57th session of the Commission on the Status of Women

Comms involvement case

December 2013

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57th session of the <u>Commission on the Status of Women</u> - What was the event about?

The fifty-seventh session of the <u>Commission on the Status of Women</u> took place at United Nations Headquarters in New York from 4 to 15 March 2013 under the priority theme "*Elimination and prevention of all forms of violence against women and girls"*.

The emerging issue was "*Key gender equality issues to be reflected in the post-2015 development framework"* and the preview on the priority theme of 2014: *"Challenges and achievements in the implementation of the Millennium Development Goals for women and girls"*.

General APC programme/project framing

From 2012-2014, the APC community will build on the collective experience and successes of its <u>previous work on technology and violence against women</u> through support from the Dutch Ministry of Foreign Affair's (DGIS) Funding Leadership and Opportunities for Women (FLOW) Fund. Our new project <u>"End violence: Women's rights and safety online"</u> builds on APC's trajectory in the anti-VAW struggle and existing partnerships to enhance women's safety and security by preventing the growing violence against women through ICTs.

The project targets women leaders—leaders of women's rights organisations, women in the technology industry, community leaders, young women peer leaders and opinion-makers—as well as women's rights organisations that are already active in implementing interventions and advocacy strategies to address violence against women and defend women's rights.

The programme's activities are being carried out with partners in the following countries: Bosnia-Herzegovina (OneWorldsee); Colombia, (Colnodo); Democratic Republic of the Congo (Si Jeunesse Savait); Kenya (KICTAnet); Mexico; Philippines (Foundation for Media Alternatives); and Pakistan (Bytes for All).

What was our advocacy strategy for the event?

As a general frame, APC's advocacy is anchored in the universal human rights standards, the feminist analysis/positions around rights, and internet rights. In relation to this year CSW, APC main arguments and position are outlined in the statement, which is also key resource material for our writings: http://www.genderit.org/node/3751

The advocacy strategy for this event was very clear: We wanted to influence the language.

In what ways?

– 	Locating our work within UN women agenda on violence against women, and recognized VAW movement.
– 	Making a case about the forms of VAW → eVAW is not a new form of VAW but an emerging one ("new" implies that it was not there before, and "emerging" implies a deeper understanding of the role of technology in violence).
– 	Focusing on describing the harm, and not the act. Focus more our advocacy on describing harm, make them understand harm as opose to rights framed advocacy, means being explicit about the type of harm that happens in more upfront.
– 	Building on CEDAW → general recommendation 19, arts 5, 18 and 23 – and making this connection more evident.
– 	Stating that technology provides opportunities for women and VAW limitates them. This

is the strategy to approach content regulation, protectionist approaches... what is acting as the limitation? We are not calling for more regulation (we don´t want side effects). We are advocating for an expansion of existing VAW laws. We consider that there is a need for expansion of existing VAW laws to be more explicit.

And results were very good, since - setting a milestone for internet and women's rights - this year's conclusions included a paragraph on violence against women related to information and communications technologies. The paragraph (ww) determines that "*Support the development and use of ICT and social media as a resource for the empowerment of women and girls, including access to information on the prevention of and response to violence against women and girls; and develop mechanisms to combat the use of ICT and social media to perpetrate violence against women and girls, including the criminal misuse of ICT for sexual harassment, sexual exploitation, child pornography and trafficking in women and girls, and emerging forms of violence such as cyber stalking, cyber bullying and privacy violations that compromise women's and girls' safety".*

Which was the communications strategy?

The communications strategy included in the Appendix 1 was circulated among APC staff, with some outside strategic partners and with GenderIT.org writers by e-mail some days before the event.

Comms deliverables

• Support in production, publication, dissemination in apc.org and genderit.org, and in social media accounts, and distributed to targetted activists and policy makers attending the meeting of the Statement to the 57th Session of the CSW: Violence against women and information and communications technology

in pdf format (in full version *and* executive summary*)*
in text/blog post *format*

• Production, publication in apc.org and genderit.org and dissemination in social media accounts of article flagging that APC WRP would be attending the event and its background work in anti-VAW advocacy: APC at the Commission on the Status of Women in New York: the long walk in anti-VAW struggle

• Production, publication in apc.org and Genderit.org and dissemination in social media accounts of announcement:

APC at the Commission on the Status of Women in New York

GenderIT.org @ 57th Session of the UN Commission on the Status of Women, New York - Take part!

We informed people how they could take part in the coverage of the CSW session (check Appendix 1):

1)   Following, commenting, retweeting GenderIT.org and apc.org coverage on Twitter
2)   Join the Twitter blast co-organised with the Take Back the Tech! campaign on days 6 and 8 of March 2013 to make sure that tech-related violence against women and girls is also on the table during CSW57.

We also shared a set of suggested tweets:

#CSW57 examines progress on "elimination & prevention of all forms of violence against women and girls" Mar 4-15 at #UN #takebackthetech

Technology-related forms of violence must be recognised as a form of violence against women & girls #CSW57 #takebackthetech #genderit

Women & girls who experience violence mediated by ICT need recourse to protection & redress #takebackthetech #CSW57 #genderit

Violence against women online violates rights to privacy, freedom of expressioni, association, access to info #CSW57 #takebackthetech #genderit

5 recommendations to the #CSW57 session on violence against women and ICT http://bit.ly/XAVvKA #genderit #takebackthetech @APC_News

#VAW committed/abetted/aggravated thru use of ICTs & online: part of continuum of violence against women #CSW57 #takebackthetech #genderit

Violence against women = violation of women's human rights. #CSW57 March 4-15 #takebackthetech #genderit#CSW57

Elimination of all forms of violence agst women & girls in all their diversity, including in media & ICT #takebackthetech #genderit

Cyberstalking, image manipulation & privacy violations: ex. of intimate-partner violence & sexual harassment #CSW57 #takebackthetech #genderit

#VAWG is a significant barrier to women's and girls' ability to take advantage of opportunities ICT provide #CSW57 #takebackthetech #genderit

Stateis/inter-govt bodies must address tech-related forms of #VAW in response & prevention efforts #CSW57 #takebackthetech #genderit

Systematic reporting & monitoring of ALL #VAWG, including tech-related forms, must be instituted at all levels #CSW57 #takebackthetech #genderit

> *Recommendation to #CSW57: Engage internet service & #telco providers to build safer online spaces #genderit #takebackthetech*

3)   Reading APC's five recommendations to the CSW

http://www.genderit.org/node/3751p://www.genderit.org/node/3751

4)   Spreading the word about GenderIT.org and its Feminist Talks at CSW57

http://www.genderit.org/feminist-talk

•   Publication in apc.org and in Genderit.org of the Agreed conclusions in CSW 57th include violence against women and ICTs. This was shared by e-mail widely (APC team, project partners, etc).

•   GenderIT.org bilingual edition disseminated in social media, in apc.org, APCNews/APCNoticias and GenderIT.org newsletters mailing lists launched in April 2013 (see Appendix 2)

•   Production, publication in apc.org and genderit.org and dissemination in social media accounts of a follow-up interview with Jan Moolman, End violence: Women's rights and safety online project coordinator, flagging the CSW advocacy outcomes: "Yes, this happened to me": Making progress toward recognition of technology related violence

Related actions to the 57th CSW meeting:

Orange day

In July 2012 the Secretary-General's UNiTE to End Violence against Women campaign proclaimed every 25th of the month as Orange Day. Worldwide activities implemented on this day by UN country offices and civil society organizations strive to highlight issues relevant to preventing and ending violence against women and girls, not only once a year, on 25 November (International Day for the Elimination of Violence against Women), but every month.

