



Action Plan

Leave No One Behind: End Violence Against Women and Girls

Orange the World

in support of the

16 Days of Activism against Gender-Based Violence

25 November – 10 December 2017

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, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day. It was originated by activists at the first [Women's Global Leadership Institute in 1991](#) and is 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, each year, the [United Nations Secretary-General's campaign UNiTE to End Violence against Women](#) (UNiTE) calls for global action to increase worldwide awareness and create opportunities for discussion about challenges and solutions. In recent years, the UNiTE campaign has utilized the colour orange as a unifying theme running through all of its global activities. Orange is one of the official colours of the UNiTE campaign and in the context of its global advocacy, is used as a symbol of a brighter future, free from violence against women and girls.

In 2016, as part of the initiative *'Orange the World: Raise Money to End Violence against Women and Girls'*, a record number of at least 105 countries held Orange the World activities last year in all regions of the world. From marches in Uganda, Serbia, and Timor-Leste, a public rally on motorbikes in Pakistan, the launch of the first ever UNiTE Song Contest, to lighting iconic buildings across the globe in orange. These buildings included the Gateway of India, the African Renaissance Monument in Senegal, 17 municipalities in Italy, the Presidential Palaces of Ecuador, Chile, and Colombia, the Church of the Nativity in Bethlehem, and many more. People from all corners of the world have taken a stand to say "No to violence against women and girls." Some 112,000 tweets and Instagram posts with the hashtag #orangetheworld from 50,000 different users reached 312 million Twitter and Instagram users.

2. UNiTE CAMPAIGN THEME FOR 16 DAYS OF ACTIVISM 2017

The 2016 Call to Action "Orange the World: Raise Money to End Violence against Women and Girls" focused on the need to mobilize sustainable resources for organizations working to prevent and end violence against women and girls. This year's global campaign theme

"Leave No One Behind: End Violence against Women and Girls",

reinforces the UNiTE Campaign's commitment to a world free from violence for all women and girls around the world, while reaching the most underserved and marginalized, including refugees, migrants, minorities, indigenous peoples, and populations affected by conflict and natural disasters, amongst others, first.

As in previous years, the colour orange will be a key theme unifying all activities, and buildings and landmarks will be lit and decorated in orange to bring global attention to the issue of violence against women and girls.

3. CONTEXT

"Leave No One Behind: End Violence against Women and Girls" celebrates the unifying nature of one of the essential principles of the [2030 Agenda for Sustainable Development](#), while underscoring the world's endeavor to "reach the furthest behind first".

In 2015, all 193 Member States of the United Nations adopted the 2030 Agenda for Sustainable Development. Through its 17 goals, the Agenda 2030 calls for global action over the next 15 years to address the three dimensions of sustainable development: economic, social, and environmental. All the Sustainable Development Goals (SDGs) are fully integrated with one another; thus, they cannot be approached in isolation.

Sustainable Development Goal 5 recognizes gender equality and the empowerment of women as a key priority pledging that "no one will be left behind." Building on this vision throughout

2017, the UNiTE campaign is marking all Orange Days – 25th of every month, a day to raise awareness and take action to end violence against women - under the overarching theme “Leave No One Behind: End Violence against Women and Girls” to underscore the importance of reaching the most underserved.

This year also marks the first year of the UNiTE Campaign under the leadership of the 9th United Nations Secretary-General António Guterres. The Secretary-General has affirmed his strong commitment to the Campaign underscoring his aim to galvanize relevant actors in the effort to accelerate progress in the implementation of the 2030 Agenda for Sustainable Development and in particular SDG target 5.2 on ending all forms of violence against women and girls.

4. CONCEPT

The global theme for all UNiTE campaign activities for this year’s 16 Days of Activism campaign will aim to create advocacy opportunities to highlight one of the core visions of the 2030 Agenda of a “just, equitable, tolerant, open and socially inclusive world in which the needs of the most vulnerable are met.”

Furthermore, leaving no one behind, specifically women and girls that are threatened by or are suffering violence, or have been subjected to it in the past, requires resources, policies, commitments and programmes that focus on reaching the most marginalized communities. By putting a spotlight on the wide implications and consequences of violence against women and girls within the most marginalized groups, the UNiTE Campaign aims to raise awareness and spark a global conversation on the need for inclusive and sustainable programmes, policies, and resources in the framework of the 2030 Agenda.

Through the theme of **inclusion during the 16th Days of Activism**, the UNiTE campaign will:

1. **Advocate for inclusive programmes and policies** that address the barriers faced by the most underserved and disadvantaged groups of women and girls and include them in planning, policy formulation, decision-making, implementation and outcomes; and
2. **Call for the sustainable and robust financing** for efforts to prevent and eliminate violence against women and girls on all levels.

Advocacy Objectives during 16 Days of Activism:

1. **Focus government attention first on the most underserved and disadvantaged groups of women and girls** in efforts to prevent and end violence against women and girls;
2. **Call for concrete action on inclusive policies and programming** that address marginalization, discrimination and chronic deprivation in the context of SDG target 5.2. on violence against women;
3. **Call for adequate financial commitments** to prevent and end violence against women and girls.

In order to achieve these objectives, the UNiTE Campaign will:

- ➔ Reach out to civil society partners who are leading initiatives to prevent and end violence against women and girls and encourage them to utilize the momentum of the 16 Days of Activism to raise awareness of the need for inclusive programming and sustainable financing;
- ➔ Stimulate country level conversation focused on specific and inclusive programmes and policies that address the barriers faced by the most underserved and disadvantaged groups of women and girls;
- ➔ Invite parliamentarians and government representatives to organize a public discussion about the need for inclusive policies and programming to reach those furthest left behind;
- ➔ Reach out to organizers of relevant meetings and conferences planned to take place during the 16-days campaign period with the aim to incorporate orange activities in the agenda;
- ➔ Enhance engagement of media and opinion makers with the objective of promoting and broadening awareness of the understanding of the benefits of inclusive programming and the need for sustainable financing for efforts to prevent violence against women and girls;

5. KEY ACTIVITIES

In line with the 2017 global umbrella theme “**Leave No One Behind: End Violence against Women and Girls**”, throughout the 16 day-long period reaching from 25 November to 10 December, a series of *Orange Spotlight Days*, will focus on the far-reaching consequences of violence against women and girls within some of the most marginalized and underserved groups.

Orange Spotlight Days	
22 November 2017	The Official UN Commemoration of the International Day for the Elimination of Violence against Women
25 November	International Day for the Elimination of Violence against Women
27 November	Spotlight on Violence against Indigenous Women and Girls
29 November	Spotlight on Women Human Rights Defenders International Women Human Rights Defenders Day
3 December	Spotlight on Violence against Women with Disabilities International Day Persons with Disabilities
7 December	Spotlight on Violence against Women in Rural Communities
10 December	International Human Rights Day