



UNITED NATIONS  
ZIMBABWE



**2021**  
**Zimbabwe Youth**  
**Stand for Human Rights**  
**#EndGBV**



**Spotlight Initiative**  
*To eliminate violence against women and girls*



# The time is NOW to end violence against women!

The 16 Days of Activism Against Gender Based Violence is an annual global commemoration which starts on 25 November, the day which marks the Day for the Elimination of Violence against Women, through to 10 December, which is Human Rights Day.

This campaign is used to raise awareness and change attitudes about gender inequality and the scourge of Gender Based Violence (GBV) which disproportionately affects women. The theme for 2021 was Orange the World: END VIOLENCE AGAINST WOMEN NOW!"

Commemorations for 2021 came during the second year of a devastating COVID-19 pandemic which disrupted the normal flow of life. In Zimbabwe, the period has seen a spike in cases of GBV because of a number of reasons. Reports from women serving organizations under the Spotlight Initiative (2020) recorded a 45% increase in reported GBV cases during the 2020 lockdown period.

The 2021 theme emphasized the need for urgent action by all stakeholders to end GBV; it is in this context that the United Nations (UN) in Zimbabwe, in partnership with WELEAD Trust, conducted various activities to raise awareness on GBV and human rights. Much of the activities were implemented using social media and electronic platforms to reach out to young people with the key messages of ending violence against women and girls and promoting human rights.

Young people are an important demographic group given that 65% of Zimbabwe's population are youths (Youth Empowerment and Transformation Trust: 2018). It is therefore critical to involve the youth in these platforms in order to achieve positive change. Furthermore, if young people have increased awareness about GBV then the gains that have been made in gender equality and fight against GBV will be sustained into the future.

**Orange The World: End Violence against women now!**

**Host:**  
Namatal WELEAD Director

**Guest:**  
Rachel Kwainona  
Executive Director at Gender Dynamics

**Guest:**  
Liam Takura Kanhego  
Deputy Lecturer, Human Rights Centre, & Head of the Institute of Gender Studies and Dev. Stud.

1800hrs - 2000hrs | IG LIVE @weleadteam

Logos: UN Zimbabwe, WELEAD, Spotlight Initiative, European Union, UN Women, UN Human Rights Council, UN Women, UN Women, UN Women

**The importance of the 16 Days of Activism against Gender-Based Violence**

**Host:**  
Chiedza Mapfumo

**Guest:**  
Tamuka Gurure  
Social Worker & Farmer

**Guest:**  
Gladys Chibanda  
Gender Development, Founder & CEO - Kwifund UK

Saturday 4 Dec. 2021 | 1800hrs - 2000hrs | IG LIVE @weleadteam

#StandUp4HumanRights #Stand4Inclusion

Logos: UN Zimbabwe, WELEAD, Spotlight Initiative, European Union, UN Women, UN Human Rights Council, UN Women, UN Women

**Social media and gender-based violence: How can we change things for the better?**

**Host:**  
Namatal Kwekweza

**Guest:**  
Ryan Mugayi  
Kwawadzana Youth Society leader & Former Junior Parliament

**Guest:**  
Faith Rukete  
Law Student, Youth Leader and Change-maker

Monday 6 Dec. 2021 | 1800hrs - 2000hrs | IG LIVE @weleadteam

#StandUp4HumanRights #Stand4Inclusion

Logos: UN Zimbabwe, WELEAD, Spotlight Initiative, European Union, UN Women, UN Human Rights Council, UN Women, UN Women

Informed by this and with the broad aim of increasing communication and publicity of messages on GBV to young people by young people, UN in Zimbabwe in partnership with WELEAD Trust rolled out a series of activities throughout the 16 days using its social media platforms on Twitter, Instagram and together critical stakeholders including government representatives namely the Minister of Justice, Legal and Parliamentary Affairs, Ziyambi Ziyambi, the Swedish Ambassador H.E. Asa Pehrson, the United Nations Resident Coordinator Dr. Alex Casasira, the Chairperson of the Gender Commission Margret Sangarwe, the Chairperson of the Zimbabwe Human Rights Commission Dr. Elasto Mugwadi and the European Union in Zimbabwe Ambassador, H.E. Timo Olkkonen.