Under the heading 'Safe Spaces for Women and Girls', the 2013 UNiTE campaign focused its Orange Day activities on highlighting recommendations of the agreed conclusions of the 57th session of the UN Commission on the Status of Women (CSW57). In July it drew attention to 'Cyber Space as Safe Space for Women and Girls'.[1]

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1 In April, UNiTE focused on 'Safe Work Places for Women and Girls', in May, 'Safe Homes for Women and Girls' while in June, Orange Day coincided with the International Day in Support of Victims of Torture (June 26th) and the campaign focused on 'State Custody and Care as Safe Spaces'. Ahead of the International Day of the Girl Child, October 11th, the theme for Orange Day in September was 'Safe Schools for Girls' and on October 25 the UNiTE campaign will highlight 'Safe Public Spaces for Women and Girls'. The theme for August was 'Sexual Violence against Women and Girls in Conflict'.

Communications' support for this activity

•	Produced, published in apc.org and disseminated in social media an action call: July 25th is #orangeday: Take action for safer online spaces for women and girls

•	Produced and sent to different mailing lists an e-mail with the subject and inviting people to join us to highlight technology for women's rights, safety and security online, as well as some great articles on sexual rights activism and internet regulation in the #orangeday twitter conversation. With the invitation, we added a short list of "suggested messages for your tweeting":

> *What different forms of violence against women and girls occur online?* http://bit.ly/15g0uEm *#genderIT #Orangeday #takebackthetech*
>
> *5 recommendations on violence against women & girls in cyberspace* http://bit.ly/1bNHP80 *#genderIT #Orangeday #takebackthetech*
>
> *Have you experienced #VAW online? MAP IT to make internet safer spaces for women* http://bit.ly/17DDmzW *#Orangeday #takebackthetech*
>
> *What are the safety issues experienced by sexual rights activists? #SOC #orangeday #genderIT #EROTICS* http://bit.ly/1dSoyiC
>
> *Infographics: 98% of sexual rights activists see the internet as a critical public sphere* http://bit.ly/13dhLLq *#genderit #Orangeday*
>
> *Learn more on #EROTICS survey on usage & risks faced online by sexual rights activists.* http://bit.ly/18AxsEq *#genderIT #Orangeday*

•	Produced and circulated internally (withing the APC team) a report reflecting the impact we achieved with this action.

July Orange day in numbers (see complete report in Appendix 3):

* Entire day of #orangeday tweets: 2,218 contributors; 5,243 tweets; 8.84 million reach; 30.99 million timeline deliveries
* APC Twitter accounts were recognised by UN Women among the list of Twitter supporters with most tweets: @takebackthetech @dominemoslastic @GenderITorg
•	Take Back the Tech! Twitter account gained more than 70 new followers as a consequence of #orangeday.
•	UN Women highlighted the job of TBTT/FLOW Pakistan team (b4all pakistan) - who made #orangeday trending in Pakistan.
•	Browsing through the UN Women tweets we found that it is pretty significant that they got in some LGBT tweets - mostly because of GenderIT.org's influence. This is an advancement, since they are usually more careful with sexual orientation and gender identity related tweets.
•	GenderIT.org gained between 60-65 new followers as a result of the daily action (including influential groups like @un_women, @NGO_CSW_NY, or @SayNO_UNiTE).

Day	Number of visits to GenderIT.org
01/07/13	776
02/07/13	688
03/07/13	848

04/07/13	898
05/07/13	821
06/07/13	591
07/07/13	478
08/07/13	660
09/07/13	854
10/07/13	953
11/07/13	853
12/07/13	807
13/07/13	829
14/07/13	711
15/07/13	847
16/07/13	859
17/07/13	933
18/07/13	903
19/07/13	958
20/07/13	972
21/07/13	838
22/07/13	922
23/07/13	885
24/07/13	1281
25/07/13	**2888**
26/07/13	1785
27/07/13	1047
28/07/13	1209
29/07/13	1049

Challenge identified for future framing

Now that recognition of this emerging form of violence is starting to show, we need to develop a clear strategy on how to call it violence against women – and not porn or cyberbullying, as it has been circulating. We need to contribute to have this type of violence named accurately and easily. While ICT related VAW is more accurate, it is not useful in terms of general appropiation. How to come to this catchy term and consciousness about it? Interestingly, analysing the predominant hashtags used during #orangeday, we find that VAW, violence against women and cyberviolence are in the top of the list. Perhaps this is a starting point.

Outstanding media presence

25/07/2013 - Huffington Post: 'Orange Day' Empowers Women And Promotes Internet Free Of Trafficking, Porn, Bullying http://www.huffingtonpost.com/2013/07/25/orange-day-women_n_3653265.html

25/07/2013 - Al Jazeera: #OrangeDay: 'Say No' to cyberbullying http://stream.aljazeera.com/story/201307251928-0022936

A storify summary of the tweetup is available here http://sfy.co/eNRz

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Appendix 1

APC @ CSW 57
Communications Strategy

Overview

The fifty-seventh session of the <u>Commission on the Status of Women</u> will take place at United Nations Headquarters in New York from 4 to 15 March 2013 under the priority theme "*Elimination and prevention of all forms of violence against women and girls".*

The emerging issue is "*Key gender equality issues to be reflected in the post-2015 development framework"* and the preview on the priority theme of 2014: *"Challenges and achievements in the implementation of the Millennium Development Goals for women and girls".*

Why is it important?

The APC Women's Rights Programme will attend to the event since this space is considered to be very relevant to our advocacy work against VAW. And a special GenderIT.org edition will address the main emerging issues at the event, as well as to feature some of the project initial findings and issues on violence against women through ICTs.

When we are making the arguments, our anchors are the universal human rights standards, the feminist analysis/positions around rights, and how the internet makes it more complex.

Focus and advocacy strategy

- We want to influence the language.
- Different forms of VAW → technology-related forms of VAW are not new forms of VAW but an emerging one ("new" implies that it was not there before, and "emerging" implies a deeper understanding of the role of technology in violence).
- Focus on describing the harm, and not the act. Focus more our advocacy on describing harm, make them understand harm as oppose to rights perspective we usually approach our advocacy from, means being explicit about the type of harm that happens in more upfront.
- Technology provides opportunities for women and tech related forms of VAW is seen as barrier. This is the strategy to counter content regulation, protectionist approaches that may arise in result of harm framed advocacy... what is acting as the limitation? We are not calling for more regulation (we don't want side effects on other HR standards. What is our alternative/proposal: expansion of existing VAW laws - they are not explicit, in implementation guidelines, anti-vaw activists...
- Point to actors involved in those laws: who does what, accountability...
- Advocacy: prevention, response, and recognition.

Prevention: awareness raising (Take Back the Tech!), building evidence (mapping FLOW), community mobilisation (TBTT), working with men and boys (I don't forward violence campaign).

Response: emphasise the need to grow strong women social movement, risks of women human rights defenders.

Recognition: what we have been doing.

