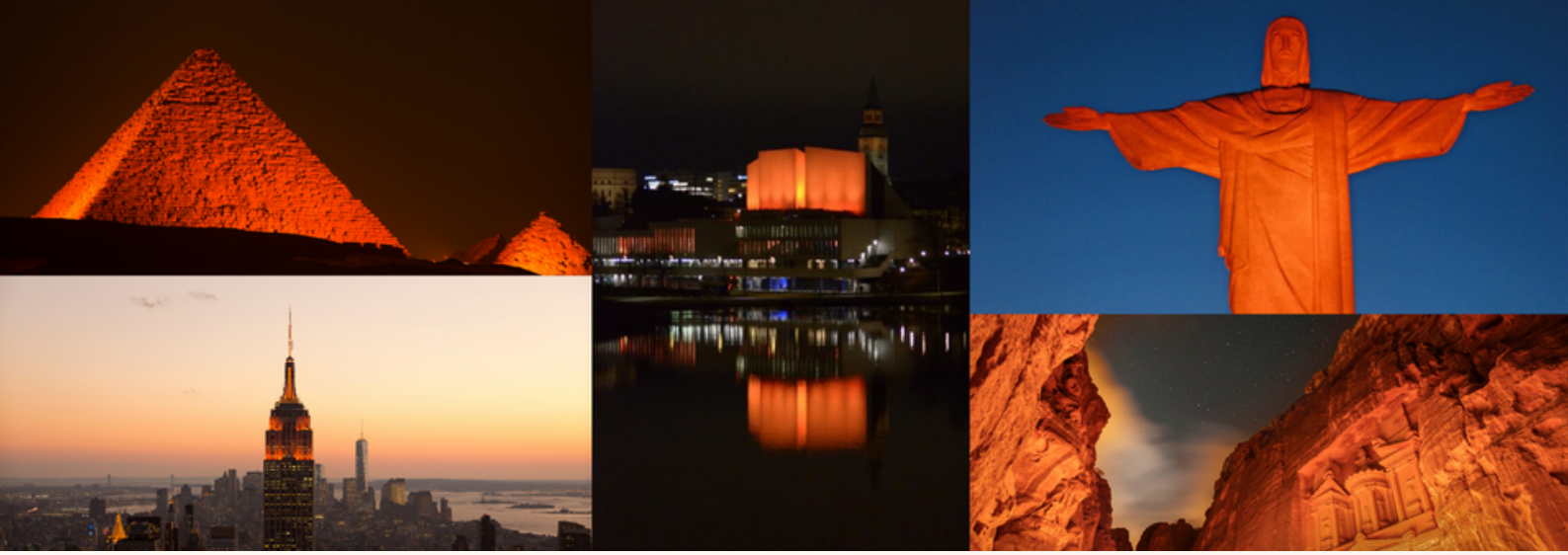


ORANGE DAYS MANUAL FOR VOLUNTEERS



THE UN'S INTERNATIONAL CAMPAIGN TO
ELIMINATE VIOLENCE AGAINST WOMEN
25.11.–10.12.

UN WOMEN FINLAND'S
orange days volunteer team



Orange Days Manual for Volunteers

Greetings for the volunteers of UN Women Finland!

You are holding UN Women Finland's Orange Team's manual for planning and organising the Orange Days campaign, made by volunteers for volunteers. The purpose of this manual is to offer tools and tips for communication, influencing, as well as fundraising from a volunteer's perspective during the Orange Days campaign.

Violence against women is a worldwide pandemic and the peak of gender inequality. Eliminating violence against women is one of the four basic pillars of the work of UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. That is why we want to encourage everyone to participate in this important and meaningful project!

How can you show your support during the Orange Days campaign? Whether you are working independently, with your friends, or part of a local committee, we hope that this manual inspires you and gives you new perspectives on Orange Days activism!

Hello to all of our Orange Days volunteers!

To end violence against women we need everyone to participate, and it is wonderful to see how great the effort is from the volunteers for UN Women Finland! The Orange Team has worked hard on this manual as well as on producing material for social media. This commitment and teamwork promote the appearance of the Orange Days campaign in a truly meaningful way!

A warm thank you to all of you, who have been doing this meaningful job and who are a part of eliminating violence against women together with UN Women Finland!

- Jaana Hirsikangas,
Executive Director of UN Women Finland





What are the Orange Days?

The Orange Days campaign refers to UN Women's (the United Nations Entity for Gender Equality and the Empowerment of Women) international campaign against gender-based violence. The annual 16-day activism campaign starts on the 25th of November, which is the International Day for the Elimination of Violence against Women, and continues until the 10th of December, which is Human Rights Day.

The purpose of the campaign is to eliminate violence against women and girls around the world. It seeks to raise awareness of and increase knowledge about violence against women as well as UN Women's efforts to combat it. The goal is to raise funds for UN Women's work to support women and girls. The campaign encourages governments, civil societies, women's organisations, private sectors, and the media to combine forces and fight the worldwide pandemic of violence against women and girls. During the campaign, various events and demonstrations take place around Finland and the world.

