

**A PROMISE IS  
A PROMISE**



# FAST FACTS

Women and girls make up **80%** of the estimated **800,000** people trafficked across national borders annually, with **79%** of them trafficked for sexual exploitation.

Approximately **100 TO 140 MILLION** girls and women in the world have experienced female genital mutilation/cutting.

Up to **7 IN 10 WOMEN** in the world report having experienced physical and/or sexual violence at some point in their lifetime.

In some countries the annual cost of intimate partner violence was calculated at **US\$1.6 TO US\$5.8 BILLION**.

Worldwide, up to **50%** of sexual assaults are committed against girls **UNDER THE AGE OF 16**.

More than **100 MILLION GIRLS** are 'missing' due to prenatal sex selection.

Over **60 MILLION** girls worldwide are child brides, married before the age of **18**.

As many as **1 IN 4 WOMEN** experience physical or sexual violence during pregnancy.

Approximately **250,000 TO 500,000 WOMEN AND GIRLS WERE RAPED** in the 1994 Rwandan genocide.

**603 MILLION** women live in countries where domestic violence is not yet considered a crime.

# **VIOLENCE AGAINST WOMEN AND GIRLS: HUMAN RIGHTS VIOLATION**

Violence against women and girls is not confined to any particular political or economic system, but it is prevalent in every society in the world. It cuts across boundaries of wealth, race and culture. It is an expression of historically and culturally specific values and standards that are still executed today through many social and political institutions that foster women's subservience and discrimination against women and girls.

International and regional legal instruments have clarified the obligations of States to prevent, eradicate and punish violence against women and girls. *The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)* requires that countries party to the Convention take all appropriate steps to end violence. However, the continued prevalence of violence against women and girls demonstrates that this global pandemic of alarming proportions is yet to be tackled with all the necessary political commitment, action and resources.

In countries around the world, millions of women and girls are beaten by their partners, subjected to forced sex, genitally mutilated or killed in the name of honour. Violence threatens women and girls in multiple forms during conflict. From the female child soldiers who are routinely raped by their own troops and the civilian women and girls who are raped and murdered as a tactic of war, to the escalation of violence within the family as troops return home, armed conflicts have a devastating and desperate impact on women and girls that goes far beyond the inherent violence of war.

The direct economic costs of violence against women and girls are enormous, in terms of lost working time, lost earnings and medical expenditure. The indirect costs of limiting the active role that women and girls can take in the development of their community are unquantifiable.

Countries have made some progress and initiatives to address and prevent violence against women and girls have increased throughout the world in recent years. However, gaps still remain in too many countries.

**“...MEANS ANY ACT OF  
GENDER-BASED VIOLENCE THAT  
RESULTS IN, OR IS LIKELY TO  
RESULT IN, PHYSICAL, SEXUAL,  
OR PSYCHOLOGICAL HARM OR  
SUFFERING TO WOMEN,  
INCLUDING THREATS OF SUCH  
ACTS, COERCION OR ARBITRARY  
DEPRIVATION OF LIBERTY,  
WHETHER OCCURRING IN PUBLIC  
OR PRIVATE LIFE.”**

**UN DECLARATION ON THE ELIMINATION OF  
VIOLENCE AGAINST WOMEN, 20 DECEMBER 1993**

**UNITED NATIONS  
SECRETARY-GENERAL'S CAMPAIGN**

**UNiTE**

**TO END VIOLENCE AGAINST WOMEN**

**GOALS**

“ **My campaign, UNiTE to End Violence against Women, is playing its part in spreading the message: violence against women and girls is a gross human rights violation that must be punished.** ”

**United Nations Secretary-General Ban Ki-moon**

Launched in 2008, the United Nations Secretary-General's *UNiTE to End Violence against Women* campaign aims to raise public awareness and increase political will and resources for preventing and ending all forms of violence against women and girls in all parts of the world.