Key audiences
- Authorities and participants of the UN meeting
- Women's rights advocates who are present at side events and following (offsite)
- Feminist media contacts
- APC WRP members and partners

Key coverage spaces[2]

Mailing list for coordination & communication:

List WRP team apcwomen-team@apc.org
FLOW project team flow.team@lists.apcwomen.org
List for FLOW project partners and team flow.project@lists.apcwomen.org

Onsite comms contact:

Remote comms contact:

Katerina Fialova, English: kaca@apcwomen.org; Skype: kaca_fialova
Flavia Fascendini, Spanish and English: flavia@apcwomen.org; Skype: ffascendini
Erika Smith, English & Spanish: erika@apcwomen.org; Skype: apcerika
Dafne Sabanes Plou, English & Spanish: daphne@apcwomen.org ; Skype: daphneplou
Mallory Knodel, English: mallory@apc.org; Skype: malloryknodel

Space	Type of coverage	URL/Usernames		Who can publish?	Focal point	Aggregation
GenderIT.org: Feminist talk	Blogs on reflections, insights & participation	http://www.genderit.org/feminist-talk		APC team, FLOW partners	*EN:* Kac'a/Flavia *ES:Flavia*	tag each content: #CSW57 #SayNOUNiTE #takebackthetech #genderit
APC.org	News and bulletin	http://www.apc.org		APC communications team	Flavia (EN, ES)/Mallory	APC.org
Twitter	Quick & live reporting of event (plenary, breakout sessions), quotable quotes, sharing links to further resources, cross-posting of coverage by other communication/media partners.	GenderIT	@genderitorg (EN)	Kac'a/Flavia	Kac'a/Flavia	Constant: #genderit #takebackthetech
			@genderitorges (ES)	Flavia	Flavia	
		Take Back the Tech!	@takebackthetech	Erika (ES) & Jac (EN)	Erika (ES) & Jac (EN)	
			@dominemoslastic	Erika (ES) & Florencia G.(ES)		
		APC staff personal accounts (to add and follow; direct	@dafnetemperley	Dafne Plou		
			@esmex	Erika Smith		
			@Cergori	Kac'a Fialova		
			@endVAW	Jan Moolman		

2   In which we will carry out our comms plan

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		messages for onsite/offsite coordination stuff)	@jhybe	Jac sm Kee	
			@chatgarcia	Chat Garcia Ramilo	
			@FlaFlak	Flavia Fascendini	
			@jen_ct	Jenny Radloff	

Key partners for coverage

• WORLDPULSE (contact: Breese, breese@worldpulse.com and Leah Okeo leah@worldpulse.com) - contacted
• Fire (contact: kata@radiofeminista.net) - contacted
• TrustLaw Women (contact: Maria Caspani maria.caspani@thomsonreuters.com) http://www.trust.org/trustlaw/womens-rights/ - contacted
• AWID (contact: Susan Tolmay and Natalia Cardona Ncardona@awid.org) – contacted
• BRIDGE (contact: g.aboud@ids.ac.uk) – contacted

Important note: Coverage will be carried along the two weeks, putting more emphasis in the specific dates below.

Webcast: http://www.unwomen.org/news-events/in-focus/CSW57/webcasts/

Events & publication dates
(for the details on the events go here)
• **28 February:** Publish article on WRP participation in CSW published on APC.org, then featured in APCNews issue 182 (goes out March 11).
• **4 March:** Send press-release to APC and GenderIT mailing lists, based in APC.org article announcing GenderIT.org coverage, Twitter wave (March 4, 8, and 15 as key days), and disseminating CSW WRP statement.
• **5 March:** Inter-active panel discussion around Panel 1 on the priority theme: Prevention of violence against women and girls.
• **18 March:** Press release - with key outcomes/conclusions of CSW (Kaca/Flavia/Mallory).
• **27 March:** GenderIT.org's bulletin dedicated to post CSW reflections, and some initial findings of FLOW project (drawing on baseline data and analythical reports from partners).
• **8 April:** featuring in APCNews issue 184 GenderIT.org edition related content.

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Leading up to the event

Objectives
• Raise awareness and profile of the APC WRP activities at CSW
• Identify key issues/messages for the session, which will be reflected in our coverage
• Get ready for our onsite/offsite communication and coverage
• Build relationships with key media partners

Actions
• Set-up coverage team – Flavia/Kaca
• Prepare and disseminate a one page document based on Jac´s document for CSW – Kaca/Flavia
• Coordinating with TBTT team on Twitter wave actions – Flavia/Erika/Florencia
• Find out most used hashtags for the event.

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•   Coordinating with onsite team (Chat and Jan) an effective way to share their (publishable) notes on each activity, so we can draw on them to tweet and write blog posts – Kaca/Flavia.
•   Prepare and send press-release announcing coverage on March 4.

During the event

Objectives
•   Giving support to influence language in final document.
•   Highlight WRP's history/reputation working with VAW.

Actions
•   1-2 interviews with key partners (Safer cities?) – Chat/Jan (Kaca/Flavia/Dafne offsite support)
•   Live tweeting in english and spanish from CSW and offsite team (retweeting from reliable sources, tweeting drawing on onsite team notes, tweeting predefined tweets as arranged with TBTT team for the Twitter wave).
•   Monitoring partners' and official websites for republishing and retweeting – Kaca/Flavia
•   Blogging @ GenderIT.org's Feminist talk on violence against women issues based in onsite team notes.
•   (Re-)Disseminate key publications/urls/articles (Flavia/Kaca) (see below on *Background readings*)

Following the event

Objectives
•   Disseminate key recommendations and messages of CSW panels/debates
•   Highlight advocacy achievements.

Actions

•   **18 March:** Press release - with key outcomes/conclusions of CSW (Kaca/Flavia/Mallory)
•   **28 February:** article on WRP participation in CSW published on APC.org, then featured in APCNews issue 182 (goes out March 11)
•   **27 March:** GenderIT.org's bulletin dedicated to post CSW reflections, and some initial findings of FLOW project (drawing on baseline data and analythical reports from partners)
•   **8 April:** featuring in APCNews issue 184 GenderIT edition related content.

Background readings:

Voices from digital spaces: Technology related violence against women: http://www.genderit.org/resources/voices-digital-spaces-technology-related-violence-against-women
End violence: Women's rights and safety online project: https://www.apc.org/en/projects/end-violence-womens-rights-and-safety-online
Check out in GenderIT.org: http://www.genderit.org/category/tags/end-vaw
Going visible: Women's rights on the internet: http://www.genderit.org/resources/going-visible-women-s-rights-internet
Power of stories to reclaim women's rights: http://www.genderit.org/newsletter/power-stories-reclaim-womens-rights

Appendix 2

GenderIT.org newsletter edition

End violence against women: language and actions @ CSW57th
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GENDER CENTRED: A GenderIT.org thematic bulletin
APC WRP - GenderIT.org, 15 April 2013
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I. THOUGHTS AROUND... Right into reality
II. NEW ARTICLES
III. FEATURED RESOURCES
IV. JARGON
V. FEMINIST TALKS

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This GenderIT.org edition offers reflections on language and actions surrounding issues of technology-related forms of violence against women (VAW). We're looking at these in the perspective/context of the APC project "End violence: Women's rights and safety online" and the 57th session of the UN Commission on the Status of Women (CSW) which took place between 4-15 March in New York.

The 57th CSW was dedicated to the theme "Elimination and prevention of all forms of violence against women and girls". For the first time ever, this global policy-making body included among its agreed conclusions a paragraph addressing the intersection between VAW and information and communication technologies (ICTs). It specifically mentions the needs to promote technology as a means for women's empowerment and to prevent and combat technology-related forms of VAW. Though far from perfect, this is an important step in the engagement of governments, ICT companies and civil actors in addressing this new form of VAW which is increasingly becoming part of women's experience.

