



**Orange Day, 25<sup>th</sup> August 2015**

**Get ready to Orange the World!**

The United Nations Secretary-General's Campaign *UNiTE to End Violence against Women* has proclaimed the 25<sup>th</sup> of each month as 'Orange Day', a day to raise awareness and take action against violence against women and girls. As a bright and optimistic colour, orange represents a future free from violence against women and girls, for the UNiTE Campaign. Orange Day calls upon activists, governments and UN partners to mobilize people and highlight issues relevant to preventing and ending violence against women and girls, not only once a year, on 25 November (the [International Day for the Elimination of Violence against Women](#)), but every month.

**IT'S COMING! ORANGE THE WORLD: END VIOLENCE AGAINST WOMEN AND GIRLS, 25 NOVEMBER – 10 DECEMBER 2015**

This Orange Day, the UNiTE campaign is calling on partners all over the world to start planning and preparing together with your communities to "Orange the World" for the 16 Days of Activism against Gender-Based Violence from 25 November, the International Day for the Elimination of Violence against Women, to Human Rights Day on 10 December. The UNiTE campaign has released a [poster](#) and a [toolkit](#) with ideas and suggestions for how you can get involved.

The campaign to "Orange the World" builds on last year's movement to "Orange Your Neighbourhood". United Nations entities and supporters took the campaign to the streets of their neighbourhoods, organizing a wide range of "orange events" to emphasize the importance of individual and community activism to end violence. Activities took place in over 70 countries around the world, from flash mobs to bicycle races, street marches, art exhibits and singing

competitions. In many countries, the “Orange Your Neighbourhood” campaign provided the opportunity to launch new initiatives and events, and renew commitments:

- As part of the “Orange Your Neighborhood” campaign, UN Women and the International Telecommunications Union in Cameroon launched the first toll-free calling centre for survivors of gender-based violence in Douala during a special Gender Café.
- Jamaica’s government and private sectors joined UN Women Jamaica in launching an advocacy campaign around ending sexual violence against girls.
- In the Asia-Pacific region, 600 representatives from Member States, civil society, youth, media and UN agencies congregated in Thailand and signed a pledge to accelerate prevention and response to violence against women and girls.
- “Orange Your Neighbourhood” sparked a global conversation on social media, reaching over 100 million people as political leaders, sports stars and actors took to social media to express their support.
- Major landmarks around the world were lit orange to draw attention to the issue including the Empire State Building, UN Headquarters and large screens in Times Square, the Angel of Independence in Mexico City, the Palace of the President of the Republic of Ecuador, the Torre Futura in San Salvador, the Administration Building of the Panama Canal, and the Sphinx and the Pyramids at Giza in Egypt.

[Read more](#) about activities as part of the “Orange Your Neighbourhood” campaign for the 16 Days of Activism against Gender-Based Violence last year.

The UNiTE campaign looks forward to leading an even brighter campaign in 2015, engaging new audiences, inspiring commitments, and conversations about ‘what works’ in efforts to prevent and end violence against women and girls. Start planning and make sure that when UN agencies, NGOs, private sector entities, communities, individuals and others join together to “Orange the World”, you and your community [add your voice](#) and become a part of the global campaign to end violence against women and girls.

## **ORANGE DAY ACTIVITIES**

- It's time to start planning to turn your building, community, city and region orange for the 16 Days of Activism against Gender-Based Violence! Talk to local council members to ensure that your local landmarks and major icons around the world light up in orange to highlight the issue. Arrange for your organization's branding to turn orange for the 16 Days of Activism, and consider taking out an orange advertisement on a billboard or in a magazine to help spread the message.
- Calling on youth! Last month, [your voices were heard all around the world](#), describing your vision for a future free from violence against women and girls. This month, arrange a planning meeting to discuss how your youth organization, school or club can be a part of the "Orange the World" campaign for the 16 Days of Activism. Whether it's an orange flash mob, digital campaign, sporting event, creative performance or peer discussion, consider how your organization and community can help to "Orange the World" and advocate for a brighter future.
- Let us know what you're planning. Write to UNiTE Campaign Coordinator Anna Alaszewski at [anna.alaszewski@unwomen.org](mailto:anna.alaszewski@unwomen.org) to tell us about how your community or organization is going to orange your school, university, work place, village, town or city.

## **USEFUL RESOURCES**

The UNiTE campaign's poster for Orange Day and the 16 Days of Activism:

<http://www.un.org/en/women/endviolence/images/OrangetheWorldEN.jpg>

The UNiTE campaign's toolkit to help with generating ideas and planning:

[http://www.unwomen.org/~media/headquarters/attachments/sections/what%20we%20do/orange\\_the\\_world2015\\_unite\\_toolkit.pdf](http://www.unwomen.org/~media/headquarters/attachments/sections/what%20we%20do/orange_the_world2015_unite_toolkit.pdf)

Inspiration from last year's "Orange Your Neighbourhood" campaign:

<https://www.flickr.com/photos/unwomen/sets/72157649322853638/>

## **SAMPLE SOCIAL MEDIA MESSAGES**

### **TWITTER**

This #OrangeDay we're preparing for 16Days of Activism 25Nov-10Dec. What will you do to #OrangetheWorld? <http://bit.ly/1zU9QUJ> @SayNO\_UNiTE

Happy #OrangeDay! How will you mark the 16 Days of Activism 25Nov-10Dec? Time to start planning! <http://bit.ly/1zU9QUJ> @SayNO\_UNiTE

Will your village, town or city go orange to support an end to #VAW for 25Nov-10Dec? It's time to start planning! <http://bit.ly/1zU9QUJ>

Calling on youth! Last #OrangeDay you spoke out against #VAW&girls. Now it's time to start planning to #OrangeTheWorld <http://bit.ly/1zU9QUJ>

## **FACEBOOK**

From 25 November to 10 December, the 16 Days of Activism against Gender-Based Violence, the UN Secretary-General's UNiTE to End Violence against Women will "Orange the World" to raise awareness and inspire action on the issue. This #OrangeDay, find out how you, your organization and your community can start organizing to be a part of this global campaign. <http://bit.ly/1zU9QUJ>

Calling on youth! Last #OrangeDay, [your voices](#) were heard all over the world speaking out against gender-based violence. This month, the UN Secretary-General's campaign UNiTE to End Violence against Women calls on you to start planning how you, your organization and your community will help to "Orange the World" during the 16 Days of Activism against Gender-Based Violence, 25 November to 10 December. Check out the UNiTE campaign's toolkit and organize a planning discussion in your community. <http://bit.ly/1zU9QUJ>