



16 Days of Activism against Gender-Based Violence
25 November - 10 December 2025
UNITE TO END DIGITAL VIOLENCE AGAINST ALL WOMEN AND GIRLS

CONCEPT NOTE

1. BACKGROUND

The **16 Days of Activism against Gender-Based Violence** is a global civil society led campaign that runs from 25 November, the International Day for the Elimination of Violence against Women, and ends on 10 December, International Human Rights Day, highlighting that violence against women is the most pervasive breach of human rights worldwide. Launched in 1991 by activists at the inaugural Women's Global Leadership Institute it has mobilized individuals, civil society, governments and international organizations to advocate for the elimination of violence against women and girls (VAWG).

In support of this civil society initiative, the UN Secretary-General, launched the [UNITE](#) Campaign, a multiyear effort that calls upon governments, civil society, young people, the private sector, media, and the UN system to join forces to end violence against women and girls. This year, as the world marks the 30th anniversary of the [Beijing Declaration and Platform for Action](#), – one of the most progressive international agreements on women's rights to date – the **UNITE campaign** focuses on one of the fastest-growing forms of violence – **digital violence against all women and girls**.

2. GLOBAL CONTEXT

VAWG continues to be the most urgent and pervasive human rights violation, resulting in serious harm for individual women, families, communities and broader society. While significant progress has been made over the last [30 years](#) with strengthened laws, services and prevention strategies, the world is failing to eliminate violence against women which persists at alarming rates across the world with [1 in 3 women](#) experiencing violence across their lifetimes. Deeply entrenched stereotypes, harmful social norms, weak implementation of laws, and inadequate resources, are impeding progress. Global crises, conflicts and climate change are further intensifying the drivers of VAWG.

Rapid technological change is creating new risks and intensifying violence against women and girls across the online-offline continuum. As outlined in the [Secretary General's latest report on VAWG](#), digital technologies have enabled new forms and patterns of VAWG, including image-based abuse, deepfake pornography, gendered disinformation amongst others. Perpetrators are using a range of digital tools and platforms to inflict gender-based harm, abuse, hate speech, control, harassment and violence. The proliferation of misogynistic content in online spaces, including the [manosphere](#) is increasingly permeating mainstream platforms, perpetuating harmful masculinities and discriminatory social norms that fuel violence against women and girls.

The rapid growth of Artificial Intelligence (AI) is intensifying VAWG in numerous ways including through the deliberate spread of targeted disinformation that reinforces and intensifies misogynist norms that justify, excuse and normalize VAWG. [Generative AI](#) has also facilitated the spread of image-based abuse and deepfake pornographic videos based on deceptive and non-consensual sexually explicit content. Despite a lack of global comparable data to understand the nature and extent of digital VAWG, [available data](#) point to the scale of the problem. According to [Sensity AI](#), 90 to 95 per cent of all online deepfakes are non-consensual pornographic images with around 90 per cent of these depicting women.

Online violence disproportionately impacts [women with high online visibility](#), such as younger women and women in public life, including journalists, politicians, activists and human rights defenders, facing targeted, coordinated digital attacks aimed at silencing and discrediting them. Women with limited access to quality digital technologies and connectivity, such as [women in rural contexts](#) or in households with limited resources may also be at greater risk of digital violence due to the control of access to and use of digital devices and energy sources for powering them by perpetrators. They may also be at heightened risk of economic violence or exploitation through digital financial services due to limited digital literacy.

Digital VAWG has significant [impacts](#) on the health, wellbeing and safety of victim-survivors. It can also transition offline in various ways including coercive control, surveillance, stalking, physical violence, or even femicide. Evidence shows that such violence limits women's public participation and leadership as their voices are silenced, discredited or censored.

The sustained advocacy of feminist and women's rights movements has raised the alarm on the gender digital divide and harms faced by women online. As a result of this mobilization [international and regional frameworks](#) have increasingly recognized the need for action on digital violence. The Commission on the Status of Women at its 67th session ([CSW67](#)) expressed concern at the scale and impact of VAWG that occurs or is amplified by the use of technology. Further developments in 2024 include the adoption of the [Global Digital Compact](#), the first comprehensive framework for digital technology and AI governance; the first UN General Assembly [Resolution](#) on VAWG in digital spaces and; the [Convention against Cybercrime](#) creating a binding framework supporting the criminalization of digital violence. Substantial progress has also been achieved at regional levels, including GREVIO's [General Recommendation 1](#) and the EU [Digital Services Act](#). [The African Union Convention on Ending Violence Against Women and Girls](#), adopted in February 2025, explicitly covers violence occurring in cyberspace. In the Americas, a [model law on gender based digital violence](#) is currently in development.

