

# I Pledge

**Never to Commit, Condone  
or Remain Silent About  
Violence Against Women**



The White Ribbon campaign's objective is to sensitize society / men and make them conscious of the fact that violence against women is a world phenomenon, a systemic problem, rooted in unbalanced power sharing and unequal structures between men and women. We recommend the reading of the UN Secretary General's in-depth study on violence against women. (<http://www.un.org/womenwatch/daw/vaw/launch/english/v.a.w-consequenceE-use.pdf>)

## Did you know?

- Violence against women causes more deaths and disabilities among women aged 15-44 than cancer, malaria, traffic accidents and war
- Violent behaviour is condemned by law whether committed in the public or private sphere
- Different forms of violence are mentioned in the Swiss Penal Code (CP): bodily violence (art. 123), threat (art. 180), coercion (art. 181), isolated or repeated acts of violence (art. 126), sexual coercion (art. 189) and rape (art. 190).

**While some men are part  
of the problem, all men can  
be part of the solution.**



WHITE RIBBON CAMPAIGN

c/o WWSF

Women's World Summit Foundation

Avenue de la Paix, 11

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Switzerland

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Men are neither violent nor bad by nature. However, many end up taking actions, which can have serious consequences. While some men are part of the problem, all men can be part of the solution!

## Ten things men can do to help prevent male violence against women

- ✘ Realise that gender violence is a men's issue that affects the women we care about.
- ✘ Never remain silent - confront the abusive behaviour of other men.
- ✘ Understand how our own attitudes and actions may perpetuate sexism and violence - Work towards changing them.
- ✘ Offer help and support if we suspect a woman is being threatened.
- ✘ Respect women and treat them as equals.
- ✘ Join up with women who are working to end all forms of gender violence.
- ✘ Speak out against homophobia.
- ✘ Educate ourselves about masculinity, gender inequality and the root causes of gender violence.
- ✘ Mentor young men about ways to be men without degrading or abusing women.
- ✘ Refuse to purchase any magazines, videos or music that portrays women in a degrading or violent manner.

Sponsored by Vivre Autrement and WWSF.  
Supported by the White Ribbon Campaign Canada and UK.

## White Ribbon - Campaign Switzerland

is the Swiss branch of a global campaign to ensure men take more responsibility for reducing the level of violence against women. The White Ribbon campaign is the largest effort in the world of men working to end male violence against women.

It encourages men of all ages to commit themselves to create a world without violence against women. Similar campaigns exist already in 47 countries and WWSF has chosen St. Valentine's Day - 14 February 2009 - to launch the initiative

## Why wear a White Ribbon?

Wearing a White Ribbon is a personal pledge to never commit, condone or remain silent about violence against women. Every year men are invited to wear the white ribbon during one week, starting 25 November - the UN International Day for the elimination of violence against women.

## Violence against women is a form of discrimination and a violation of Human Rights.

## Activities in Switzerland

will be communicated regularly to all members. Men are encouraged to carry out educational work in schools, workplaces and communities, support local women's groups, and raise funds for the campaign.

## White Ribbon - Campaign Switzerland



An initiative by WWSF\* ([www.woman.ch](http://www.woman.ch))  
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[www.whiteribbon.com](http://www.whiteribbon.com)

\* WWSF is a Swiss Foundation and an international, not-for-profit, non-confessional NGO with UN consultative status (ECOSOC, UNFPA and DPI), serving the implementation of women and children's rights.



## Membership - Registration Form

As a member of the White Ribbon campaign, you will receive an annual membership card, a white ribbon pin, documents and regular event announcements.

To facilitate payment in Switzerland, we propose to use the postal checking account CCP No. 12-100651-8 Geneva, in favor of White Ribbon-CH, c/o WWSF Women's World Summit Foundation / Fondation Sommet Mondial des Femmes.

- Adult CHF 60.-
- Student / AVS CHF 30.-
- Minor (-18 years) CHF 20.-
- Donation for the campaign CHF \_\_\_\_

Name \_\_\_\_\_

Street address \_\_\_\_\_

Locality \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Year of birth \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*We thank you for your participation!*