The programme also had a youthful discussion panel composed of WELEAD Trust Director Namatai Kwekweza, Hope Resurrect Trust Founder Florence Mudzingwa, Section 7 Department of Research and Evidence Makomborero Muropa and Plan International Programme Manager for Bulawayo and Matabeleland North Noreen Makhurane. The panel was balanced in terms of representation of various intersectional groups such as women, youth and persons with disability. The program was viewed by more than 1600 people on Facebook and YouTube as it was shared on the ZTN, WELEAD Trust and United Nations platforms.

## Human Rights and Ending Violence Against Women

These have become the center of attention among young people on social media platforms for WELEAD Trust under the hashtags #StandUp4HumanRights and #Stand4Inclusion. These two hashtags were being pushed as part of the commemorations of the 16 Days of Activism against GBV, particularly drawing attention to Human Rights Day on 10 December. The WELEAD Trust team organized a Twitter push party with the #StandUp4HumanRights which trended for 13 out of the 16 days on twitter. On average during the days that the hashtags trended, between 1000 to 1600 youth would tweet about the campaign that was being lead by the United Nations in Zimbabwe and WELEAD on human rights and activism to end gender based violence. This generated a lot of public interest in work related to the #StandUp4HumanRights resulting in more than 500 new young people following the WELEAD Trust Facebook, Instagram and Twitter pages.

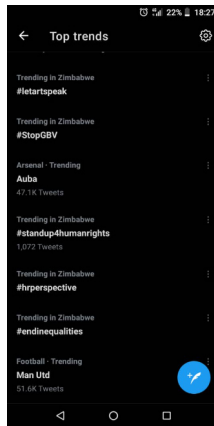
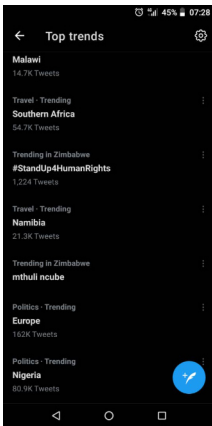
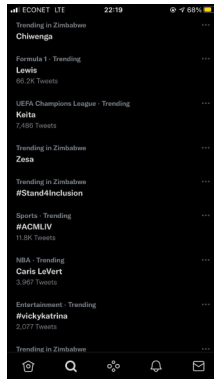
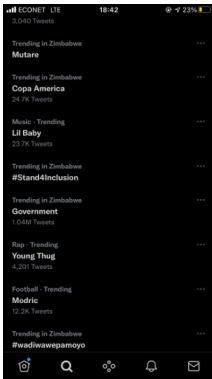


Online panel discussions on Instagram live and posters were an important part of the 16 days commemorations.

is important in realizing the sustainable development goals motto of 'leave no one behind.'

## Men and boys amplifying their voices to end GBV

Young men constituted 50% of all the panel discussions which were convened during the 16 days period. In these panel discussions, men reflected on the crucial role they have to play in ensuring that GBV and violence against women ends in communities and homes.



*Trending on Twitter: Twitter trends are helpful as one can see in real-time not only that people are talking about something, but exactly what they're saying.*

There is need for young people to appreciate the link between human rights and GBV, particularly how GBV results in the dehumanizing of the victims. While GBV affects both men and women, it is women and girls who disproportionately bear the brunt of this vice. Resultantly, women and girls end up failing to enjoy their fundamental rights guaranteed by the constitution and international conventions and frameworks because of GBV.

Inclusion is very critical for sustainable development and speaks to the extent that women, youths and other marginalized groups are involved in development processes. This



"People choose to ameliorate the person, not to solve the problem (instigated by the person). That's why not solving a problem has become a culture of which the same culture doesn't cancel wrong things, but it cancels people. It is because people will continue to let the culture grow broader in themselves and continue doing the same things, for they see nothing wrong in them but the person who did that wrong. We can all end GBV through reasonably calling it out wrong."



Allan Chipoyi, 21

#StandUp4HumanRights #Stand4Inclusion



"GBV has detrimental long-term psychological impacts on the development of a child. It is in the best interests of the child to shun this social maleficent"



Munashe O'brian Gutu, 23

#StandUp4HumanRights #Stand4Inclusion



"Men of quality are not afraid of equality. Choose to live by Choosing to leave GBV!"




