



**UNITE! ACTIVISM TO END VIOLENCE
AGAINST WOMEN & GIRLS!”**

CONCEPT NOTE 2024



Women in Law & Development in Africa



1. INTRODUCTION

Every year, from November 25th (International Day for the Elimination of Violence against Women) to December 10th (Human Rights Day), the world unites for the 16 Days of Activism Campaign against Gender-Based Violence. The campaign offers a unique opportunity for individual and collective efforts to eradicate violence. In Tanzania, GBV MKUKI Coalition under the Coordination of Women in Law and Development in Africa (WILDAF), has been the central point of coordinating the campaign since 1996. From such period to 2023, the campaign has proved effective in mobilizing actors across all sectors and cadres towards concerted efforts to eliminate GBV.

Every year, GBV MKUKI Coalition in collaboration with the Government, UN Agencies and CSOs selects a national theme aiming to influence actions on a particular topic relevant in that year. While the development of the theme for the 2024 campaign is underway, GBV MKUKI Coalition places a special emphasis on local activism, ensuring that the voices of our communities are not only heard but also actively engaged in finding solutions to break the cycle of violence against women and children.

The targets for this year's campaign encompass the general public, men and boys, women and girls, social groups within local communities, Community-Based Organizations (CBOs), Civil Society Organizations (CSOs), Non-Governmental Organizations (NGOs), International NGOs (INGOs), Private Sectors, Policymakers, and Development Partners. In a specific way, our campaign seeks to inspire grassroots activism through simple yet effective community-led initiatives that can drive social change.

Additionally, the campaign is placing the young generation of women and girls, as well as men and boys, at the forefront of our efforts for societal transformation and advancement. **The goal of the 2024 campaign is to inspire every individual and institution to take accountability and actively participate at both local and national levels.** At the community level, the campaign will empower local organizations to develop and implement their programs in commemoration of the campaign across different zones. We anticipate that these activities will evolve into year-long initiatives aimed at putting an end to gender-based violence at the grassroots level.

On the national front, the campaign will establish forums and platforms that encourage collective critical thinking to promote actionable steps to end gender-based violence among duty-bearers and other stakeholders. We will also engage the private sectors, to garner their commitment to ending gender-based violence.

2. OVERVIEW OF THE 2023 CAMPAIGN'S IMPACT

The 2023 campaign was nothing short of a triumph, making waves and leaving a mark across various fronts. With a direct reach of **10,946 people (4,778 men and 6,168 women)** through a series of impactful activities, the campaign struck a chord and made a real difference. Our advocacy messages soared across the digital landscape, touching the lives of over **15 million citizens** through powerful hashtags like **#ZuiaUkatili, #16DaysTz, #16DaysOfActivism, and #Siku16**. Among these, the hashtag **#ZuiaUkatiliWaKijinsia** stood out spectacularly, resonating with an impressive 8.8 million people. More than **2,000** people participated in the Twibbonize campaign with messages shared on various platforms such as WhatsApp, Twitter, Facebook, and Instagram.



On the other hand, traditional media including TV, Radio, and Newspaper coverage reached more than 20 million citizens with messages supporting changes to end GBV in all its forms. With a wide number of people reached, the campaign was also able to influence commitments from the Government to implement effective measures to eliminate violence against women and children in the country. For instance, during the national launch of the campaign, Honorable Dorothy Gwajima was quoted reiterating the Government's commitment to expedite the development of the National Gender Policy and the National Plan of Action to End Violence Against Women and Children.

In efforts to bring the campaign closer to communities and inspire grassroots activism, the GBV MKUKI Coalition organized the Anti-GBV Caravan as part of commemorating the campaign. The Anti-GBV Caravan was able to establish Anti-GBV clubs in 17 motorcycle stands 'vijiwe vya bodaboda', 7 markets, 5 mosques and 4 churches in; Gairo - Morogoro, Bahi - Dodoma, Manyoni - Singida, Igunga - Tabora, Bukoba urban-Kagera, Kakonko - Kigoma, Chato - Geita and Tarime - Mara.

