



Spotlight Initiative



## CHAMPIONING AN END TO VIOLENCE AGAINST WOMEN AND GIRLS

### An introduction to Spotlight Initiative Communications and Visibility

#### ABOUT US

The Spotlight Initiative is a global, multi-year partnership between the European Union and the United Nations to eliminate all forms of violence against women and girls by 2030.

**We are the world's largest targeted effort to end all forms of violence against women and girls.**

Launched with a seed funding commitment of €500 million from the European Union, we represent an unprecedented global effort to invest in gender equality as a precondition and driver for the achievement of the Sustainable Development Goals.

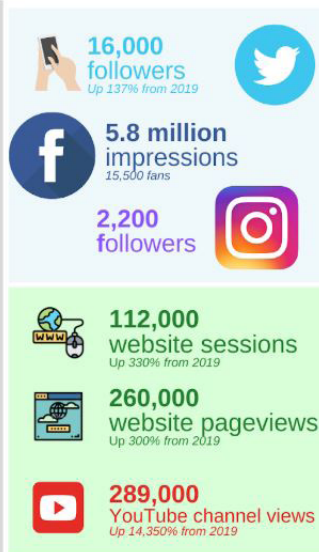
The Spotlight Initiative is responding to all forms of violence against women and girls, with programmes in more than 25 countries across Asia, Africa, the Caribbean, Latin America and the Pacific.

- **1 in 3 women** worldwide has experienced physical or sexual violence
- **1 in 2 women** killed worldwide is killed by her partner or a family member
- **1 in 5 women and girls** has experienced physical and/or sexual violence by an intimate partner within the last 12 months

#### OUR OUTREACH OBJECTIVES

All communications and visibility plans and activities of the Spotlight Initiative at global, regional and country levels are designed to meet mutually-reinforcing objectives.

**#1: Raise awareness of violence against women and girls** and its prevalence by publicizing data and supportive facts, creative messaging to key audiences, exhibiting thought leadership on violence against women and girls, and media sensitization and training.



**#2: Illustrate and promote the impact and results of Spotlight Initiative-supported interventions:** by finding, sharing and promoting the stories of women and girls whose lives have been positively transformed by Spotlight Initiative-supported interventions.

**#3: Provide communications for development support** to strengthen Spotlight Initiative’s programme design and implementation: by influencing the creation and delivery of behaviour-change and culture-shift activities, campaigns and initiatives.

**#4: Ensure visibility** for the Spotlight Initiative, its donors and partners.

Read the full Communications and Visibility Guide [here](#).

## OUR MESSAGES

A set of [global messages](#) have been developed by the Secretariat and are updated periodically.

Regional and country teams adapt these messages to their local contexts.

## OUR CHANNELS

### Website

The Spotlight Initiative’s web presence is centralized under one website ([www.spotlightinitiative.org](http://www.spotlightinitiative.org)) with country and regional programmes managing their own country pages. Content on the global section of the site is a mix of original human interest stories, press releases, videos, and productions and content produced by core UN agencies, the EU and civil society partners.

### Social media

Follow us on:

- Facebook [@TheSpotlightInitiative](#)
- Instagram [@spotlightinitiative](#)
- Twitter [@GlobalSpotlight](#)
- YouTube [Spotlight Initiative](#)

### Newsletter

A fortnightly Spotlight Initiative newsletter is shared with our mailing list containing stories, calls for proposals, research papers, reports and learning opportunities. Read the latest issue [here](#).

## OUR UN GLOBAL ADVOCATES



### CECILIA SUÁREZ

Ariel Award winner and Emmy International nominated Mexican actress Cecilia Suárez has supported the Spotlight Initiative since 2018, with a particular focus on ending femicide in Latin America. She was designated a UN Global Advocate for the Initiative effective 1 July 2020.



### SIYA KOLISI

Siya Kolisi was named captain of the South African National Rugby Team, the Springboks, in 2018, making him the first Black test player to captain the team in its 129-year history. Mr. Kolisi's partnership with Spotlight Initiative includes activities that raise awareness of violence against women and girls, and the role men must play in ending violence for good. He was designated a Global Advocate for Spotlight Initiative effective 1 July 2020.

## WE ARE #WithHer

The Spotlight Initiative's global flagship #WithHer campaign was launched in Brussels in March 2020. It raises awareness about gender-based violence and global efforts to address the issue by highlighting the [stories and voices](#) of those working to end violence in their communities. It also includes #WithHer Talks, a series of discussions by social media influencers on gender-based violence and stereotypes, and what can be done to create a culture that is safe for women and girls. Watch the latest episode [here](#).

## OUR IMPACT

Learn more about how Spotlight Initiative is changing lives by reading the [2019-2020 Global Impact Report](#).



**"I believe we can build a strong community capable of changing laws towards justice."**

- Ak-Moor Dzhanbolotova, a women's rights activist whose campaigning changed Kyrgyzstan's alimony laws.



**"I now understand that verbal abuse and careless speech against my wife is also violence against women. I have stopped doing it."**

- Clement Ejim, a Nigerian Men's Network activist who became a peer educator on gender equality after attending Spotlight Initiative-supported training.