



16 Days of Activism 2025

Against Gender-Based Violence

Theme: Reimagining Feminist Futures: Rising in Solidarity, Thriving out of Crisis

2025 Campaign Activity Guide

1. Introduction

This year, we rise not just in resistance—but in *solidarity, hope, and fierce imagination*. The 2025 16 Days of Activism calls us to re-envision the feminist futures we *deserve*, ones where justice is lived, not just demanded; where healing is prioritized, not postponed; and where community is our foundation, not an afterthought. Yet, we cannot reimagine without reckoning. Around the world, movements working to prevent VAW are facing increasing funding cuts, shrinking civic space, and growing threats—especially online.

Digitally facilitated violence through harassment, doxing, deepfakes, surveillance, and trolling has become a daily reality for women, girls, gender diverse people, and activists. These are not just virtual attacks, they are real, with lasting impacts on safety, mental health, and public participation.

Simultaneously, critical programs that protect survivors, resource safe spaces, fund shelters, and support community outreach are being defunded or dismantled. The cost of inaction is borne by those already most vulnerable.

This year's campaign is a call to action, yes—but also an *urgent plea*:

“Reimagining Feminist Futures: Rising in Solidarity, thriving out of Crisis” reminds us: a future worth envisioning for it requires both **vision** and **resources**.





2. Purpose of this Campaign Activity Guide

The purpose of this Campaign Activity Guide is to provide a clear and practical framework for organizations, activists, and partners participating in the 2025 **16 Days of Activism Against Gender-Based Violence** campaign under the theme “*Reimagining Feminist Futures: Rising in Solidarity, Thriving out of Crisis.*”

This guide seeks to:

1. **Promote coherence and shared understanding** – It brings together campaign actors around a common purpose, ensuring that all efforts align with the theme, key messages, and feminist values at the heart of the campaign.
2. **Support coordinated and collective action** – It serves as a tool for planning, collaboration, and synchronization of activities across local, national, and regional levels to strengthen collective voice and impact.
3. **Provide practical ideas and tools** – It offers sample activities, communication materials, and advocacy approaches that can be adapted to different contexts and audiences.
4. **Ensure consistency in messaging** – It guides partners on how to communicate the campaign’s messages clearly and powerfully to advance solidarity, self and collective care and transformation.

3. Campaign Strategies

The online and in person strategies should reflect feminist values, collective action, creativity, and resilience in the face of shrinking spaces and crises. These will include; collective mobilization and solidarity building, feminist storytelling and digital activism, community led action engagement, advocacy, and policy influence.

This year’s Action and Advocacy Kit include:

1. Ribbons (Purple/White)
2. Posters
3. Conversation Starter Strips
4. Affirmation Cards
5. Fridge Magnets.

Additionally, a 2026 desk calendar is included in the action and advocacy kit to extend the reflections, and explorations beyond this year’s campaign period into next year.

Use these materials to spark reflection, deepen conversations, and ignite action in your homes, schools, workplaces, and communities.





4. Ground Yourself in the Campaign

Before you take any action, take time to understand the campaign's message and spirit. The campaign overview documents provide a roadmap—describing the theme, historical background of 16 Days, and why **feminist futures** must be imagined, built, and protected together.

This year, it also acknowledges:

- The erosion of public funding for gender justice and VAW Prevention
- The lack of accountability for tech-facilitated violence
- The urgent need for *sustained intersectional responses* that include digital safety, mental health, and economic justice
- The rise of anti-rights actions that actively oppose gender equality, whose narratives wish to roll back hard-won gains on women's rights and freedoms.

4.1 Campaign Overview

This foundational document outlines the core messages and goals of this year's campaign. Use it to align your activities and conversations with a broader vision. Print it. Share it. Carry it.

1. Embrace the Power of Symbols: Wear Your Ribbon

The regional 16 Days of Activism campaign uses This year, **Purple, and White Ribbons** to symbolize our solidarity with survivors, our commitment to justice, and our collective refusal to normalize violence against women **in all its forms**, including those happening on our screens.

Wear your ribbon:

- To acknowledge and recognize that violence against women a violation of human rights and the need to prevent it
- The GBV Prevention Network uses the white ribbon as a symbol of peace, non-violence, and solidarity in ending violence against women. While purple is commonly used in global VAW campaigns, it holds deep associations with mourning the Genocide against the Tutsi in Rwanda and the Great Lakes region. To respect this cultural context, the Network chose white as a more appropriate and unifying symbol.
- As a sign of hope, reimagination and possibilities to shaping a better future.
- In protest of the chronic underfunding of life-saving services
- In solidarity with feminist defenders targeted by digital violence
- As a sign of resistance to backlash





4.2 Spark critical thinking and conversation with Feminist Posters

Our campaign posters are bold, visual declarations of resistance and reimagination. They center **funding justice**, **digital safety**, and **feminist solidarity**.

Ideas for Use:

- Host a **Poster Reflection Circle** with these added questions:
 - *What's the impact of digital violence on your community?*
 - *How can we protect those most vulnerable online?*
 - *What can we do when funding cuts threaten our safety nets?*
- Post in virtual and physical spaces, especially in digital spaces—offices, markets, government offices, community WhatsApp groups, Telegram channels, or social media accounts.

4.3. Feminist Conversation Strips: Start the Talk That Matters

Conversation is one of the most powerful tools we have in the feminist movement. It's how we name harm, share survival, pass down wisdom, and spark action to develop a collective vision. In a time where feminist spaces are under threat from shrinking funding to digital violence and burnout—creating intentional spaces for dialogue becomes more essential than ever.

