

EM 2025[↑]
Split Croatia

Empowering Change

The Orange the World
Campaign

Designed and prepared; Sandra Neretljakovic





Meet Your Presenters

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Team leader



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Our Team on EM2025



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The UNiTE team consists of members from various countries, each bringing unique perspectives and skills to the initiative.



Yeok San



Mamta



Trish



Kay



Marlies



Anita



Joost



Smita



Sandra



Christiane



Carina

We would like to know



Who here has heard of Orange the World?

We would like to know



Who already knew about it before Inner Wheel started supporting it?



Short Background



Orange the World is the United Nations campaign to end violence against women and girls.

It runs every year from **November 25th — the International Day to End Violence Against Women — until December 10th — Human Rights Day.**

This is not just another campaign. Violence against women is a violation of human rights. **The UN has set a goal: by 2030 this violation must be eliminated.**



It's about awareness, solidarity, and hope.

Orange the World is about awareness, connection, and hope. It reminds us: every culture, every country faces gender-based violence. **And every woman and child has the right to safety, opportunities, and a life free from fear.**

Inner Wheel is proud to be part of this. We raise awareness, we support local and global projects, and during these 16 days we show solidarity with women who need to know they are not alone.

Why OtW Matters?



Key Statistics

1 in 3 women worldwide experiences violence in her lifetime.
Every day, 140 women are killed by a family member.



Silent and Shame

But behind these numbers are lives. Women who keep silent out of shame. Girls who believe abuse is somehow their fault. And here is the world upside down: the shame sits with the victim, not with the violator.

Why OtW Matters?



Judgement

Too often, society judges: Why were you out late? Why did you wear that? Why don't you leave him? No one chooses to be abused. No one enters a relationship to suffer.



Not A Women's Issue

Violence is not just a women's issue — it's a societal problem. It passes from one generation to the next if we don't stop it.

Why Orange the World Matters?



Recognizing The Signs



Intergenerational Transmission



Societal Problem

Does OtW Fit Inner Wheel?



Orange the World



Inner Wheel

OtW reflects the very heart of Inner Wheel



IW DNA

Inner Wheel was born from the power of women. **Friendship, service, international understanding** — these are our roots.



Equality

We also hold consultative status with United Nations committees, including the Commission on the Status of Women and the Committee on the Rights of the Child. That status is not symbolic. It shows the world we are committed to equal rights and global change.



Awareness

For 16 days, we shine a brighter light on issues too often kept hidden.

We don't only raise awareness — we offer hope. By speaking out, we change mindsets. We make the invisible visible.



Solidarity

By joining Orange the World, Inner Wheel members show solidarity with women and girls everywhere, connecting local projects with a global movement.

