

Center for Women's Global Leadership (CWGL)

2012 Analytical Summary



Introduction and Background

The 22nd annual 16 Days of Activism Against Gender Violence campaign was the biggest in its history, with thousands of activists worldwide participating to promote an end to gender-based violence. As global coordinator of the 16 Days Campaign, the Center for Women's Global Leadership (CWGL) supported initiatives ranging from marches for women's bodily integrity to community dialogues on small arms and conflict.

This report analyzes the scope and depth of the 2012 Campaign, and provides an overview of the participants and the nature of the initiatives. The analysis reflects information collected through the post campaign survey, events posted on CWGL's [online Global Campaign Calendar](#), correspondence from participating individuals and organizations, Take Action Kit requests, and Google Alerts. **The report is based on documented evidence and does not reflect the entirety of events organized under the 16 Days Campaign.**

Thematic Focus

For the third year, the Campaign focused on the [intersections of violence against women and militarism](#). Participants ranged from local organizations to international and inter-governmental institutions, organizing under the global Campaign theme *From Peace in the Home to Peace in the World: Let's Challenge Militarism and End Violence Against Women!* Building on feedback from the [2011 Campaign](#), **three core priority areas** were highlighted within this theme:

- Violence perpetrated by state actors
- Domestic violence and the proliferation of small arms
- Sexual violence during and after conflict

Substantive Support

Take Action Kit

As global coordinator of the Campaign, CWGL produced the 16 Days Campaign Take Action Kit (TAK) and made it [available for download](#) and in hard copy by request from the [Campaign website](#) and email. The goal of the TAK is to provide activists with knowledge products and tools on violence against women, militarism and the 16 Days Campaign to facilitate organizing and advocacy. The Take Action Kit included detailed information on the three priority areas, including theoretical framing, key messages, statistical information, suggested actions, practical tools such as press release and social media templates, and resource guides. Promotional items—bracelets, posters, and whistles—were also provided. **CWGL received 382 requests for hard copies of the TAK, an increase of over 100% from the previous year. Moreover, electronic Campaign Kit documents were downloaded 49,346 times, an increase of over 300% from 2011.**

CWGL thanks the supporters and donors who help sustain the Campaign and make it possible for CWGL to provide materials to 16 Days Campaign participants.

The Campaign Kit was made available in 37 languages—Afrikaans, Arabic, Bahasa Indonesian, Bosnian, Bulgarian, Chinese, Czech, Dutch, English, Farsi, Finnish, French, German, Greek, Hebrew, Hindi, Italian, Japanese, Korean, Luganda, Nepali, Pashto, Polish, Portuguese (Brazilian and Portugal), Punjabi, Romanian, Russian, Saraiki, Setswana, Shona, Spanish, Swahili, Swedish, Turkish, Urdu, Xhosa and Yoruba—**an over 42% increase from 2011.**

The downloadable 16 Days Campaign logo was available in 60 languages; in addition to most of those mentioned above, the logo was available in Albanian, Amharic, Armenian, Bengali, British Sign Language, Catalan, Chichewa, Danish, Estonian, Fijian, Filipino, Gaelic, Hungarian, Icelandic, Kikongo, Kyrgyz, Lingala, Malagasy, Mongolian, Norwegian, SiSwati, Somali, Songye, Tamil, Thai, Tshiluba, Uzbek and Vietnamese. **Thank you to all our volunteer translators!**

Overview of the 16 Days Campaign

Participation

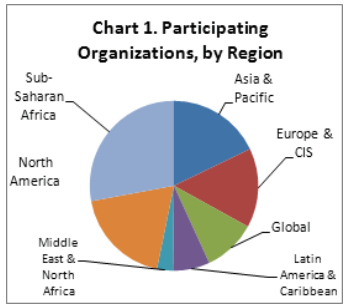
To date, the Campaign has been in direct communication with over 5,167 organizations in 187 countries in every region of the world. Throughout the 2012 Campaign CWGL was directly in touch with **748 organizations in 118 countries.** Please note that this does not reflect the full participation of the Campaign, only those participants of whom CWGL was in direct communication.

The 16 Days of Activism Against Gender Violence is an annual international campaign coordinated by the Center for Women's Global Leadership. Over 5,167 organizations in approximately 187 countries have participated in the 16 Days Campaign since 1991!