The International Day for the Elimination of Violence against Women has its origin in the endeavours of three activist sisters, who were a part of a movement against the dictator Rafael Trujillo during the 1950s and 1960s in the Dominican Republic. The sisters, Patria, Minerva, and María Teresa Mirabal, were murdered on the 25th of November in 1960. On the day of their death, they had visited Minerva's and María Teresa's husbands, who were also opponents of the dictator, in prison. On their way home, men from Trujillo's paramilitary group stopped the sisters, assaulted and murdered them. The women's bodies were thrown in a ravine so that it would look like an accident. Since 2000, the UN has dedicated the 25th of November to them as the official International Day for the Elimination of Violence against Women.



Violence against girls and women is a violation of human rights. Violence can be emotional, physical, economic, and/or sexual. It takes many forms, such as genital mutilation, forced marriage, and sexual abuse. Rape is used as a weapon of war in conflicts, especially against women and girls. Violence against women occurs in every society, social class, community, geographical area as well as age group. Every third woman in the world has experienced physical or sexual violence, and in some countries, the number increases to 70 percent. The World Health Organization, WHO, has declared it a worldwide epidemic and a public health crisis.

Violence has a negative impact on the victim. Its effects can be immediate or long-term physical, sexual, and/or emotional issues. Furthermore, the effects impact the victim's family members as well as entire communities and societies. Violence also has great economic costs. It increases the cost of health care and judicial services and decreases a nation's productivity, which impacts national budgets and societal development.

Violence against girls and women is a consequence of inequality and discrimination within cultures, social norms, and practices. The causes of violence are often linked to other dimensions of gender inequality. For example, a girl who is born into a poor family and gets married while she is young will most likely not complete school and end up giving birth at a young age. This can lead to obstetric complications. Additionally, she is more prone to being a target of violence than a girl who marries at an older age.



We must work together against gender-based violence. That is why we celebrate the Orange Days. The campaign's identification colour is orange. As it is a bright and optimistic colour, it is used to oppose violence against women. The colour symbolises hope for the future, where a life without violence is everybody's right. Around the world, activists take to the streets and buildings are illuminated in orange.

Everybody can be a part of the campaign and oppose violence against women!

- Celebrate by dressing up in orange and encourage your friends to do the same!
- Speak about the campaign at your workplace, school or hobby group and invite everybody to acknowledge orange as the colour against violence!
- Post your own picture on social media using the hashtag #orangedays #againstviolence and #orangetheworld and show that you stand against violence!
- Encourage your municipality to illuminate their buildings in orange! (See pages 21-22.)
- Follow UN Women Finland on Instagram, Facebook, LinkedIn and Twitter, and share their posts on your own profiles.
- Donate 10€ by sending the message UNW to the number 16499.

Women and girls around the world need your help. By supporting UN Women Finland's activities, you are preventing violence and helping women and girls, who have experienced violence, get the help and support that they need.



Orange Statistics

in Finland

- Up to 47% of over 15-year-old women and girls have experienced physical or sexual violence. In a third of the cases, the perpetrator is the victim's current or previous partner. Each year approximately 50 000 women are victims of sexual violence. (1)
- In 2019, there were 1 477 rapes, which is 6% more than the previous year. Additionally, there were 1 119 reports of other sexual crimes. (2) 96% of the victims were women and 4% were men. The police had been informed of 515 victims of sexual offense, of which 95% were women. (3)
- In 2020, there were 1 438 reported cases of rape, 39 cases (2,6%) less than in 2019. (4) Nearly 90% of the rapes happened at a private residence or another private property. (5) The police are not aware of most cases of rape and attempted rape. Of the reported cases of rape, roughly 40-50 % are resolved. (6)
- In 2020, 78% of suspected adult perpetrators of domestic violence were men. (7)
- According to Statistics Finland (Tilastokeskus), in 2019 the authorities received intimate partner and domestic violence reports of 10 600 victims (7% more than the previous year). Of the violence targeting adults in a domestic setting, half of the reported cases were between partners in an intimate relationship. 76,8% of the adult victims were women. 24,6% of the total victims were underage. These records only include reported cases, as most cases of domestic and intimate partner violence go unreported. (8) Roughly 75% of domestic and intimate partner violence targeting adults were cases of assault. (9) Adult victims of recurring violence numbered at 1 500, of which 90% were women. (10)
- Domestic violence shelters had a total of 5 354 customers in 2019. (54% adults and 46% underage). 91% of the adult customers were women. In 2019, the number of customers grew by 6%, compared to 2018. The number of customers at domestic violence shelters has grown roughly by 75% from 2015 to 2019. In 2019, a total of 28 domestic violence shelters were functioning in Finland, which provided enough space for 202 families or lone customers. In 2020, the number of domestic violence shelters increased to 29 and the number of spaces for families increased to 211. (11)
- Many customers have suffered long-term domestic abuse before seeking refuge. 76% of the customers of age 15 or older had suffered abuse for less than a year, 1% had suffered between one and five years, and 23% for more than five years. (12)
- In 2020, domestic violence shelters had 5 178 customers. Based on foreknowledge, the number of adult customers increased slightly, while the number of child customers decreased. The total number of customers slightly decreased for the first time since the responsibility for the shelters moved to the Finnish Institute for Health and Welfare (THL) in 2015. Based on foreknowledge, a focal point to note is that the decrease in customers was due to the decrease in the number of children as customers. (13)
- The second most common form of homicide in Finland is manslaughter, where the victim is a woman and the perpetrator is their current or previous partner. (14)
- Most homicides take place between acquaintances, partners, or family members. 60% of the adult female victims of homicide were killed by their spouse, partner, or previous partner. (15)
- Each year roughly 20 women die in Finland as a result of intimate partner violence. (16, 17)