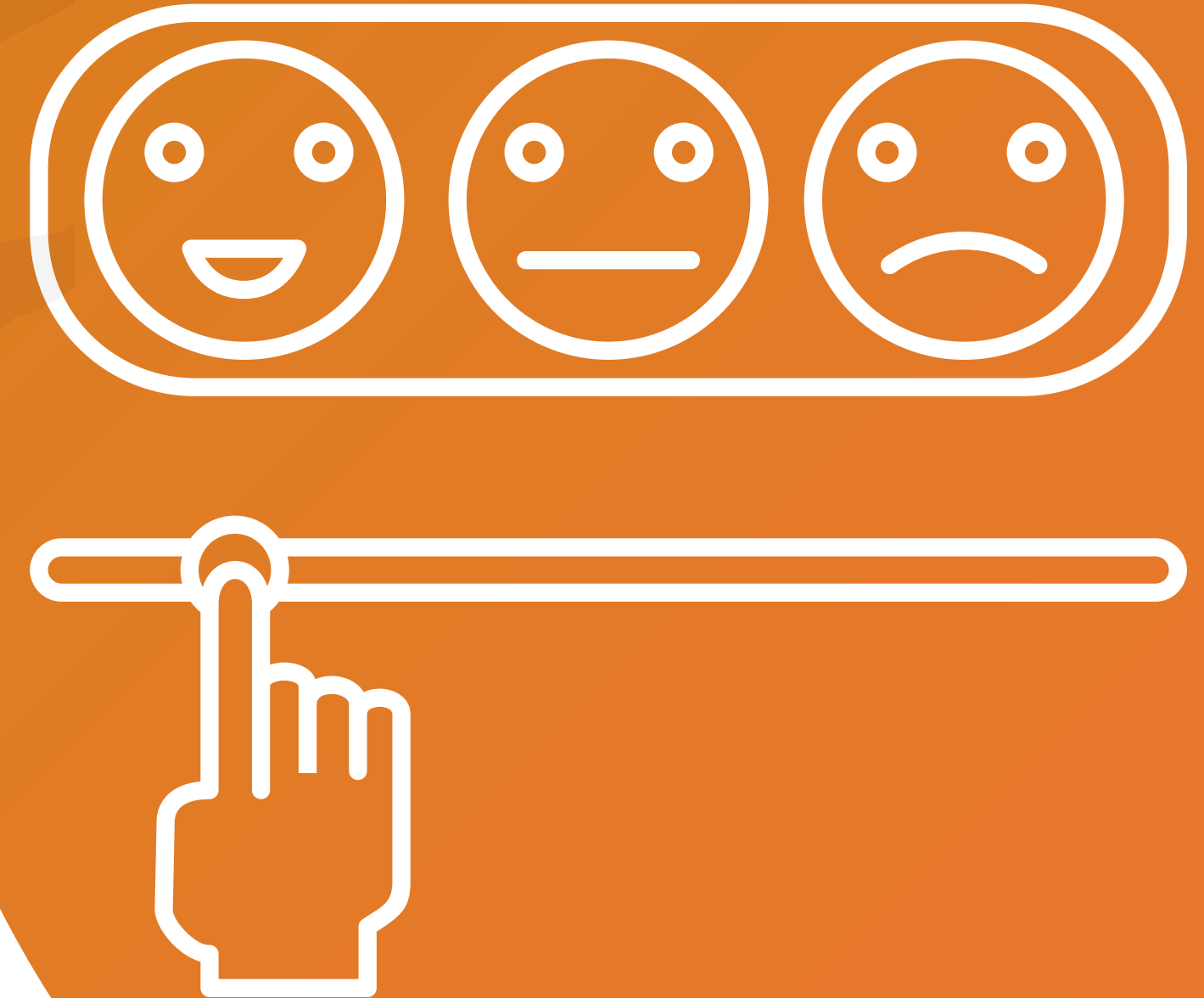


Visibility

It gives visibility to Inner Wheel, showing that it is not only about friendship, but also about taking a stand on critical issues affecting women.

In one word;

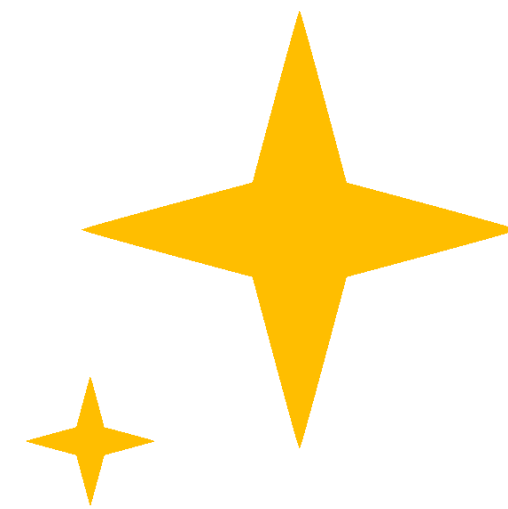
***What do you feel
when you hear
this?***



What Can We Do?
Start a ripple effect.
Be a part of the
solution.



Small actions lead to big change. One spark can start a movement.



Personally

Listen, talk, break taboos.
Notice the signs.
Start National or District
coordinating team.



In Clubs

Organize activities, join the 16
Days campaign, collaborate
with local organizations, with
schools, other service clubs



Globally

Support our Inner Wheel
UNiTE plans, share our talks
and materials, use the
website and app



INNER WHEEL

UNITE to

**End Violence Against
Women and Girls**



LOOKING AHEAD 2025 – UNiTE in Action



AWARENESS RUN OR WALK

- 🎯 ONE DAY
- 🎯 ONE WALK
- 🎯 HUNDREDS OF CITIES



Imagine this

Thousands of Inner Wheel members. On one day. In hundreds of cities across the globe. Men, women, young people – all walking with the same message

What would that look like in your city?

This is not just a slogan.
It's a global movement –
visible, powerful, impossible to ignore.



INNER WHEEL
UNITE IN ACTION
HER SAFETY
OUR PRIORITY



Three-in-One Opportunity



Support the UN

By supporting the global mission of the UN, we demonstrate the values of the Inner Wheel in practice.

Act Locally

We take meaningful local action in our own communities.

Represent IW With Pride

Be visible
Lead by example
Inspire others





Join Us
Together We Create
Change



HERE'S THE KEY POINT

**WE NEED YOU
TO MAKE THIS HAPPEN**

LET'S GET TO WORK



From Advocacy To Involvement





Breakout Sessions

- ✓ Think practically and creatively
- ✓ Breakout in former online groups
- ✓ Each group answers 2 questions

Action Planning, Case study



Group 1



How can we use Orange the World awareness runs and walks not just to raise awareness, but to connect Inner Wheel with new people, places, or groups outside our usual circles?

(Think beyond service clubs — what unusual partnerships or spaces could we explore?)

Group 2



What creative ways could we use during the OtW awareness walks/runs to show the public that this is a powerful, global Inner Wheel movement — and invite them to be part of it?

(Beyond banners: how do we make the global connection visible and meaningful?)

Group 3



How can we inspire and engage as many Inner Wheel clubs globally as possible to take part in this Orange the World activity — even those who haven't participated before?

(What bold, new ideas could unite us across countries and cultures? What could motivate clubs worldwide to feel part of one movement?)

Group 4



If we want to truly engage men, boys, and younger generations in OtW, what different kinds of activities, messages, or formats might work best during walks and runs but also during the other days of action?

(What could speak to their values, interests, and preferred ways of participating?)



How can Orange the World become a starting point, not just a single event — and help Inner Wheel stay visible, relevant, and active in the community afterward?
(What could clubs do after the walk to keep people involved and inspired?)

Wrap-up & Call to Action



**Who wants to be a
part of the solution?**

Contact Us



WA group



<http://iw-orangetheworld.com>



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INNER WHEEL
UNITE IN ACTION
HER SAFETY
OUR PRIORITY

Thank You

For Your Attention



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OUR PRIORITY**

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