

16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

25 November – 10 December 2024



16 Days of Activism Against Gender-Based Violence: Campaign Report

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#SHINEALIGHT CAMPAIGN CALLS FOR SOLIDARITY IN ADDRESSING THE INSECURITIES AND RISKS FACED BY WOMEN

Violence against women and girls remains one of the most widespread and severe human rights violations worldwide.

Globally, every 10 minutes, a woman is killed by an intimate partner or family member.

The number of women and girls killed intentionally in 2022 – nearly 89,000 – was the highest yearly number recorded in the past 20 years.

One in three women experiences intimate partner violence, while one in ten faces cyber harassment.

The tragic femicides and gender-based violence in Türkiye highlights the urgent need for action, as women continue to face daily insecurity, even in their routine activities.

The **16 Days of Activism Against Gender-Based Violence Campaign** starts each year on **25 November**, the **International Day for the Elimination of Violence Against Women**, and runs until **10 December, Human Rights Day**.

This campaign calls for the prevention and elimination of violence against women and girls.

Aligned with this year's global United Nations campaign, we launched the #ShineALight Campaign to raise public awareness about the pervasive insecurity women feel in all aspects of life, the violence they endure, and the daily fears they face. Kicked off on November 25, the International Day for the Elimination of Violence against Women, and concluded on December 10, Human Rights Day, the campaign sought to increase public awareness around women's safety and gender-based violence, while inspiring meaningful action.

The #ShineALight campaign was launched with an event in partnership with the Delegation of the European Union to Türkiye on 22 November 2024 in Ankara. The event brought together civil society organizations, youth organizations, activists, government officials, diplomatic representatives, and the media to express solidarity and commitment to end all forms of violence against women and girls.

We would like to extend our heartfelt gratitude to everyone who supported us – our partners, private companies, organizations, and activists – speak up and shine a light on violence towards women and girls during the campaign.

This report provides detailed information about the reach of our campaign and the support we received from our collaborators. We strongly believe that through collective efforts to combat violence against all women and girls, we can

create meaningful change and bring about a positive impact on their lives, communities, and societies as a whole. Our aim is to build a better, more equal world where women and girls everywhere feel safe and secure in their day-to-day life and do not experience threats to their well-being. Although the 16 Days of Activism has come to an end, our commitment to uniting and actively engaging in actions to prevent all forms of violence against women and girls everywhere will continue.



#ShineALight on the inequalities that threaten safety and perpetuate violence. End violence against women.

[Click here to watch the video](#)



16 DAYS OF ACTIVISM

The “16 Days of Activism against Gender-Based Violence” is an annual international campaign run by the United Nations (UN) that kicks off on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day.

Having been started by civil society and women’s rights activists in 1991, today the campaign is used as an organizing strategy and platform by individuals and organizations around the world to call for the prevention and elimination of violence against women and girls. In support of this civil society initiative, the campaign, under the leadership of the UN Secretary General, calls for individuals and organizations to take action to increase awareness about violence against women and girls and to galvanize advocacy efforts.

UN Women has been organizing campaigns events and activities in Türkiye since 2012 as part of the 16 Days of Activism to raise public awareness about violence against women and call citizens to join the movement to prevent gender-based violence. You can access UN Women’s nationwide award-winning 16 Days of Activism campaigns by clicking on the years. [2020](#), [2021](#), [2022](#), [2023](#).

#SHINEALIGHT ON ALL FORMS OF VIOLENCE AGAINST WOMEN

Women are not safe at home, on the streets, at work, at school, or in the digital world. They constantly evaluate risks and take safety precautions based on their environment to protect themselves from threats and violence.

But safety is not a privilege.

Safety is a human right that every woman should enjoy every day, everywhere, and under all circumstances.

- **#ShineALight on the responsibilities** of duty barriers.
- **#ShineALight on international norms** and conventions.
- **#ShineALight on the voices** and lived realities **of women.**
- **#ShineALight on the history** of the fight against violence against women.
- **#ShineALight on the urgent need** for inclusive protection and support systems.
- **#ShineALight on the impunity** that leaves women vulnerable and unprotected.
- **#ShineALight on men's disconnection** from women's realities.
- **#ShineALight on the insecurity women face** at home, on the streets, at work, at school, and online.
- **#ShineALight on the darkness.**
- **#ShineALight on the daily threats** women experience.
- **#ShineALight on the right to live** free from the fear of violence.
- **#ShineALight on the urgent need for a safer world** for women.
- **#ShineALight on the stereotypes** that fuel and escalate violence.
- **#ShineALight on the laws** that must be effectively implemented to protect women's lives.
- **#ShineALight on the inequalities** that threaten safety and perpetuate violence.



UN Women Türkiye launched the #ShineALight (#IşıkTut in Turkish) campaign to break the silence and draw attention to the fears and threats of violence women face on a daily basis. The campaign emphasized the pervasive insecurity that women experience in all aspects of their lives – at home, on the streets, at work, and in online platforms – advocating for a world where every woman and girl feels safe from threats and lead a fear-free life.

The campaign aimed to raise awareness about the extent of risks women and girls are exposed to, the violence that they endure and the need for community support to create a safer, more equitable society. #ShineALight (#IşıkTut in Turkish) campaign highlighted the urgent need to address the root causes of gender-based violence, combat harmful norms and stereotypes, and challenge inequalities that perpetuate violence against women and girls.