in Finland

- In early 2020, the assistance system for victims of human trafficking accepted a record number of customers, who are believed to have become victims of human trafficking in Finland. Sexual abuse through prostitution is particularly prevalent in human trafficking. Other forms of sexual abuse in human trafficking have also been found, such as sex slavery-type conditions. Sexual abuse-related human trafficking is poorly recognised in Finland.
- Between 1.1.2020 and 30.6.2020, the assistance system accepted 176 applications for customership. The majority of the customers are young adults. Of the 48 victims in Finland, 69% are women. Until the 30th of June, the majority of the customers (61%) were women and girls. Women are the majority of victims of forced marriage and sexual abuse-related human trafficking. Women are also represented in nearly all other forms of human trafficking. (18)
- In 2019, the number of forced marriages more than doubled from the previous year. The assistance system accepted a total of 52 victims of human trafficking in relation to forced marriage. 20 of them had been married in Finland or married elsewhere and the marriage continued in Finland.
- On 31.12.2019, the assistance system had more customers than ever before and a third more than at the same time during the previous year. When including the customers' underage children (155), the system had 676 customers in 2019. In 2019, the assistance system received a record number of 229 new customers. 64% of the assistance system's new customers were women. 47% of them were victims of sexual abuse and 34% victims of forced marriage. 61% of all the customers were women. (19)
- In Finland, there are roughly 10 000 girls and women who have gone through genital mutilation. (20) According to the school health survey conducted by the Finnish Institute for Health and Welfare (THL), 80 (0,2%) of the girls in high schools or vocational schools in 2019 had been mutilated.
- According to the medical birth register, in 2017 and 2018 0,4% (285) of women who gave birth in Finland had been mutilated. The number excludes births in the region of HUS. (21)

Did you know?

Finland is the second most violent country in the EU for women (22)

around the world

- One in three women has experienced physical or sexual violence, most of the time by their partner. If we also include women, who have experienced sexual harassment, the number is even greater. (24, 25)
- Around 15 million teenage girls (age 15-19) all over the world have experienced forced sex during their lifetime. (26, 27)
- 45-55% of women in the European Union have experienced sexual harassment after turning 15.
- 72% of human trafficking victims are women and girls. Four in five female human trafficking victims are sold for sexual exploitation. (28)
- At least 200 million women aged 15-49 have experienced female genital mutilation. This number has been calculated based on data from 30 countries (the only ones which provide such statistics). Usually, girls in these countries are subjected to mutilation before reaching age 5. (29)
- In 2019, one in five 20–24-year-old women has been married before they reached the age of 18. The number of child marriages has decreased over the last decades, especially in Southern Asia.
- The risk of child marriage is greatest in Sub-Saharan Africa, where every third child is married before age 18. Child marriages lead to early pregnancy and social exclusion, dropping out of education as well as an increased risk of domestic violence. (30)
- Some national researches indicate, that even 70% of women have experienced physical and/or sexual violence by their partner during their lifetime. (31)
- 736 million women around the world – almost one in three – have been subjected to intimate partner violence, non-partner sexual violence, or both at least once during their lifetime (30% of women aged 15 and older). The figure does not include sexual harassment. (32)
- In most parts of the world less than 40% of women, who have experienced violence, seek help (estimate based on available data). Most of those who reach out for help turn to their friends and family, and rarely rely on institutions and governmental aid, such as the police or health care. Less than 10% out of those who seek help due to violence contact the police. (32)

around the world

Facts and figures - UN Women statistics on violence against women

- Globally 243 million women and girls aged 15-49 have experienced sexual and/or physical violence by their partner during the last year.
- The Covid-19 pandemic and consequential movement restrictions have increased the number of women who are exposed to violence. Safety, health, and financial struggles increase tensions at home, which are further emphasised by cramped living spaces.
- The Ebola pandemic showed that different forms of violence, such as human trafficking, child marriages, and sexual exploitation, increase during times of crisis. The Covid-19 situation will most likely follow similar trends.
- The latest statistics gathered since the Covid-19 pandemic broke out indicate that all forms of violence against women and girls have increased, especially intimate partner violence. During the first weeks of the pandemic, many countries reported that especially intimate partner violence had increased.
 - For example, in Argentina emergency calls related to intimate partner violence increased by 67% after imposing epidemiological restrictions. Helplines in Cyprus and Singapore reported a 30% and 33% increase in calls.
 - The “Women’s Safety New South Wales” questionnaire in Australia indicated that 40% of employees reported an increase in the need for help and 70% stated that the reported cases of violence were more complicated than before.
 - Governments, organisations, and institutions focused on women’s rights in many countries, such as Brazil, Canada, Chile, Germany, Lebanon, Mexico, Spain, Great Britain, and the United States of America, have stated that during the pandemic the reported cases of intimate partner violence, as well as the need for domestic violence shelters, have increased.
- According to evidence, in some countries the amount of reported violence continued to increase while the pandemic restrictions were in place, as well as after their elimination.
- At the same time, in some places official intimate partner violence reports given to the authorities have decreased. It does not mean, however, that women do not experience violence, but rather that it is more difficult for them to report violence or ask for help through official channels. (33)
- Health care systems and even services for victims of violence have been strained by the increase in corona cases. Domestic violence shelters have reached the limit of their capacity and are unable to receive new victims due to restrictions or because the shelters have been turned into health centres. (34)

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LOCAL COMMITTEE ACTIVISM



DURING THE
ORANGE DAYS
CAMPAIGN

By volunteering, you have the opportunity to be involved in creating a world without gender-based violence!

