UNiTE to put an end to gender-based violence

BRIEFING

1. Background

The 2030 Agenda for Sustainable Development addresses a wide variety of global challenges: it aims to eradicate poverty, reduce multiple intersecting inequalities, tackle climate change, end conflicts and maintain peace. In its global goal for *sustainable human development*, **the 2030 agenda has a comprehensive and across-the-board commitment to gender equality.** This commitment leaves no room for doubt: development will only be sustainable if its benefits equally women and men; and women's rights will only become a reality if they are part of broader efforts to protect the planet and ensure that all people can live with respect and dignity.

Gender inequalities are manifested in all aspects of sustainable development including the lack of access to education and the labour market, physical and sexual violence, harassment, unpaid domestic and care work and wage inequality. In addition, women and girls experience intersecting forms of discrimination, including those based on sex, age, social class, ability, race, ethnicity, sexual orientation, immigration status and gender identity.

This state of affairs represents a real challenge to the implementation of the 2030 Agenda. This is why defenders of women's rights have not only fought for the inclusion of a **specific gender equality objective** (goal 5), but also to incorporate gender equality into other objectives and goals, calling attention to the gender dimensions of poverty, hunger, health, education, water and sanitation, employment, climate change, environmental degradation, urbanization, conflict and peace, as well as financing for development.

Leave no one behind

The universal character of the 2030 Agenda responds to the shared and interrelated challenges facing all countries (both developed and developing) while the commitment to not leaving anyone behind aims to reach the most disadvantaged by creating solidarity between them and those who are more privileged. Improving the lives of people who are further behind is a social justice matter, in addition to being essential to create inclusive societies and sustainable economies.

Another hallmark of the 2030 Agenda is that it applies to all countries, to all persons and to all sectors of society, while promising to prioritize the rights and the needs of the most disadvantaged groups. The universal character of the 2030 Agenda responds to the shared and interrelated challenges facing all countries (both developed and developing) while the commitment of leave no one behind aims to reach the most disadvantaged by creating solidarity between them and those who are more privileged. Improving the lives of those who are further behind is not charity, it is a social justice matter, in addition to being essential to create inclusive societies and sustainable economic trajectories. Inequality hurts everyone: it is a threat to social and political stability, an obstacle to economic growth, a barrier to progress in the eradication of poverty and, from a more general point of view, to the realization of human rights.

Data from the SDG monitoring report from UN Women: Turning promises into action: Gender equality in the 2030 Agenda for Sustainable Development

Español – English - Français

Dianova advocates for women's rights and is working to promote gender mainstreaming in debates and international campaigns related to migration, education, addiction and mental health.

We know that gender-based violence represents one of the most systematic and widespread human rights abuses. Dianova believes that such violence is mainly related to sexist social structures, that in themselves are one of the biggest obstacles to the empowerment of women.

Domestic violence takes place in a patriarchal cultural context, where control and subjugation of women, especially within relationships, has not only been traditionally tolerated, but legitimised. Despite the actions and legal reforms carried out in several countries, incidents are still rising in our society.

The non-acceptance, by some men, of the new role of women in a democratic society in coexistence with equality, could be one of the reasons why, despite the measures that have been adopted, there has not been a decrease in this type of violent behavior.

Dianova is committed to promoting gender equality through education, civic engagement and advocacy actions to help change these social structures and thus contribute to reducing violence against women.

2. THE SITUATION

Global facts and figures: UN women - Español - English - Français

- It is estimated that 35% of women worldwide have experienced physical and/or sexual violence from their partner or sexual violence from someone other than their partner at some point in their life. This percentage can increase to 70% in national studies.

- Women who have suffered physical or sexual abuse by their partners are twice as likely to have an abortion, twice as likely to suffer from depression and, in some regions, 1.5 times more likely to contract HIV, compared to women who have not experienced violence.

- 43% of women from the 28 Member States of the European Union have suffered some type of psychological violence from a partner throughout their lives.

- It is estimated that for almost half of the murders of women around the world in 2012, the assailant was a relative or a partner, compared to less than 6% of men killed that same year.

- According to a survey conducted in 2016, more than 1 in 4 women in Washington D. C. (United States) have experienced some form of sexual harassment on public transport.

- More than 750 million women currently living around the world were married as girls (less than 18 years old). Child marriage is most common in West and Central Africa, where more than 4 out of every 10 women were married before reaching 18 years of age and about 1 in every 7 were married or living as a couple before the age of 15. Child marriage often leads to

early pregnancies and social isolation, disrupts schooling, limits opportunities for girls, and increases their risk of domestic violence.