Through the #ShineALight campaign, UN Women Türkiye called for solidarity in addressing the insecurities and risks faced by women everywhere, stressing that safety is not a privilege but a fundamental human right that every woman and girl should enjoy without exception. The campaign called to #ShineALight on all forms of violence against women. It reiterated its commitment to illuminating the darkness surrounding violence against women and girls, urging everyone to take part in building a world free from fear and violence.





SHINE A LIGHT

IN NUMBERS

Over

90

News on Printed
Media, Online
Media and TV



Over

4.6m

Reach on Printed
Media, Online
Media and TV



Over

1.4m

Accounts
Reached on
Social Media



Over

90

Companies Joined
the Campaign



7.8m

Impressions from
Outdoor Media

\$31k

Media Value of
Outdoor and
Digital Media



7.1m

Impressions from
Digital Media



#ShineALight
CAMPAIGN AS A CALL TO ACTION
TO END VIOLENCE AGAINST
WOMEN IN TÜRKİYE



The **#ShineALight** campaign officially launched with an event in collaboration with *the Delegation of the European Union to Türkiye* 22 November 2024 in Ankara. The event brought together representatives from civil society organizations, youth activists, government officials, diplomatic delegations, and the media to express solidarity and commitment to ending violence against women and girls.



Asya Varbanova, UN Women Türkiye Country Director

“The 16 days of activism call on us to educate ourselves, challenge harmful norms, and create a world where fear is no longer necessary. Shining a light on violence is a shared responsibility.



Ambassador Thomas Ossowski, Head of the Delegation of the European Union to Türkiye

“Our goal is clear. A world where women and girls live free, thrive, and reach their full potential.



Dr. Babatunde A. Ahonsi, UN Resident Coordinator in Türkiye

“UN Women’s ‘shine a light’ campaign highlights the realities that women face daily. It asks us to commit to understanding these challenges, challenging harmful norms, and taking action to ensure a safer, more equal world.

The event featured a panel discussion titled **#ShineALight** on Evolving Norms and Actions. Moderated by Zeliha Ünalı, UN Women Türkiye Deputy Country Director, the panel included prominent voices such as Prof. Dr. Feride Acar, women's rights advocate and academic,

Çağla Şahin, a lawyer at UN Women Türkiye. The discussion focused on the economic, physical, and social dimensions of women's safety, highlighting the importance of intergenerational solidarity, the need to address root causes of violence, and the role of civil society in driving meaningful change.



The launch also included a Speed Dialogue Meeting, which provided a platform for women activists from different generations to share strategies and insights on tackling gender-based violence. Topics covered included the evolution of activism, the rise of digital challenges, and the critical role of collective advocacy. This exchange aligns with the Beijing+30 initiative, which marks the 30th anniversary of the Beijing Platform for Action in 2025.



[Click here to watch the video](#)



The launch event also had a video booth area called “videomaton”, an interactive tool designed to capture personal stories and reflections in a private and safe setting. For the launch event, the videomaton was introduced as a space where participants could share their experiences, fears, or thoughts related to the theme of “Living on Guard.” The concept aimed to amplify voices of both women and men, highlighting the daily insecurities and challenges they face due to gender-based violence, as well as their resilience. The videomaton was equipped with guiding questions to encourage participants to speak freely about their encounters with being on guard or moments of vulnerability. Designed with anonymity and comfort in mind, the booth allowed participants to record their messages in a safe environment. As a result, UN Women Türkiye collected around 15 powerful stories and messages that shine a light on the pervasive realities of insecurity faced by women. These testimonials foster empathy, drive advocacy, and extend the campaign’s reach through digital and social media platforms.



CAMPAIGN VIDEOS AS CREATIVE STORYTELLING

As part of the 16 Days of Activism campaign, two impactful videos were produced, highlighting the “**Living on Guard**” theme and delivering the campaign’s core message through creative storytelling and strong visual execution. These videos, centered around real-life experiences and the pervasive sense of insecurity women face, effectively communicated the urgent need to address the root causes of violence against women and girls. Supported by celebrities, influencers, and professional production teams, the videos amplified the campaign’s visibility and resonated deeply with diverse audiences.

[The first video](#), launched on November 25, featured two women and two men theater artists and

used a powerful script to showcase the daily precautions women take to ensure their safety. With its relatable dialogue, the video underscored that safety is not a privilege but a human right, engaging male allies in the conversation. The creative climax featured the actors opening illuminated umbrellas, symbolizing the campaign’s visual identity and a collective call to #ShineALight on the root causes of violence. Garnering 160,273 views and 4,092 interactions on Instagram, along with 1,057 impressions on X, the video effectively brought attention to the realities of “living on guard” while reinforcing the campaign’s theme through bold visuals and inclusive messaging.



The second video, released on November 27, was produced with the support of Ogilvy 4129 under the Creativity for Equality agreement and directed by a female filmmaker. Featuring renowned artist Hare Sürel, the video portrayed a woman navigating dark, unsafe streets, visually representing the pervasive feeling of insecurity. The narrative culminated in a powerful scene where the protagonist, joined by others, opened illuminated umbrellas to shine a light on inequalities and stereotypes fueling violence against women. With 323,734 views, 4,347 interactions on Instagram,

and notable engagement on X, the video reinforced the campaign's message and creatively expanded its reach. Both videos were also shared on the UN Women ECA Regional Office's YouTube accounts, further amplifying their visibility across global platforms.

These videos generated significant public engagement, reaching wide audiences while strengthening partnerships with artists and celebrities. UN Women Türkiye expanded its network of supporters, amplifying the campaign's call to action through these collaborations.