There are many ways for a volunteer or a member to participate in the Orange Days campaign and support women. The most amazing thing that you can do is to raise awareness of the campaign, and thus help UN Women Finland gather funds for girls and women who have encountered violence.

Local Committees can:

- Contact the owners of important buildings in the area and ask if they want to join the global campaign by **illuminating the buildings in orange** to show support for girls and women who have experienced violence.
- **Share UN Women Finland's Orange Days campaign posts** on your social media channels and create your own campaign support content. Remember to tag UN Women Finland, so that we can share your posts on our channels.
- **Organise events** that support UN Women Finland's Orange Days campaign.
- Find co-operation partners and **raise funds** for UN Women's Orange Days campaign.
- **Join the volunteer's Orange Team** that supports UN Women Finland's Orange Days campaign.
- **Encourage every member to participate and support the campaign** either as a volunteer or independently by sharing the campaign posts on social media.

Below are some events that local committees have organised around Finland during the previous years:





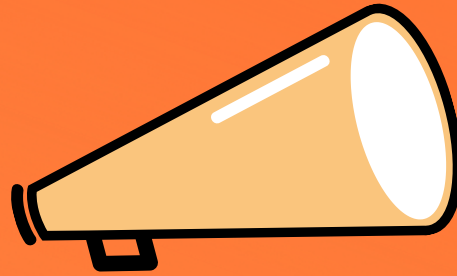
Orange Days activism by Local Committees - Events from previous years



Turunmaa's Local Committee

2019 Lantern procession and illuminating the Kirjastosilta-bridge in orange.

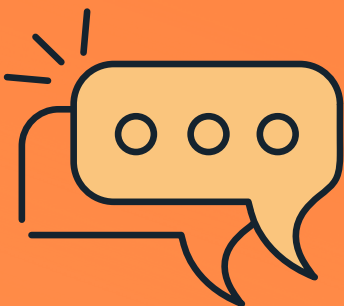
2017 & 2018 Illuminating the Kirjastosilta-bridge in orange and handing out free mandarins.



Vaasa's Local Committee

2018 & 2019 A candlelight procession, which was partnered by organisations such as Vaasan Ensi- ja turvakotiyhdistys, Victim Support Finland, and Vaasa City. At the end of the procession, there were speeches, music and a small art exhibition.

2017 Orange Days campaign event at Rewell Center, along with speeches, music and presentations from different co-operation partners.



Tampere's Local Committee

2017 Fundraising event for UN Women Finland.

2016 An event where people could come and meet the local committee's activists and learn more about the campaign.



Lounais-Häme Local Committee

2018 & 2019 An event where people could learn more about Orange Days activism and buy orange buns from Wehnäpaakarit.



What can a single volunteer do for the Orange Days campaign?

There are many options outside the local committees to make an impact by yourself! Here you will find some examples of one-time orange activism.

- **Share UN Women Finland's social media content** during the Orange Days campaign. Likes and comments also help algorithms increase the visibility of posts. Take part in UN Women Finland's social media challenges and encourage your friends to join too by tagging them!
 - Official Instagram: **@unwomensuomi**
 - Official Twitter: **@UNWomenSuomi**
 - Official LinkedIn: **UN Women Suomi**
 - Official Facebook: **UN Women Suomi**
 - Facebook group for UN Women Finland's members and volunteers: **UN Women Suomen vapaaehtoiset ja jäsenet**
- **Get familiar with violence against women as a topic** by reading articles, watching related documentaries or following orange activists on social media! It is important to understand the topic's themes and background as well as how it affects every single one of us. Remember to attend the webinar organised by UN Women Finland during the Orange Days campaign! Also, share articles you have read and documentaries you have watched with others via social media, for instance.
- **Initiate conversations about violence against women** during the coffee break at your workplace, in the sauna with a friend or perhaps while spending time outdoors with your family. The orange issue is not a natural or comfortable topic of discussion for everybody, but everyone has something to contribute to the conversation, which makes it rewarding. The most important thing is to ensure that violence against women is no longer a taboo, so that anyone can discuss it and intervene when required.



- **Donate to UN Women Finland's orange collection fund** and encourage your friends to do the same! Many willingly donate when a friend or acquaintance explains the matter and asks them to join in doing some good.
- **If your area does not have a local committee, you can independently try to get a statue or building in your area illuminated** in orange by contacting policymakers/officials or the owners of the statue/building, for instance. An example of this kind of reaching out can be found on pages 21–22.
- **Encourage the libraries in your area to take part** in the Orange Days campaign! An example of how you can reach out to them can be found on page 23.
- **Collaborate with companies in your area!** Read more about it on pages 24–25.
- **Write about the topic to the media in your region!** If you do not want to write it yourself, ask another volunteer or one of your region's policymakers to write it with you. More advice on writing a column or speech can be found on pages 26–30.
- **Share a photo of yourself wearing something orange** on social media channels! Remember to add the Orange Days hashtags and challenge your friends to share photos too!



