



**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 know one another better and to have more in-depth discussions on their own key focus area. Each team's 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



Women inspiring action
transforming lives 

*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.**

What did we do? And did it work? 'Inspiring Action Transforming Lives'

Cinema lights up orange to support campaign to end gender-based violence

Georgia Barrow



Published: 2:17 PM November 29, 2021



Broadway Cinema and Theatre lit up orange in support of a campaign to end gender-based violence - Credit: Heritage Foundation



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*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 **'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

What Impact did we have? 'Inspiring Action Transforming Lives'



TAKE ACTION TO
END GENDER-BASED
VIOLENCE



**DOMESTIC ABUSE
AWARENESS TRAINING**

FREE & ONLINE 2x dates available:
Thu 02 Dec @ 09.30 - 10.30
12.00 - 13.00

...ents and workforce as part of
...e world 2021 campaign.
Hertsmere Women's refuge



**Women inspiring action,
transforming lives**

*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.



Our approach:

- **Peace Team led**, but had **full Club participation** - a great way to involve newer members
- Start small with Club Member participation and 'Buy-in' first
- Created a **template email** for Club Members to use
- Created an **information pack** for organisations / individuals who wanted to take part, giving signposting for support agencies
- Created a **supporting webpage** on our Club website

*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.

*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.



Why don't you join us?
Visit sigbi.org/st-albans-and-district




**Women inspiring action,
transforming lives**

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.