[Click here to watch the video](#)



SOCIAL MEDIA COLLABORATIONS



Click here to see the post

Overlapping with the 16 Days of Activism, UN Women Türkiye leveraged significant dates such as the December 3rd International Day of Persons with Disabilities and December 5th Women's Rights Day – marking the 90th anniversary of women in Türkiye acquiring the right to vote and be elected – to create targeted campaign content.

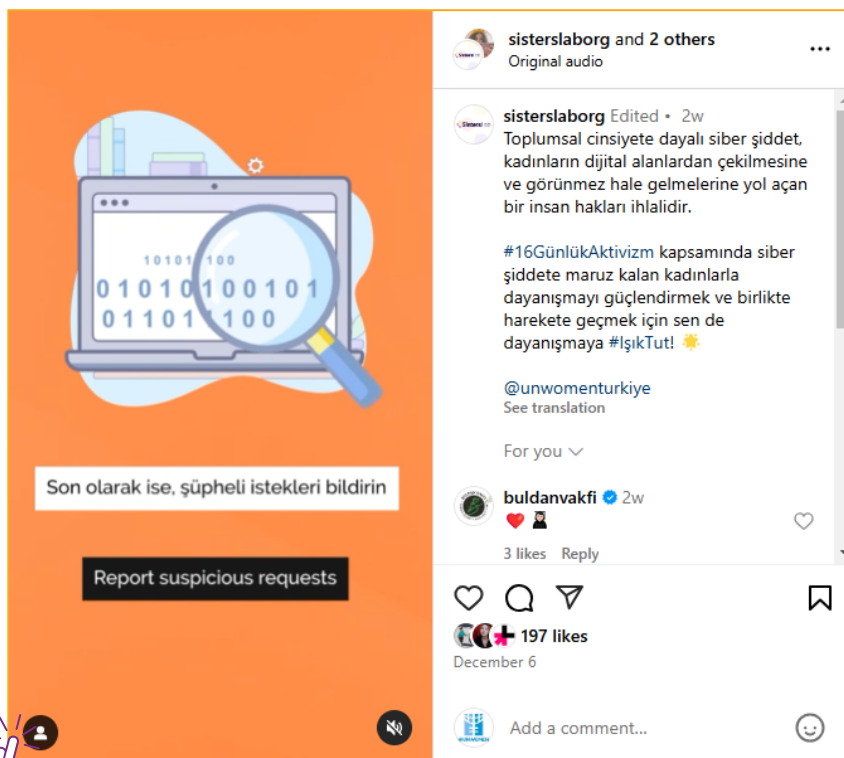
On December 3rd, a recent report titled “**Status, Needs, and Priorities of Women with Disabilities in Türkiye: A Rights-Based Research**” was promoted through social media, highlighting key data on violence against women with disabilities.



On December 5th, an intergenerational dialogue video aligned with the Beijing +30 campaign strategy was shared, featuring renowned lawyer and feminist activist Hülya Gülbahar and UN Volunteer Yağmur Söylemez discussing the vital role of women in decision-making.



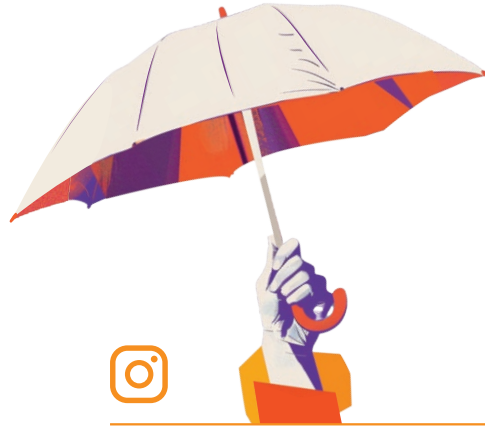
Click here to watch the video



Another partnership was established to address cyber violence with SistersLab – The Association for Women in Science and Technology, further enriching the campaign's impact. The video emphasized the definition and consequences of cyber violence and how to tackle with it.

Click here to watch the video

UN Women Türkiye finalized its 16 Days campaign with another successful partnership with the [Turkish Dictionary on Instagram](#) on Human Rights Day, underlining the message once again that safety is not a privilege but it's a human right. This final post has alone brought over **457 thousand views** and more than **10K likes**.



457,000 +
VIEWS



10,000 +
LIKES



Yalnız yürürken telefonla konuşur gibi yapmak zorunda kalıyor musunuz?

turkishdictionary and unwomenturkiye

turkishdictionary Güvenlik bir ayrıcalık değil; bir insan hakkı. Kadınların her gün, her yerde, her koşulda güvende olmaları bir insan hakkı. 10 Aralık İnsan Hakları Günü'nde şiddet korkusu olmadan yaşama hakkına #IşıkTut

Safety is not a privilege, it is a human right. Safety is a human right that every woman should enjoy every day, everywhere, and under all circumstances. On December 10, Human Rights Day, let's #ShineALight on the right to live free from the fear of violence.

1w See translation

For you

itir_basar 3 likes Reply

elif.atlas 2 likes Reply

buldanvakfi Reply

ezgi6kulac Reply

selin.burc Yolda yürürken muhakkak sigara yakarım ve çok az içerim ki ani bir saldılda sigarayı kişinin tenine değdirerek bir kaçış şansı yaratabileyim

1w 24 likes Reply See translation

View replies (3)

Liked by didemayberkin and 10,042 others

December 10

Add a comment...