The GBV award continues to ignite and inspire a culture of zero tolerance to GBV. Our 16 champions of change across Tanzania were a testimony through their stories that we can all prevent GBV or we should take action whenever GBV happens. Their stories and courage continue to transform communities to a culture that is free from violence.

The 2023 campaign was successful thanks to its strategic focus on community involvement and grassroots activism. It especially targeted younger boys, including the prominent motorcyclist group 'bodaboda,' leveraging their influence to spread messages and report violence.

Violence Against Women and Children and Gender Based Violence continues to be a threat to Tanzanian communities. Recently, cases of sexual violence and intimate partner violence have been increasingly reported in our authorities. The report from Tanzania Police Force highlights increased incidents of sodomy and rape across the country; whereby between January 2024 to December 2024; 8,691 rape cases and 2,488 sodomy cases were reported at police stations across the country. Also, Child Abduction is on the rise; According to media scanning conducted by the Chanzo Media House, there were 14 reported cases of child abduction between March and July 2024. Some of these children have been found brutally murdered with their body parts missing. This includes barbaric abduction and murder of a two-year-old albino girl (which happened in August 2024), to obtain her body parts for witchcraft rituals.

Safety, equality, and respect is fundamental to building a just and compassionate society. However, the safety and respect of women and children, in particular, are often at risk.

Addressing these issues requires concerted efforts on multiple fronts—education, policy change, community support, and individual actions all play crucial roles. By challenging harmful norms, advocating for better protections and resources, and fostering a culture of respect and equality, we can work towards a world where these fundamental rights are truly realized for everyone. It's a collective responsibility to make sure that safety and respect aren't privileges for the few but rights for all.

Also in 2024, the Government of Tanzania launched the second phase of the National Plan of Action to End Violence Against Women and Children (NPA-VAWC). The plan was developed with lessons from the previous plan and the current trending needs. For instance, the plan recognizes an alarming increase in Technology-Facilitated Violence; Whereby according to the Disrupting Harm Study approximately 200,000 children in Tanzania were subjected to online sexual abuse and exploitation in 2021. The plan also recognizes the established linkages between the cause and consequences of HIV/AIDS and VAWC and puts mechanisms to address the interconnectedness. While the plan retains the ambitious target of reducing violence by 50%, it remains relatively unpopular at the grassroots levels and amongst private sector partners risking its effective implementation and reaching the targets; As such, this year's campaign aims to popularize the plan at the grassroots levels and amongst private sector partners to garner their commitment and support for effective implementation.

Violence against women in Politics and elections is also rampant in Tanzania. Women who aspire to become leaders and those who are leaders have been experiencing different forms of violence including psychological, physical and sexual. Online violence and bullying targeting women discourage them to participate in civic and political spaces.

In February 2024, Tanzania made significant progress in tackling gender inequality and Violence Against Women in Politics and Elections (VAWP/E). By amending electoral and political party laws, it became the first African country to officially recognize and ban VAWE under Section 135 of the Presidential, Parliamentary, and Councilors' Election Act, 2024. This reform addresses the high rates of violence preventing women and young women from participating in politics.

As Tanzania prepares for the 2024 local elections and 2025 general elections, the campaign will popularize these laws to promote safe environment for women to participate in democratic processes, referral pathway and reporting mechanisms for incidences of VAWP/E.

4. CAMPAIGN OBJECTIVES

Based on the contextual analysis, this year's campaign will focus on the following objectives:



Influence; The Government of Tanzania to improve laws and policies that address GBV-Rolling out of the NPA-VAWC to the grassroots level, Review of the Law of Marriage Act of 1971, Enactment of GBV Law, and Prosecution of GBV-related cases. In addition, we want to influence and test the application of section 135 of the National Election Act which prohibits violence and discrimination in election.

Inspire: Work with the grassroots communities to inspire local-led initiatives that challenge the normalizations of GBV and create a culture of zero tolerance to GBV and safe environment for women and children to fully enjoy their rights.