Illuminating buildings



We want everyone to join! Our goal is to illuminate buildings in Finland's every municipality as a part of the worldwide movement. Local committees and volunteers play a key role in getting owners of buildings to illuminate their buildings in orange, and take a stance against violence against women. **It would be wonderful if many Finnish municipalities, cities, and villages, big or small, would be a part of the worldwide group fighting to eradicate violence.** The illuminated building will, as a part of the campaign, get to join a group of the world's wonders, buildings, and monuments — such as the Giza pyramids, the Christ the Redeemer statue in Rio de Janeiro, and Niagara Falls. Famous Finnish buildings have already entered the group — for example, the Finlandia Hall.



Here is a template message, which you can use to contact the owner of a building that you would like to see illuminated:

Dear X (e.g. Sir or Madam),

I am contacting you in relation to UN Women's (the United Nations Entity for Gender Equality and the Empowerment of Women) worldwide Orange Days campaign to end violence against women. The campaign starts on the 25th of November, the International Day for the Elimination of Violence against Women, and lasts until the 10th of December, Human Rights Day. The purpose of the 16-day long campaign is to raise awareness of violence against women and actively work towards eradicating it. The topic is unfortunately relevant and timely also in Finland, where every third woman is a victim of intimate partner violence.

Our campaign invites everybody to recognise the orange colour as a colour symbolising the fight against violence against women. Every year buildings and monuments are illuminated in orange around the world to spread the message of the campaign. Examples of such buildings are the Empire State Building, the pyramids of Egypt, the Little Mermaid statue in Copenhagen, and Finlandia Hall.

UN Women Finland invites Finnish influencers and organisations to be a part of the campaign. Would you be interested in supporting the campaign by illuminating X in orange during 25.11.–10.12.? The main day of the campaign is the International Day for the Elimination of Violence against Women on the 25th of November. We promote partners on UN Women Finland's official social media platforms and on our website. You can read more about the campaign here: <https://www.unwomen.org/en/news/in-focus/end-violence-against-women> or in Finnish about UN Women Finland's campaign <http://unwomen.fi/oranssitpaivat> .

Best regards,

UN Women Finland volunteer X

NB We recommend that you inform UN Women Finland that you are illuminating your building by filling in this form:

<https://unwomen.fi/osallistu/oranssitpaivat-ilmoittaudu-vapaaehtoiseksi/>



Co-operation with libraries

We challenge Finland's libraries to participate and celebrate the Orange Days campaign by putting orange books on display. This way those who are interested in these books may borrow them. Here is a message template, which you can send to your own library.

Dear X (e.g. Sir or Madam),

Do you have piles of orange books? How about books about the status of women and their experiences? Do you wish to participate in drawing attention to violence against women?

UN Women (the United Nations Entity for Gender Equality and the Empowerment of Women) has an annual global campaign called the Orange Days between 25.11.-10.12. The purpose of this campaign, which lasts for sixteen days, is to raise awareness of violence against women and to actively eradicate it. Unfortunately, the subject is also relevant in Finland, where every third woman has experienced intimate partner violence.

Libraries have a massive impact on people's education and understanding of societal injustices. Women's well-being has a significant impact on both individuals and societies. We at UN Women ask for your support to improve women's rights:

Create one (or more) table(s) at the library, where you gather orange-covered books, as well as books about women's and girls' rights! All types of literature can be used, from children's books to biographies and scientific books. Additionally, the table could be decorated in orange, and a short explanation of the Orange Days campaign and UN Women's activities, which we will send to you, could be put on display.

Best regards,

Un Women Finland volunteer XXXX XXXX

NB Please inform UN Women Finland about co-operation done with libraries, for example, by filling in this form (scroll down to the part that says "Ilmoita mukaan valaistava rakennus!"): <https://unwomen.fi/osallistu/oranssit-paivat-ilmoittaudu-vapaaehtoiseksi/>

Orange Days Co-operation with Businesses

The UN Orange Days campaign is a great opportunity for businesses and companies to express their support for equality work and stand together with the global champion for gender equality – UN Women. Show the values of your company to the world!

- Companies can participate and express their support for the Orange Days campaign by donating to UN Women Finland. Your donations support UN Women's global work.
 - The company can decide the fundraising method (for example, by donating a percentage from sales or sending a chosen sum of funds).
 - However, the UN Women Finland logo or campaign donation is not permitted to be associated with individual product sales, for example, by informing the donation percentage of a purchased product.
 - The donation may be done by using the bank reference number (viitenumero) 25111 or by ordering a donation invoice from: <https://unwomen.fi/lahjoitukset/yrityslahjoitus/>
 - Companies that have donated to UN Women Finland can receive our social media materials, with which they can show their support for the campaign through their own social media channels. Just make sure that we have the company's contact information to do so!
 - We offer printable information flyers about the campaign (size A4), however, the company's logo cannot be added to them. It is important to use UN Women's logo according to the rules and restrictions set by UN Women's Headquarters.
 - The company can share on their own social media channels that they are supporting the Orange Days campaign by donating to UN Women Finland. They can also tag UN Women Finland in their social media posts so that we can also share their posts.
 - If the company wishes so, UN Women Finland will include and tag the company in our Thank You post on social media at the end of the Orange Days campaign.
-

- The company may also support the Orange Days campaign by **displaying UN Women Finland's printable donation request** in places visible to customers, for example, by the cashier.
- The company may also support the visibility of the campaign by **decorating their premises in orange**, for example, by using orange lights and displaying the printable information flyers about the campaign by the cashier.
- Additionally, the company **may freely share all the social media posts created by UN Women Finland about the Orange Days campaign** in order to spread awareness of violence against women and show their general support towards the campaign.