Click here to
see the post

MEDIA AS KEY SUPPORTER

The 16 Days of Activism campaign effectively utilized multiple media outlets and partnerships to amplify awareness about gender-based violence. Through key collaborations with Milliyet, Show TV, and high-profile endorsements from figures such as Tlin Ŗahin, the campaign successfully advanced UN Women's objectives by fostering greater public engagement, encouraging behavioral change, and promoting actionable solutions to combat gender-based violence.

98 news articles were published across various media platforms, including print, online, and audiovisual outlets, reaching an estimated 4.6 million reach.

The campaign successfully generated significant media exposure across various platforms:



Online Media

A total of 44 articles were published, reaching an estimated 119 thousand readers.



Printed Media

27 articles appeared in printed formats, reaching 4.2 million readers.



Television Coverage

25 broadcasts aired, with a combined reach of 370 thousand viewers.



'Klişelere meydan okumalıyız'

Kadınlara ve kız çocuklarına yönelik her türlü **şiddet** ve istismara karşı Birleşmiş Milletler Kadın Birimi'nin (UN Women) başlattığı #IşıkTut kampanyası devam ediyor. Milliyet'in medya partnerliği ile süren 16 günlük kampanya çerçevesinde kadınlar için daha güvenli bir geleceğe ışık tutma çağrısı yapılıyor. **BM Kadın Birimi** Avrupa ve

Orta Asya Bölge Direktörü Belén Sanz Luque, "16 **Günlük Aktivizm** aynı zamanda bize **şiddet** önlemeye yatırım yapmamız gerektiğini hatırlatmaktadır. Veriler, etkili bir

şekilde uygulandığında güçlü yasaların **şiddet** oranlarını azaltabileceğini göstermektedir. Kadınlara ve kız çocuklarına yönelik her türlü **şiddet** eylemine sıfır tolerans göstermeli ve faili sorumlu tutmalıyız. **Şiddetin** temel nedenlerini ele almalı, toplumsal cinsiyet eşitsizlikleriyle mücadele etmeli; eşitsizliği sürdüren ayrımcılığa, zararlı sosyal normlara ve klişelere meydan okumalıyız" ifadelerini kullandı.



As a Media Compact partner, Milliyet was integral in publishing daily news and op-ed pieces that directly supported the campaign's objectives. These included raising awareness about gender-based violence, types of violence, consequences of violence and encouraging public engagement. Milliyet's efforts ensured the campaign's visibility, maintaining its alignment with overarching goals during the 16 days.

ENGELLİ KADINLARIN DURUMU VE İHTİYAÇLARI ARAŞTIRILDI

Esitsizlik

ENGEL TANIMIMYOR

UN WOMEN

ISIK TUT

Türkiye'de neredeyse her 10 engelli kadından 4'ü yaşamının herhangi bir döneminde şiddet ve kötü muameleyle maruz kalıyor. UN Women Proje Yöneticisi Ebru Ağduk, "Engelli kadınların sorunlarını ve taleplerini görünür kılma kararı" diyor

Ulaşımında sıkıntı

SAĞLIK HİZMETLERİ: Kadınların yüzde 32'si ihtiyaç duyduğu sağlık hizmetlerinden yararlanamadığını belirtti. Dil ve konuşma engeli bulunan katılımcılarda bu oran en yüksek (yüzde 81.3) olduğu tespit edildi. Bunu izmitte engelliler (yüzde 73.3) ve görme engelliler (yüzde 72.6) takip etti.

TOPLUMSAL HAYAT: Engelli kadınların yüzde 69.1'i halkın kullanabildiği gereken binalara/alanlara girmekte, yüzde 60.3'ü toplu taşıma kullanmakta zorluk yaşadığını belirtti. Zihinsel engelli her 4 kadından biri park, meydan ve ulaşım araçlarını kullanamazken, görme engelli ve ortopedik engelli kadınların neredeyse yarısı ulaşım araçlarına erişemiyor. İzmitte engelli kadınlar ise sinema, tiyatro gibi sosyal etkinliklere katılmıyor.

KADINA YÖNELİK ŞİDDET VE KÖTÜ MUAMELE: Yaşamlarının herhangi bir döneminde şiddetle maruz kaldıklarını belirten engelli kadınların oranı yüzde 35.8. Şiddetle maruz kalan engelli kadınların yüzde 89.5'inin duygusal/psikolojik şiddetle, yüzde 23'ünün sosyoekonomik şiddetle, yüzde 13.5'inin cinsel şiddetle/zararı uygulamaları ve yüzde 4.7'sinin fiziksel şiddetle uğradığı tespit edildi. Ancak kadınların sadece yüzde 31.3'ü şiddetli bir kişi veya bir kuruma bilimsel durumda. Engelli kadınların yüzde 37.1'i yabancılar tarafından saldırıya uğramaktan, yüzde 27'si taciz ve haksız davranışlardan endişe duyduğunu belirtti.

'Taleplerini görünür kılacağız'

UN Women Proje Yöneticisi Ebru Ağduk, "Engelli Kadın Derneği ile gerçekleştirdiğimiz bu çalışma, alandaki veri eksikliğini gidermeye yönelik önemli bir adım. Bu öncü araştırma, engelli kadınların hakları ve kamu hizmetlerine erişimiyi ilgili kapsamlı veriler sağlayarak gelecekte kamu politikalarının bu veriler üzerine inşa edilmesine olanak tanıyor. Daha eşit ve kapsayıcı bir dünya inşa etmek için engelli kadınların deneyimlerini ve taleplerini görünür kılma kararı" dedi.