The global vision of the UNiTE campaign is a world free from violence against all women and girls. This vision can only be realized through the meaningful actions and ongoing political commitments of national governments, backed by adequate resources.

The United Nations Secretary-General's UNiTE campaign calls on all governments, civil society, women's organizations, men, young people, the private sector, the media and the entire UN system to join forces in addressing this global pandemic.

Through its advocacy initiatives at the global, regional and national levels, the UNiTE campaign is working to mobilize individuals and communities. In addition to supporting the long-standing efforts of women's and civil society organizations, the campaign is actively engaging with men, young people, celebrities, artists, sports personalities, the private sector and many more.



Adoption and enforcement of national laws to address and punish all forms of violence against women and girls, in line with international human rights standards.



Adoption and implementation of multi-sectoral national action plans that emphasize prevention and that are adequately resourced.



Establishment of data collection and analysis systems on the prevalence of various forms of violence against women and girls.



Establishment of national and/or local campaigns and the engagement of a diverse range of civil society actors in preventing violence and in supporting women and girls who have been abused.



Systematic efforts to address sexual violence in conflict situations and to protect women and girls from rape as a tactic of war and full implementation of related laws and policies.

# SAY NO UNiTE TO END VIOLENCE AGAINST WOMEN

Say NO – UNiTE to End Violence against Women is the social mobilization platform of the UNiTE campaign. Launched in 2009 by UN Women, the platform showcases advocacy efforts around the world and engages people from all walks of life, both online and on the ground. It builds upon the momentum generated during its first phase when 5,066,549 people signed on to a global call to make ending violence against women and girls a top priority worldwide. Heads of State and ministers from 74 governments and nearly 700 parliamentarians have added their names to the action call since then.

Working through traditional as well as online networks and social media, Say NO – UNiTE aims to trigger and highlight actions by individuals, governments and civil society partners. Actions can range from reaching out to students at schools, to volunteering at local shelters, advocating for legislation or donating funds towards programmes that protect women and girls from violence, and more. Every action is counted to symbolize the groundswell of engagement that exists on the issue.

Through online media outreach and web-based tools available on [www.saynotoviolence.org](http://www.saynotoviolence.org), Say NO – UNiTE supports partners in their advocacy efforts and highlights their work to a global audience to inspire others.

Say NO – UNiTE to End Violence against Women is an expanding global coalition of individuals, organizations, governments and the private sector to realize a vision that is ambitious, but must never be impossible – a future that is free from violence against women and girls. Let us count you in – take action to end violence against women now.

**“The World Association of Girl Guides and Girl Scouts has chosen the Say NO – UNiTE platform to take action and showcase the work that our members do every day, around the world, to stop violence against girls. Say NO – UNiTE is an effective platform to communicate about our work and measure its impact. It’s great to be able to connect with a larger international network of people and organizations committed to end violence against women and girls.”**

**Andrea Boyle, Advocacy Coordinator, World Association of Girl Guides and Girl Scouts**

**“Say NO – UNiTE is an inspiring platform for action and engagement on ending violence against women and girls. The 16 Days of Activism Against Gender Violence campaign has used Say NO – UNiTE to promote actions by partners around the world, inspiring more people to get involved. It’s great to be able to bring out the voices and work of grassroots organizations through a global platform that reaches people from all walks of life.”**

**Julie Salthouse, Programme Coordinator, Center for Women's Global Leadership**

**“We used the Say NO – UNiTE platform to raise awareness about a petition to pass a bill on violence against women in Nigeria. We needed to demonstrate mass public support for the reform, and Say NO – UNiTE was an excellent platform to reach out to a Nigerian and a wider international audience. Within a few days of posting the campaign, we received overwhelming responses, which complemented our ongoing efforts. The bill had 5 sponsors to begin with. We needed 120 but received votes from more than 150 co-sponsors within a few weeks! The campaign is still using the Say NO platform to sustain momentum to pass the law, as well as to inform people of the law once it has passed.”**