NOTE!

It is very important that the company is guided to communicate their participation in the campaign correctly. Supporting the campaign is not official co-operation, as this has strict terms set by UN Women's Headquarters.

However, the company may express their support for the campaign and freely share their reasons for supporting it. Participating in the campaign does not give the company the right to use the UN Women logo. It is important to offer the company complete communication materials and if the company wants to create their own materials, they need to be guided on using the logo. UN Women's and the company's logos CANNOT be used together in the material. Whenever one logo (either the company's or UN Women's) is used as a logo picture in the materials, the other logo MUST be used in text form.

If you have any additional questions, please contact UN Women Finland's Director of Fundraising Aura Yliselä, aura.ylisela@unwomen.fi



Tips for writing an orange column or speech

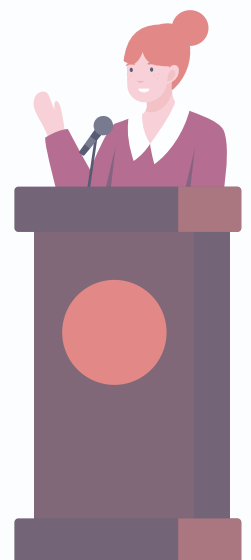
Are you writing a column for the media in your area, or are you planning on holding a speech at an Orange Days event?

Here are a few tips to help you:

- 1.** Always consider what the main message of your speech or column is ahead of time. What do you want to achieve or highlight with your column or speech? Do you want to share general information about the Orange Days campaign or concentrate on a specific theme related to the campaign? Think of an interesting perspective that will catch the listener's or reader's attention.
- 2.** If you write a column, you can ask someone to write it with you, if you wish. This could be another UN Women Finland volunteer, someone from the UN Women Finland board of directors or the main office, or a volunteer from another organisation in your area related to this subject (for example, someone from Soroptimist International Finland, Zonta International District 20, Plan International Finland, Victim Support Finland (RIKU), Ensi- and Turvakotiyhdistys etc).
- 3.** It is good to plan the content of your speech or column according to whom it is aimed for. Are you speaking to people who already know something about the topic or is it completely new to your target audience? Remember to use the kind of language that will make the target audience understand and take in the information. In a column or speech, you are allowed to express your opinions and even provoke the audience. However, it is important to remember to always respect the listeners and readers as well as to check the facts beforehand. Read and write about a topic you know, or which you have time to read up on. Examples, justifications and observations can help liven up the speech or column.



- 4.** A good speech or column is not long, but rather concise and to the point. A speech could last around five minutes.
- 5.** A good way to start planning a speech or column is to make a table of contents for the structure and main messages that you would like to include in it. A good plan for the structure could be as follows:
- Attract attention with a descriptive title. The final title can be formed once the speech or column is ready.
 - Plan an appealing 3-5 sentence long introductory paragraph to the topic.
 - Use subheadings – this will make it easier for you to identify which theme you are concentrating on in each section. Subheadings also help to move the text forward.
 - The content of the speech or column is the most important factor. Write about the topic in a manner that touches you too. In the end, it is good to recap the message of the speech or column.
- 6.** When the topic is the Orange Days campaign, it is good to briefly explain in the beginning what the Orange Days campaign is about and why it is celebrated. Around the middle of the column or speech, you can reflect on violence against women and also use statistics to support your arguments. At the end of your column or speech, it is good to propose suggestions or solutions for ending violence against women, and also encourage everyone to act towards furthering this goal.





When you are writing a column or holding a speech as a volunteer for UN Women Finland, it is important to remember to act according to our values. In your column or speech, you can include stories about UN Women's global work to end violence against women and mention that a single person can also make an impact by supporting our work.

If you need some inspiration or tips for your plans, you can read online articles or watch speeches on YouTube, which are related to or touch upon this subject. For example, UN Women Goodwill Ambassadors and the Executive Director of UN Women have interesting and informative speeches that can be found online.

While holding your speech, remember to pay attention to body language, intonation, and pausing. Practice your speech peacefully before actually holding it. You can also ask somebody from UN Women Finland to proofread your speech or column before publishing it.



Below are some examples of various orange topics that you can write a column or hold a speech about. Each year the Orange Days campaign has a specific theme, which is emphasised. You could make use of this theme and see if you can connect it to your speech or column. Another idea could be to follow current news and discussions, as you may be able to find a good topic there.

