## 16 DAYS

### Center for Women's Global Leadership (CWGL)

# From Peace in the Home to Peace in the World **2013 Analytical Summary**

#### **Background**

The 16 Days of Activism Against Gender-Based Violence Campaign (16 Days Campaign) is an international global advocacy campaign coordinated since 1991 by the Center for Women's Global Leadership (CWGL)<sup>1</sup>. Running annually for sixteen days between **November 25** (**International Day for the Elimination of Violence Against Women) to December 10** (**Human Rights Day**) as a way to highlight the continued marginalization of and violence against women as human rights issues, the 16 Days Campaign was a mobilizing tool in 2013 for activists raising awareness and demanding action at the local, national, regional, and international levels. In its role as global coordinator of the 16 Days Campaign, CWGL coordinated with these activists through information sharing, advocacy resources such as the Take Action Kit, microblogging through Twitter and Facebook, and linking activists' voices with other participants through a Tumblr blog.



Conjunto de siluetas, Mesa Local contra la Violencia de Género de

Through the 16 Days listsery, CWGL shared daily updates with participants and other stakeholders dedicated to increasing the spotlight on gender-based violence through community mobilization, information sharing and coalition building, engaging with policy-makers, and using media and art, among other mediums. In 2013 grassroots activists, feminist, women's social justice and human rights organizations, national ministries, and international organizations and entities of the United Nations came together with others in local communities to raise the cry for an end to gender-based violence.

This summary analyzes the scope of the 2013 16 Days Campaign and provides an overview of participation and activities. Reflected in the summary is information gathered through correspondence with participants, Take Action Kit requests, events posted on the

Campaign Calendar, Google alerts, and the 16 Days Post-Campaign Survey. While the summary is based on these sources, it does not reflect the full breadth of global events that were organized and took place in 2013.

#### Theme Setting

Theme setting encourages discussion of the different forms of gender-based violence that are often inadequately addressed at the national, regional, and international levels. Additionally, the theme highlights the yearlong activism of grassroots feminist organizations and recognizes their work; it encourages policymakers and implementing bodies to act on promises and State obligations to address multiple intersections of gender-based violence and militarism.<sup>2</sup>



The 16 Days Campaign logo was available to participants in over 60 languages, including Afrikaans, Albanian, Amharic, Arabic, Armenian, Bahasa Indonesian, Bengali, Bosnian/Croatian/ Serbian, British Sign Language, Bulgarian, Catalan, Chichewa, Chinese, Czech, Danish, Dutch, English, Estonian, Fijian, Filipino, Finnish, French,

Gaelic, German, Greek, Hebrew, Hindi, Hungarian, Icelandic, Italian, Japanese, Kikongo, Kiswahili, Korean, Kyrgyz, Lingala, Malagasy, Mongolian, Nepali, Norwegian, Persian, Polish, Portuguese, Punjabi, Romanian, Russian, Shona, SiSwati, Somali, Songye, Spanish, Swedish, Tamil, Thai, Tshiluba, Turkish, Urdu, Uzbek, Vietnamese, and Xhosa.

The current theme, "From Peace in the Home to Peace in the World: Let's Challenge Militarism and End Violence Against



16 Days Campaign poster.

**Women,"** was established in 2011, after consultations with activists. These individuals emphasized the issue of militarism and gender-based violence as cross-cutting and highlight the effects on women and their communities in every part of the world in varying, but detrimental ways.

 $<sup>^2\,\</sup>mathrm{To\,learn\,more\,about\,previous\,years'\,themes,\,visit:\,http://16 days cwgl.rutgers.edu/about/the-annual-themes.}$ 



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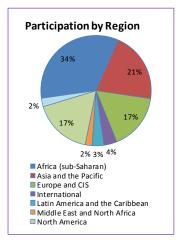
 $<sup>{}^{1}\</sup>text{ To learn more about the Center for Women's Global Leadership (CWGL), visit: } \\ \text{http://www.cwgl.rutgers.edu.}$ 

In 2013, the 16 Days Campaign prioritized focus on (i) violence perpetrated by state actors; (ii) domestic violence and the proliferation of small arms; and (iii) sexual violence during and after conflict. While these priority areas were identified in previous conversations with activists as critical, in 2013 participants went further in identifying economic and social rights as especially pertinent in the larger activism and conversation on militarism and gender-based violence.