Talnovic Munyangire, 26

**#StandUp4HumanRights #Stand4Inclusion**



"As a man, you should help women, but don't help yourself from the women you help. Never take advantage of people who need your help. For me, the only time I am proud to be a man is when every woman is safe and comfortable around me."



Prince Gora, 25

**#StandUp4HumanRights #Stand4Inclusion**



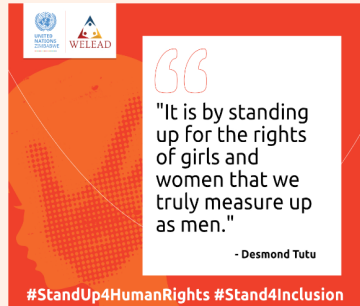
*Young men play a pivotal role in combating GBV and violence against women.*

Research shows that engaging men on GBV issues creates pathways for positive social change. This emphasis on engaging men recognizes the multiple roles men play not just as perpetrators of GBV but as husbands and family members, as witnesses, as service providers, leaders and duty bearers and sometimes as survivors of gender based violence themselves. This engagement is also important in improving understanding how to effectively work with men and boys to transform harmful practices that perpetuate, justify and rationalize gender based violence.

Most men who spoke on the panel discussions challenged their peers to be champions of

fighting GBV and promoting the rights of women in their spaces. They also noted the need for men to take up their mental wellness as an important part of their well-being as there is a nexus between stress and trauma and men's tendency to perpetrate GBV.

Some of the key messages which were shared were inspirational quotes as follows:



United Nations Zimbabwe WELEAD

“It is by standing up for the rights of girls and women that we truly measure up as men.”

- Desmond Tutu

#StandUp4HumanRights #Stand4Inclusion



United Nations Zimbabwe WELEAD

“Every time we liberate a woman, we liberate a man.”

- Margaret Mead

#StandUp4HumanRights #Stand4Inclusion



United Nations Zimbabwe WELEAD

“I object to violence because when it appears to do good, the good is only temporary; the evil it does is permanent.”

- Mahatma Gandhi

#StandUp4HumanRights #Stand4Inclusion



*Key messages and inspirational quotes on ending violence against women and girls and promoting gender equality*

# Youth, students campaign to end violence against women

Throughout the 16 Days of Activism against GBV, United Nations in Zimbabwe and WELEAD Trust engaged with students, targeting activists and leaders. Various Instagram live events were attended by student leaders and activists who shared their experiences with GBV and the need to end the scourge of violence. They also reflected on the campus policies which are in place and how effective they are in ending violence against female students, including sexual exploitation and abuse.

Even high school girls and boys were also engaged as part of promoting awareness to GBV and violence against women. High school pupils are still receptive to new information which can positively change their attitudes towards GBV and build a culture of respecting and promoting women's rights.

Students are a critical constituency when it comes to ending violence against women as they play an important role as public intellectuals and can write on GBV and related issues. The majority of students activists and leaders are influencers in their own right and command a large following which can they leverage on to challenge and shape discourse on ending GBV within their spaces and beyond.

Involvement of students also brings in an important aspect of youth leadership as the majority of these students also occupy positions of leadership on and off campus. Ending violence against women demands the involvement of leaders at all levels as they are custodians of policies and conduct which can confront some harmful traditional practices.

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"One in three women suffer from abuse and violence in their lifetime. This is an appalling human rights violation, yet it remains one of the invisible and under-recognized pandemics of our time. It's time to take action and end GBV!"

Ronald Mudzonga, 16

#StandUp4HumanRights #Stand4Inclusion

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"Violence should never be an option for anyone and we must stop blaming the victims of gender based violence. Let us put an end to GBV."

Ashley Chaumba, 16

#StandUp4HumanRights #Stand4Inclusion

*16-year-old students were also engaged in the campaign so they could voice up their views*

Some of the harmful traditional practices which were identified by students include child and early marriages of girls, labeling and prejudices against women and girls as well as patriarchal structure of social relations in communities. It is key that students are able to face these harmful practices and help create safe spaces for women and girls in their campuses and schools.

# Young leaders spotlight violence against women on social media

WELEAD Trust with support from United Nation in Zimbabwe took to popular social media platform, Instagram, to host a series of live discussions which attracted a significant following from young people. Instagram live provides an opportunity to direct connect with followers in a transparent and authentic way.