General information about:

- Types of violence against women and girls:
<https://www.unwomen.org/en/what-we-do/ending-violence-against-women/faqs/types-of-violence>
- Women's safety in Finland: <https://www.helsinkitimes.fi/finland/finland-news/domestic/19120-is-finland-really-a-safe-place-for-women.html>
- The Istanbul Convention in Finland: <https://beobachtungsstelle-gesellschaftspolitik.de/f/962c660e40.pdf>

1. Child brides

Globally around 21% of young women were married before their 18th birthday:
<https://www.unicef.org/stories/child-marriage-around-world>

2. Intimate partner violence and domestic violence

- Violence and harassment: <https://thl.fi/en/web/gender-equality/gender-equality-in-finland/violence-and-harassment>
- Domestic violence: <https://www.riku.fi/en/various-crimes/domestic-violence/>

3. Honour-based violence

<https://ihmisoikeusliitto.fi/english/honour-based-violence/>

4. Online harassment and digital violence

- Finland's women-led government targeted by online harassment:
<https://www.politico.eu/article/sanna-marin-finland-online-harassment-women-government-targeted/>
- The report by the NATO Strategic Communications Centre of Excellence which exposed this problem: <https://stratcomcoe.org/publications/abuse-of-power-coordinated-online-harassment-of-finnish-government-ministers/5>
- Naisten Linja (Women's Line) has a guidebook on this topic in Finnish:
https://images.ctfassets.net/pbxhiiewat8h/NOPlzWCuPzG1sF2HANVla/75f7f2941f100f93e2cfa946b1312863/Digitaalinen-v___kivalta-parisuhteessa_28Oct19-1.pdf

5. Economic violence

<https://economic-genderviolence.eu/materials-and-resources/articles-about-economic-violence-against-women/>

6. Emotional and psychological abuse

<https://www.womenslaw.org/about-abuse/forms-abuse/emotional-and-psychological-abuse>

7. Physical violence

<https://www.who.int/news-room/fact-sheets/detail/violence-against-women>

8. Sexual harassment and violence

For example, you can find various publications about this on UN Women's website:[https://www.unwomen.org/en/search-results?](https://www.unwomen.org/en/search-results?keywords=sexual%20harassment)

[keywords=sexual%20harassment](https://www.unwomen.org/en/search-results?keywords=sexual%20harassment)

9. Human trafficking

Women make up 46% and girls 19% of all victims of trafficking:

<https://www.un.org/en/observances/end-human-trafficking-day>

10. Examples of the points made in speeches held during the Orange Days campaign in 2019 in Finnish

<https://unwomen.fi/wp-content/uploads/2017/11/Paikallistoimikunnille-Oranssit-p%C3%A4iv%C3%A4t-16-p%C3%A4iv%C3%A4%C3%A4-aktivismia-2.pdf>

11. You can also find some perspectives from the UN Association of Finland's Friidu guidebook in Finnish

<https://www.ykliitto.fi/sites/ykliitto.fi/files/friidu.pdf>

Topics for Morning Assembly



- **Orange Days morning assembly 25.11.**
- **Start by briefly introducing the Orange Days campaign and tell that they start today.**
- **Give short examples of how one can contribute to the campaign.**
- **Remember to acknowledge the age group you are talking to and adjust your speech for the assembly accordingly.**

The Orange Days are UN Women's international campaign against gender-based violence. The annual 16 days of activism start today on the 25th of November, the International Day for the Elimination of Violence against Women, and they end on the 10th of December on Human Rights Day.

The aim of the campaign is to increase awareness of violence against women and girls, share ways to intervene in it, and decrease violence around the world.

The International Day for the Elimination of Violence against Women has its origin in three activist sisters, who were a part of a movement against the dictator Rafael Trujillo during the 1950s and 1960s in the Dominican Republic. The sisters Patria, Minerva and María Teresa Mirabal were murdered on the 25th of November 1960. On the day of their death, they had visited Minerva's and María Teresa's husbands, who were also opponents of the dictator, in prison. On their way home, Trujillo's men from a paramilitary group stopped the sisters, assaulted and murdered them. The bodies were thrown in a ravine so that it would look like an accident. Since 2000, the 25th of November has been dedicated to them by the UN as the official International Day for the Elimination of Violence Against Women.

Violence against women and girls is a violation of human rights. Violence can, for example, be emotional, physical, and/or sexual. There are many forms of violence, such as genital mutilation, forced marriage, and digital violence. Violence against women is everywhere — every third woman in the world has experienced physical or sexual violence. Violence is a consequence of gender inequality and discrimination within cultures, social norms, and practices.

We must fight against gender-based violence. That is why we celebrate the Orange Days. The colour of the campaign is orange. As a bright and optimistic colour, it opposes violence against women. It symbolises hope for the future, where a life without violence is everybody's right.

Everyone can participate in the campaign and oppose violence against women!

Here are some ideas on how you can participate:

1. Dress up in orange and encourage your friends to do so as well.
2. Share information about the campaign with your friends and hobby groups and invite everybody to recognise orange as the colour against violence.
3. Post your own picture on social media with the hashtag #orangedays #againstviolence and #orangetheworld and show that you stand against violence.
4. Follow UN Women Finland on Instagram, Facebook, LinkedIn, and Twitter, and share their posts on your channels.
5. Participate in the events of the campaign.
6. Treat every person equally and respectfully each day of the year.



