



# 16 days campaign

Against gender-based violence against  
women and girls

# What is the 16 Days Campaign?

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An annual international civil society led campaign that calls for the prevention and elimination of violence against women and girls

25  
November  
International Day for the Elimination  
of Violence Against Women



10 December  
Human Rights Day

The colour orange represents a brighter future free from violence, for all women and girls



# Focus for 2022

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*Theme: Unite! Activism to End violence against women & Girls* - to call on everybody to become activists for the prevention of violence against women, to stand in solidarity with women's rights activists and to support feminist movements around the world

## Key objectives in Moldova

- Raise awareness that gender-based violence and violence against women is a crime and society as a whole has responsibility to prevent it from happening;
- Empower women survivors of violence and amplify their voices as agents and catalysts of change;
- Raise awareness on the urgency of ending VAWG by enhancing engagement of media and opinion makers;
- Call for survivors and witnesses to report all cases of violence to emergency number 112 and hotlines;
- Educate recognition and zero tolerance towards GBV and gender stereotypes among youth.



# How to engage

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## Take a stand!

- Take a stand publicly, wear the colour orange, join women's rights movements, and raise awareness about violence against women and girls

## Engage!

- Engage in activities raising awareness, and activism to prevent violence against women and girls

## Amplify!

- Amplify the voices of feminist women's movements in their diversity working to prevent and eliminate violence against women and girls

## Promote the leadership of women and girls!

- Promote women and girls in their diversity and their meaningful participation in political, policy making and decision-making spaces