The platform allows for direct engagement with the audience as they can directly comment on the topic under discussion which is an important component of feedback. In addition to commenting directly, the Instagram live platform also increased the discoverability of WELEAD Trust on the popular social site by bumping the live sessions on the Instagram stories of followers.

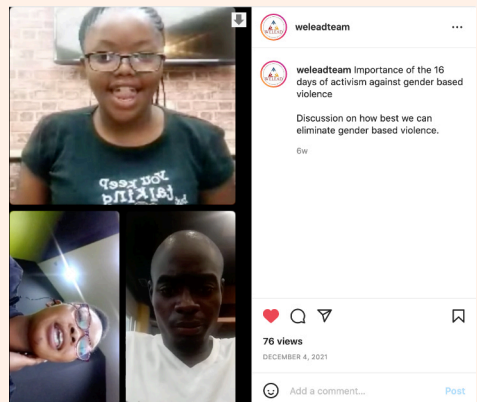
Live platforms were good at increasing the followers to the organization's Instagram page as it attracted active followers. It was also an opportunity for inter-generational engagement as older citizens also engaged with young people and shared their experiences. This is very important in the struggle against GBV and violence against women as it provides for exchange of experiences and knowledge between the old and young.

Young people who included experts in gender, law, business, media and activists joined the various live sessions to discuss various aspects of the campaign to end GBV, advocate for human rights and inclusion while broadly mainstreaming youth participation.

Issues discussed included topics on what it means to orange the world and end violence against women, the importance of the 16 days of activism against gender-based violence, harmful traditional practices that we need to deal with to end GBV, the use of social media to curb gender based violence, the consequences of GBV, strategies that work in addressing GBV as well as ways of strengthening institutional efforts to address GBV. The last session focused on reducing inequalities and advancing human rights in line with the theme of the 2021 human rights day.

At least 16 guest speakers were engaged. These were all young people drawn from diverse sectors including business, women's movements, communications and media, menstrual health issues, politics, activism, law, social work, among many other sectors.

The discussions were lively with over 100 listeners tuning in daily. The listeners, mostly young people, advocated for more peer to peer engagement to encourage each other to participate in activities that help in the fight against GBV.



*An Instagram live discussion in session. A recording of the session is available on <https://www.instagram.com/tv/CXEZlZHD55C/>*

# Amplifying human rights and ending violence against women and girls

The crowning highlight of the campaign was commemoration of International Human Rights Day 2021 under the theme: ‘Reducing Inequalities, Advancing Human Rights.’ Commemorations by WELEAD Trust and United Nation in Zimbabwe were done through a livestreamed television discussion on ZTN. The TV programme was in two parts the first being key note addresses which had an esteemed panel that had the Minister of Justice, Legal and Parliamentary Affairs, Ziyambi Ziyambi, the Swedish Ambassador HE Asa Pehrson, United Nations Resident Coordinator Dr. Alex Casasira, the Chairperson of the Gender Commission Margret Sangarwe, Chairperson Zimbabwe Human Rights Commission (ZHRC) Dr. Elasto Mugwadi and EU Ambassador Timo Olkkonen. Below are their sound bites on the occasion of International Human Rights Day 2021:

“Gender equality should be part of national development if it is to be sustainable and should be mainstreamed into development programmes at all levels” Margret Sarangwe; Gender Commission.

“UNDHR encapsulates civil and political rights such as freedom of speech, expression and assembly, and also socio-economic and cultural rights like right to education, right to health and right to food. These are indivisible and interrelated” Elasto Mugwadi, ZHRC.

“Violence against women and girls is one of the greatest injustices of our time and has to be stopped and condemned by everyone” Timo Olkkonen, EU Ambassador.

“Human rights are the cornerstone of Swedish foreign policy and the main focus of Swedish engagement in Zimbabwe since before independence until present day” HE Asa Pehrson, Swedish Ambassador.

“SDGs and National Development Strategy should work to guide enjoyment of civil and socio-economic rights by all Zimbabweans” Dr. Alex Casasira, UN Zimbabwe.