Orange Cultural Products

Books:

Jennifer Clement: Prayer for the Stolen

Edwidge Danticat: Breath, Eyes, Memory

Khaled Hosseini: A Thousand Splendid Suns

Cathleen Miller & Waris Dirie: Desert Flower

Toni Morrison: Jazz

Tara June Winch: Swallow the Air

Alexis Wright: The Swan Book

In Finnish:

Nina Honkanen: Pohjakosketus

Meeri Koutaniemi & Ann-Mari Leinonen: Vahvaksi rikutut

Laura Manninen: Kaikki anteeksi

Tv-series:

Big Little Lies: <https://www.theguardian.com/tv-and-radio/2019/jun/17/big-little-lies-domestic-violence>

The Handmaid's Tale: <https://www.irishtimes.com/culture/tv-radio-web/the-handmaid-s-tale-a-truly-moving-close-up-of-sex-slavery-1.3100090>

Orange Cultural Products

Movies and Documentaries:

Audrie & Daisy - Documentary (Netflix): https://www.youtube.com/watch?v=ePJqYAkRzL0&ab_channel=TheLipTV

(Theme song: Tori Amos - Flicker: https://www.youtube.com/watch?v=_3Y4M2t3A3I&ab_channel=ToriAmos)

The Color Purple:

[https://en.wikipedia.org/wiki/The_Color_Purple_\(film\)](https://en.wikipedia.org/wiki/The_Color_Purple_(film))

Precious:

<http://content.time.com/time/subscriber/article/0,33009,1935116,00.html>

Unbelievable (Netflix):

<https://time.com/5674986/unbelievable-netflix-true-story/>

Lilya 4-ever: https://en.wikipedia.org/wiki/Lilya_4-ever

Jeffrey Epstein: Filthy Rich (Netflix):

https://en.wikipedia.org/wiki/Jeffrey_Epstein:_Filthy_Rich

In Finnish:

Yksittäistapaus (Yle Areena) (Force of Habit, English subtitles available)

11 short films about women subjected to the abuse of power:

<https://areena.yle.fi/tv/ohjelmat/30-1774>

Tuhoisan rakkauden kaava - Documentary (Yle) (The formula for destructive love):

<https://yle.fi/aihe/artikkeli/2018/01/27/tuhoisan-rakkauden-kaava>

In Swedish:

Josefin Nilsson - Älskä mig för den jag är - Documentary (The Story of Josefin Nilsson, no subtitles available): https://www.youtube.com/watch?v=_0J8a5opDG0&ab_channel=abbaregistrovideoclipsanddocumentaries

Orange Cultural Products

Music:

Tori Amos - Me and a Gun: <https://youtu.be/wWxZW2zj7PQ>

Lady Gaga - Til It Happens To You: <https://www.youtube.com/watch?v=ZmWBrN7QV6Y>

Garbage - Silence is Golden: https://www.youtube.com/watch?v=tElXyL344cY&ab_channel=Garbage

Rihanna - Russian Roulette: <https://www.youtube.com/watch?v=ZQ2nCGawrSY>

Erik Sjøholm - Orange: <https://youtu.be/JhzlTEuylF4>

Jenny Wilson - Rapin': <https://youtu.be/KyuKvELxycs>

Maustetytöt - Tee se itse: <https://youtu.be/Bv3MG-3gjks>

PMMP - Joku raja: https://www.youtube.com/watch?v=_KvM_I1Z1UY&ab_channel=PMMPVEVO

Linda Sahlberg - Slicka Golvet: <https://youtu.be/-UuburLUh8k>

Podcasts:

World Speech Day Women Generation Equality Campaign:

<https://feeds.captivate.fm/world-speech-day/>

In Finnish:

Generation Equality podcast: <https://unwomen.fi/podcastit/>

Episodes:

#2 Naisten seksuaalioikeudet uhattuina – vieraana Ujuni Ahmed

#6 Seksuaalisen häirinnän kulttuuria muuttamassa – vieraana Krista Kosonen

Orange Cultural Products

Photography:

Katherine Cambareri: Well, What were you wearing?

https://www.huffpost.com/entry/photographer-documents-what-women-wore-when-they-were-sexually-assaulted_n_5720e652e4b0f309baef5868

Donna Ferrato: Living with the enemy:

<https://www.iamunbeatable.com/photo-archives>

Meeri Koutaniemi: Taken and Cut generation

<https://www.meerikoutaniemi.com/>

Valérie Mesquita: Just between us (Entre nós)

<https://valeriemesquita.com.br/projects/entre-nos-just-between-us/>

<https://www.lensculture.com/projects/21892-just-between-us>

Visual arts:

Viivi Vierinen (Viv Magia)

https://www.facebook.com/viivi.vierinen?hc_location=ufi , <https://www.vivmagia.com>

Theatre:

Play rape

A monologue about an actress who has had enough of playing a female character, who gets raped. The play criticises gender inequality in Finnish theatre:

<https://www.finnishshowcase.com/showcase2016/play-rape>

MsTrial

An American play about workplace sexual violence:

<http://nystagereview.com/2019/12/04/mstrial-office-sexual-harassment-goes-strongly-metoo/>



#oranssitpäivät

25.11.-10.12.

Seiso kanssamme naisiin kohdistuvaa
väkivaltaa vastaan!

Thank you for being involved!

Let's end violence against
women together!



You can find more information about
the Orange Days campaign online:
[https://unwomen.fi/lahjoitukset/
oranssit-paivat/](https://unwomen.fi/lahjoitukset/oranssit-paivat/)

UN WOMEN FINLAND'S
orange days volunteer team