Participation; Promote meaningful participation of women and girls in political, policy-making and decision-making spaces.

Partnerships; Advance partnerships between CSOs, the Government, Development Partners, the Judiciary, Parliament, and the Private Sector in addressing GBV.

5. CAMPAIGN STRATEGIES



This year's campaign employs a wide range of strategies to ensure a maximum number of communities are impacted. In October, 2024 we anticipate having a National Dialogue on GBV with key stakeholders including Government officials, Development partners, CSOs and the general public to discuss innovative solutions and demand accountability from stakeholders to prevent GBV. The dialogue will be live streamed in different media and social media platforms that will spark the movement towards the 16 Days of Activities Campaign 2024. The dialogue will

The campaign will burst into action on November 23rd with a walk against violence (marathon) and on November 25th there will be a launching event, setting the stage for a nationwide movement that will sweep through every region of the country. Our mission is to ignite a spark in every individual and institution, inspiring participation from the local to the national level. We'll harness the power of media and social media to rally the masses, with engaging programs on ending GBV broadcast across national and local TV and radio stations, ensuring no one is left out. On social media, we'll collaborate with influencers to spread our message far and wide, and create eye-catching memes and cartoons (Vibonzo) to spark vibrant online discussions about GBV. Additionally, we'll host dynamic talk shows on Clubhouse, Twitter Space, and Instagram Live, bringing people together to drive conversations and amplify our campaign's impact.



At the community level, the campaign will bolster local organizations to create and execute their own programs for the campaign. These activities are expected to evolve into ongoing initiatives aimed at ending GBV in grassroots communities.

This year, the Anti-GBV Caravan will concentrate on implementing the NPA-VAWC at the grassroots level, fostering collaboration to strengthen prevention and response mechanisms. The campaign will specifically target young men, particularly from ‘Bodaboda’, markets, and local sports groups, encouraging them to lead and drive the transformation and execution of the NPA-VAWC.

At the national level, the campaign will create forums and platforms for collective thinking to promote actions to end GBV amongst duty bearers and other stakeholders. We will also conduct engagements with targeted duty bearers and other stakeholders such as private sectors to persuade their commitments in ending GBV.

In addition to that, this year's campaign will invite abstracts and policy papers from different individuals on what works to prevent violence. The idea is to promote the role of research in GBV programming.

The campaign will also create platforms for mutual learning and experience sharing to strengthen capacities amongst stakeholders for effective programming of interventions to end GBV across all levels. The campaign is set to create a dynamic bridge between national and grassroots levels, ensuring a seamless flow of information and activity. GBV MKUKI Coalition members will lead grassroots events and provide daily updates, boosting the campaign's visibility and fostering a strong connection with rural progress. To make this happen, we'll roll out a vibrant 16-day calendar that tracks both national and local activities. Every morning, we'll spotlight the previous day's achievements in rural areas through engaging media and videos. This digital approach will keep everyone in the loop and ensure that the campaign's impact is felt far and wide. Our goal is clear: to keep everyone connected and ensure no one is left behind.



Activity	Date	Description	Responsible
<p>1. National Dialogue/ Symposium on the Status of GBV “where we were, where we are, where we want to be”.</p>	<p>October,2024</p>	<p>Will be preceded by the National Conference to inform the public about the 16 days campaign 2024 and all the activities that will be undertaken.</p> <p>The GBV MKUKI Coalition members, along with other stakeholders, will host a National Dialogue on the status of GBV. This event will bring together government officials, development partners, civil society organizations (CSOs), and the general public.</p> <p>The dialogue will feature influential figures from key sectors, who will form a panel to discuss the current state of GBV and propose actionable solutions. The event will be live-streamed across various media and social media platforms to maximize reach and engagement.</p> <p>The National Dialogue aims to raise awareness about the 16 Days of Activism Campaign 2024. It will also serve as a platform to inform responsible authorities about the collective efforts of CSOs in combating GBV and to advocate for more effective policy development on GBV-related issues.</p>	<p>WiLDAF, GBV MKUKI Coalition. Development Partners.</p>
<p>2. Walk Against Violence Marathon</p>	<p>November 23rd 2024</p>	<p>The Walk Against Violence Marathon is dedicated to raising awareness and funds to create safe environments, communities, and spaces for victims of gender-based violence (GBV), with a focus on supporting women and children. This event aims to mobilize the community in a united effort to end violence, while</p>	<p>WiLDAF, GBV MKUKI Coalition. Development Partners, CSOs, Private Sectors</p>

