



UN Women UK | #16Days

BUSINESSES: HOW TO TAKE ACTION FOR 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

**ENSURE JUSTICE. PROTECT
SURVIVORS. END IMPUNITY.**
25 November – 10 December

A woman is killed by a man every three days in the UK. The police receive a domestic abuse-related call every 30 seconds. Fewer than a quarter of those crimes are ever reported.

Violence against women and girls is a national emergency. It travels on the commute, into the group chat, into the workplace. One in four women in England and Wales will experience domestic abuse in their lifetime. One in three has experienced abuse or harassment online.

Every year from 25 November to 10 December, the world unites for 16 Days of Activism Against Gender-Based Violence, a global movement led by the United Nations. This year's theme puts survivors at the centre: stronger laws, true accountability, and action to stop violence before it starts.

Your business can make a difference in this. Women are your employees, customers and clients. Your buildings stand as pillars in communities across the country. Your teams are places of belonging and influence. And yours is a voice people inside and outside your sector listen to.

Here are three ways to use them to help end gender-based violence this 16 Days.

1. ORANGE THE WORLD Light your building orange

Orange is the colour of this global campaign. Turning your building orange for the 16 Days, or for 25 November alone, puts the campaign in front of thousands of people.

Lighting your building orange is a statement of solidarity. It shows your organisation's commitment to ending violence against women and girls, creating a safer world for everyone.

Orange represents a future free from violence against women and girls. When cities, landmarks, and workplaces across the world light up in orange, they send a powerful, united message: that violence has no place in our communities, and change is both urgent and possible.

Every building lit in orange becomes a spark of visibility — a reminder to survivors that they are seen and supported, and a call to action for others to step forward and help build a future free from violence.

In 2025, BT Tower, Lloyd's of London, the London Stock Exchange, Lakeside Shopping Centre, the University of Aberdeen and the University of Northampton all went orange.

Interested? Let us know your plans at communications@unwomenuk.org and share photographs of your building for the chance to be included in our campaign coverage.



2. ORANGE TABLE

Host a table, raise money to end violence against women and girls

An Orange Table is a meal, a potluck or a coffee break hosted during the 16 Days, with a donation on the door. Run it in the staff kitchen, in the canteen, or at a client breakfast.

You can take the theme as far as you like — decorate the table in orange, theme the food around the colour or simply use the day to spark a new conversation.

You can also join other organisations and amplify your impact by matching donations made by your employees.

We send a digital host pack: conversation starters, printable orange cards, prompts and the campaign messaging. You choose the date and the format. Some companies match what their people raise.

[Register your interest here](#) to receive the host pack.



3. ORANGE RIBBONS

Wear it, sell it, start the conversation

Orange ribbons are a symbol of the 16 Days campaign, showing the world that you're calling for an end to violence. Order a pack for your team to wear through the 16 Days, or sell them internally to help the funds go further.

A ribbon on a lanyard does something a poster cannot: it makes a colleague ask what it's for. That question can spark a life-changing conversation.

What we provide: ribbon packs at £150 per set of 50 with an explainer cards that help people understand exactly what their donation supports, so every ribbon worn tells the real story behind the campaign.

[Please place your pre-orders here.](#)



WHAT DO YOUR DONATIONS MAKE POSSIBLE?

£15 helps fund critical research to support evidence-based advocacy, pushing national government to close the gaps in violence prevention

£25 helps fund our work with men and boys, as part of our strategy to address the root causes of violence against women and girls.

£50 helps fund our public education campaigns, empowering communities and individuals to prevent violence before it happens

£100 trains a community safety champion to intervene safely when a woman is targeted in public

Thank you helping to end gender-based violence across the UK and around the world.