Despite progress, there are still persistent gaps. Fewer than half of all countries have laws addressing online abuse, and enforcement remains weak. Survivors of digital VAWG face the same barriers as survivors of offline violence: stigma, lack of legal remedies, inaccessible reporting mechanisms, and widespread impunity. The anonymity of perpetrators and the transnational nature of the crimes create additional barriers for access to justice and support services. Meanwhile, technology companies continue to evade meaningful regulation, and platform-based responses to abuse are inconsistent, opaque, and often retraumatizing. In addition, insufficient data, including on the profiles and drivers of perpetrators, is [an obstacle to understanding the full extent](#) of the problem and designing evidence-based solutions.

Grounded in the [Beijing+30 Action Agenda](#), the CSW69 [Political Declaration](#), and the [shared advocacy agenda](#) of the [ACT to End Violence Against Women Programme](#) spearheaded by UN Women and the EU in collaboration with the UN Trust Fund to End Violence against Women, the campaign will build on national actions to be announced by Member States at the High-Level Meeting on Beijing+30 on the margins of UNGA80 and on the outcomes of the Global Cybersecurity Forum. The campaign will also be forward-looking, and contribute to [CSW70](#) emphasizing access to justice for survivors of digital VAWG.

3. 2025 CAMPAIGN'S FRAMING AND ADVOCACY OBJECTIVES

The 2025 UNiTE campaign positions digital VAWG as a collective responsibility, calling upon governments, technology companies, UN agencies, and funders to put in place and resource comprehensive measures to prevent and respond to digital VAWG. The campaign calls for **7 specific objectives** anchored in the Beijing +30 Action Agenda on the Digital Revolution and Zero Violence:

- **Criminalize and prohibit** all forms of digital VAWG and strengthen capacities of law enforcement to investigate and prosecute crimes and ensure accountability of perpetrators.

- **Strengthen accountability & transparency** of technology companies to end digital VAWG through content moderation policies, codes of conduct & responses to victims in line with human rights standards
- **Strengthen responses to victim-survivors** through access to specialized support and justice.
- **Strengthen protection for women in the public life**, including women politicians and activists, to ensure their rights to safely and freely express themselves.
- **Enhance digital resilience and literacy for women and girls**, to raise awareness of rights, risks, and reporting mechanisms related to TF VAWG—particularly online and offline measures for the protection of girls and youth, and groups facing multiple and intersecting forms of discrimination.
- **Invest in innovative solutions and digital tools**, with the aim to foster social norm change and transform harmful masculinities to counter the manosphere.
- **Support women’s rights organizations and feminist movements** through core, flexible and long-term funding including to monitor and hold technology companies to account

4. SUGGESTED CAMPAIGN TACTICS AND KEY ACTIVITIES FOR THE 2025 UNiTE CAMPAIGN

Throughout the 16 Days, UNiTE partners are encouraged to carry out bold, visible actions to amplify the 2025 campaign theme *“UNiTE to End Digital Violence Against All Women and Girls.”*

- **Be an Ally:** Speak out and challenge harmful narratives, call out online abuse, support those targeted, and promote safe, inclusive platforms.
- **Engage in Advocacy:** Host fora and policy roundtables to push for legal reforms and promote survivor-centred justice; raise awareness about rights and justice pathways.
- **Engage media and opinion makers** to stimulate public conversations about digital violence, the manosphere, online misogyny and spotlight technology and platform accountability.
- **Partner with tech companies** to help shape policies, prevention and protection measures.
- **Offer digital literacy workshops** with a focus on digital safety and rights, especially for adolescent girls and marginalized groups.
- **Support feminist movements:** Promote visibility and funding for frontline groups (e.g., ACT Programme partners, UN Trust Fund); join and promote the crowdfunding campaign.
- **Support “safety by design” approaches;** host hackathons and innovate access tools for services.
- **Male engagement:** Mobilize influencers, public figures, and youth leaders to counter online misogyny and promote respectful digital culture.
- **Use the colour orange:** Partners are encouraged to use the **colour orange**—clothing, buildings, events, and digital spaces—to symbolize unity and raise awareness throughout the 16 Days.

5. MAIN PRINCIPLES OF THE UNiTE CAMPAIGN

1. **Survivor-Centred:** Apply “do-no-harm” principles, prioritize survivors’ safety, dignity, consent, and confidentiality and ensure safeguards against re-traumatization -online or offline.
2. **Inclusive and Intersectional:** Ensure meaningful participation of women and girls in their diversity (including Indigenous women, women with disabilities, LGBTIQ+ people, amongst others).
3. **Digital Safety:** Promote rights-based online safety, platform accountability, and access to justice.
4. **Youth Leadership:** elevate the voices of young feminists and youth-led organizations.
5. **Honour Feminist Movements:** centre their voices and leadership in campaign activities.
6. **Transformative:** Address the root causes of digital VAGW including harmful norms and masculinities

6. RESOURCES

For more information about the campaign itself, please visit [UNITE to End Violence against Women Campaign](#) which will be regularly updated. UN agencies have compiled key resources on digital VAWG informed by their collaborative work with partners. Please check notably [UN Women](#) and [UNFPA](#) dedicated webpages on the topic.