#### **Take Action Kit**

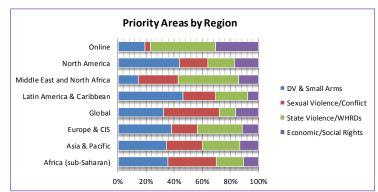
The goal of the 16 Days Campaign Take Action Kit (TAK) is to facilitate organizing and advocacy by providing information on the theme, priority areas, as well as resource tools, while at the same time leaving it up to activists to determine the nature and extent of their participation.

The TAK is produced by CWGL, with several pieces written in collaboration with partners, and is accessible in hard copy in English, French, and Spanish through specific request and electronically in these three languages as well as other volunteer translated versions. Translated with the help of activists, the "16 Days" logo is also available online in 60 languages and CWGL creates new logos as requests for additional languages are made.



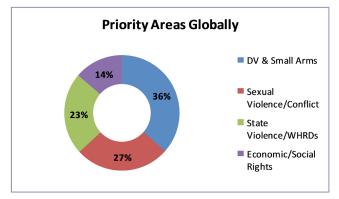
Focusing specifically on the theoretical framing of each priority area and real-world manifestation of the issue with brief case studies, the 2013 TAK³ included a theme announcement, information sheets on the three sub-thematic priority areas, on the meaning of gender-based violence and on State accountability toward addressing and ending gender-based violence. The TAK also included practical advocacy tools such as templates on writing a press release, messages for social media, and grant applications. The hard copy TAK also contained visual advocacy tools such as posters and bracelets. These items were also provided separately when requested.

The TAK was translated with help from over 30 volunteers, and made available in 29 languages.<sup>4</sup> The most popular TAK version was English, followed by Spanish, French, Arabic, and Bahasa Indonesian. The most popular TAK item was the Theme Announcement, which was downloaded 4,325 times in the run up to November 25th.



Overall, the TAK was downloaded 60,705 times from the 16 Days Campaign website, with 153 hard copies mailed to organizations in every region of the world. Most strikingly, the hard copy requests went down in 2013 by 23%, while online downloads more than doubled from the previous year's 49,346 record. This is significant in that online access makes the 16 Days Campaign and its resources available more easily to an increasingly diverse stakeholder base. However, activists living on the front lines and without frequent access to the Internet continue to rely on more traditional methods of information sharing, coalition building, and community mobilization.

In the spirit of solidarity and partnership, CWGL worked with Nazra for Feminist Studies, International Action Network on Small Arms (IANSA), MADRE, and Mama Cash to produce four information pieces of the TAK.<sup>5</sup> Each organization brought particular expertise on the areas of state violence against women human rights defenders, small arms proliferation, sexual violence, and grant-making in support of women's rights and gender equality advocacy.



#### **PARTICIPATION 2013**

#### **Regional Participation**

To date, over 5,179 organizations in 187 countries in every region of the world have participated in the 16 Days Campaign, with the reach of the Campaign growing each year. In 2013, CWGL was either in direct contact with, or able to track the participation of, 841 organizations in 111 countries, as well as 32 international and 20 online based actions.

Participation varied not only in location, but in size and scope, ranging from individuals to organizations, academic institutions to UN entities, resulting in a 12% increase from the previous year. Of the 841 participants in 2013, 34% were from Sub-Saharan Africa; 21% from

Asia and the Pacific (AP); respectively 17% from Europe and CIS (ECIS) and from North America (NA), 3% from Latin America and the Caribbean (LAC) and 2% from the Middle East and North Africa (MENA). Similarly, international groups and online based actions made up a number of all participants: 4% and 2% respectively.

The 16 Days Take Action Kit for 2013 can be downloaded in PDF or Microsoft Word format: http://16dayscwgl.rutgers.edu/2013-campaign/2013-take-action-kit.