Flavia, Katerina, and Sonia from the GenderIT.org's team

Read the unedited version of the CSW 57 agreed conclusions:
http://www.un.org/womenwatch/daw/csw/csw57/CSW57_agreed_conclusions_advance_unedited_version_18_March_2013.pdf

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I. THOUGHTS AROUND... Right into reality
By Erika Smith, APC Women's Rights Programme Associate

Important achievements were attained at the recent Commission on the Status of Women 57th session reviewing government progress worldwide in addressing violence against women and girls. One such attainment was governments' recognition of the growing role of information and communication technologies in the continuum of violence against women.

Perhaps you are a bit skeptical about the usefulness of such declarations in transforming women's every day lives. After all, in this same meeting feminists and governments alike heard about ever-increasing violence against women and girls...

Read the full editorial at http://www.genderit.org/node/3787/

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II. NEW ARTICLES

Technology and violence against women @ CSW57: "Both NGOs and states raised this as an issue of concern"
The 57th meeting of the Commission on the Status of Women met in New York from 4th to 15th March. This year the major theme was the 'Elimination and prevention of all forms of violence against women'. Chat Garcia Ramilo and Jan Moolman from the Association for Progressive Communications' Women's Rights Programme were there, and spoke to Sonia Randhawa about what the CSW is, why it is important and some of the major discussions that took place.
http://www.genderit.org/node/3802/

Philippines: "If no justice is given to the survivors/victims then the laws become useless"
Violence against women in the Philippines is considered a public crime. According to the Philippines National Demographic and Health Survey, one in five women aged 15-49 has experienced physical violence since age 15. The advent of computers and internet exposes women to another dimension of violence. GenderIT.org writer, Esther Nasikye, talked to Foundation for Media Alternatives about the forms that violence against women takes online, and if new laws are needed to specifically address this issue.
http://www.genderit.org/node/3796/

Reflecting on tech-mediated violence against women in Bosnia Herzegovina
This interview conducted by Selina Mudavanhu from the African Gender Institute, University of Cape Town (South Africa) with Leila Seper, member of OneWorldsee in Bosnia Herzegovina and responsible for the 'Take Back the Tech!' campaign and networking, reflects on the work developed by OneWorldsee, a civil society organization that works on online spaces and is one of the partners of the Association for Progressive Communications' "End violence: Women's rights and safety online" project.
http://www.genderit.org/node/3803/

Violence against women in Colombia: ICT overshadowed
In Colombia, technology-related forms of violence are overshadowed by armed conflict, and domestic violence because there is no recognition of potential of ICTs to facilitate many forms of violence against women. In an interview for GenderIT.org, Florencia Flores Iborra asks Olga Paz Martinez, a liaison of "End violence: women's rights and safety online" project, about achievements and challenges this project face in Colombia.
http://www.genderit.org/node/3785/

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III. FEATURED RESOURCES

Baseline studies on technology-related forms of VAW in Philippines, Pakistan and Colombia

As part of the activities of APC Women's Rights Programme project "End violence: Women's rights and safety online", partners developed a series of baseline reports analysing the implications of violence against women perpetrated by the means of information and communication technologies in their national contexts. In this edition we introduce the reports produced by partners in Philippines, Pakistan and Colombia.

The Philippines study developed by Foundation for Media Alternatives assess the state of documenting of technology-related forms of VAW.

The Pakistan report produced by Bytes for All focuses primarily on online harassment of women.

The Columbian study developed by Colnodo in partnership with the Corporación de

Investigación Social y Acción Económica reports on the present legal framework addressing issue of violence against women and ICTs.

http://www.genderit.org/category/tags/baseline

APC statement to the CSW 57th Session: Violence against women and information and communications technology
Violence against women (VAW) that is mediated by technology is increasingly becoming part of women's experience of violence and their online interactions. In the same way we face risks offline, in the streets and in our homes, women and girls can face specific dangers and risks on the internet. VAW that is committed, abetted or aggravated through the use of ICTs and in online spaces are part of the continuum of violence against women and is a significant barrier to women's and girls' ability to take advantage of the opportunities that ICT provide for the full realisation of women's human rights and development. Read APC's Women's Rights Programme statement to the CSW 57th Session.
http://www.genderit.org/node/3751/

UN Universal Periodic Review: submission on internet-related human rights issues in Mexico
This submission prepared by Association for Progressive Communication and LaNeta under the project "End violence: Women's rights and safety online project", focuses on human rights on the internet, with a particular focus on violence against women, and protection of journalists and human rights defenders.
http://www.genderit.org/node/3799/

See also:
You are every women: A video on technology-related violence against women
http://www.genderit.org/node/3758/
"What went wrong?" Anita Gurumurthy's statement at the closing ceremony of WSIS plus 10 review
http://www.genderit.org/node/3760

To read more resources visit http://www.genderit.org/archive/resources

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IV. JARGON

Women's rights: http://www.genderit.org/glossary/term/1274
Violence against women: http://www.genderit.org/glossary/term/986
Cyberstalking: http://www.genderit.org/glossary/term/1409
CEDAW: http://www.genderit.org/glossary/term/1444

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V. FEMINIST TALKS

Just a few words…
By Jan Moolman
In the weeks leading up to the Commission on the Status of Women (4-15 March) violence against women I watched and read and listened and wept over the brutal gang rape and murder of Anene Booysens. As I remembered a similar gang rape and murder of another young woman – Valencia Farmer - 14 years ago, and read each day of more rape and sexual assault all around the country, I thought my heart would crack open and spill out all the fear, and powerlessness and horror and sadness. It didn't crack open, but the hot tears that ran down my cheeks every night brought some relief.
http://www.genderit.org/node/3800/

Agreed conclusions in CSW 57th include violence against women and ICT
Representatives of the Association for Progressive Communications' Women's Rights

Programme attended the meeting of this global policy-making body dedicated exclusively to gender equality and advancement of women and offered strategic inputs regarding violence against women and information and communications technologies. Setting a milestone for internet and women's rights, this year's conclusions included a paragraph on violence against women related to information and communications technologies.
http://www.genderit.org/node/3778/

See also:

Bytes for All receives Avon Global Communications Award for local Take Back the Tech! Campaign
https://www.apc.org/en/news/bytes-all-receives-avon-global-communications-awar
Violence against women online: A selection of tweets from CSW 57
http://www.genderit.org/node/3784/
Read the new series of EROTICS project related blog posts at
http://www.genderit.org/category/tags/erotics
Gendered abuse online
http://www.genderit.org/node/3777/
Security risks online: How much information do you give away?
http://www.genderit.org/node/3769/
Mechanics and governance of the internet
http://www.genderit.org/node/3767/

Appendix 3

Statistics for #ORANGEDAY

General stats provided by UN Women on #orang

Entire day of #orangeday tweets:

2,218 contributors; 5,243 tweets; 8.84 million reach; 30.99 million timeline deliveries

First tweetup, 11pm EDT:

178 contributors, 437 tweets, 808,328 reach, 2.62 million timeline deliveries

Second tweetup, 11am EDT:

