From 25 November to 10 December 2016, Wikigender and the Womanity Foundation partnered for an online campaign during the 16 Days of Activism against Gender-Based Violence. The campaign was divided into two main themes: **engaging men and boys to end gender-based violence** and **combatting online violence against women and girls**. Throughout the 16 days, Wikigender and Womanity engaged with their online communities on social media and the Wikigender platform to reflect debate and share on these two topics in both French and English.

Wikigender is a global collaborative platform linking policy makers and experts from both developed and developing countries to find solutions to advance gender equality, with a strong focus on the Sustainable Development Goals (SDGs), and in particular on SDG 5. Learn more at www.Wikigender.org.

The Womanity Foundation undertakes to empower girls and women in developing countries to shape their future and accelerate progress within their communities. Its key areas of action are inspired by the SDGs and include promoting avenues that give women a voice in society, politics and governance institutions and protecting women and girls' physical and psychological integrity. Learn more at www.Womanity.org

Week 1: Engaging men and boys to end gender-based violence

It is increasingly acknowledged that men and boys are key partners in the fight to end gender-based violence. On Friday 2 December, Wikigender and Womanity brought together three experts to exchange on transforming negative masculinities: **Jane Kato-Wallace from Promundo, Julio Langa from HOPEM, Anthony Keedi from Abaad Mena.** They exchanged on the importance of working with a coalition of actors including women's rights organisations, police and health

One in three women have experienced physical and/or sexual violence from an intimate partner at some time in their lives.

Source: SIGI 2014

services. They shared their stories of how they are working to transform negative masculinities through such initiatives as "Men in the Kitchen". The experts agreed that engaging with men and boys does not mean women are pushed out of the conversation but that transforming negative masculinities requires a commitment from both women and men to challenge negative social norms that justify violence against women.

On Twitter: #EngagingMen

Womanity.org
@forWomanity

#EngagingMen - need to understand political/religious context to tailor work #16Days #VAW @Promundo_US @AbaadMENA @RedeHOPEM @Wikigender

3:20pm · 2 Dec 2016 · Twitter Web Client

"What's very important is not just how we continue on but how we continue on together: It's about not letting the work with men and boys and masculinities in any way antagonize the important work being done for women's rights and women's empowerment. "

- Anthony Keedi, ABAAD MENA

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abaad

Week 2: Combatting online violence against women and girls

There is growing evidence that online violence has taken a gendered turn and the problem is pervasive among women and girls. On Friday 9 December, Wikigender and Womanity came together again to discuss online violence and what needs to be done for women and girls to reclaim their online space. Experts included **Sara Baker from Association for Progressive Communications, Lulú Barrera from Luchadoras TV and Dalia Othman from Tactical Technology Collectiv**. There was a consensus on the need for greater legal protection but the experts noted how women's rights groups on the ground are working within existing legal frameworks to claim their rights. The experts all stressed how online violence cannot be separated from physical violence, but are manifestations of the same negative social norms driving gender inequality and justify this action towards women and girls.

On Twitter: #HerOnlineWorld

Take Back the Tech! @takeba… 5d
How do you take action? We create content to challenge norms! bit.ly/2gCPV9h #HerOnlineWorld #takebackthetech #16days @Wikigender

"Addressing the digital divide could ensure that more women have safe access to the internet, that more women are contributing to the development of ICTs, and are taking on decision-making roles in internet governance… governments have a duty to create an enabling environment for women's access to an enjoyment of ICTs"

- Sara Baker, Association for Progressive Communications

Campaign impact

Wikigender online discussion: the discussion began on Wikigender where anyone could post a comment related to the two topics. Each online discussion ran for one week in French and English.

Social media campaign: Wikigender and Womanity engaged throughout the 16 days on Twitter and Facebook. They shared infographics as well as links to relevant resources. Outreach on social media allowed the campaign to reach a much wider audience spanning the globe from India to Mexico.

Webinar: Each week was capped off with a webinar on the respective theme bringing together three experts working in non-profits, research institutes and advocacy.

➢ **+54 000 page views**

➢ **158 new followers and 132 mentions on twitter**

➢ **130 views and counting**

Watch the webinars and learn more about the work of the experts on www.wikigender.org