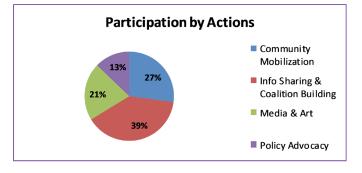
<sup>&</sup>lt;sup>4</sup> TAK translations include: Arabic, Azerbaijani, Bahasa Indonesia, Bosnian, Bulgarian, Chinese, Dutch, English, French, German, Icelandic, Italian, Japanese, Kalenjin, Khmer, Latvian, Persian, Polish, Punjabi, Romanian, Russian, Serbian, Slovenian, Spanish, Swedish, Turkish, Ukrainian, and Xhosa.

<sup>&</sup>lt;sup>5</sup> Information Sheets on Violence Perpetrated by State Actors, Domestic Violence and Role of Small Arms, and Sexual Violence During and After Conflict, as well as a Suggested Grant Proposal Guide.

In the future, CWGL plans to conduct more direct partnership building initiatives in the Arab States and LAC, as well as with international groups, while keeping the momentum in sub-Saharan Africa, Europe and CIS, and North America.

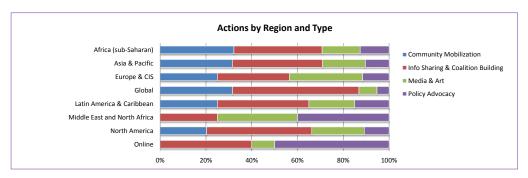
#### **Thematic Priority Areas**

The 16 Days Campaign theme linking gender-based violence with militarism was used in 73 actions worldwide, while many other participants chose to focus on gender-based violence more broadly. Few organizations reported working on economic and social rights, which had a 14% participation rate worldwide. Domestic Violence and Small Arms was the most popular priority area in every region,



with an overall 36% rate globally. However, this was the least popular priority area in the MENA, where Violence Perpetrated by State Actors was the focus of 43% of actions. At the global level, Sexual Violence During and After Conflict was the most utilized priority area for 39% of actions by international organizations, while 46% of online participants focused on Violence Perpetrated by State Actors.

Actions also concentrated on related issues such as early and forced marriage, female genital mutilation (FGM), trafficking, bride-kidnapping, exchanging girls for debt payment, "honor" killings, the right to land and access to resources, the gender pay gap, impunity and sexual violence in post-conflict settings, disarmament, small arms proliferation, violent masculinity, and engaging men and boys as allies.



Engagement with the theme and priority areas was context specific and dependent on the issues affecting each region and country. For example, the UN Women Country Office in Kyrgyzstan focused on information sharing and community mobilization on bride-kidnapping, domestic violence, early marriage, sexual violence, and violence against elderly people and children. In India, Prajnya Trust encouraged communities to discuss harassment in public spaces, gender-based violence, and the power of digital media. Voces de Mujeres focused on small arms with the campaign 'No more shooting in the air' in Guatemala. Meanwhile, Women's International League for Peace and Freedom (WILPF) conducted a global Twitter and Facebook Campaign from Switzerland, galvanizing their sister chapters around the world, as well as others through social media on the issue of militarism and gender-based violence.

In the same vein, but using more traditional media, **Women of Uganda**, an initiative based in Kampala, used radio and television, as well as social media to bring awareness on the issue of militarization and impact of conflict on women in their country. In Angola, **Organización de la Mujer Angolana** focused on domestic violence and FGM; while **Women Engaged in Action on 1325 (WE Act 1325)** informed civil society and policymakers on the status of State obligations to women, peace, and security with the publication of the CSO Monitoring Research on the implementation of the Philippine National Action Plan (P-NAP) on UN Security Resolutions 1325 and 1820.

#### **16 Days Actions**

Actions fell into four broad categories, including: (i) Community Mobilization; (ii) Information Sharing and Coalition Building; (iii) Media and Art; and (iv) Policy Advocacy.



#наДъската, Bulgaria. Photo by Diana Hinova.