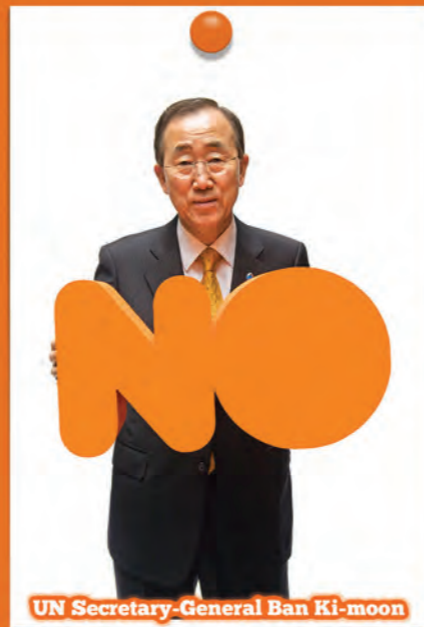
**Mari Tikkanen, Managing Director, M4ID on behalf of M4ID, WRAPA and LACVAW, Coalition of 70 women's rights organizations in Nigeria**



# UNiTE IN ACTION



Tanzania



UN Secretary-General Ban Ki-moon



Michelle Bachelet & Evo Morales



Bolivia



UNiTE Global Youth Network



Taxi Drivers in Kazakhstan



India



Honduras



Tonga



World Taekwondo Championship, Estonia



UNiTE Ribbon



Bosnia and Herzegovina



Bhutan



Senegal

# NETWORK OF MEN LEADERS

Too often, boys and young men are taught to equate masculinity with the use of violence and dominance over women and girls. Too often, such behaviour is met with silence and is tolerated by other men. This only serves to normalize gender inequality and negative stereotypes.

Men have a crucial role to play as fathers, brothers, friends, decision makers, and community and opinion leaders, in speaking out against violence against women and girls and ensuring that priority attention is given to the issue. Importantly, men can provide positive role models for young men and boys, based on healthy images of masculinity.

For many years, women around the world have led efforts to prevent and end violence, but today more and more men are adding their support to the movement.

As part of the growing efforts to include men as part of the solution to prevent and end violence against women, the United Nations Secretary-General Ban Ki-moon launched his *Network of Men Leaders* in 2009. The Leaders in this expanding Network – current and former politicians, civil society and youth activists, religious and community leaders, cultural figures and other prominent individuals – work in their spheres of influence to undertake specific actions to end violence against women, from raising public awareness, to advocating for adequate laws, to meeting with young men and boys, to holding governments accountable. The network supports the work of women around the world to defy destructive stereotypes, embrace equality, and inspire men and boys everywhere to speak out against violence.

**Men should be more aware of the problems women face. Breast cancer is a women's disease but we should be aware of it. Unfortunately, in our world controlled by men, awareness is too low. Things have to change and what's better for that than the UN, a global, non-profit organization that promotes peace and a better life for human beings. That's why I'm part of this group and again, I'm proud to be part of it.**

**As much as I can use my popularity to raise awareness, awareness and action, I will.**

**Brazilian author Paulo Coelho,  
Member of the Secretary-General's  
Network of Men Leaders**

# GLOBAL UNiTE YOUTH NETWORK

“ **Young people were born with the right to participate. Being enrolled with a movement, project, or their own initiative is basically setting this right in the right place!** ”

**Bothaina Qamar,  
International Coordinator, Y-PEER Network, Jordan**

Young people are a driving force for change and they use their knowledge, power and passion to challenge negative attitudes, gender stereotypes and behaviour that can lead to violence.

In May 2012, the Global UNiTE Youth Forum brought together youth activists from around the world to create a unique network to end violence against women and girls. As a truly global space, the Forum incorporated workshops and learning sessions, in which participants shared experiences, ideas and their passion for human rights. In the increasingly energized atmosphere, young people found it easy to cross any barriers posed by language and culture to form a close-knit group with ambitious ideas.