Engelli Kadın Derneği Yönetim Kurulu Üyesi EİH Emir Öksüz, temel amaçlarının engelli kadınların engellilik ve toplumsal cinsiyet keskinliğinde yaşadıkları ayrımcılık ve kötü muameleleri görünür kılmak ve çözümler aramak olduğunu belirterek "Engelli kadınların yaşadıkları sorunları ortaya koyan verilerin olmaması sorunların tespiti ve uygun politikaların geliştirilmesi yönünde ciddi bir engeldir. Bu nedenle araştırmamız alandaki çok büyük bir boşluğu doldurmaktadır" ifadelerini kullandı.

SİBER ŞİDDETE KARŞI DAYANIŞMA AĞI

'Eğitimler verilmeli'

Ahenk Bayazıt
İstanbul

Kadınlar yönelik şiddet, toplumsal cinsiyete dayalı diğer şiddet türlerini de içinde barındırıyor. Bunlar arasında, cep telefonları ve akıllı medya platformları ve e-posta gibi bilişim ve iletişim teknolojileri kullanarak kadınlara uygulanan siber şiddet de bulunuyor. Kadınlar; eğitimleri, yaşları, meslekleri, pozisyonları, cinsel yönelimleri, ırk ve etnik kökenleri, ilişki durumları nedeniyle siber şiddet ile karşı karşıya. Dijital ortamlarda daha göz önünde olan kadınlar; siyasetçiler, gazeteciler, sanatçılar, yazarlar, akademisyen veya aktivistler siber şiddetle daha fazla maruz bırakılıyor. Economist Intelligence Unit verileri, kadınların yüzde 38'inin kişisel olarak çevrimiçi şiddet deneyimi yaşadığını ve yüzde 85'inin diğer kadınlarla yönelik dijital şiddetle tanıştığını ortaya koydu. Özellikle genç kadınlar siber şiddetle daha çok etkileniyor. Avrupa Birliği'ndeki her 10 kadından biri, 15 yaşından itibaren siber tacize maruz bırakıldığını bildiriyor. Bu durum istenmeyen, uygunsuz, saldırgan, cinsel içerikli, rahatsız edici e-postalar veya SMS'ler almayı ya da sosyal ağlarda karşılaşmayı içeriyor.

SistersLab-Bilim ve Teknoloji Kadın Derneği'nin kurucu ortağı olan Nihal Güngör, "Kadınlar ve kız çocukları, çevrimiçi ortamda maruz bırakıldıkları taciz, tehdit ve ayrımcılıkla mücadele etmek zorunda kalırken bu durum dijital eşitlik ve katılım hakkını da tehdit etmektedir. SistersLab olarak siber şiddetin toplumsal cinsiyete dayalı şiddet biçimi olduğunun altını çiziyor ve kadınların dijital dünyada güvenle var olmalarını sağlamak için bilinçlendirme çalışmaları, eğitimler ve dayanışma ağına oluşturma öneminde inanıyoruz" dedi.

DİJİTAL GÜVENLİĞİNİZ İÇİN NELER YAPABİLİRSİNİZ

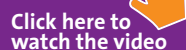
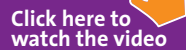
- Şifrelerinizi belirli aralıklarla değiştirmeli ve kolayca tahmin edilemeyecek güçlü şifreler kullanmalısınız. Dijital platformların güvenlik sorunlarına verdiğiniz cevaplara dair paylaşımlarda bulunmamalısınız. Bütün platformlarda aynı şifreyi kullanmamalı, şifrelerinizi kimseyle paylaşmamalısınız.
- Dijital bir platforma üye olduğunuzda güvenlik ayarlarınızı gözden geçirin ve gerekli önlemleri alın. E-posta adresi ya da telefon numarasının platform içinde kimler tarafından görülebileceğini seçebilirsiniz.
- Ortak kullanım alanlarında ya da gittiğiniz me- kanlarda tanımadığınız kişilerin de erişimi olan internet bağlantıları yerine kendi internet bağlantınızı kullanın.
- Siber şiddetle açık olduğunuz düşüncünüz zamanlarda konum bilgisi paylaşmayın.
- Telefon ya da bilgisayarınızı düzenli olarak kontrol edip kurduğunuz uygulamaları kaldırabilirsiniz. Bu uygulamalar cihazlarınızda, sizi takip için başkaları tarafından kurulmuş olabilir.
- Bir e-postanın kötü amaçlı yazılım barındırıp barındırmadığını anlamak için öncelikle gönderenin e-posta adresini ve ekinin dosya formatını kontrol edin.



Media drew attention to key findings from the UN Women report, which highlighted a shocking statistic: every 10 minutes, a woman is killed, and the majority of these deaths occur within the home. This alarming data reinforced the urgency of the campaign's message and became a central theme in the news coverage.

Show TV, one of Türkiye's leading broadcast channels, strategically positioned the campaign's slogan and key messages during the introduction of its evening news on November 25. This prime-time exposure, which reached a large audience, contributed to the campaign's visibility, reinforcing its call for increased awareness and societal engagement around gender-based violence.

Renowned model Tülin Şahin supported the campaign through her fashion program, which reached an audience of 361,000 viewers, underlining the importance of addressing violence against women. Additionally, she created a special video for her Instagram, sharing it with her 1.2 million followers, which greatly amplified the message of gender equality and violence prevention across a broad and diverse audience.