Community Mobilization involved 226 actions ranging from rallies, marches, city bike rides, and forums by organizations and local activists urging attention and action by communities on specific issues related to gender-based violence. In Italy, EOS Onlus di Varese enacted a "Busy Place" campaign, putting red clothes on chairs in public areas to symbolically reserve the place for a victim of violence and also held street demonstrations. The youth-led YUWA in Nepal led a bicycle rally through city streets of Bhaktapur in the Kathmandu Valley with messages on advocating attention on gender-based violence and HIV/AIDS.

Information Sharing and Coalition Building continues to be the most popular type of initiative, with 334 actions ranging from conferences, workshops, and trainings on specific issues. Actions in this category include activities that provided information and resources or encouraged discussions with civil society, government, and international actors on particular issues related to gender-based violence. For example, in India, **SWAYAM** used mobile vans to bring workshops on women's mental health and encouraged younger



people to talk about gender-based violence and their role in addressing and ending this epidemic. Vois Blong Mere Solomon in the Solomon Islands and **Zonta International-Lagos** in Nigeria held public forums on militarism, domestic violence, and small arms for local community actors.

Media and Art comprised 174 actions ranging from dance, small theater or street performances, music, radio and television programs highlighting gender-based violence and intersecting issues. In Bosnia and Herzegovina, Foundation United Women Banja Luka and others used art performances, exhibitions, and radio and television programs. Others used public space to draw or paint images, accompanied with statistics and other information highlighting gender-based violence and its prevalence globally and in the local community.

In Kenya, **Kuona Trust** created a paper and sculpture art show depicting the stories of female and male rape victims. The National Center Against Violence, in Ulan Bator, Mongolia, partnered with the White Ribbon Campaign in observance of the 16 Days Campaign with two plays and a photo exhibition on domestic violence. Policy Advocacy included 107 actions ranging from organizations petitioning their governments to create gender-sensitive and human rights based policies and legislation, and reform regressive ones. In Cameroon, Réseau des Associations Féminines de Douala4 (RAFED4) submitted a petition to government officials demanding improvement of safe spaces for women in local markets. Zonta Club of MacArthur wrote to Australian local government officials requesting that community libraries offer resource displays on gender-based violence during the 16 Days of Activism. In other regions, government actors made public appeals and assurances of change in the local situation of women. Feminist organizations, like Engender in South Africa held workshops, seminars, and self-defense training for women, services providers, and government stakeholders.

#### **Regional Distribution by Action**

While actions varied by region and were influenced by local priorities affecting women, all four action types were used in each region to varying frequency. Organizations predominantly focused on Information Sharing and Coalition Building, which made up 55% of all actions globally, with the greatest frequency in North America at 46% of all actions in that region. The popularity of this action type is due to a few factors, namely a desire on the part of participants to inform their communities about gender-based violence and seeking out opportunities to advocate together on relevant issues. There is a vital value added in increasing awareness on gender-based violence as a first step, and strategizing for change-making at the grassroots level and with national and regional stakeholders.

The second most popular type of action for activities was Community Mobilization, which made up 32% of all global actions, and was utilized equally in sub-Saharan Africa and in Asia and the Pacific regions at 32% as well, while in Latin America and the Caribbean and Europe and CIS this action was used for 25% of activities. In North America, this action was second most popular, having been used for 20% of activities, while participants in the Middle East and North Africa region did not report on any activities involving Community Mobilization. As the third most popular type of action (8%), Media and Art was most used in the Middle East and North Africa at 35% of regional activities, and followed closely by Europe and CIS (32%) and North America (23%).

Policy Advocacy had the lowest frequency at the global level, indicating 5% of participants' activities, while it was utilized by Online participants in 50% of all activities, and in the Middle East and North Africa region at 40%. This was followed by other regions at much lower frequency: Asia and the Pacific, 10%; Europe and CIS, 12%; Latin America and the Caribbean, 15%; North America, 11%; and sub-Saharan Africa, 13%.

