



Philippine
Commission
on Women



ORANGE YOUR ICON CAMPAIGN

**VAW
FREE**
community
starts with
Me
#vawfreeph



The **ORANGE YOUR ICON CAMPAIGN** endeavors to strengthen the *Anti-Violence Against Women (VAW)* advocacy by encouraging new audiences to participate in ending VAW.

This initiative enjoins government offices and private organizations nationwide to **color its major landmarks or icons with orange** from **November 25 to December 12** of every year in line with the **18-Day Campaign to End VAW**. Launched in 2015, this initiative aims to attract and spark public's curiosity which provides opportunities for advocates to explain and to declare their support to the Anti-VAW advocacy.

This will serve as a springboard for public discourse and for disseminating the message of zero tolerance for VAW.



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WHY ORANGE?

This is the chosen color by the UN Secretary General in line with the United Nations' UNiTE to End VAW Campaign. UNiTE to End VAW is a multi-year effort aimed at preventing and eliminating violence against women and girls around the world. **As a bright and optimistic color, orange represents hope and a future free from violence against women and girls.**

HOW TO PARTICIPATE?

1

Decorate your chosen landmark or icon with orange by using flags, streamers, or banners. You may also paint your landmark with orange, use orange spotlights during the night or orange your icon in a way you deem appropriate and effective.

2

Participating agencies, local government units and private organizations may develop **information, education and communication (IEC) materials** related to the 18-Day Campaign to End VAW that can be given out or made visible to people visiting the area. *You may also download and reproduce PCW-developed IEC materials found on our website.*

3

You may also upload photos, videos and reports featuring your orange icons and other 18-Day Campaign to End VAW activities in your official social media accounts using the hashtag **#VAWFreePH, #OrangeYourIcon2020** or in your website for everyone to know that you are part of this global campaign.

