

# International Day for the Elimination of Violence Against Women

## Campaign Toolkit

25 November is International Day for the Elimination of Violence against Women in solidarity with the UN Secretary-General's UNiTE campaign. NUS Wales Women's Campaign invites you to "Orange the World" by participating in and organizing "orange events" in support of the campaign.

### Background

This year is a critical juncture for global efforts to prevent and end violence against women and girls. It marks the 20th anniversary of the [Beijing Declaration and Platform for Action](#) (BDPFA), the most progressive blueprint ever for advancing women's rights.

Also, as a new global development framework, the Sustainable Development Goals, came into force in September, now is a crucial time to advocate to ensure that violence against women and girls is high on political and public agendas and prominently placed within the new global development framework, and prioritised in its implementation.

Even though this has been a top priority for the UN and many governments across the world, levels of violence against women and girls remain unacceptably high. Slow and uneven implementation of national and legal frameworks, the insufficient attention paid to the prevention of the occurrence of violence, and persistent discrimination, gender inequality, discriminatory norms and gender stereotypes remain major obstacles to eliminating violence against women and girls.

This campaign is especially important as between 2015-16 the number of reported offences against women in England and Wales, including domestic abuse, rape and sexual assaults, rose by almost 10%. This campaign is essential to Welsh Student Unions' as this year the Welsh Government is rolling out their Ending Violence against Women and Girls Strategy 2016-2020. NUS Wales Women's Campaign has informed and scrutinised this strategy throughout the process. As Welsh

Unions we need to be making a noise about how important this strategy is going forward and how it will protect women in our local areas. Here is how you can get involved.

**Campaigning ideas:**

- Light it up:  
Lobby your University, College or Union to light up a building, statue, or decorate your campuses in orange on the 25<sup>th</sup> November to show solidarity with IDEVAW Day.  
Organise an orange march through your campus, or local area.
- Inspire Conversation:  
Hold a panel discussion on Tackling Violence against Women on your campuses.  
Invite local third sector charities and local politicians to speak.  
Write a blog raising awareness of the campaign and its aims.
- Wear it:  
Encourage your Union, University, or College staff to wear an item of orange clothing and donate a £1 to a nominated women's charity.
- Orange social media:  
Take a photograph of you taking part in #orangetheworld, upload it to Facebook, Twitter, Instagram with a message of solidarity on IDEVAW Day.  
Encourage your Union, University, College and students to Orange their social media platforms.  
Make sure you are active on the hashtag #orangetheworld.  
Make sure to tag @nuswales and @SayNO\_UNITE

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If you are planning any events we would be more than happy to come along and help out. Let us know by contacting [ellen.jones@nus.wales.org.uk](mailto:ellen.jones@nus.wales.org.uk)



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