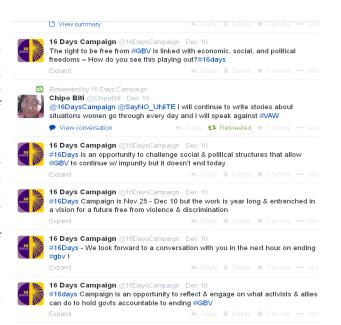
#### **ELECTRONIC MEDIA ACTIVISM**

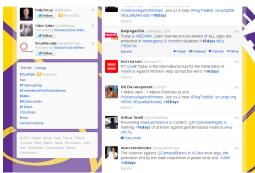
#### Website

The 16 Days Campaign website received 28,884 visits in the weeks following up to and during the Campaign, with 74% new visitors. Based on survey responses, 81% of respondents accessed the website for Theme Announcement and Take Action Kit (TAK) downloads. Online accessibility and availability in variety of languages has helped to broaden the reach of the TAK. Visitors come to the website through simple key word searches, such as gender-based violence, militarism, small arms, but also through hyperlink sharing on participant organizations' websites, emails, and social media platforms. As the Internet and social media become increasingly mainstream avenues for advocacy engagement, it is highly likely that most participants will access the TAK through downloads, rather than mailed hard copies. Despite this foreseeable reality, CWGL recognizes that many participants of the 16 Days Campaign engage from communities who do not have widespread broadband access and who require the availability of TAKs through post.

#### **Facebook and Twitter**

Social media was a popular platform for information dissemination and solidarity building for the global coordinator and 16 Days Campaign





participants worldwide. Survey respondents indicated 47% followed CWGL during the 16 Days Campaign through Facebook updates, and 33% did the same through Twitter.

The 16 Days Campaign's Twitter followers more than tripled during the 16 days, with thousands of retweets and favorites, tens of thousands uses of the hashtag #16Days. On the first day of the Campaign, #16Days was trending. Use of the hashtag continued steadily throughout the following 15 days of the Campaign, and helped define the conversations occurring virtually between activists advocating for an end to gender-based violence.

The 16 Days Campaign Facebook page saw a 6.4% increase in "Likes" with new followers, and a steady stream of comments and likes on informational posts about participants' activities, current events, and other data related to the theme and thematic priority areas. Near the end of the campaign, the Facebook page reached 53,674 followers.

The new 16 Days Campaign Twitter, with 1,298 followers, and Facebook platforms helped connect thousands more participants with CWGL, and amplified the opportunity to share in-depth information, resources and updates on participants' activism. Using social media as a mobilizing online platform for advocacy also helped reach new individuals and organizations, thereby strengthening the 16 Days Campaign network through increased net of supporters and future participants. Of course, social media must be used as an additional advocacy tool supplementing more direct advocacy both in communities and with policymakers.

#### Social Media Based Partnerships to end Gender-Based Violence

In 2013, CWGL partnered with the Center for Health and Gender Equity (CHANGE), the Global Fund for Women, and Global Rights to sponsor a one hour Twitter chat on December 5th. Using a fast paced Q&A format, CWGL answered questions and made suggestions on a variety of issues related women's health, and women's rights and equity as means toward ending gender-based violence.6



Street Awareness about Sexual Violence, Harassmap, Egypt

On December 10th, the 16 Days Campaign partnered with @SayNO-UNITE to End Violence against Women for their "16 Days Tweetathon," sharing statistics and other data on militarism, gender-based violence, domestic violence and small arms, violence against women human rights defenders, and sexual violence. During this one hour, messages were retweeted by SayNO-UNiTE and other cosponsors of the event, as well as by others on Twitter.

In addition, CWGL hosted a "16 Blogs for 16 Days" on its Tumblr site, bringing together diverse voices on pivotal issues related to the 16 Days Campaign. Bloggers focused on intersectionality in the South African context; gender-based violence and impunity in Colombia; engaging men and boys as allies in ending gender-based violence; Women Human Rights Defenders fighting for political and social reform in Egypt; LGBT human rights and state violence; and state accountability on addressing gender-based violence.



