



Orange Day, 25th September 2015

The new global development agenda: what next for efforts to end violence against women and girls?

The United Nations Secretary-General's Campaign *UNiTE to End Violence against Women* has proclaimed the 25th of each month as 'Orange Day', a day to raise awareness and take action to end violence against women and girls. As a bright and optimistic colour, orange represents a future free from violence against women and girls, for the UNiTE Campaign. Orange Day calls upon activists, governments and UN partners to mobilize people and highlight issues relevant to preventing and ending violence against women and girls, not only once a year, on 25 November (the [International Day for the Elimination of Violence against Women](#)), but every month.

The year 2015 presents a once in a generation opportunity to shape future efforts to prevent and end violence against women and girls, as the international community prepares to adopt a new global development agenda. This agenda will address many key issues, from poverty to the protection of the environment and climate change, as well as gender equality, the empowerment of women, and violence against women and girls.

This Orange Day therefore focuses on the **2030 Agenda for Sustainable Development**, and the new possibilities it brings for global efforts to prevent and end violence against women and girls.

THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

Heads of State and Government and high-level representatives will meet at the United Nations Headquarters in New York from 25 – 27 September 2015 for the [United Nations Sustainable Development Summit](#) to adopt the [2030 Agenda for Sustainable Development](#). The Agenda consists

of 17 Sustainable Development Goals (SDGs) with 169 associated targets, most of which are to be met by 2030. The goals aim to combat the key development challenges of our times, including ending poverty and hunger, reducing inequalities within and among countries, the protection of human rights, and the protection of the planet and its natural resources.

The Agenda recognizes gender equality and the empowerment of women as a key priority, and its realization as essential to progress across all goals and targets including those which address poverty, hunger, health, safe cities and peace and security. Goal 5 of the agenda aims to 'Achieve gender equality and empower all women and girls' and includes specific targets to eliminate all forms of violence against women and girls and eliminate all harmful practices, including early marriage and female genital mutilation. In comparison to their predecessors, the [Millennium Development Goals \(MDGs\)](#), which addressed gender equality in more general terms, the SDGs represent a significant step forward in their aspirations towards gender equality, covering a more comprehensive set of issues.

Realizing this ambitious agenda will require bold and decisive action by governments, the technical support and scrutiny of Civil Society Organizations, UN Entities and other actors to ensure progress remains on track, and significant investments across the Agenda. The [Addis Ababa Action Agenda](#), agreed at the [Third International Conference on Financing for Development](#) held in Addis Ababa from 13-17 July 2015, maps out the financial policy dimensions of international and national development for the next 15 years to that will support the realization of the agenda.

PLANET 50-50 BY 2030: STEP IT UP FOR GENDER EQUALITY!

Against the backdrop of the adoption of the 2030 Agenda for Sustainable Development, UN Women's campaign [Planet 50-50 Step It Up for Gender Equality](#) is a clarion call for action. Step It Up calls upon all governments to pledge specific national actions to achieve gender equality by 2030. These national commitments will be announced at the ["Global Leaders' Meeting on Gender Equality and Women's Empowerment: A Commitment to Action"](#), to be hosted by UN Women and the People's Republic of China on 27 September 2015 at the United Nations Headquarters. Commitments will range from introducing new laws, to updating action plans, policies and strategies on gender equality, and addressing social norms and stereotypes that perpetuate gender inequality, discrimination and violence against women and girls.

Violence against women and girls remains a global pandemic impacting one in three women and girls in their lifetime. It is one of the biggest obstacles toward achieving gender equality, and no country in the world is immune to it. The Global Leaders Meeting will therefore provide the opportunity for governments to take crucial first steps and outline their commitment to ending violence against women and girls by 2030.

ORANGE DAY ACTIVITIES

- Start a conversation with your colleagues, students or community about the Sustainable Development Goals, including the specific targets for ending violence against women and girls. Discuss how you can work together to ensure that progress in your country is on track to achieve gender equality and eliminate all forms of violence against women and girls by 2030.
- Has your government committed to take action to achieve gender equality and to end violence against women and girls? Check here: <http://beijing20.unwomen.org/en/step-it-up>.
- Write, call and meet your government representatives and inform them about Planet 50-50 Step It Up for Gender Equality and ask them to make a commitment at or ahead of the Global Leaders Meeting on 27 September!
- Watch out for the outcomes of the Global Leaders Meeting on Gender Equality on 27 September, 2015, starting at 9 am EST. The event will be live webcast on unwomen.org.
- Wear orange on September 25th and remind the world that the elimination of violence against women and girls is essential to the success of the 2030 Agenda for Sustainable Development.

USEFUL RESOURCES

The [2030 Agenda for Sustainable Development](#) (to be adopted at the United Nations Sustainable Development Summit)

UN Women position paper, *A Transformative stand-alone goal on achieving gender equality, women's rights and women's empowerment: imperatives and key components*, June 2013

<http://www.unwomen.org/en/digital-library/publications/2013/7/post-2015-long-paper>

The Sustainable Development Goals Knowledge Platform

<https://sustainabledevelopment.un.org/topics/sustainabledevelopmentgoals>

The World We Want

<https://www.worldwewant2015.org>

Planet 50-50 Step It Up for Gender Equality <http://beijing20.unwomen.org/en/step-it-up>

SAMPLE SOCIAL MEDIA MESSAGES

TWITTER

On #OrangeDay, as world leaders adopt #SDGs, #UNiTE says ending #VAW is central to achieving progress <http://ow.ly/ORdug> v @SayNO_UNiTE

Its #OrangeDay! The world has a new Development Agenda. What action will governments take to end #VAW? <http://ow.ly/ORdug> v @SayNO_UNiTE

Happy #OrangeDay! I'm wearing orange to support gender equality and an end to #VAW by 2030. <http://ow.ly/ORdug> via @SayNO_UNiTE #action2015

This #OrangeDay, #UNiTE says: what will your govt commit to do to achieve #Planet5050 and stop #VAW by 2030? <http://ow.ly/ORdug> #action2015

FACEBOOK

Happy #OrangeDay! This month's Orange Day theme is about the new 2030 Sustainable Development Agenda. The new agenda recognizes that gender equality, the empowerment of women, and the elimination of violence against women and girls are central to sustainable development for all. Now governments must match the ambitious agenda with decisive action and adequate resources. Learn more: <http://ow.ly/ORdug>

On 25th September, #OrangeDay, world leaders will come together to adopt the 2030 Sustainable Development Agenda, which recognizes gender equality and the empowerment of women and girls as vital. This weekend the People's Republic of China and UN Women will

co-host a 'Global Leaders' Meeting' at which governments will make new commitments to achieve gender equality, women's empowerment, and an end to violence against women and girls. Find out what action your government pledges. Watch live webcast, starting 9 AM, EST on unwomen.org

The UNiTE campaign has declared the 25th of every month as #OrangeDay – a day of action to end all forms of violence against women and girls. This month we are highlighting adoption of the 2030 Sustainable Development Agenda, which presents a once in a generation opportunity to shape future efforts to prevent and end violence against women and girls. Learn more about the agenda, wear orange and speak out! Find out what your government commits to do to realize gender equality and women's empowerment goals. <http://ow.ly/ORdug>