SHINE A LIGHT IN OUTDOORS

Essence Mediacom Türkiye contributed to our campaign in Istanbul by utilizing digital billboards at seven prominent spots within the city's most popular and frequently visited shopping malls. This effort, strategically placed for maximum visibility, was backed by a budget of \$23,500. Additionally, EssenceMediacom Türkiye extended its support to online media, providing visibility through banners and social networks such as onedio.com, Turkcell, and Facebook, with an allocated budget of \$3,700.



**7.8M Impressions from
Outdoor Media**

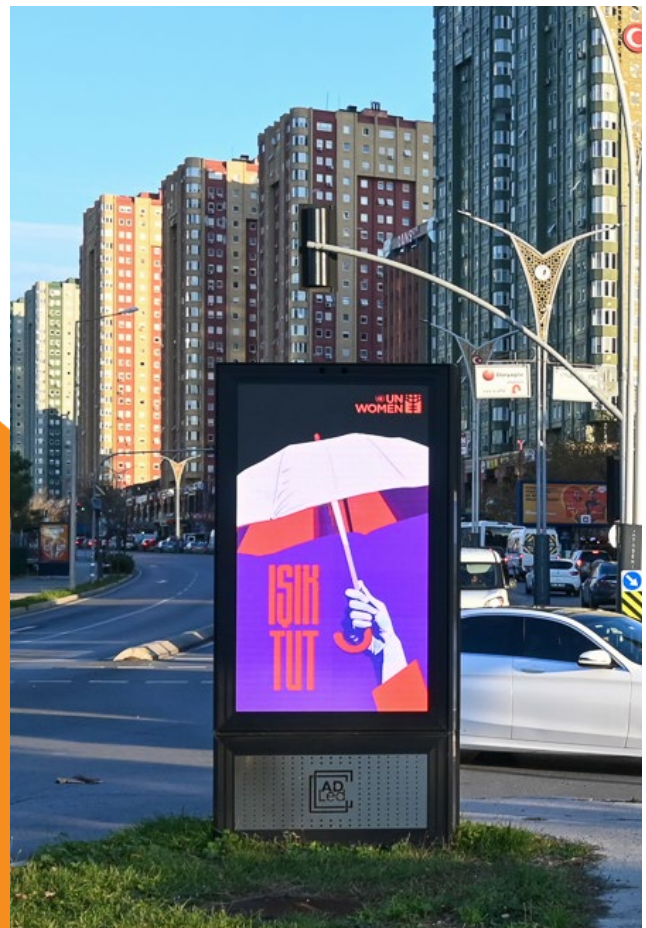
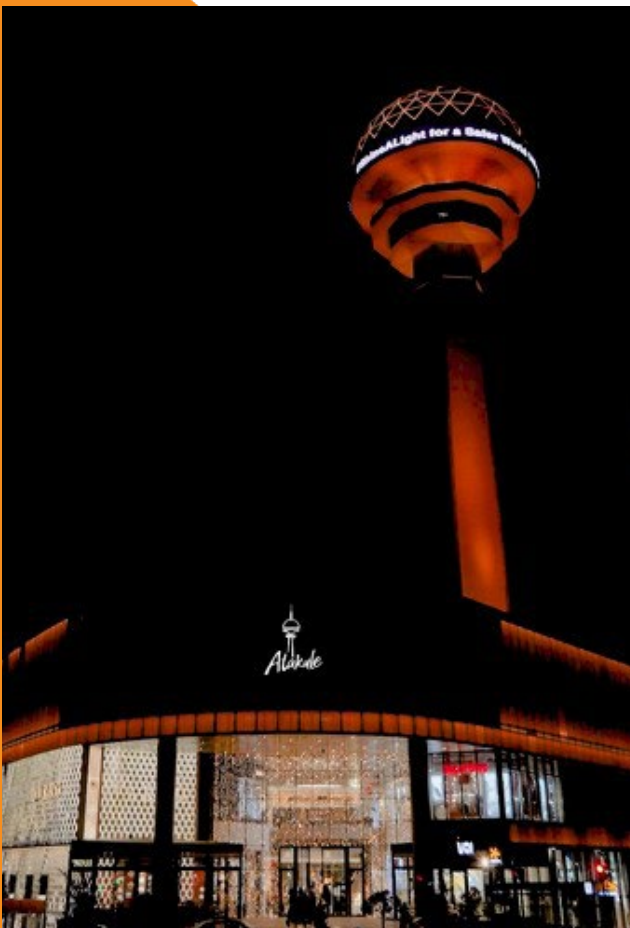


7.1M Impressions from Digital Media



**\$31,200 Media Value of
Outdoor and Digital Media**

Atakule, a symbolic tower placed at the center of Ankara provided an orange lightening and a #ShineALight hashtag area with UN Women logo.



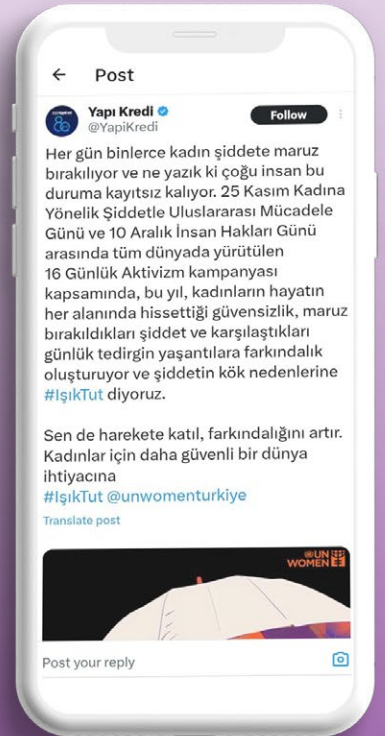
PRIVATE SECTOR SUPPORTED #SHINEALIGHT CAMPAIGN

The campaign received robust support from over 90 private sector partners and organizations, who contributed via social media and outdoor activities. Companies and organizations across industries such as technology, finance, retail, and energy united for the 2024 #ShineALight campaign during the 16 Days of Activism to address the urgent crisis of gender-based violence.