CWGL encouraged participants to use social media as an advocacy tool and in engaging with new audiences and stakeholders concerned with ending gender-based violence. Participants were encouraged to read and respond to activists' blogs on Tumblr and to the "Question of the Day" shared through the 16 Days Campaign listserv, Twitter, and Facebook. Some of the questions included:

- What are you doing to address #GBV and militarism? #16Days;
- How are national and/or UN policies affecting levels of violence against #LGBTQQI targeted for their #SOGI? #16Days;
- What must we do to reclaim schools as safe spaces for girls? #16Days; and
- What alternatives challenge traditional forms of masculinity? #16Days.

In addition to the questions and blogs, daily updates were shared on the 16 Days Campaign listserv as a knowledge bridge for individuals in different regions to be aware of the diversity and number of activities taking place throughout the 16 Days Campaign and to build global solidarity. Feedback from participants indicated that these updates were well received as activists felt they were brought closer to one another by simply knowing about each other's activities.

Participants were also encouraged to share photos and videos of their activism. More than 200 photos were emailed to CWGL, with hundreds more shared on Facebook and Flickr.8 Some also shared YouTube videos, which have been curated on the CWGL YouTube Channel "16 Days Participants Videos" playlist.9

<sup>6</sup> View a record of the live tweetathon at http://storify.com/CHANGE/break-the-barriers.

 $<sup>^7</sup>$  Read the 16 Blogs for 16 Days entries here: <code>http://cwgl.tumblr.com/tagged/16-days</code>

 $<sup>^{8}\</sup> Photos\ of\ 16\ Days\ Campaign\ activities\ worldwide:\ http://www.flickr.com/photos/16 days campaign\ activities\ activities\$ 

<sup>9</sup> CWGL YouTube Channel "16 Days Participants Videos" playlist: http://www.youtube.com/watch?v=EhGYsjFLmGE&list=PL90A669E7590C2686

#### RUTGERS UNIVERSITY

CWGL worked with faculty, staff, and students at Rutgers University to coordinate and host ten events on the New Brunswick campus. The Center worked with the Mabel Smith Douglass Library to exhibit informational materials on the 16 Days Campaign theme, priority areas, and provided resources for students who may be experiencing violence in their lives. Student organizations put together a diverse array of events, including panel discussions on transgender-related violence and suicide, militarism and gender-based violence, girls' education, and solitary confinement of women, children and LGBTQ persons.

#### **MOVING FORWARD**

Reflecting on feedback from, and analysis of, survey participants and conversations between CWGL and 16 Days Campaign activists, CWGL aims to improve upon the past year's 16 Days Campaign for 2014. CWGL aims to: i) develop new ways of engaging with diverse activists and potential activists in every region of the world and maintaining substantial partnerships with participants; ii) increase the accessibility of the 16 Days Campaign through multiple channels, such as listserv, email, website, social media, and traditional mail; iii) increase translations of the Take Action Kit and logos; iv) strengthen analyses of the intersection of militarism, gender-based violence, and economic and social rights; and v) improve strategic use of online platforms as a means to reaching previous and new activists.



#### **GET INVOLVED**

#### Start Your Own Campaign!

The 16 Days is open to activists around the world and CWGL encourages participants to connect with the Campaign theme, "From Peace in the Home to Peace in the World: Let's Challenge Militarism and End Violence Against Women," in ways most appropriate to your contexts.

#### We Support You!

- Take Action Kit: Each year, CWGL produces a Take Action Kit that participants can use to help plan their own Campaign activities. Download the Take Action Kit materials or request a hard copy at http://16dayscwgl.rutgers.edu.
- Online Campaign Calendar: Search the 16 Days online Campaign Calendar to find participating organizations in your area or to post your own initiatives at http://16dayscwgl.rutgers.edu/campaign-calendar.

#### **Stay Connected!**

Email: 16days@cwgl.rutgers.edu

Website: http://16dayscwgl.rutgers.edu

Listserv: https://email.rutgers.edu/mailman/listinfo/16days\_discussion

Facebook: http://www.facebook.com/16DaysCampaign

Twitter: #16Days; @16DaysCampaign; @CWGL\_Rutgers

Tumblr: http://cwgl.tumblr.com

Flickr: http://www.flickr.com/photos/16dayscampaign