



UN GTG Concept Note for
16 Days of Activism Against Gender-Based Violence in Myanmar
25 November - 10 December 2025

1. BACKGROUND

The 16 Days of Activism against Gender-Based Violence is a critical annual international campaign, highlighting that violence against women is the most pervasive breach of human rights worldwide. The campaign starts on 25 November, the International Day for the Elimination of Violence against Women, and concludes on 10 December, Human Rights Day.

In support of this civil society-led initiative, the United Nations Secretary-General's [UNiTE by 2030 to End Violence against Women initiative](#) (UNiTE) is a multi-year advocacy effort that calls for global action to increase awareness, galvanise advocacy efforts and share knowledge and innovations to end violence against women and girls (VAWG) once and for all.

The global theme for the 2025 UNiTE campaign is: **“UNiTE to End Digital Violence against All Women and Girls”**.

Violence against women and girls is a global human rights emergency that must stop. As the world marks the 30th anniversary of the Beijing Declaration and Platform for Action – one of the most progressive international agreements on women’s rights to date – the UN Secretary-General’s UNiTE 2025 campaign focuses on one of the fastest-growing forms of abuse: digital violence against women and girls. This year’s campaign is also a reminder that digital safety is central to gender equality.

What is Digital Abuse?

Digital tools are being increasingly used to stalk, harass, and abuse women and girls through various means, including:

- Image-based abuse (non-consensual sharing of intimate images)
- Cyberbullying, trolling, and online threats

- Online harassment and sexual harassment
- AI-generated deepfakes (sexually explicit images, deepfake pornography)
- Hate speech and disinformation on social media
- Doxxing (publishing private information)
- Online stalking or surveillance/tracking
- Online grooming and sexual exploitation
- Catfishing and impersonation
- Misogynistic networks (manosphere, incel forums)

These online acts often lead to offline violence, such as coercion, physical abuse, and even femicide. Digital violence disproportionately targets women, especially those with public or online visibility, and the impact is amplified for women facing intersecting forms of discrimination.

Why is Digital Abuse Hard to Stop?

Several factors contribute to the difficulty in stopping digital abuse:

- Weak regulation of the technology sector and lack of legal recognition of digital violence
- Lack of accountability from tech platforms and social networking sites
- Normalization of violence in manosphere spaces
- Artificial Intelligence creating new forms of abuse and amplifying digital violence
- Growing backlash against gender equality
- Anonymity of perpetrators and cross-border abuse
- Limited support systems for survivors

2. MYANMAR CONTEXT OF THE 2025 UNITE CAMPAIGN

In Myanmar, addressing violence against women and girls (VAWG) remains urgent. Deep-rooted gender inequalities have been exacerbated by the ongoing conflict, widespread displacement, and multiple overlapping crises – including political instability, poverty, food insecurity, and natural disasters such as the recent earthquake and flooding. These conditions have significantly heightened the risks of VAWG.

While 2016 data showed one in five Myanmar women who have ever been married or in a union had experienced intimate partner violence, current levels of violence are likely much higher due to increased vulnerability, reduced access to essential services, and the erosion of the rule of law. Recent field-level analyses further indicate growing risks of sexual violence, and intimate partner violence, particularly in displacement sites and conflict-affected areas.

Women and girls with disabilities, who often face intersecting forms of discrimination and marginalization, are particularly at risk, yet remain significantly underserved.

Overall, women and girls in Myanmar face multiple, reinforcing barriers to safety and justice, including limited access to survivor-centred services, pervasive discriminatory norms, low public awareness of the impacts of VAWG, and chronic underfunding of women-led and women's rights organizations and gender-based violence service providers. The reduction in humanitarian access

and communications blackouts have further hampered service delivery, leaving frontline GBV actors and local networks to bridge critical gaps.

This complex environment has led to widespread exposure to multiple forms of violence, including intimate partner violence, conflict-related sexual violence, trafficking, forced and early marriage, harmful traditional practices as well as sexual exploitation and abuse. These risks are particularly acute for women and girls with disabilities, adolescent girls, female headed households, single mothers and those living in conflict-affected and disaster-prone areas and those belonging to minority or marginalized communities.

Digital violence is also an escalating concern in Myanmar, with women leaders, human rights defenders, and activists frequently targeted through online harassment, surveillance, disinformation, and doxxing. These tactics aim to silence women's voices and restrict their civic space. The use of digital platforms to perpetuate gender-based violence reflects the increasingly interconnected nature of physical and online harm in crisis and disaster-affected settings.