Contact Us

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- Twitter: twitter.com/CWGL_Rutgers
- Tumblr: www.cwgl.tumblr.com
- Skype: cwgl_16days
- Flickr: flickr.com/16dayscampaign

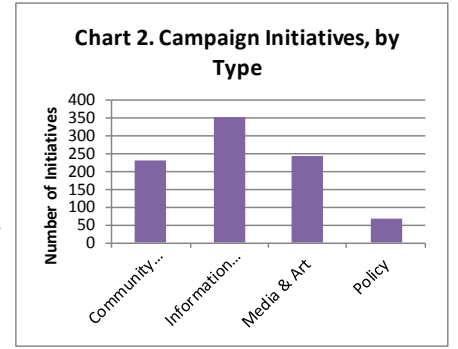
As Chart 1 illustrates, 24 countries in Asia and the Pacific participated in the Campaign, along with 27 countries in Europe, 17 in Latin America and the Caribbean, 11 in the Middle East and North Africa, 2 in North America, and 37 in Sub-Saharan Africa. This reflects a marked increase in participation in the Middle East and North Africa and Sub-Saharan Africa. As in previous years, participants varied significantly in their size and scope, ranging from individuals, often participating through online initiatives, to international organizations, such as Women’s International League for Peace and Freedom. Participants also varied in their type, including academic institutions (Punjabi University Women’s Studies Centre, India); government entities (Municipality of Jesus Maria, Argentina); intergovernmental institutions (Office of the High Commissioner for Refugees); lesbian, gay, bisexual, and transgender organizations (LGBT Youth Scotland, Scotland); religious organizations (Diakonia Council of Churches, South Africa); women’s organizations (Revolutionary Women’s Coalition, Egypt); and online media (Witness).



Types of Initiatives

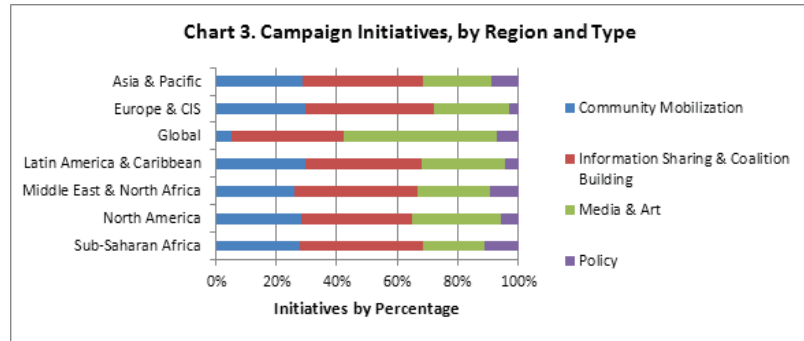
Of the 748 groups who told us they participated in the 2012 Campaign, we were able to track the focus areas and activities for 459 of them. Four broad categories were used to organize and analyze these activities (see Chart 2):

- **Community Mobilization:** Organizations galvanized communities around specific issues related to gender-based violence, examples include mass street performances in Serbia, and community forums in the Solomon Islands.
- **Information Sharing and Coalition Building** is by far the most popular type of action. Participants frequently used their initiatives as a means to educate, provide new resources, and dialogue with stakeholders, who ranged from civil society to government representatives. Actions include trainings on sexual harassment in Indonesia and workshops on violence against women and conflict in Syria.
- **Media and Art:** Organizations also used a range of artistic means, such as dance, music, sculpture and theater, as well as new technologies to call for an end to gender-based violence. Activities ranged from art exhibitions in Bosnia and Herzegovina to television and radio campaigns in Zambia.
- **Policy:** Groups also turned their advocacy efforts towards influencing policy changes, including through petitioning and working with government officials to draft reforms. Initiatives include petitioning for changes to family law in the Dominican Republic and conducting lobbying meetings with parliamentarians in Pakistan.



Regional Distribution

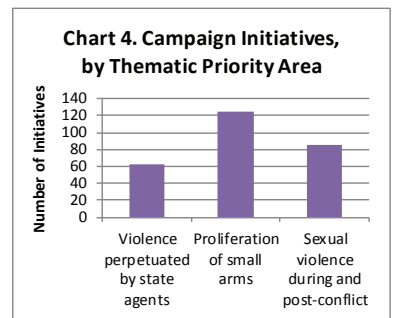
The types of initiatives undertaken by groups varied by region, as shown in Chart 3; most notable is the consistency of organizations across all regions using information sharing and coalition building strategies to increase awareness of gender-based violence in their communities and strategize for change with key stakeholders. Media and art were also commonly used across regions, especially by groups working at the global level, initiatives include an online nonviolence video made by artists in Brazil, text messaging awareness campaigns in Iraq, and an anti-militarism fashion show in Japan. A focus on policy changes was common in three regions, Asia and the Pacific, Middle East and North Africa, and Sub-Saharan Africa, where groups were more likely to engage directly with local government officials and partner with them with the hope of shaping new laws and policies.



