



# #NoWomanLeftBehind

8 March 2023 Action Day Toolkit



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# INTRODUCTION

This toolkit outlines how VSE members and partners can support the #NoWomaLeftBehind Action Day to stand in solidarity with all women who have fallen victim to crime.

The 1-Day campaign will be launched on 8 March 2023 at 09:00 (CET) and the contents of this document are embargoed until then. The Action Day is a key part of the VSE's advocacy work aiming at advancing victims' laws and policies both on the EU and national levels.

In this document, you will find:

- Introducing the Action Day
- How you can support
- Asset summary

If you have any questions regarding this toolkit, please email [l.vandenheuvel@victimsupporteurope.eu](mailto:l.vandenheuvel@victimsupporteurope.eu)

**Embargoed until 8 March 2023**

**13 million women in the EU experienced physical violence in a year. In addition, 3.7 million women, or 2% of EU female citizens aged 18-74, experienced sexual violence in the EU over the same period.**

**Beyond the violence that women experience because they are women, they are also subjected to many other crimes – theft and burglary, fraud, murder and other crimes also happen to women, who then need support, protection, and access justice.**

**The EU must strengthen the entire legislative framework for all women victims, regardless of the type of crime or the motivation for it.**

**Only through a synergy of a strong Victims' Rights Directive, as the foundation, and the Directive on combating violence against women and domestic violence, providing women-specific solutions for women-only problems, can we make sure that no woman is left behind.**



**Victim Support**  
Europe



# Introducing #NoWomanLeftBehind



We encourage you to use this toolkit so that together we can make an impact on 8 March 2023.

## Key Messages

Please consider incorporating these messages in your social media posts and other publications.

- We stand in solidarity with all women who have fallen victim to crime, no matter where it took place, no matter what the crime - crimes specifically targeting women or disproportionately affecting them, as well as many other crimes. No woman should be forgotten or ignored.
- According to a FRA study, one in three women in the EU have experienced physical or sexual violence in their lifetime since the age of 15 - meaning that 33% of all EU female citizens have experienced, are experiencing, or will experience violence in their lives simply because they are women. International and European legislation, such as the 1985 UN Basic Principles of Justice for Victims of Crime and Abuse of Power, the Istanbul Convention and the 2012 EU Victims' Rights Directive, have made a difference. Nevertheless, Member States are still failing to fully and effectively implement their obligations and the rights of victims.

## Key Messages

- Change needs to happen now to empower, support and protect all women victims of crime. The EU must strengthen the entire legislative framework for all women victims, regardless of the type of crime or the motivation for it. Only through a synergy of a strong Victims' Rights Directive, as the foundation, and the Directive on combating violence against women and domestic violence, providing women-specific solutions for women-only problems, can we make sure that no woman is left behind.
- We call on the European Commission to abide to its commitment to publish a revised Victims' Rights Directive as soon as possible and we call on the European institutions to adopt a strong legislation that will ensure that all women victims of crime can rely on robust frameworks and enjoy their rights – as women and as victims.



