

16 Days of Activism Against Gender-Based Violence 2026

Campaign Activity Guide

Introduction:

In 2026, we unite for the 16 Days of Activism campaign under the theme **"Renewing our power: Collective action to prevent Violence Against Women"** and the slogan *"Empower. Act. Shape the future."*

We are undertaking this year's campaign at a time when many women's rights organizations, activists and movements are navigating shrinking civic space, political instability, toxic online spaces, misinformation, anti-rights narratives and declining resources. These challenges make it even more important to strengthen our collective power and find ways to sustain the work of preventing VAW.

The **2026 Advocacy & Action Kit** includes materials to support campaign activities: purple ribbon; A3 Poster; fridge magnets; affirmation cards; 2027 desk calendar; mouse pads; tote bags; and campaign documents including: Campaign Overview; Campaign Activity Guide; Media Campaign Guide

These materials and activities can be adapted and used at **individual, organizational, and community levels**, depending on your context, audience, priorities, and capacity.

This year, we invite you to use the 16 Days not only to raise awareness, but to reflect, connect, organize, advocate, and act together. Join us to **Empower. Act. Shape the Future.**

1. Familiarize Yourself with the Campaign Kit

- The Advocacy & Action Kit contains essential materials to support your participation in the 16 Days campaign. The ***Campaign Overview*** provides background, rationale, objectives, and key messages for the 2026 campaign. The **Campaign Activity Guide** provides suggested activities for individuals, organizations, and communities.
- The **Media Activity Guide** provides ideas and resources for communicating the campaign through social media and other media platforms.
- The other materials in the kit, include the **poster, purple and white ribbons, affirmation cards, fridge magnets, 2027 calendars, mouse pads, and tote bags;** can be used creatively to spark and support conversations, reflection, advocacy and collective action.

Before beginning your campaign activities, take some time to familiarize yourself with the materials and reflect on what "*Renewing our power*" means in your context. Consider the forms of collective power that already exist within your organization, community, or movement, the challenges that may be limiting collective action, and the allies and potential partners who can strengthen your efforts. Reflect on what you can achieve together that may not be possible alone and identify meaningful actions you can take during the 16 Days that can build momentum and continue beyond the campaign.

2. Organize a Campaign Poster Discussion

The campaign poster highlights the campaign theme. Use the poster to organize a poster discussion; to spark and facilitate discussions with individuals or groups, that could take between 20-30 minutes, reflect on how we could renew our individual and collective power and channel it to VAW prevention.

3. Unite by Wearing Ribbons

Distribute and wear the white or purple ribbons carrying the message ***"Prevent VAW"*** as a visible expression of collective power and commitment to prevent VAW. Use the ribbons to visibilize the campaign. Wear them throughout the 16 Days, or during key activities such as community dialogues, marches, workplace and school activities, and public events. Encourage others to join by wearing a ribbon and taking one action to empower, act, or shape the future.

4. Share Mouse Pads to Spark reflections

Disseminate and use mouse pads as visible everyday prompts for reflection. They can be used in offices, classrooms, community spaces and other appropriate settings to spark reflection and conversations around *"Renewing our power: Collective action to prevent violence against women."* Use the messages to invite people to reflect on the collective power they already have, identify what they can do together to challenge harmful norms and practices, and commit to one practical action to prevent VAW during the 16 Days and beyond.

5. Carry the Message with Tote Bags

Use tote bags as mobile messages for collective action. Encourage participants to carry and share tote bags at work, school, markets, community events, and public spaces, using them to make messages visible in everyday spaces. Let the bags spark conversations about collective power, solidarity, and practical action, turning an everyday item into a reminder that each of us has a role to play; and that together, we can create lasting change.

6. Use the Media Activity Guide to Amplify Collective Action

Use the Media Activity Guide to amplify collective action and engage diverse audiences throughout the 16 Days. The guide provides ready-to-use messages and ideas for Facebook, Instagram, BlueSky, WhatsApp, and other platforms, alongside practical tips for working with local media. Adapt the content to your context, share stories of collective action, highlight voices and solutions, and use media to empower, act, and shape the future toward a world free from VAW.

7. Create Tailored Activities

Adapt the 16 Days activities to your context, priorities, and audiences. Use the kit to create spaces for reflection, connection, collective action, and advocacy. Choose activities that help people renew their power, strengthen collective efforts, and take meaningful action to prevent VAW.

As you choose activities, start with the audience you want to reach, the change you want to influence, and the resources you have available. Select a small number of actions that are realistic, meaningful, and connected to the wider goal of renewing collective power to prevent VAW.

We wish you a successful campaign! And we look forward to hearing about your involvement in the campaign.

GBV Prevention Team