



PFR SIE-16666

Orange the World

Project information

Structure	Jönköping
Contact	Monika Pavlovic monica_pavlovic@hotmail.com
Project title	Orange the World
Project start date	25/11/2019
Project end date	30/11/2019
Project location	Sweden
External partner (NGOs, companies, local government, etc.)	Jönköping County County Administrative Board Zonta club in Jönköping - international service organization with the mission of advancing the status of women Brottsofferjouren - Victim Support Sweden along with other shelters such as Kvinnofridslinjen and Tjejjouren. The organizations are focusing on women's rights and liberation.

Programme objectives

Violence against women and children

The story of your project

Please summarise your project in some sentences:

By lightening up a number of buildings in the color of orange-
To raise the awareness of Orange the World in the city of Jönköping

Why did your club / union choose to do this project?

The Soroptimist club in Jönköping has tried for almost two years to collaborate with other women's organizations to work towards a better world for women and girls. Thanks to the national annual meeting in Hässleholm 2019, with the message; Stop Violence against Women, which affects women regardless of their age, background, or level of education, our club decided to raise awareness of Orange the World.

Our purpose was to engage and spread the word: Stop Violence against Women. The inhabitants in Jönköping and Sweden needs to be aware of the message. We have been told about other European cities who are very active and where the politicians including the citizens are involved to keep the activists' movements. Orange the World needs for sure to be implemented as a yearly activity.

How did you implement this project? What concrete actions did you take to tackle the issue you mentioned in the previous question?

Concrete actions during 25 – 31, November 2019

The Jönköping County/the municipality made it possible to lighten up a number of buildings and public places throughout the week. Jönköping's tallest building, Munksjötornet highest floor was lighting up in the color of orange. Soroptimist in collaboration with Zontorna arranged open lectures about child marriage, honor violence and Victim Support where invited to inform about their organization. A great number of participants came to listen during the break we had a lottery, the profit was distributed between the Soroptimist and the Zonta Club.

Swedish Hockey League in Jönköping, HV 71 - No to Violence against women

Before the game started all players stood up 30 seconds and the speaker read the message from UN's - No violence against women, the message where shown on the ice and whole arena with almost 7000 gave resounding applause. During the breaks the audience could buy items with our brand. It gave also an opportunity to have small talks about the purpose of Orange the World.

The churches

Had extended opening hours with the possibility to have the door open for reflection and meditation. The public libraries highlighted women's literature on the subject.

Did you encounter any problems in organising or running your project?

It's was not hard to find key partners/stake holder work with. The challenge was more to reach out the message through the local media. A lack of interest from the local media; radio and TV. The local newspaper; Jönköpingsposten wrote three articles about Orange the World. Costs and issues with the technology were related when organizing to lighten up buildings and the main bridge in Jönköping. A female entrepreneur from the business was a great help when implementing the lighting. Unfortunately, Orange the World took place on the same week as the big sale; Black Week. It was hard to compete.

Some stores who have been informed beforehand about Orange the World had information material about Soroptimist and Victim Support in their stores and made sure to do their visual display with the color of orange.

How did you solve this problem? What did your club/union learn from solving these problems that you would like to share with others Soroptimists who might find themselves in the same situation?

See above

Did the members of your club/union consider this project a success?

We will do it again! This kind of projects and actions make us more visible and we are stronger when working together with other organizations. The project also showed the importance of focusing more on local projects rather the outside Sweden. Suggested activities for next year; manifestations throughout the city with holding torch lights as a symbol to stop the violence against women.

Project results

Our project's main target were:

Girls

Women

How many people benefited from your project in total?

300

How much money did you raise?

200 €

How many hours have you spent to achieve this project?

200

Supporting material