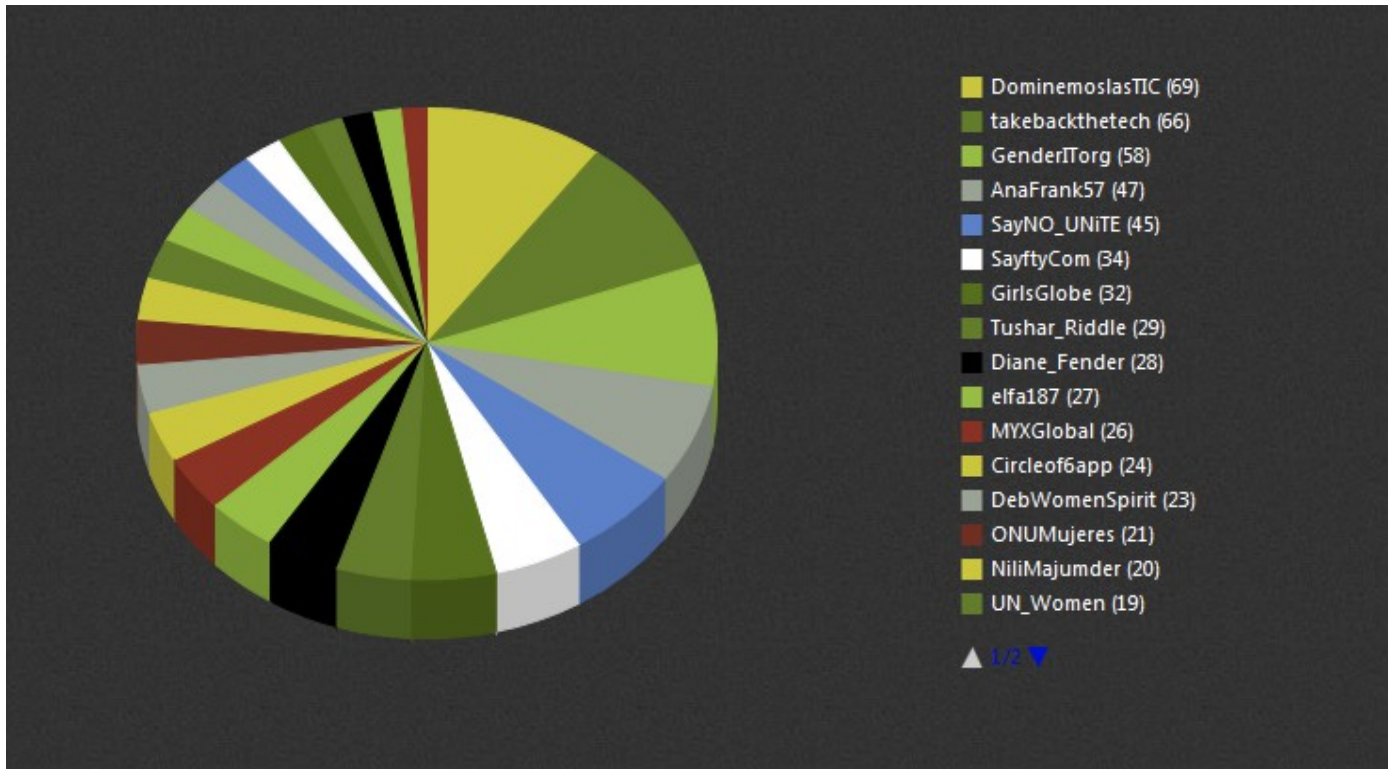605 Contributors, 1,528 Tweets, 1.85 million Reach, 9.41 million Timeline Deliveries

Twitter supporters with most followers:

@UNICEF @un @WorldBank @UNDP @francediplo (French MFA) @monaeltahawy (Columnist and activist) @Camfed @Simenona (singer) @MovimientoEPN @AJstream (Al Jazeera) @WorldBankLAC @HipHossip @unpeacekeeping @GlobalFundWomen @GirlUp @HuffPostImpact @NathalieCely (Amb. of Ecuador to US) @StopWebBullying @TWTraderCom @womensmediacntr @Half @MTVexit @vday @nobelwomen @irinnews @WomenUndrSiege @ciudaddemujeres @dfat (Australian MFA) @PixelProject @magosherrera (singer, part of UNiTE network) @AWID @OttawaPolice @UKUN_NewYork (UK mission at UN) @EUatUN (EU mission at UN)

Twitter supporters with most tweets:

@SayNO_UNiTE **@takebackthetech** @AnaFrank57 **@dominemoslastic @GenderITorg** @FeministArmy @SayftyCom @VaginaAnarchy @UN_Women @sanaaaaaaak @GirlsGlobe @Curator_TEDxCU **@sadiaawan01** @MYXGlobal @NiliMajumder @Diane_Fender @ONUMujeres @elfa187 @circleof6app @iammariahxo @ywca_canada @GirlActivist @unwomenindia @DebWomenSpirit @greenurlifenow @Sangamwc @AMaRWA_Women **@mujerderechoTIC** @VAWMap @schemaly

Top users analythics

■	DominemoslasTIC (69)
■	takebackthetech (66)
■	GenderITorg (58)
■	AnaFrank57 (47)
■	SayNO_UNiTE (45)
□	SayftyCom (34)
■	GirlsGlobe (32)
■	Tushar_Riddle (29)
■	Diane_Fender (28)
■	elfa187 (27)
■	MYXGlobal (26)
■	Circleof6app (24)
■	DebWomenSpirit (23)
■	ONUMujeres (21)
■	NiliMajumder (20)
■	UN_Women (19)

▲ 1/2 ▼

User mentions in Twitter analytics

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User Mentions	Count
@SayNO_UNiTE	524
@takebackthetech	186
@Circleof6app	178
@UN_Women	156
@DominemoslasTIC	132
@schemaly	115
@GenderITorg	82
@SayftyCom	47
@unetelac	45
@mujerderechoTIC	43
@GirlsGlobe	43
@Diane_Fender	40
@ONUMujeres	39
@UN	38
@WorldBankLAC	36
@Curator_TEDxCU	33

Twitter hashtags analytics

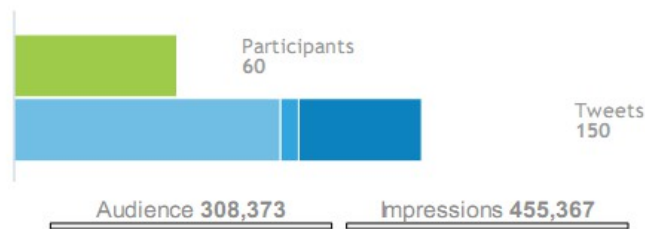A storify summary of the tweetup is available here http://sfy.co/eNRz

Take Back the Tech!

- TBTT Twitter account gained more than 70 new followers as a consequence of #orangeday.