Ahe Kariyer, Aksoy Holding, Altus Türkiye, Amerikan Hastanesi, Anadolu Sigorta, Aygaz, Arçelik Global, Arçelik Perakende TV, Koton, Atakule, Avis Filo Maestro, Beyaz Sigorta, Bilkom, Biz Yapı Krediliyiz, Buldan Vakfı, Caligo Technology, Chippin, DCS Digital Gümrük Hizmetleri, Demir Export, Digitalpro, Divan Bodrum, Divan Çukurhan, Divan Otelleri, Divan Pastaneleri, Divan Restoranları, Divandayız, Dize Sigorta, Doğan Holding, Domino Tekstil, Düzen Laboratuvarı, Era Rescue, Ford Otosan, Girişim TC, Global Compact Türkiye, Grundig Türkiye, İçinde Koç Var, Ipsos Türkiye, İş Bankası, İŞNET, Kadın Balıkçılar Derneği, Kimpur Global, Koç Ailem, Koç Digital, Koç Fiat Kredi, Koç Holding, Koç Sistem, Koç Topluluğu Spor Kulübü,

Koç Üniversitesi Hastanesi, Koçtaş, Koçzer, Magnetim Marelli TR, Marmassistance, Mavi, Mercedes Benz TR, Mirsis Bilgi Teknolojileri, Monec Hotel Ankara, Mor Merdiven Ağı, Natu İletişim, Opet TR, Opar Parça ve Aksesuar, Orhan Holding, Otokoç İkinci El, Otokoç Otomotiv, Otokoç Parça, Otokoç Sigorta, Otokar, PLH Lojistik, Poelsan, Purpose İletişim, Saya Holding, Setur, Setur Biz, Setur Duty Free, Seza Çimento, Siyah E-Dergi, Talk to People İstanbul, TED Gender Studies, Tofaş, Tofaş Anadolu Arabaları Müzesi, Tofaş Kariyer, Tüpraş, Türk Traktör Kariyer, Türk Traktör Kurumsal, US Consistanbul, Usemb Türkiye, Vehbi Koç Vakfı, Vet Amerikan, Yapı Kredi, Yapı Kredi İnsan Kaynakları, Yapı Kredi Kültür, Yapı Kredi Yayınları.



Popular textile company Koton, a WEPs signatory, actively contributed by producing [their own outreach videos](#) to support the campaign. They have decorated their store window

with umbrellas and our campaign slogan with the key visual. They also supported our campaign by routinely sharing our social media assets as part of their program.



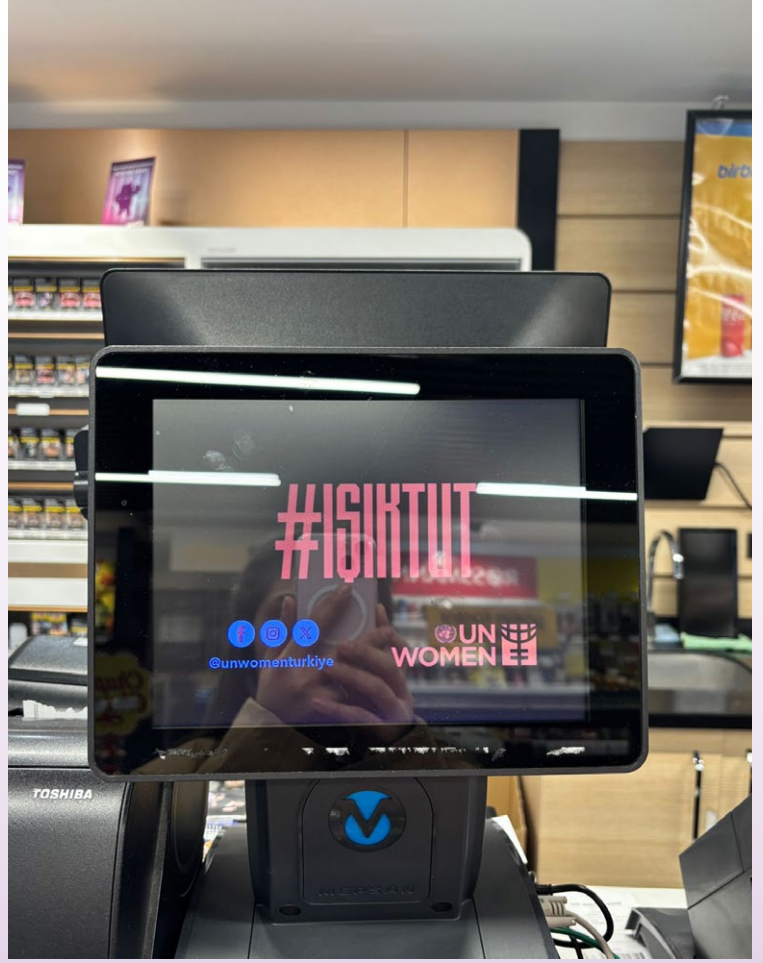
KOTON

[Click here to watch the video](#)



One of our private sector partners, **Opet** – a gasoline brand in Türkiye and a WEPs signatory – provided extensive visibility in their shops. They shared our messages along with key visuals in the led screens placed just in front of the payment areas in the shops. Opet provided these screens at 100 stations across 23 cities.

