



16 Days of Activism 2025

Against Gender-Based Violence

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

Campaign Overview

Slogan: Resist. Reclaim. Reimagine

1. Campaign Background

Since 1991, the 16 Days of Activism Against Gender-Based Violence (GBV) has been a global campaign to end violence against women and girls, running annually from November 25 to December 10. It brings together activists, civil society, governments, and institutions in pursuit of justice, safety, and equality. Since 2004, the GBV Prevention Network has championed this campaign by mobilizing members, crafting shared messages, and amplifying feminist voices to drive awareness, policy change, and collective advocacy.

This year - 2025, we anchor our efforts in a transformative feminist vision—one that resists injustice but reimagines a world where women and girls thrive amid intersecting crises: climate collapse, conflict, pandemics, digital violence, economic inequality, and rising authoritarianism. We also confront the harsh realities: growing anti-rights movements and funding cuts that threaten the care and support systems our communities depend on. Yet, even in scarcity, we witness resilience—networks sharing, sustaining, and standing in solidarity. This year, we honor both the struggle and the strength.





2. Campaign Theme 2025: “Reimagining Feminist Futures: Rising in Solidarity, Thriving out of Crisis”

This year’s campaign calls on all stakeholders to envision and build a bold feminist future rooted in justice, accountability, care, and collective power. As crises intensify, from climate breakdown to digital violence, we rise together to challenge harmful systems and create lasting change. This aligns with its slogan: **Resist. Reclaim. Reimagine**

3. Campaign Objectives

- i. To reclaim power through feminist leadership by centering care, inclusion, and equity in efforts to prevent violence, respond to crises, and rebuild communities.
- ii. To raise political and public consciousness on the urgent need to build strong feminist networks and movements that amplify collective voice, resist backlash, and drive transformative change.
- iii. Amplify feminist narratives by sharing impactful stories and advocacy messages that reclaim the conversation on women’s rights, celebrate collective wins, and inspire public action for justice and equality.

4. Core Message of the Campaign

Violence against women is rooted in systemic injustice; and it can be dismantled. In the face of crisis, feminist movements rise in strategic, sustained solidarity, centering the leadership and voices of women and girls in all their diversities to build a just, inclusive future.

5. How Partners Can Engage

- Use the theme to guide their messaging, events, and advocacy.
- Center marginalized voices in their programming.
- Share stories of hope, resilience, and transformation.
- Push for structural change in their local context.
- Amplify the campaign on social media using shared hashtags and visuals.

6. Unpacking the theme:

This campaign is a call to bold feminist action. We must go beyond simply responding to harm — we must transform the very systems that enable it. Amid growing crises, backlash, and inequality, strong feminist movements grounded in communities are vital to creating just and liberated futures.





Reimagine feminist systems. We're rebuilding structures for justice. That means transforming governance, justice, and economies to center care, accountability, and participation. Feminist systems value unpaid care work, invest in social support, and shift power to those historically excluded.

Center participation, care, and redistribution. We demand systems where women and communities have real influence over decisions. We prioritize solidarity and care over profit, and we push for economic justice through the redistribution of resources and power.

Rise in solidarity, thrive through transformation. This campaign is about rising together, across borders, generations, and identities; to resist backlash and build futures where all women, girls, and gender-diverse people can thrive. We act with radical hope, knowing that change is not only necessary, but possible.

7. Call to Action

- **Call to Action for Individuals:** Use your voice—online and offline—to amplify feminist movements, challenge injustice, and stand with survivors and marginalized groups. Practice care and empathy as radical acts of solidarity. Engage in local campaigns, support community-led efforts, and connect your actions to global feminist struggles for justice and equality.
- **Call to Action for Organizations and Development Partners:** During the 16 Days of Activism, take bold steps to advance gender justice by funding women-led groups flexibly, shifting power to marginalized leaders, strengthening cross-movement alliances, and prioritizing care and safety to sustain long-term feminist action.
- **Call to Action for Communities:** Work with survivors to co-create safe, healing spaces shaped by their needs. Use art, dialogue, and community engagement to challenge harmful gender norms. Prioritize care by building local support systems that foster safety and healing beyond punishment and policing.
- **Call to Action for Governments:** During the 16 Days of Activism, call to governments is they should take bold, systemic action by investing in community-led, women-centered solutions; increasing national funding for violence prevention and survivor support; and protecting civic space while partnering with feminist movements to shape inclusive, accountable policies.

Join the 16 Days of Activism Campaign 2025:

Official Hashtags: #FeministFutures | #16DaysOfActivism | #EndOnlineViolence