Keyword over time

Influence

Participants 60

Tweets 150

Audience 308,373   Impressions 455,367
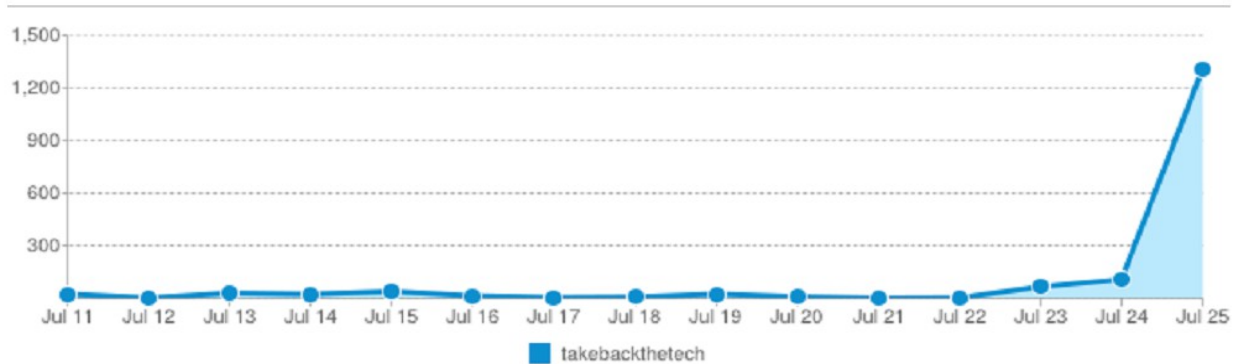
Evolution per Hour

Pakistan Trends · Change
#OrangeDay
#cricket
#India
West Indies
#PakVsWI
#Pakistan
Mamnoon Hussain
Sukkur
Umar Akmal
Suarez

- UN Women highlighted the job of TBTT/FLOW Pakistan team (b4all pakistan) - who made #orangeday trending in Pakistan. The team vigorously tweeted about the activities Bytes for All is doing in ending violence against women and girls on cyber space and how to make these spaces secure for girls who use internet. They shared
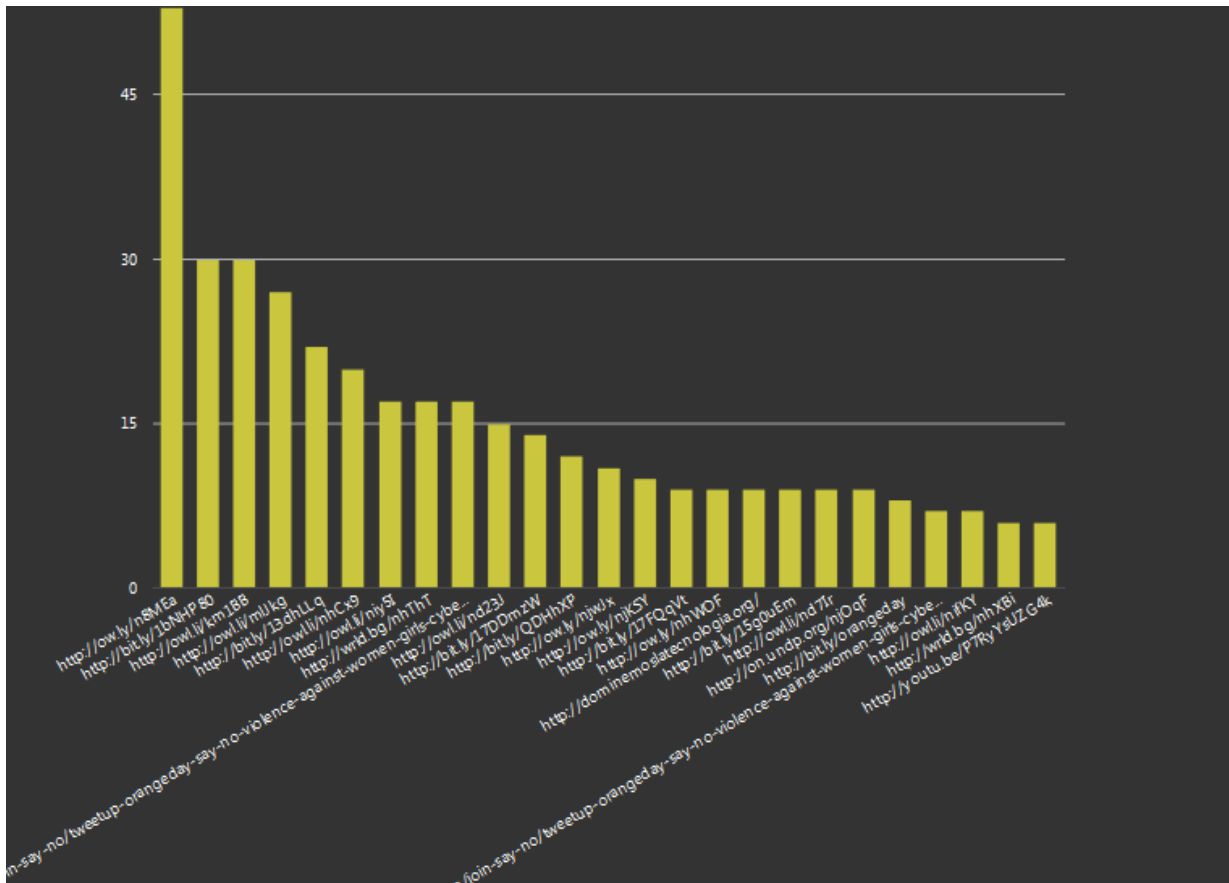
TBTT stories, VAW map cases, the video 'you are every women', and posters which attracted attention of social activist and it was seen many activists re-tweeted their tweets and appreciated their work.

GenderIT.org

- Browsing through the UN Women tweets we found that it is pretty significant that they got in some LGBT tweets - mostly because of GenderIT.org's influence. This is an advancement, since they are usually more careful with sexual orientation and gender identity related tweets.

- GenderIT.org gained between 60-65 new followers as a result of the daily action (including influential groups like @un_women, @NGO_CSW_NY, or @SayNO_UNiTE). There is also a great number of UK/Scottish based feminists and groups following GenderIT.org now.

- Some of the most interesting WRP resources for #orangeday tweeples were:

  – TBTT map (https://www.takebackthetech.net/mapit/ / Visits to the Ushahidi map also went up during #orangeday - usually gets up to 10 visits a day, and only on July 25 got 149)
  – Voices from digital spaces paper (http://www.genderit.org/resources/voices-digital-spaces-technology-related-violence-against-women)
  – APC 57th CSW Statement (http://www.genderit.org/resources/apc-statement-csw-57th-session-violence-against-women-and-information-and-communications-t)
  – EROTICS infographic on sexual rights (http://www.genderit.org/resources/infographic-sexual-rights-activism-internet)

TIME	sort by Date Created ▼	CLICKS VIA YOUR BITLY LINK		TOTAL CLICKS	TOTAL SAVES
		Past 7 days	Total		
9:06p	**Violence against women in the digital re…** www.guardian.co.uk/technology/the-womens-blog-w…		3	29	13
Jul 24 7:55p	**Take Back The Tech! Map it. End it.** www.takebackthetech.net/mapit/		33	88	6
Jul 24 7:45p	**Voices from digital spaces: Technology r…** www.genderit.org/node/3540		37	37	2
Jul 24 7:44p	**APC Statement to the CSW 57th Session…** www.genderit.org/node/3751		76	76	2
Jul 24 7:43p	**www.apc.org/en/system/files/CSW stat…**		0	89	2
Jul 24 6:09p	**Infographic - Sexual rights activism & th…** www.genderit.org/node/3854		61	93	5

- Reads for some GenderIT.org articles (as a result of Twitter indication/dissemination of the articles) were pretty good, even it was less than one week from their publication:

  – "Survey on sexual activism, morality, and the internet": http://www.genderit.org/node/3838 which is linked from infographic site and was

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tweeted during #orangeday (1033 reads)

- "Of Porn, Morality and Censorship: A Perspective from India": http://www.genderit.org/node/3837 (990 reads)

- "How activism shapes your experience of being a citizen on the internet": http://www.genderit.org/node/3832 (633 reads)