The Feminist Conversation Strips included in this year's kit are designed to interrupt silence, spark reflection, and deepen collective understanding. Each strip carries a question, quote, or reflection prompt to open up real, necessary conversations about the world we live in—and the future we are reimagining.

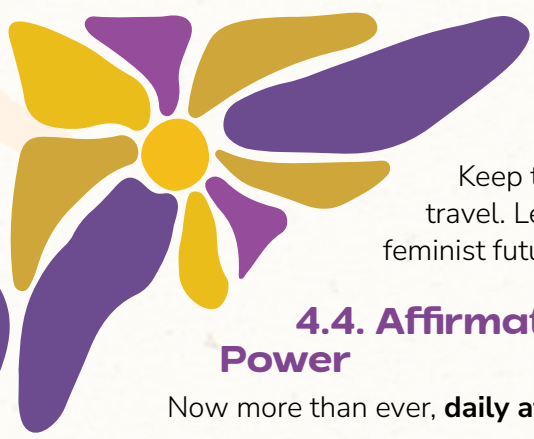
These are not icebreakers. They are *truth-breakers*—small pieces of paper with the power to ignite courage, solidarity, and collective clarity.

They can be used in countless ways:

- **Circles and Gatherings:** Pass them around in a group and invite each person to respond. One strip, many stories.
- **One-on-One Conversations:** Use them over coffee, on a walk, during lunch breaks. Let the questions deepen your connections.
- **Online Spaces:** Share a strip digitally and invite written or video responses from your community.
- **Workshops or Events:** Use them to open sessions, center discussions, or close with reflection.
- **Healing and Support Spaces:** Some conversations are tender. Let the strips guide gentle dialogue among peers, survivors, or caregivers.

In a time of growing digital hostility, these strips also offer an *intentional pause*—a return to human voice and presence. They remind us that building feminist futures does not start with strategy documents or hashtags alone—it starts with brave conversations.





Keep them on your desk. In your bag. On your kitchen table. Let them travel. Let them ask. Let them open what needs to be said. Because every feminist future we imagine will be built—one *honest conversation at a time*.

4.4. Affirmation Cards: Reclaim Each Month with Power

Now more than ever, **daily affirmation is resistance**.

They are here to remind you of your power, your purpose, and your place in something bigger.

Especially on the days when:

- Resources feel scarce, and the work feels harder than it should
- Online spaces become overwhelming or unkind
- Institutions seem distant, unresponsive, or slow to change

Each month affirms not just our worth, but our right to thrive even when structures fail us.

4.5. Fridge Magnets

Use your Fridge magnets to name the crisis and claim the future. You can place the magnets on metallic surfaces in your office or home to display them and guide reflections.

In this year's **magnets you will find the following messages:**

- **Protect Feminist Spaces—Online and Offline.**
- Solidarity begins with self-care.
- Our strength lives in our sisterhood

5. Create Your Own Actions

Reimagining Feminist Futures means recognizing that activism does not always look the same and that it shouldn't. Whether you are an individual, part of an organization, or connected to a wider movement, your context matters, and your contribution counts.

This year, we invite you to create actions that reflect your realities and reclaim your power especially in the face of shrinking spaces, resources, digital harm, and crisis fatigue.

Because to truly rise in solidarity and thrive out of crisis, we must take ownership of our spaces, tools, and narratives.

5.1 Individuals: Reclaiming Power in Small, Radical Ways

Even in isolation, your voice and experience are part of the collective. Your actions ripple outward.

- Share your digital safety tips or craft a personal manifesto for online dignity and resilience because imagining feminist futures includes protecting each other in virtual spaces.





- Write a letter or email to your representatives in the community, Parliament, Senate, and Council encouraging them to prioritize funding for gender justice and community-based solutions. Share why these resources matter to you and your community, and how meaningful support can help us all thrive.
- If you have faced any form of violence, including online abuse, report, and document digital harassment. You are not alone, and naming harm is part of healing and resisting.

5.2 Organizations: Sustaining the Work that Sustains Us

Feminist organizations are the heartbeat of this movement—but many are being asked to do more with less. Let us push back—and push forward.

- Host a Digital Safety & Resilience Workshop that centers on the lived realities of activists, journalists, youth, and survivors navigating online threats.
- Launch a bold, unapologetic campaign calling for public budgets that protect feminist services because Prevention work, and crisis response must be funded, not forgotten.
- Collaborate with tech-savvy allies and digital rights organizations to co-create solutions that support survivors and secure feminist digital spaces.
- Institutionalizing self and collective care in our work to promote healing and prevent burn out.

5.3 Communities: Building the Future Together

Our strength is in our solidarity. To thrive out of crisis, we must show up for one another online and offline while holding space for the layered challenges we face: shrinking resources, rising digital harm, and the quiet toll of being under-supported for too long.

- Host community conversations or learning spaces where people can share experiences and tools for navigating digital violence, understanding privacy, and reclaiming a sense of agency and safety online. These spaces can offer both practical knowledge and emotional support.
- Collaboratively explore which technologies or platforms support your community and which ones cause harm. Use this as a starting point to build shared digital literacy, imagine better alternatives, and advocate for safer, more accountable tech.
- Organize a gentle but powerful visibility action such as a “Fund the Future” march, art installation, or storytelling circle that invites others to join the call for meaningful, sustained investment in services that allow women, girls, and gender-diverse people not just to survive, but to *dream, rest, heal, and thrive*.

Every act, no matter how small, contributes to the future we are building together.
When we act with intention, we shift the culture.
When we rise in solidarity, we amplify each other’s power.
When we imagine boldly and organize deeply, we remind the world:
A better future is not just possible. It’s already in motion.