		generating the necessary resources to establish and maintain safe houses that offer shelter, support, and protection for survivors. Through this marathon, we seek to empower individuals and organizations to take a stand against GBV and foster a society where everyone can live in safety and dignity.	
3. 16 Days of Activism National Launch	25th November	<p>This year’s campaign strategy places the younger generation at the heart of social transformation. To kick off the campaign, we’ll host exciting music concerts featuring renowned bongo flavor artists to draw in a large youth audience and ensure they are engaged with the campaign’s message. We’ll empower these performing artists to become facilitators, turning their shows into dynamic edutainment experiences.</p> <p>Leading up to the events, local radio stations will be tapped to promote and build excitement, especially among young people. During and after the concerts, the campaign will leverage both local and national media to broadcast and amplify our messages, extending our reach well beyond the launch event</p>	WiLDAF/GBV MKUKI Coalition
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4. Anti-GBV Caravan	26thNovember 8th December	The GBV MKUKI Coalition is teaming up with the Ministry of Community Development, Gender, Women, and Special Groups to launch a high-energy anti-GBV caravan that will tour seven regions across Tanzania. This year, the caravan aims to spark grassroots movements to combat GBV, with a	WiLDAF/GBV MKUKI Coalition

		<p>special focus on mobilizing and empowering male groups to drive transformative change.</p> <p>As the caravan rolls through communities, it will also champion the new NPA-VAWC, spreading its impact locally. To amplify our message far and wide, we'll invite prominent leaders and top media outlets to join the journey, ensuring that our campaign resonates well beyond the caravan's path.</p> <p>Moreover, for sustainability purposes, local leaders, influential people, and organizations in places where the caravan will be making stops will be involved in conducting the community dialogues so that, they can pick issues and replicate dialogues thereafter.</p>	
<p>5. National Symposium to End GBV</p>	<p>26th to 28th November</p>	<p>The GBV MKUKI Coalition is teaming up with the Government of Tanzania, development partners, national and international NGOs, GBV service providers, and academic institutions to host an impactful three-day symposium on ending GBV in Tanzania. Each day will focus on a specific theme, offering key stakeholders the opportunity to share insights, experiences, and strategies to combat violence in their areas of expertise. This year's agenda will spotlight crucial topics such as VAWP/E, the new NPA-VAWC, male engagement, and private sector involvement in tackling GBV. Additionally, one day will be dedicated to presenting cutting-edge research from Tanzanian academics on GBV-related</p>	

		issues. This symposium promises to be a dynamic platform for driving meaningful change and collaboration in the fight against GBV.	
6. Anti-GBV Awards	10th December	<p>WiLDAF and GBV MKUKI Coalition will organize GBV prevention and response innovative award day to recognize and honor innovation, creativity and efforts of extraordinary individuals, organizations and communities who have taken tremendous actions to address GBV, this includes prevention and responses to cases of Violence.</p> <p>The event will bring together more than 200 People from across the country. In addition, the event will be broadcasted live in at least one national Broadcaster.</p>	GBV MKUKI Coalition, WiLDAF
7. Grassroots Initiatives Campaign Against Violence	25th November-10th December 2024	To support VAWC committees and grassroots movements CBOs, CSOs and WROs movements to end violence. The idea is to amplify the NPA-VAWC phase two to encourage safe spaces and free violent communities across the country.	WiLDAF