

Best Practice Award in the Category of Peace

Soroptimist International St Albans and District

Oranging the World...

...or at least Hertfordshire!





Introductory slide

Thank you, Kim Ann. We're extremely proud to accept this Best Practice Award for our 'Oranging the World' Project.



Suggested Script (explaining the **Peace team** and showing **good practice** in how we run the Club and get Members involved in Programme action):

In our club all members are invited to join one of our three subgroups: Peace, People or Planet.

This lets them work in smaller groups, which helps them get to get to know one another better and to have more in-depth discussions on their own key focus area. Each teams ideas and projects are then supported by the whole club.

Back in 2020, and again in 2021, our Peace Team decided to take part in the UN campaign to 'Orange the World'.



#16 Days of Activism

Starts: 25 November
International Day for the
Elimination of Violence Against
Women

Ends: 10 December Human Rights Day





Suggested Script (explaining the What and When)

This campaign, from 25th November through to 10th December, encourages us to shine an 'orange' light on the atrocities of Violence against Women and Girls, to raise awareness of the issues and advocate for change. Orange is to represent a brighter future.



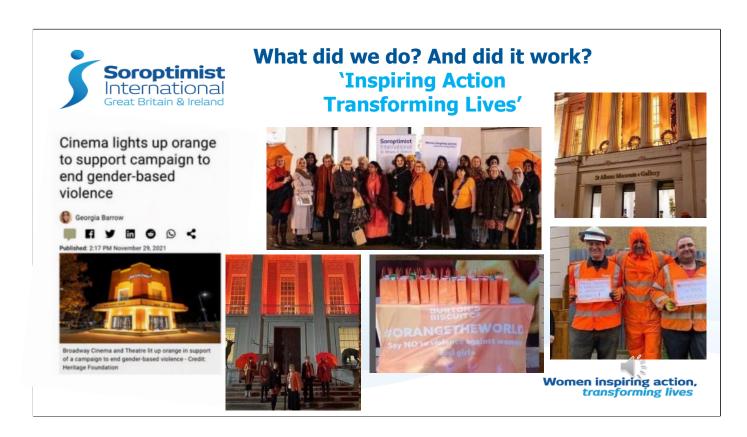
Suggested Script (explaining the Why):

So, why did we want to Orange the World, or at least Hertfordshire?

Firstly it aligns with Soroptimist Peace agenda and the UN Sustainable Development Goals, Number 16 to support 'Peace, justice and strong institutions and number 5 'Gender Equality

It was also a great fit for the Club in other ways.

- It is a Global Campaign that allows us to also take action in a local way
- All members of the club can take part and can choose how involved they want to be.
- There is a lot of scope to raise awareness of the club by engaging with local bodies and organisations, schools and social media and local press.



Suggested Script (explaining the **What impact did we have and leading in to the video**):

Our ambition was to raise awareness of the issues of Gender Based Violence and Domestic Abuse across the county by encouraging as much orange as possible in as many different ways as possible.

We encouraged council buildings, schools and businesses to turn themselves orange, offering those that did an information pack giving suggestions on what they could do and providing signposts to support agencies if the activity triggered their employees or customers to ask for help. We held and publicised a a 'Turning on the lights' Launch event at St. Albans Museum & Gallery, with guests from the local community, which was well covered in the local press.

• Take a look at a snippet video that we created after the event to get a feel for what we achieved, and what we used to promote our 2022 campaign.



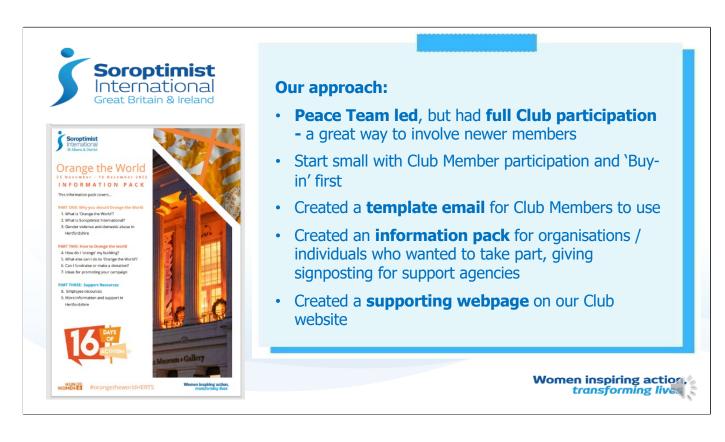
Suggested Script: None- let video play

Here's a flavour of what we managed to achieve



Suggested Script (explaining the **What impact did we have**):

As you saw in the video, we got a whole range of buildings and people 'Oranged' and participating, and we got excellent press and radio coverage. A secondary school devoted sessions throughout the period to healthy relationships, our local Women's Refuge provided free Domestic Abuse awareness training for participants and we were finalists for the Mayor's Pride Community Project award.



Suggested Script (explaining the **How and Lessons Learnt**):

This project was led by the Peace team and we involved the whole club. We provided template emails for member to use to contact potential supporters. We created an information pack for participants and maintained a web-page with all the information they would need.,





Good Practice Tips:

- Choosing local buildings & organisations to light up Orange:
 - Using existing relationships eg St Albans Museum & Gallery
 - Starting the planning as early as possible, contacting organisations at the start of the financial year when marketing plans & budgets are being created
- Contacted local influential individuals, councillors and Friends of the Club to encourage them to take part.

Women inspiring action, transforming lives

Suggested Script (explaining the **How and Lessons Learnt**):

We are happy to share our learning from this project. To get buildings 'Oranged', we started with existing relationships, especially the St Albans Museum and Gallery who supported us from our small start in 2020.

Start planning early, contact local influential individuals to get the dates in their diaries - this can be local councillors, leaders of faith groups and other notables, I'm sure every club has some key supporters. And don't forget to use sister Clubs, social media and local press too.



Suggested Script (CALL TO ACTION):

We started the project for 2022 as soon as the 2021 project was over, looking to strengthen the relationships with those that have already supported us and get more on board. Please join in! Visit our Club page to find out more about the project and our plans and perhaps for this year pledge your support, and then for 2023 think what YOUR club could do to Orange your town or city.....we would love to hear from you if you want to tap into any of our experience.