The participants formed a *Global UNiTE Youth Network* and established plans to take their work forward. Their Youth Statement, presented to senior UN officials, emphasizes the crucial role of youth as agents of change and recognizes the importance of spaces that enable youth to share their experiences, ideas and challenges without fear of discrimination or stigma.

**We**, the participants of the first Global UNiTE Youth Forum, seek to create a safe, gender equitable, and violence free present and future for all women and girls, from all walks of life. In order to achieve this, we have established the Global UNiTE Youth Network as part of the Secretary General's UNiTE to End Violence against Women campaign.

Our efforts and perspectives draw from a global standpoint and involve participants from every region of the globe. As such, we recognize our common challenges and understand the importance of learning from our different experiences, in order to advance our common goal of preventing and ending violence against women and girls.

Recognizing the crucial role of youth as agents of change in the present and in the future; today, we launch the Global UNiTE Youth Network, and in doing so commit ourselves to:

- **Build our Global UNiTE Youth Network through a bottom-up approach that is underscored by principles of non-discrimination and inclusivity across all ethnicities, genders, cultures, sexual orientation and abilities;**
- **Promote adaptable, concise and targeted messages about gender equality as a key starting point to ending violence against women and girls in all areas of our lives;**
- **Advocate for equal educational opportunities for young people, engage in peer-to-peer education, create a violence free culture, including promoting health and human rights education from a young age as a core educational tool to overcoming violence;**
- **Provide ongoing support to our colleagues within the Global UNiTE Youth Network and beyond to ensure sustainability of our individual and collective efforts through sharing resources, experiences and opportunities worldwide;**
- **Expand, connect and share our available knowledge at global, regional and national levels on youth specific issues and approaches related to ending violence against women and girls.**





# UN TRUST FUND TO END VIOLENCE AGAINST WOMEN

The UN Trust Fund to End Violence against Women was established by the UN General Assembly resolution 50/166 in 1996. The Fund works with partners across the world to secure much-needed services for women and girls affected by violence and to invest in long-term solutions to prevent violence from happening in the first place.

The UN Trust Fund works with non-governmental organizations, governments and UN country teams to:

- Prevent violence against women and girls by empowering groups especially at risk of violence, including adolescent girls and indigenous or ethnic minority women, and engaging strategic groups such as youth, men and boys, and traditional and faith-based leaders in prevention efforts;
- Expand access for women and girl survivors of violence to services including legal assistance, psychosocial counselling, health care, and build the capacity of service providers to respond effectively to the needs of women and girls affected by violence;
- Strengthen the implementation of laws, policies and action plans on violence against women and girls through data collection and analysis, build capacities of service providers and strengthen institutions to become more effective, transparent and accountable in addressing violence against women.

Between 1996 and 2011, the UN Trust Fund delivered almost US\$80 million to over 330 innovative, strategic and effective programmes in 127 countries. In recognizing the crucial role of the UN Trust Fund in preventing and ending violence against women and girls, the UNiTE campaign supports the Fund's drive to raise US\$100 million annually for grant giving by 2015.

## EXPECTED NUMBER OF BENEFICIARIES REACHED BY THE UN TRUST FUND'S NEW GRANTEES BETWEEN 2011-2014

EUROPE & CENTRAL ASIA: 38,930

ARAB STATES &  
NORTH AFRICA: 123,041

LATIN AMERICA &  
THE CARIBBEAN: 331,645

AFRICA: 3,399,419

ASIA & THE PACIFIC: 201,807

**CROSS REGIONAL: 2,200,024**

**TOTAL: 6,294,866**

# 16 STEPS TO END VIOLENCE AGAINST WOMEN



# UNiTE WORLDWIDE



## UNiTE CAMPAIGN

DAILY NEWS BUILDING, 220 EAST 42ND STREET  
18 FLOOR, ROOM 118, NEW YORK, NY 10017, USA  
[WWW.UNITETOENDVIOLENCE.ORG](http://WWW.UNITETOENDVIOLENCE.ORG)



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