to participate in the UNiTE campaign, which is crucial for our society, where violence against women remains a pandemic. I believe that with these innovative awareness raising activities mainly focusing on boys and young men, we will make a change in the attitudes of our future generation" Chikadze said. Georgian national rugby player Nodar (Nono) Andguladze, the first sportsman in Georgia to support the UNiTE campaign, welcomed Chikadze to the initiative and invited other sports figures to participate, "I believe that the number of sportsmen participating in the fight against violence against women will increase gradually. We, the rugby players, are not the only ones condemning violence against women and girls", Andguladze said.

Players from the Football Federation of the Kyrgyz Republic represented the UNiTE campaign at the Asian Cup in Bahrain last year. Several Asian football teams participated in the tournament, including Vietnam,



Hong-Kong and Bahrain. The teenage football players wore UNiTE T-shirts and used opportunities in between matches to talk about violence against women and girls and share information about their support for the campaign in Kyrgyzstan.

A number of female football players spoke publicly about their personal experiences of inequalities in sports. One of the football players for the Kyrgyz Republic, Jyldyz Borukulova empathized with the frustration about inequalities young girls face. She admitted that she felt criticized in her community for playing football. "I have the right to choose like many other girls. They have their right to build their lives according to their wishes and not how they are pushed by society," she said. "Once we are many, and when we are united, we can do a lot!" Even though the Kyrgyzstan women's football team was unable to qualify for the final tournament, their message to raise awareness about the UNiTE Campaign and join efforts with their fellow football players to fight violence against women and girls was clear.





# UNiTE WORLDWIDE

MAY 2014

## UNiTE IN NORTH AMERICA

During 2013, activism under the umbrella of the UNiTE campaign particularly grew in North America as individuals and groups organized Orange Day activities. In California, CongoSwim participants aged 4 – 92, observed UNiTE Orange Day on August 25 by swimming across Lake Tahoe, Sierra Nevada, to raise support for Congolese women and youth-led groups working for a future free of violence. The event was replicated by others in various locations across the United States including Vermont and Washington DC.



At the completion of a 14-hour swim across the 22 mile length of Lake Tahoe, CongoSwim founder Keris Dahlkamp is greeted by Colette "Coco" Ramazani, a survivor of sexual violence from eastern Congo.

In Florida, the City of Doral Council passed resolution No. 13-100 in September in support of the UNiTE Campaign and the Safe Cities Global Initiative. The resolution recognizes that sexual harassment and sexual violence, and fear from violence in public spaces negatively impacts women and girls' freedom of movement and access to essential services. It also expressed support for UNiTE's 'Safe Public Spaces for Women and Girls' action and encouraged other cities to follow suit. The City of Doral marked Orange Day in October by decorating the city with orange ribbons and encouraged businesses, city employees and residents to do the same.



Vice-Mayor Bettina Rodriguez Aguilera of the City of Doral and her staff celebrate Orange Day, October 25.

## UNiTE IN LATIN AMERICA AND THE CARIBBEAN

### 'THE BRAVE ARE NOT VIOLENT' INITIATIVE

In July last year, the UNiTE Campaign launched the regional initiative 'The brave are not violent' at a party in Quito, Ecuador, with the support of the Municipality of Quito. The initiative is a joint communications effort of UN Women, UNICEF, UNDP, UNFPA, PAHO /WHO, in partnership with MTV. "The brave are not violent" calls on young people to take a stand against violence against women and girls and become part of the solution by carrying out simple actions in their homes, schools and communities, and challenging macho behaviour and attitudes.

During the launch, the MTV DJ Mauricio Parra called on young people in the region to submit proposals for a contest that highlights contributions to change in a range of fields, including sport, theatre, music and social media. The winning project will be highlighted in a profile of MTV Agents of Change. The campaign has so far been launched in Cuba, Argentina, Honduras and Peru. [Read more](#)



## THE UN TRUST FUND TO END VIOLENCE AGAINST WOMEN: SUPPORTING GRASSROOTS INNOVATIONS

Throughout last year grantees of the UN Trust Fund to End Violence against Women, which is administered by UN Women on behalf of the UN System, made major contributions to efforts to eliminate violence against women and girls and to the goals of the UNiTE campaign.

- Raising Voices provided technical assistance and mentoring to 13 grassroots organizations in Botswana, Burundi, Ethiopia, Kenya, Uganda and the United Republic of Tanzania in order to scale-up its successful SASA! (Kiswahili for 'Now') gender-based violence and HIV prevention approach. An evaluation of the project suggested that in the intervention sites, 76% of women and men believe that physical violence against a partner is not acceptable compared to 26% in control communities.

- In Iraq, the UN Trust Fund supported the establishment of a gender-based violence referral pathway system that provides survivors of gender-based violence with integrated services – counselling, psychosocial support, legal assistance and medical care – at Primary Health Care Centres. A survey among public officials trained by the International Medical Corps indicates that, as a result of the programme, cases referred by social workers to lawyers increased by 54% and cases referred by social workers to Primary Health Care Centres increased by 62%.

- In Tonga, a new Family Protection Bill strengthening protection and contributing to the prevention of violence within the family was passed in September, with all 17 Members of Tonga's Parliament attending the third reading of the Bill voting in its favour. The development of the Bill was an initiative of the Government of Tonga through the Ministry of Ed-

ucation, Women's Affairs and Culture Women's Affairs Division, and the Secretariat of the Pacific Community Regional Rights Resource Team (RRRT). RRRT's programme, "Changing Laws, Protecting Women", was supported by the UN Trust Fund and implemented from 2009-2012.

- The Population Council Guatemala developed an innovative strategy to 'safescape' entire communities for indigenous adolescent girls. The project paired young women with mentors to collect data using hand-held geographic information systems (GIS) technology on every household, building, and route in the target communities. Once the mapping exercise was complete, safe and unsafe areas were graphically visualized in Google maps. This project has made the safety concerns of indigenous adolescent girls visible to their villages and has transformed the way they are viewed by their communities: girls are now recognized as valuable contributors to culture and development, as social change agents.

In November last year, the United Nations Trust Fund to End Violence against Women announced over USD 8 million in grants to 17 initiatives in 18 countries and territories. The new grants are expected to reach 2.3 million beneficiaries between 2014 and 2017. The new grants will support initiatives that respond to three priority areas of the UN Trust Fund: prevention, expanded access to services, and strengthened implementation of national laws, policies and action plans on violence against women and girls.

For a full list of grantees please visit: <http://www.unwomen.org/en/trust-funds/un-trust-fund-to-end-violence-against-women/grantees>



Guatemala. Photo: Phil Borges