Additionally, **FC Heidenheim Sports Club** and **Istanbul Başakşehir Sports Club** showed their support by wearing orange face paint during their football game in Istanbul on December 12th. Officially approved globally by UEFA, both sports clubs shared our campaign message on their social media platforms, accompanied by our campaign hashtag.



YOUTH CALL FOR #SHINEALIGHT AGAINST VIOLENCE

TED University organized the “Towards 30 Years of the Beijing Declaration and Platform for Action: Shine a Light on Violence Against Women” event.

On November 28, 2024, an event titled “Towards 30 Years of the Beijing Declaration and Platform for Action: Shine a Light on Violence Against Women” was held at TED University in Ankara. Organized in

collaboration with the Ankara Youth Council, the Center for Gender Studies at TED University, and the SDG5 Network, the event aimed to engage youth in a discussion on causes, consequences, solutions related to gender equality and violence against women, aligning with the 12 critical areas of the Beijing Declaration and Platform for Action.

The event featured a panel discussion with representatives from academia and CSOs, followed by a workshop.



Over 100 students participated, working in 12 groups to explore and discuss the 12 critical areas of concern outlined in the Beijing Platform. Each group summarized their findings during the workshop.

Following the workshop, students continued their efforts throughout the 16 Days of Activism Against Gender-Based Violence. They collaboratively drafted a comprehensive Youth Declaration, reflecting their

insights and recommendations.

This declaration was finalized and presented online on December 10, marking Human Rights Day and then presented at Orange Summit as well.

The event highlighted the importance of youth engagement in promoting gender equality and combating violence against women, while fostering collaborative solutions through education and advocacy.



University students in İzmir call to #ShineALight against violence

For the 9th time in a row, in coordination with UN Türkiye several UN agencies, including UN Women, jointly participated in the Orange Summit organized by Dokuz Eylül University as part of a 16 Days of Activism campaign.

More than 400 students from universities and high schools raised awareness on gender-based violence. UN Women Türkiye Programme Analyst Betül Bodur gave a speech about the importance of legal frameworks and the role of youth in ending violence against women.



Youth leads #ShineALight awareness campaign at high school

In an effort to raise awareness about violence among youth, 15-year-old Zeynep Moschini, a student at Gaziantep College Foundation Cemil Alevli High School, prepared a compelling presentation at her school. She delivered the presentation to a group of 9th, 10th, and 11th-grade students, as well as school teachers. To underscore the importance of the topic, she included statistics from both Türkiye and the world. Additionally, she encouraged her peers to join the campaign against violence.

Zeynep's efforts highlight the role of youth in addressing and combating violence, particularly in the digital realm, and emphasize the need for continued awareness and education on this critical issue.

“Violence against women has taken on new forms with the advent of the Digital Age. Among these, the type of violence that affects young girls the most is digital violence. For us, the younger generation who spend little to no time away from phones and technology, digital violence must be taken seriously, and young people need to be made aware of this issue. In this context, I prepared a presentation at my school with the support of my teachers. During this process, my peers and I discussed what actions we could take. We agreed on the importance of raising awareness about cyberbullying and violence, and we committed to standing strong against these issues.

– Zeynep Moschini Student at Gaziantep College Foundation Cemil Alevli High School



TOGETHER WE SAID #SHINEALIGHT ON VIOLENCE AGAINST WOMEN

Şişli Municipality has successfully integrated the #ShineALight campaign into the branding of the Mekik+ service, marking a significant collaboration. This partnership highlights the shared commitment to improving the lives of women, the elderly, and people with disabilities in Şişli. By combining the impactful message of #ShineALight with the Mekik+ free night transportation service, the municipality has not only enhanced the visibility of the campaign but also reinforced its commitment to social inclusion and accessibility. The Mekik+ service, now proudly branded with the #ShineALight campaign, serves as a powerful reminder of the importance of providing safe, accessible transportation options for those who need it most.



Eskişehir Metropolitan Municipality supported the campaign with 36 city light posters (CLPs) including digital and printed ones. Istanbul Besiktas Municipality provided 20 CLPs in very popular and crowded locations.



UNited against violence against women

As a part of 16 Days Against Violence Against Women (VAW) Campaign, UN Women facilitated an inter-sectoral webinar titled “UNited Against VAWG: Strengthening Our Collective Responsibility and Advocacy” organized by Women Empowerment in Humanitarian Action Working Group (WEHA WG), Gender-Based Violence(GBV) Sub-Sector and Protection from Sexual Exploitation and Abuse (PSEA) Network with the participation of over 60 UN staff representing 10 agencies.



Opened with a speech by the UN Resident Coordinator Dr. Babatunde Ahonsi, participants were informed about VAW in humanitarian response, national best practices and lessons learned about gender-based violence prevention. Duygu Erseçen, Programme Specialist at UN Women, made a presentation about the intersection of gender inequality and disasters.

The objective of the webinar was to raise awareness and promote advocacy among UN staff on VAW. It created an opportunity for staff to engage in meaningful discussions about this important topic, drawing on their own experiences to foster positive perceptions.



**UNVEILING THE ROOT
CAUSE: GENDER
INEQUALITY AS THE
DRIVER OF VAW IN
DISASTERS**

DUYGU ERSEÇEN
UN WOMEN



*Şiddet korkusu olmadan
yaşama hakkına #IşıkTut
Kadına yönelik şiddete dur de.*



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