Visits demographics

Day	Number of visits to GenderIT.org
01/07/13	776
02/07/13	688
03/07/13	848
04/07/13	898
05/07/13	821
06/07/13	591
07/07/13	478
08/07/13	660
09/07/13	854
10/07/13	953
11/07/13	853
12/07/13	807
13/07/13	829
14/07/13	711
15/07/13	847
16/07/13	859
17/07/13	933
18/07/13	903
19/07/13	958
20/07/13	972
21/07/13	838
22/07/13	922
23/07/13	885
24/07/13	1281
25/07/13	**2888**
26/07/13	1785
27/07/13	1047
28/07/13	1209
29/07/13	1049

Days of month

```
01  02  03  04  05  06  07  08  09  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31
Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul Jul
```
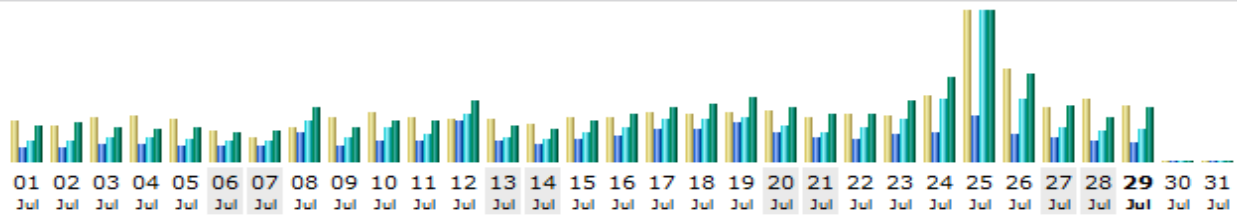
Countries where visits came from to GenderIT.org in July 25th

Country/Territory	Visits
	807
	% of Total: **100.00%** (807)
1. ■ United States	25.03%
2. ■ India	18.46%
3. ■ United Kingdom	8.55%
4. ■ Canada	5.45%
5. ■ Spain	4.34%
6. ■ Argentina	2.73%
7. ■ Indonesia	2.73%
8. ■ (not set)	2.35%
9. ■ Lebanon	2.23%
10. ■ Mexico	2.23%
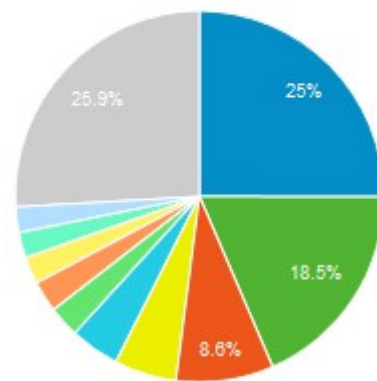
Challenge identified:

Now that recognition of this emerging form of violence is starting to show, we need to develop a clear strategy on how to call it violence against women – and not porn or cyberbullying, as it has been circulating. We need to contribute to have this type of violence named accurately and easily. While ICT related VAW is more accurate, it is not useful in terms of general appropiation. How to come to this catchy term and consciousness about it?

Interestingly, analysing the predominant hashtags used during #orangeday, we find that VAW, violence against women and cyberviolence are in the top of the list. Perhaps this is a starting point.

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Hashtag	Count
#vaw	252
#violenceagainstwomen	207
#cyberviolence	125
#genderit	68
#takebackthetech	67
#unite	63
#dominemoslastic	59
#cyberspace	49
#únete	46
#women	40
#mapealo	38
#custodiaycuidado	33
#endvaw	32
#tic	25
#tech	25
#violencia	24
#infographic	23
#violenciacontramujeres	21
#rio	20
#brazil	20
#violenciavsmujeres	17
#erotics	17
#safetysiren	17
#25dejulio	17
#género	17

Outstanding media presence

25/07/2013

Huffington Post

'Orange Day' Empowers Women And Promotes Internet Free Of Trafficking, Porn, Bullying
http://www.huffingtonpost.com/2013/07/25/orange-day-women_n_3653265.html

25/07/2013

Al Jazeera

#OrangeDay: 'Say No' to cyberbullying http://stream.aljazeera.com/story/201307251928-0022936

Appendix 4

GenderIT.org END VIOLENCE AGAINST WOMEN: LANGUAGE AND ACTIONS @ CSW57th edition in numbers

Web-statistic [1] for period 15 April – 15 May 2013

On 15 April, after the 57th meeting of the Commission on the Status of Women (CSW), GenderIT.org has circulated the edition "End violence against women: language and actions @ CSW57th" **(in Spanish/Portuguese:** "Basta de violencia contra las mujeres: lenguaje y acción en CSW 57"**) which** reflected on some of the issues that were advocated for during the meeting by the Women's Rights Programme, as well as materials produced as part of the event coverage, and those materials that the "End violence" project agenda addressed as main concerns in relation to the event.

The edition was distributed via GenderIT.org bilingual (English and Spanish/Portuguese) newsletter to over 442 subscribers, and via both GenderIT.org Twitter accounts to more than 1518 followers. Further distribution took place via other APC's and partners mailing lists and social networks to over 1400 women's and human rights defenders/activists, IGF participants, CSW participants, CSO's members, journalists and content providers, as well as policy-makers.

Who read the edition?

❑ **23,385 visits came between 15 April – 15 May 2013.**

Month	Visitors	Visits
Jan 2013	8048	17763
Feb 2013	7618	17252
March 2013	10135	22709
April 2013	9937	22537
May 2013	12976	31303
June 2013	9281	23838

Between March, April and May 2013 (month when the CSW meeting took place with GenderIT.org coverage, plus the month when the edition was sent, until a month after) a total of 33,048 different visitors accessed the website, providing the higher visits stats in the entire semester.

- **Most visitors came from Northern America (20,73% visits), South America (16,07%), Southern Asia (11,04%), Southern Europe (9,45%), Central America (6,45%), South-Eastern Asia (5,42%), Northern Europe (5,07%), Southern Africa (4,86%), Western Europe (3,69%), and Eastern Africa (3,41%).**

- **Visitors from a total of 126 countries visited the website between April 15 until May 15, 2013.**

- **Top 10 countries from which the readers accessed the website are: United States, Spain, India, Mexico, South Africa, Colombia, Argentina, United Kingdom, Brazil, and Philippines.**
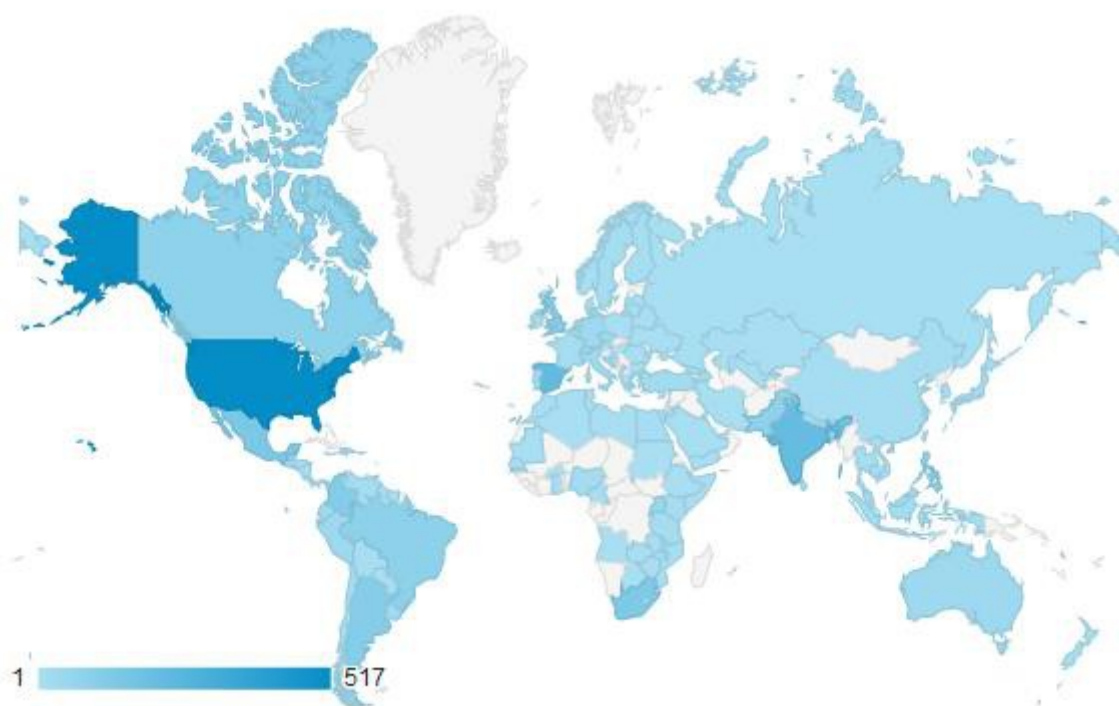
A note on new and returning visitors