The second part was a panel discussion that had youthful discussants namely; WELEAD Trust Director Namatai Kwekweza, Hope Resurrect Trust Founder Florence Mudzingwa, Section 7 Department of Research and Evidence Makomborero Muropa and Plan International Programme Manager for Bulawayo and Matabeleland North Noreen Makhurane. Here are their most memorable quotations from their presentations:

“If people do not know their rights it makes it difficult to seek redress when they are violated. There is need to raise awareness among young people about the Bill of Rights in the Constitution of Zimbabwe” Makomborero Muropa, Section 7.

“They are glaring gaps in the appreciation and enjoyment of human rights amongst marginalized groups such as the San community. Awareness must be increased in such communities” Noreen Makhurane, Plan International.

“We cannot underestimate social, political and economic context we find ourselves in which play a part in young people not being able to fully enjoy their rights. There is backlash socially, politically and economically which limits how rights are enjoyed” Namatai Kwekweza, WELEAD Trust.



“People with disabilities are not fully included and this lack of inclusion affects the extent to which they enjoy their rights, and limits their participation” Florence Mudzingwa, Hope Resurrect Trust.

## **Taking 16 Days to year-long advocacy to end violence against women, girls**

The campaign generated a lot of lessons for WELEAD Trust and the United Nations in Zimbabwe which are useful for future campaigns and also for the work which the organization does. The crucial lessons were:

1. Young people are willing to take the lead in the fight against GBV.
2. Youth need to be supported with education and awareness around GBV as well as resources to organize for human rights.
3. Young men are crucial allies and leaders in the fight against GBV and must be included at all levels.
4. Social media is a powerful tool in raising awareness against GBV and especially during the time of the COVID-19 pandemic.
5. Inter-generational collaborations are important in ending GBV as displayed by the panel discussion on Human Rights Day.

## **Wide national and global reach**

Social media platforms such as Twitter, Instagram and Facebook allowed the campaign to have a wide national and global reach. This reach ensured that the message of the campaign reached large audiences than would have done a traditional campaign.

## **Safe and accessible to many young people**

The COVID 19 pandemic situation has changed how business is conducted and the 16 days of activism against GBV came when cases of a new variant, omicron, were on the rise across the country. This required enhancement of measures to contain the spread of the deadly virus including limiting physical meetings. Thus, the online campaign guaranteed that youths can participate safely in their numbers. Young people are also present on social media platforms like Instagram and therefore readily engaged with the content which the organization shared.

## **Measurable and traceable results**

Digital platforms are easy to measure results on as they are almost instant. The number of people reached by a broadcast on Instagram or those who have engaged with a post are known by the click of a button. The number of people reached by a broadcast on Instagram or those who have engaged with a post are known by the click of a button.

## **Social currency and feedback**

Live events on social media platforms and posters gave an opportunity for social currency as the posters were passed on from one user to the next. Some of the posters ended up on profiles of individuals and also shared in WhatsApp groups. Feedback is also very important and social media live events allowed the WELEAD Trust team to engage with young people who shared their feedback in real time as they encouraged the organization to have more programs like this in future.

# Accessibility and affordability of internet is an ongoing challenge

While digital platforms like social media are important resources, during the campaign it became apparent that they are still fraught with challenges of accessibility and affordability. Some rural areas and even peri-urban areas have poor network coverage due to lack of requisite infrastructure and also power outages. The cost of data is also very high especially for young people, the majority of whom are unemployed.



**H.E. ÅSA PEHRSON**  
SWEDISH AMBASSADOR TO ZIMBABWE

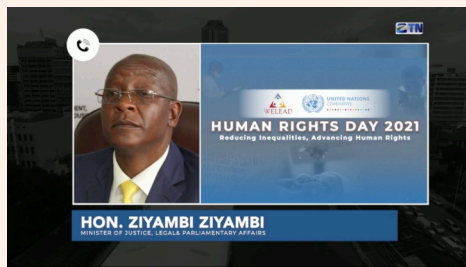


**H.E. TIMO OIKKONEN**  
EU AMBASSADOR TO ZIMBABWE

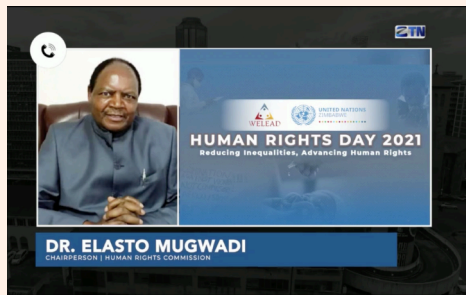


**MARGARET M. SANGARWE**  
Zimbabwe Gender Commission Chairperson

*Above and Right: Highlights of the commemoration of the International Human Rights Day 2021 television discussion on Zimbabwe Television Network (ZTN). The day was celebrated under the theme: 'Reducing Inequalities, Advancing Human Rights.'*