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**HOW YOU CAN SUPPORT**

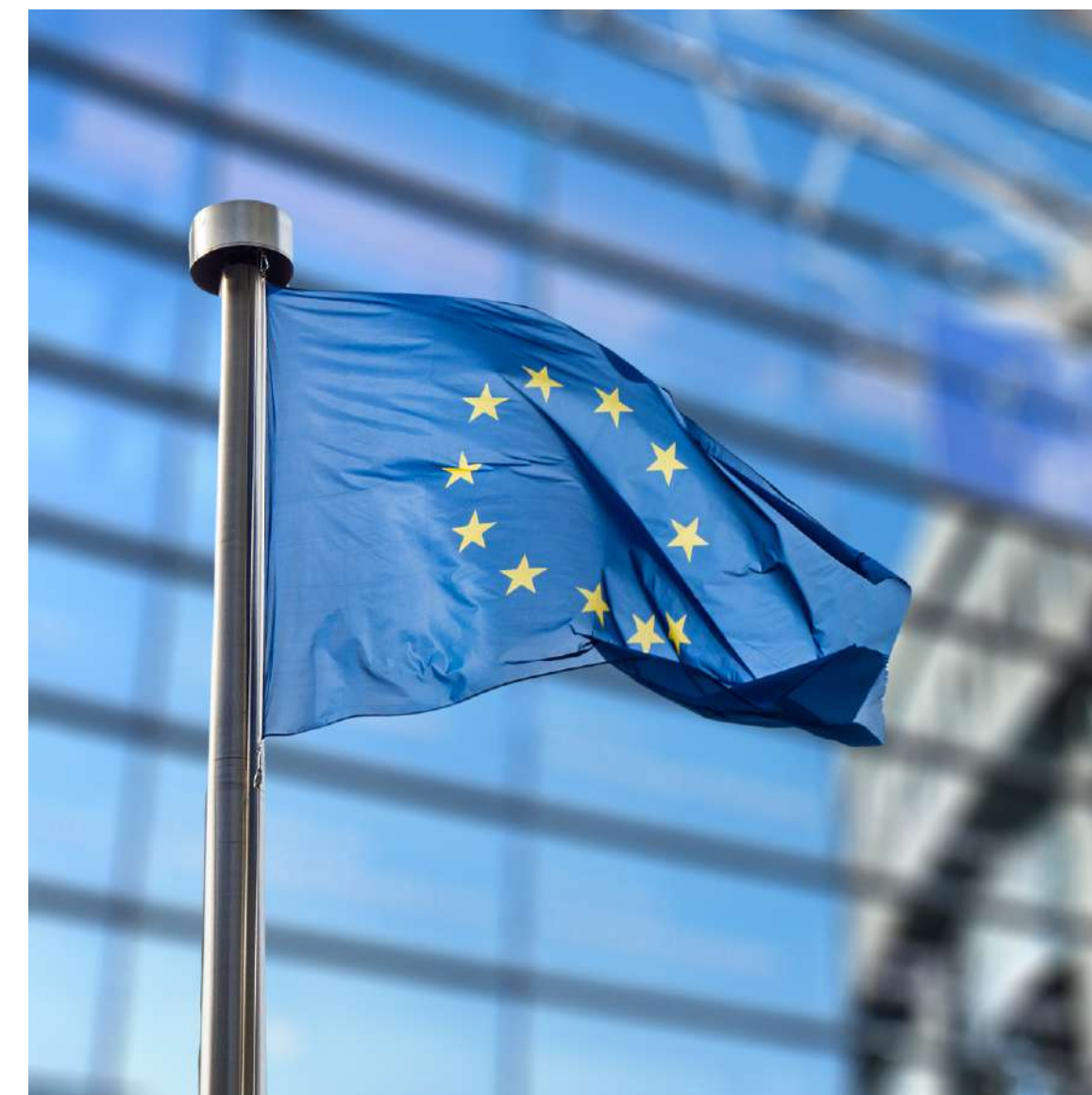
**#NoWomanLeftBehind:**

**Share it!**



We want to reach the EU institutions (@EuropeanCommission, @EuropeanParliament and national governments) on the Action Day – 8 March 2023. You can help us achieve this ambitious target by sharing or cross-posting the campaign activity on your social media channels and web-platforms. This includes sharing/cross-posting the Action Day Statement, videoing your own speech based on the template provided in this toolkit and sharing VSE's video speech which will be posted on the 8th of March on all VSE social media channels.

An overview of assets is on the following page. Visit <https://victim-support.eu/media-center/campaigns/no-woman-left-behind/> for more information.



# Importance of sharing crossposting

We are sharing the Action Day assets in editable formats for you to translate it in your languages and upload them natively, but we also encourage sharing or crossposting from [@victimsupporteurope](#) social media channels because it will leverage social proof.

What is social proof? People are more likely to watch and share a video with more views. If we each upload the video, we split the views.



# Ways to share the assets

- Schedule **#NoWomanLeftBehind** campaign assets across all your social media channels.
- Create your own content (in your national language or adapted to the specific group of victims) using the campaign hashtag, logo and use your brand/power/influence to support the Action Day.
- Share the campaign video speech which will be published by VSE on 8 March across all your social media channels



# Victim Support Europe Social Media Handles:

 [Victim Support Europe](https://www.linkedin.com/company/victim-support-europe)

 [VictimSupportEu](https://twitter.com/VictimSupportEu)

 [Victim Support Europe](https://www.facebook.com/VictimSupportEurope)

 [victimsupport.eu](https://www.instagram.com/victimsupport.eu)

 [Victim Support Europe](https://www.youtube.com/VictimSupportEurope)

## Victim Support Europe Action Day Webpage:

 <https://victim-support.eu/media-center/campaigns/no-woman-left-behind/>





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**#NoWomanLeftBehind**

**campaign assets - overview**

# Campaign Assets - Overview

- ✓ I. #NoWomanLeftBehind STATEMENT ..... [Download here](#) 
- ✓ II. The text of the video speech (to be used by partners as an inspiration for their own video speeches) ..... [Download here](#) 
- ✓ III. The Video Speech by VSE Deputy Director Aleksandra Ivankovic (will be available online on 8 March at 11:00 CET)

We want the EU institutions, national governments and general public to watch our campaign video speech. Please share this video across all of your channels and create as many opportunities as possible for people to watch it.

The **film will be available** in English on all VSE social media channels on **March 8 at 11:00 CET**.



**(Actual statement footage)**



**#NoWomanLeftBehind**



**Victim Support**  
Europe



**THE  
TRAINING  
ACADEMY**  
by Victim Support Europe



Co-funded by  
the European Union

# THANK YOU!

If you have any questions, please get in touch with

[l.vandenheuvel@victimsupporteurope.eu](mailto:l.vandenheuvel@victimsupporteurope.eu)

Please visit

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for more information.