Each year, the United Nations Gender Theme Group (UN GTG) Myanmar works in solidarity with local civil society organizations, women's rights activists, and other local and international partners to mark the 16 Days of Activism Against Gender-Based Violence.

For 2025, the UN GTG Myanmar aligns with the global UNiTE campaign theme: **“UNiTE to End Digital Violence against All Women and Girls.”** This concept note adapts the global theme to the Myanmar context, highlighting the intersection of digital abuse with conflict, displacement, and systemic inequality, while also emphasizing the importance of addressing all forms of GBV through coordinated, inclusive and survivor-centred approaches.

While the global theme on digital violence is highly relevant to Myanmar, it is equally critical that advocacy during this year's campaign addresses the broader continuum of gender-based violence, particularly the sharp increase in GBV linked to conflict, displacement, and natural disasters. This requires working together, coordinating between agencies, and local efforts to improve accountability and access to services for all survivors.

3. CAMPAIGN OBJECTIVES

1. **Raise awareness of digital and other forms of gender-based violence**, highlighting how digital, conflict-related and other forms of violence intersect to harm women and girls across online and offline spaces in Myanmar and reinforcing that digital violence is a form of GBV requiring equal attention, funding, and response mechanisms.
2. Advocate for Myanmar-based tech companies to implement safety measures, remove harmful content, adopt codes of conduct, and publish transparency reports in consultation with GBV actors, Women-led and women's rights organizations, and digital safety experts.
3. **Strengthen access to coordinated , inclusive and survivor-centered GBV services** for those affected by any form of gender-based violence in Myanmar, including GBV Case management, psychosocial support, health care, legal assistance, and protections services

in both crisis-affected and digital contexts..

4. **Promote** collaborative initiatives among civil society, humanitarian organizations, technology platforms, youth, academic institutions, community leaders, influential figures, and other stakeholders to address and mitigate digital violence and all other manifestations of gender-based violence within Myanmar.
5. **Engage men and boys** as allies to challenge harmful norms and promote respectful, non-violent behaviours in digital and physical spaces encouraging positive masculinities and accountability at household, community, and online levels
6. **Promote** localization and sustainability by supporting women-led and community-based organizations that deliver frontline GBV prevention and response services, ensuring they are resourced, protected, and represented in national coordination and advocacy efforts

4. CAMPAIGN THEME AND HASHTAG

#NoExcuse,

#ACTtoEndViolence

#16DaysMyanmar

5. TARGET AUDIENCES FOR THE CAMPAIGN

- **Survivors, at-risk individuals and affected communities** including women and girls with disabilities, LGBTQI+ individuals, displaced populations and others facing intersecting risks of GBV.
- **Civil society, women-led and women's rights organizations** including local CSOs, women human rights defenders, youth groups, and disability organizations working to prevent and respond to GBV.
- **Tech sector and digital stakeholders** (Myanmar-based tech companies, investors, digital rights advocates, and online platforms) should recognize their role as gatekeepers of digital safety and dignity, promoting the protection against digital violence.
- **Key influencers and community actors** such as educators, media, religious and traditional leaders, and social influencers who shape public attitudes and norms.
- **Service providers and professionals** including healthcare workers, legal actors, social workers, GBV service providers, and digital safety experts.
- **Development and humanitarian partners** including UN agencies, INGOs, donors, and embassies engaged in gender equality, protection, and humanitarian response.
- **Men and boys as allies** particularly those in leadership, education, and advocacy roles who can challenge harmful norms and promote respectful behaviour online and offline.

5. MAIN PRINCIPLES OF THE UNITE CAMPAIGN ADVOCACY

1. **Survivor-centered:** Apply a respectful, “do-no-harm” approach that prioritizes survivors’

safety, dignity, consent and confidentiality – online and offline – while ensuring survivor advocates and activists are supported to engage on their own terms.

