



25 November 2024

**#OrangeTheWorld**

**International Day  
for the Elimination  
of Violence against  
Women**

**#ITakeMyHatOff**

**Join the online campaign**

The EU Delegation to the UN in Geneva, together with UN Women, is proud to launch the **#ITakeMyHatOff** campaign as part of the 2024 **#OrangeTheWorld** initiative.

We invite **YOU** to be part in this powerful online campaign to honour all women and girls around the world who survived violence, and those who stand up, speak out and work tirelessly to end violence against women and girls.

Between 25 November and 10 December, take your hat off and post a video with a heartfelt message of support!

**How to Participate**

- **Record a short video:** Use a hat/cap (any colour), film yourself taking off the hat (or take a photo of it) alongside a personal message (you can create your own or use the following): *Today, #ITakeMyHatOff to all women and girls who have survived violence, and to all the activists and frontline services working tirelessly to end violence against women and girls. Will you too take your hat off?*
- **Post the video** on social media with hashtags: **#OrangeTheWorld, #ITakeMyHatOff**
- **Tag your peers**, colleagues or friends to encourage their participation in the campaign and amplify the message.