- Some 120 million girls around the world (just over 1 of in 10) have experienced forced sexual intercourse or other types of forced sex at some point in their lives. By far, the most common perpetrators of sexual violence against girls are their husbands or ex-husbands, partners or boyfriends.

- At least 200 million women and girls alive today have suffered female genital mutilation in the 30 countries where representative prevalence data exists. In most of these countries, the majority of girls were mutilated before they turned 5 years old.

- Adult women represent 51% of the victims of human trafficking detected worldwide. Together, women and girls represent 71%, with girls accounting for nearly three out of every four child victims of trafficking. Nearly three out of every four women and girls who are victims of trafficking are used for sexual exploitation.

- One out of every ten women in the European Union reports to have suffered cyberbullying since the age of 15, which includes receiving unwanted sexually explicit and offensive emails or SMS messages, and inappropriate and offensive attempts on social networks. Those at greatest risk are young women between 18 and 29 years of age.

- An estimated 246 million girls and boys suffer violence related to the school environment each year, and one in four girls say they have never felt safe using school toilets, according to a youth survey conducted in four regions.

- In a survey conducted in 27 universities in the United States in 2015, 23% of university undergraduate students reported suffering some type of sexual assault or sexual misconduct. The rate of complaints to campus officials, law enforcement, or others ranges from 5 to 28%, depending on the specific type of conduct [12].

- In a study conducted by the Inter-Parliamentary Union in 39 countries in five regions, 82% of the women surveyed reported experiencing some form of psychological violence during their term. They defined psychological violence as comments, gestures, and images of a sexual, sexist, or humiliating nature that are made against them, threats and/or forms of harassment to which they may have been subjected. They mentioned social networks as the main channel through which this psychological violence is exercised. Nearly half of those surveyed (44%) reported having received threats of death, rape, assault, or abduction against them or their families.

3. STRATEGY

The 2030 Agenda for Sustainable Development has a vision: a vision of a world "in which all women and girls enjoy full gender equality and all legal, social, and economic barriers for their empowerment have been removed."

While the comprehensive and universal implementation of the vision set forth in the 2030 Agenda has the potential to improve the lives of women and girls around the world, the obstacles are daunting. That's why Dianova aims to strengthen and share this vision through the campaign **Unite: 16 days of**

activism to end gender violence which includes awareness-raising initiatives aimed at the general public.

For 16 days, from November 25 (International Day for the Elimination of Violence against Women) until December 10 (Human Rights Day), Dianova will be sharing content mainly through online channels.

4. TARGET

- General public
- Companies - human resources directors. Madrid, Barcelona and Switzerland.
- Dianova network - ordinary members and associates.
- Institutional audiences – Third sector

5. CREATIVE CONCEPT

Slogan: *Support a future without gender violence*

Through 6 "comic" illustrations / vignettes we invite the target to share the vision of the 2030 agenda by looking at the present of 2018, from the future in the year 2030. We have become a society in which violence against women and girls is not tolerated. But what was it like before?

This vision is shown through 7 situations of violence against women and girls:

1. Woman as an object
2. Domestic violence
3. Sexual harassment in the workplace
4. Sexual violence
5. Access to education
6. Equal pay

6. CAMPAIGN

- Proposed launch dates: November 25 and will close on December 10.
- Official languages: Spanish and English.

Languages for members of the network to be confirmed.

7. MEDIA - RESOURCES

Include the ODS logo (without the UN logo) in the online and offline graphics.

Editorial content

- Press release, campaign objective, emphasis on the international nature of campaign. Implemented by OID.
- 4 online articles. In charge of OID. (see collaboration from Saionara)

- 2 downloadables: Spain + International situation, tips, advice, prevention.

Online:

- Hasthtag: #2030StopGenderViolence
- Actions:
    o Mailing Company + downloadable
    o Linkedin announcements + downloadable
    o Facebook campaign + downloadable
    o Twitter

Offline:

- Restaurant actions:
    o A3 tablecloths (Spanish and English) to be confirmed
    o Din-A4 to put inside the letters
    o Din-A4 folded to place on the tables, laminated?
    o Money boxes
    o A3 Posters

Images:

- Images for standard post 302 x 302 px on social networks, with or without text

Image adaptations for emailing, mailchimp, GetResponse, and other campaigns.

8. METRICS – GLOBAL INDICATORS

In order to show the global impact of the campaign online and offline, we will use these 3 indicators:

- Size: number of publications, posts, tweets, number of page views
- Vitality: scope, number of people impacted
- Influence: number of interactions, likes, shares, comments, retweets

Offline impact

- No. of posters placed/potential audience.
- Number of articles published in the press/potential audience.
- Other actions with an offline impact.