

What is the history leading up to the 16 Days of Activism?

Patricia, Minerva and Maria Teresa Mirabal were three political sisters who actively opposed the cruelty and violence of the dictatorship of Rafael Trujillo in the Dominican Republic. As a result of their feminist resistance, on 25 November 1960, Trujillo ordered his secret police to murder the three sisters and dump them at the bottom of a cliff along with their driver. The sisters became symbols of the feminist resistance and to commemorate their deaths, 25 November was declared International Day for the Elimination of Violence against Women in Latin America in 1980. The day was subsequently formally recognised by the United Nations in 1999. In June 1991, the Centre for Women's Global Leadership (CWGL), alongside participants of the first Women's Global Institute on Women, Violence and Human Rights, called for a global campaign of 16 Days of Activism Against Gender-Based Violence.

The UNITE to End Violence against Women initiative was launched in 2008 under the leadership of UN Secretary-General, Ban Ki-moon. This initiative is a multi-year effort to prevent and eliminate violence against women and girls around the world. It was created to support the civil society campaign '16 Days of Activism against Gender-based Violence' around the world. UNITE, which is managed by UN Women, calls on governments, civil society, women's organisations, young people, the private sector, media, and the UN system to join forces to address the global pandemic of violence against women and girls.

The 25 November has been designated as the Orange Day by UNITE to End Violence against Women Campaign. The colour orange was chosen as it symbolizes a brighter future, free of violence.