**HON. ZIYAMBI ZIYAMBI**  
MINISTER OF JUSTICE, LEGAL PARLIAMENTARY AFFAIRS



**DR. ELASTO MUGWADI**  
CHAIRPERSON, HUMAN RIGHTS COMMISSION



**DR. ALEX GASASIRA**  
UN RESIDENT COORDINATOR, ZIMBABWE



# About Spotlight Initiative



**Spotlight Initiative**  
To eliminate violence against women and girls

The Spotlight Initiative (SI) 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.

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

In total, there are 22 countries selected globally to deliver a gender-based violence free society under the Spotlight Initiative, and Zimbabwe is one of the eight African countries in this group.

Launched in Zimbabwe in 2019, the implementation of the programme is led by the United Nations Resident Coordinator, in partnership with six UN agencies – namely ILO, UNDP, UNESCO, UNFPA, UNICEF and UN WOMEN, the European Union Delegation and civil society organizations.

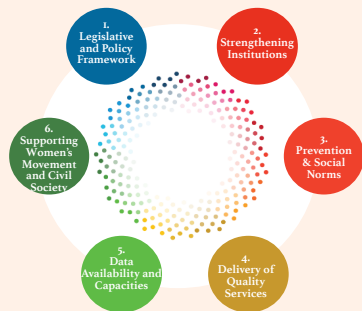
With a funding commitment of USD 30 million from the EU, the Spotlight Initiative in Zimbabwe is being implemented in five provinces across Zimbabwe, including Mashonaland Central, Harare, Manicaland, Mashonaland West, and Matabeleland South.

# Key Milestones

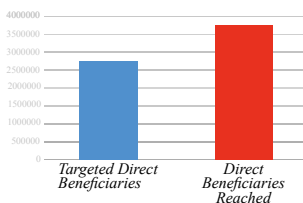
The delivery of the Spotlight Initiative in Zimbabwe has truly been a collaborative and collective effort between the Government, Civil Society, Private Sector, Parliament, Independent Commissions, Academia, Trade Unions, Communities, the United Nations, and the European Union working together as Partners.

- In October 2021, Zimbabwe became the first country under Spotlight Initiative to launch the High-Level Political Compact to end GBV and Harmful practices. The launch, presided by His Excellency, the President of the Republic of Zimbabwe, Emerson Mnangagwa demonstrates the Government of Zimbabwe’s strong commitment to gender equality and women’s rights.
- The launch of a new state-of-the-art Forensics Laboratory at the Zimbabwe Republic Police Criminal Investigation Department Headquarters, which will enable the use of forensic evidence in the trial of sexual and gender-based violence cases.
- The promising practice of the Innovators against GBV (IAGs) initiative for young post-graduates to build a body of knowledge and evidence on GBV, harmful practices and SRHR issues. These young people also work with NGOs and communities at the district level to create community-based solutions for addressing GBV and HPs, such as the ‘Peace Hut’ model in Manicaland Province.
- Under SI Zimbabwe, ten companies, including two public enterprises, that is, DairiBoard and the Grain Marketing Board (GMB), have developed GBV and Sexual Harassment policies as part of a model workplace programme to end all forms of violence in the world of work.

# Focus Areas



# Programme Reach

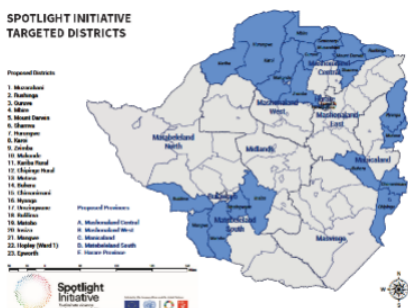


**2,334,840**  
women and girls  
directly reached



**1,442,607**  
men and boys  
directly reached

# Spotlight Initiative Areas of Operation in Zimbabwe





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