*It is worth noticing the high number of **new visitors (75,37%)** against the **returning visitors (24,63%)** during the considered month.*

What content the visitors read?

5 analytical articles

9 resources

1 feminist talk post

5 artículos analíticos

3 recursos

3 conversaciones feministas

English version

(reads from 15 April 2013)

TITLE	SECTION	READS*	DOWNLOADS **
Right into reality	Editorial	1357	X
Technology and violence against women @ CSW57: "Both NGOs and states raised this as an issue of concern"	Article	786	X
Philippines: "If no justice is given to the survivors/victims then the laws become useless" http://www.genderit.org/node/3796/	Article	762	X
Reflecting on tech-mediated violence against women in Bosnia Herzegovina http://www.genderit.org/node/3803/ 793 reads	Article	793	X
Violence against women in Colombia: ICT overshadowed http://www.genderit.org/node/3785/	Article	949	X
Baseline study: Violence against women and gender based harassment in context of ICT penetration in Pakistan http://www.genderit.org/sites/default/upload/pakistan_baseline.pdf	Resource	736	8
Baseline study: Violence against women and gender based harassment in context of ICT penetration in Pakistan_Laws http://www.genderit.org/sites/default/upload/pakistan_baseline_laws_0.pdf	Resource	X	13
Baseline study: Report on VAW and its reporting system	Resource	640	11

TITLE	SECTION	READS*	DOWNLOADS **
in Philippines http://www.genderit.org/resources/baseline-study-report-vaw-and-its-reporting-system-philippines			
Baseline report on VAW and its reporting system in Philippines - Executive Summary http://www.genderit.org/sites/default/upload/philippines_baseline_report_executive_summary.pdf	Resource	X	8
Baseline study: Legal and regulatory framework in Colombia on VAW and ICT - Executive summary	Resource	587	2
Estudio linea de base: normatividad sobre TIC y violencias contra las mujeres en Colombia http://www.genderit.org/es/resources/estudio-linea-de-base-normatividad-sobre-tic-y-violencias-contra-las-mujeres-en-colombia	Resource	325	X
APC statement to the CSW 57th Session: Violence against women and information and communications technology	Resource	2047	34
executive summary	Resource		13
UN Universal Periodic Review: submission on internet-related human rights issues in Mexico http://www.genderit.org/node/3799/	Resource	622	X
Just a few words… by Jan Moolman http://www.genderit.org/node/3800/	Feminist talk	631	X

Spanish version

(reads from 15 April 2013)

TITLE	SECTION	READS*	DOWNLOADS **
Derecho a la realidad http://www.genderit.org/es/node/3788/	Editorial	853	x
Tecnología y violencia contra las mujeres en CSW 57: "Tanto gobiernos como ONG lo plantearon como un tema preocupante" http://www.genderit.org/es/node/3804/	Article	525	X
Violencia contra las mujeres en Colombia: las TIC en segundo plano http://www.genderit.org/es/node/3781/	Article	422	X
Filipinas: "Si no hay justicia para las sobrevivientes/víctimas, las leyes son inútiles"	Article	282	X

http://www.genderit.org/es/node/3797/			
Reflexiones sobre la violencia hacia las mujeres mediada por la tecnología en Bosnia Herzegovina http://www.genderit.org/es/node/3805/	Article	382	X
Estudio linea de base: normatividad sobre TIC y violencias contra las mujeres en Colombia http://www.genderit.org/es/node/3792/	Resource	326	20
¿Cómo incluir la perspectiva de género en los observatorios de medios? http://www.genderit.org/es/node/3775/	Resource	580	
Declaración del Programa de derechos de las mujeres de APC ante la 57 sesión de la Comisión sobre la Condición de la Mujer: violencia contra las mujeres y tecnologías de información y comunicación http://www.genderit.org/node/3752	Resource	502	
Violencia en el ciberespacio: crear conciencia y lograr consensos para erradicarla http://www.genderit.org/node/3795/	Feminist Talk		X
Apenas unas pocas palavras http://www.genderit.org/es/node/3806/	Feminist Talk	557	X
Violencia contra las mujeres en línea: selección de tuits durante CSW 57 http://www.genderit.org/es/node/3786/	Feminist Talk	534	X

**Partners and members engaged/featured in the edition**

- **Bytes for All, Pakistan**
- **Colnodo, Colombia**
- **FLOW partner, Mexico**
- **Foundation for Media Alternatives, Philippines**

What have been the outcomes of the edition?

• **128 websites referred to GenderIT.org in the reported period.**

Top 5 referral sites	Total visits
Facebook	24,03%
Apc.org	20,43%

Twitter	14,23%
lunanuvola.wordpress.com	1,60%
Feedly.com	1,47%
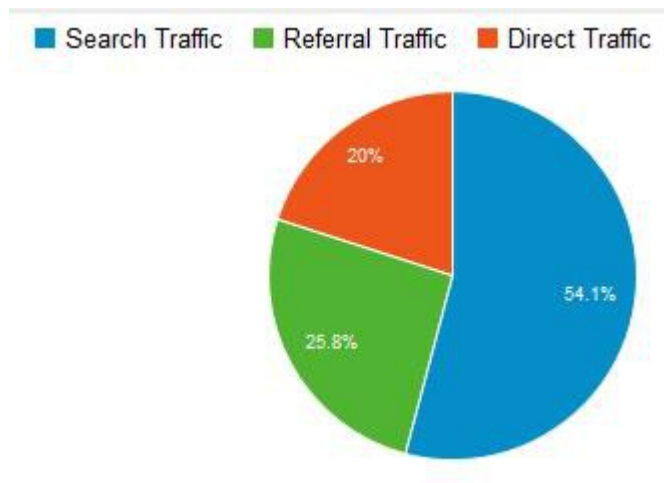
Observation: It is worth mentioning that 54% of the traffic to the website during this period was conducted by search engines, mostly by Google (89,67%).

Word of praise

"How interesting and useful! Thanks!" ("Que interesante y útil, gracias!!" - Nasreen Amina, RIMA)

"Very good newsletter! Cheers" ("Muy bueno el boletín! Saludos, Florencia" - Florencia Flores)

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[1] Our monitoring involves collecting and analysing web-statistics generated by Google Analytics, Awstats and Drupal. We are also reliant on manual collection of additional inquiries and feedbacks from the readers, and "Google alerts" in English and Spanish.