2. **Inclusive and intersectional (“Leave No One Behind”):** Apply a human rights-based approach and ensure full and meaningful participation of women and girls in their diversity, including those who are displaced, living with disabilities, from ethnic minority groups, LGBTQI+ individuals, and other groups facing intersecting forms of GBV.
3. **Elevate the voices of young feminists and youth-led organisations:** While the world has been reviewing progress made since the adoption of the [Beijing Declaration and Platform for Action](#), it is time to create platforms to elevate voices of the next generation feminists who are shaping their future now.
4. **Honour and acknowledge women’s movements:** Recognize and amplify the leadership of women’s rights and feminist movements in Myanmar in the prevention and response to violence against women and girls.
5. **Collaborative:** Everyone in society has an important role to play in ending violence against women and girls and we all must work together across sectors to address the various forms of gender-based violence.
6. **Transformative:** Challenge harmful gender norms, roles, and power dynamic to build equitable and lasting change for women and girls.

6. SUGGESTED CAMPAIGN ACTIVITIES FOR PARTNERS

- **Orange the World in Myanmar:** Organize culturally relevant and environmentally conscious events and activities, including wearing orange and developing campaign materials like Facebook frames and avatars, to raise awareness about Violence Against Women and Girls (VAWG) during the 16 Days of Activism.
- **Engage Media:** Issue a media statement and provide relevant content to media outlets, including videos to raise awareness about VAWG and promote the campaign’s messages and objectives.
- **Develop Communication Assets:** Create key messages, communication toolkits, and multimedia assets for partners and Civil Society Organizations/Women’s Lead Organizations to promote campaign messages and objectives and raise awareness about VAWG.
- **Mobilize Stakeholders:** Organize targeted events and activities for diverse audiences, including community events for men, women, boys, and girls; internal events for UN staff; and activities to engage donors, partners, and the humanitarian community in discussions and actions related to VAWG and gender equality.
- **Launch Social Media Campaign:** Utilize social media platforms to share campaign messages and survivor/service provider stories, and engage the public in online discussions and advocacy. Launch a storytelling initiative using anonymized testimonies of women and girls who have faced online harassment.
- **Strengthen Partnerships:** Collaborate with civil society organizations, Women’s Lead Organizations, donors, youth groups and other relevant stakeholders to expand the campaign’s reach and impact.
- **Increase Awareness of Digital Violence:** Release messages to the public in Myanmar about the various forms of digital violence and their severe impact on women and girls,

highlighting the connection between online and offline harm. Strengthen the gender-responsive approach by including men and boys in school-based programmes and community dialogues encouraging them to be advocates against digital violence.

- **Advocate for Tech Platform Accountability:** Encourage technology companies in Myanmar to enhance platform safety, effectively remove harmful content, co-develop awareness campaigns and publish transparent reports on their efforts to combat digital violence.
- **Enhance Survivor-Centered Support services:** Improve access to comprehensive survivor centered support services for survivors of digital violence in Myanmar, including health care, GBV case management, psychosocial, legal, and digital safety assistance.
- **Foster inter-agency and Multi sectoral/stakeholder Collaboration:** Build and strengthen partnerships among various groups in Myanmar to collectively address and combat digital violence.
- **Promote Responsible Online Behavior:** Encourage individual actions and male allyship in Myanmar to challenge harmful online norms, speak out against digital abuse, and advocate for respectful and safe online environments.

7. CALLS TO ACTION

We call on all stakeholders in Myanmar, civil society organizations, women's rights groups, development partners and donors, community leaders, youth and individuals, to join us in the 16 Days of Activism to End Violence Against Women and Girls. Together, we can create a Myanmar where all women and girls are free from violence and can live with dignity and equality. We must all act to stop digital abuse in Myanmar. To mark the 16 Days of Activism, the campaign calls on:

- **Myanmar-based Tech Companies** to ensure platform safety, remove harmful content, enforce codes of conduct, co-develop awareness campaigns and publish transparent reports.
- **Donors** to invest in feminist organizations working to end violence against women and digital rights advocates in Myanmar.
- **Service providers** must ensure survivor-centered support for all forms of GBV, including online and digital violence, guided by the principles of safety, confidentiality, respect, and non-discrimination.
- **Individuals (in Myanmar)** to speak out, support survivors, and challenge harmful online norms.

8. ABOUT THE UN GTG MYANMAR

The United Nations Gender Theme Group (UN GTG) in Myanmar is co-chaired by the UNFPA and UN Women Myanmar. It is an inter-agency coordination group that helps strengthen gender mainstreaming and the empowerment of women in the UN response in Myanmar.

The UNCT GTG provides inter-agency coordination and accountability for gender mainstreaming the UN response and advancing the Sustainable Development Goals agenda.

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