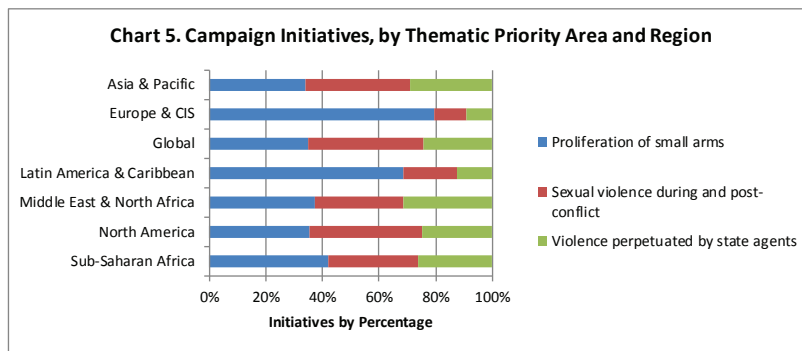
Thematic Priority Areas

According to documented evidence, approximately 300 initiatives were focused on the theme, as illustrated in Chart 4. Nearly half (45.8%) of these initiatives were concentrated on the proliferation of small arms and their role in the perpetuation of domestic violence. Initiatives focused on this priority theme also often intersected with discussions on health and access to health services and justice, examples include trainings for women on their legal rights in Iceland, and seminars on disarmament in Pakistan.

Initiatives related to each priority sub-theme varied across regions (see Chart 5). Sexual violence during and post-conflict was given increased attention by groups in North America and South Asia, and by international organizations. Initiatives focused on this priority theme included trainings on addressing gender-based violence in post-conflict settings in Burundi, a solidarity conference with survivors of violence in conflict in Taiwan, and a statement on sexual violence in conflict released



by the Office of the High Commissioner for Human Rights. Campaign initiatives focused on violence perpetrated by state agents was greatest in the Middle East and North Africa, where initiatives included public rallies in Libya and training police officers in Mongolia.



Using Social Media as a Tool in Ending Gender-based Violence

Throughout the 16 Days Campaign, CWGL utilized social media to spread awareness about the Campaign and advocate for the elimination of gender-based violence.

- Traffic to [CWGL's 16 Days Campaign website](#) increased by about 10% from 2011, with approximately 47,000 website visits in the weeks of the Campaign, by about 41,000 visitors¹ in 199 countries and territories. The site received over 74,000 hits, while hundreds of events were posted to our [Online Campaign Calendar](#).
- In 2012, CWGL launched a [new Tumblr site](#) on which the Center hosted a 16 Days Blog during the Campaign. The blog featured guest posts by activists from across the globe, including Masa Amir, Nazra for Feminist Studies; Isabelle Geuskens, Women Peacemakers Program; and Dina Mansour, Rutgers University. Blog topics included violence against women human rights defenders by state agents, the links between violence against women and health, and the impacts of militarized violence on men.
- The [Official 16 Days Campaign Facebook page](#) more than doubled during the Campaign, surging over 155% to over 46,000 fans.
- Thousands of participants worldwide [tweeted](#) using #16days throughout the Campaign, including individuals, women's organizations (MADRE), human rights organizations (Amnesty International), media (World Pulse), intergovernmental institutions (UN Women), and government entities (Department for International Development, UK).
- CWGL received approximately 700 photos from participants around the world, several of which are highlighted on [CWGL's 16 Days Flickr page](#).
- The Center also worked with designer Azita Azargoshasb to create [downloadable Image Cards](#), which featured facts on gender-based violence and links to 16 Days social media. The Image Cards were made available in English, French, Russian and Spanish.

Many thanks to all who posted, tweeted, and liked 16 Days social media during the Campaign!

The 16 Days Campaign at Rutgers University

The Center for Women's Global Leadership, because we are based at Rutgers University, worked with faculty, staff and students to coordinate eight events in and around campus. The Center hosted *Using Technology for Social Justice Activism*, on the roles that new technologies play in feminist activism to combat gender-based violence and strategies to get involved. The event included presentations by Amani Al-Khatahtbeh, Founder of MuslimGirl and Emily May, Founder and Executive Director of Hollaback. The Center on Violence Against Women and Children and Office for Violence Prevention and Victim Assistance also organized *Magnetizing Peace*, an initiative to spread awareness about gender-based violence through magnets across the community. The Women's Center Coalition hosted *Scream Against Gender Violence*, a collective, public scream-out to break the silence about gender violence on campus. Additional events included exhibits at the Mabel Smith Douglass Library, seminars on women's bodily integrity, and a candlelight vigil.

Lessons Learned and Moving Forward

Reflecting on feedback from, and analysis of, the 2012 Campaign, CWGL will aim to do the following for the 2013 16 Days Campaign:

- Further strengthen the analysis of violence against women and militarism by producing resources and materials specific to various regions and communities participating in the Campaign.
- Work to strengthen the coordination between electronic platforms and develop new methods of engaging participants through these and other media.
- Continue its focus on increasing substantive partnerships with Campaign participants and increase the number of translations for the Take Action Kit.

Overall CWGL will seek to utilize resources to strengthen our advocacy efforts through the 16 Days Campaign in order to work towards a more peaceful world, free of gender-based violence.

¹ The number of visitors reflects the total number of unique individual visitors, not returning visitors to the site.