



Republic of Rwanda
Ministry of Gender and
Family Promotion



All for
GBV-free
families

MY DIGITAL SPACE SHOULD BE SAFE

A NATIONAL CAMPAIGN AGAINST
TECHNOLOGY-FACILITATED GENDER-
BASED VIOLENCE



CAMPAIGN REPORT
DECEMBER 2024

1. SUMMARY

The **“My Digital Space Should Be Safe”** campaign underscores Rwanda’s dedication to creating secure and respectful online environments for everyone. This aligns with our “All for GBV-Free Families” goal, acknowledging that while technology offers opportunities, it also presents challenges like digital violence, a human rights issue endangering citizens.

Combating technology-facilitated gender-based violence demands a multi-faceted strategy involving awareness, education, strong laws, and collaborative action from the government, development partners, civil society, private entities, and communities. We must foster a culture of respect in digital spaces.

Technology can also be a powerful tool in fighting gender-based violence, connecting survivors with support and amplifying their voices. That is why UNFPA and MIGEPROF used the 16 Days of Activism against GBV to raise awareness about digital GBV, educate the public, and empower individuals, especially women and girls, with information and safety measures.



2. BACKGROUND AND CONTEXT

This report provides a comprehensive overview of the 'My Digital Space Should be Safe' campaign which was conducted from November 25 to December 31, 2024. The campaign aimed to raise awareness about Technology Facilitated Gender Based-Violence (TFGBV), promote responsible digital behaviour, and empower communities to create safer digital spaces.

The Ministry of Gender and Family Promotion (MIGEPROF), in collaboration with UNFPA Rwanda,

has demonstrated strong leadership by centering this year's theme on fostering GBV-free families in Rwanda. This reflects the government's commitment to addressing GBV and underscores the importance of tackling it within homes—the foundational unit of our communities.

Building on this principle, UNFPA and its partners, under the Ministry's leadership, launched a campaign to address a pressing issue: Technology Facilitated Gender-Based Violence (TFGBV).



3. WHY RAISING AWARENESS OF TECHNOLOGY-FACILITATED GBV WAS IMPORTANT

The increasing prevalence of technology-facilitated gender-based violence (TFGBV) underscored the need for heightened awareness. As technology continues to evolve, so do the methods used to perpetrate violence against women and girls.

Raising awareness about technology-facilitated gender-based violence (TFGBV) was crucial for several reasons:

1. **Increasing Prevalence:** With the rapid advancement of technology and increased internet usage, TFGBV is becoming increasingly prevalent.
2. **Underreported:** Many cases of TFGBV go unreported due to a lack of awareness, fear of stigma, or lack of trust in law enforcement.
3. **Severe Impact:** TFGBV can have severe psychological and emotional impacts on victims, including anxiety, depression, and post-traumatic stress disorder.
4. **Digital Divide:** Vulnerable populations, such as women and girls, may be disproportionately affected by TFGBV due to the digital divide and lack of access to technology and digital literacy.
5. **Need for Prevention and Response:** Raising awareness can help prevent TFGBV by educating individuals about the risks and how to protect themselves. It can also help victims access support services and justice.



4. CAMPAIGN APPROACH

The campaign employed a mix of social media engagement, traditional media outreach, and high-profile public events to maximize its reach and impact.

A diverse range of creative materials—including posters, videos, GIFs, a dedicated campaign song, and branded merchandise—ensured engagement across different audience segments. Strategic media appearances, radio mentions, and on-the-ground activities, such as the Car-Free Day TFGBV event and a high-level dialogue launch, further amplified the campaign's visibility and message.

The campaign conducted comprehensive awareness activities through multiple channels:

4.1. SOCIAL MEDIA ENGAGEMENT:

Given the growing influence of digital platforms in shaping public discourse, special emphasis was placed on analyzing social media performance to assess the campaign's reach, audience sentiment, and areas needing improvement. This underscores the need for enhanced public education and deeper engagement to bridge these knowledge gaps and foster a more informed conversation on TFGBV prevention.



Mentions
460

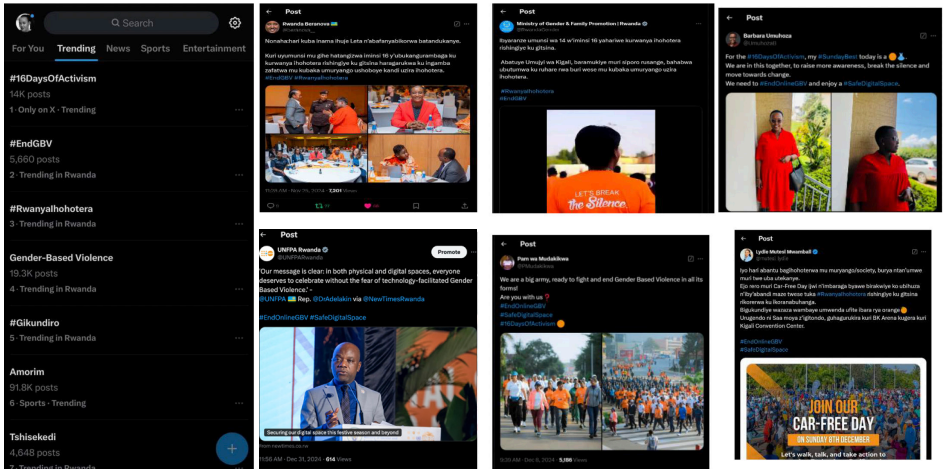


Reach
4.3M



Interactions
7.5K

SOCIAL MEDIA (X TRENDS)



4.2. MEDIA

- Daily Radio DJ mentions
- [Youth-focused talk shows](#)
- Interviews with MIGEPROF and UNFPA representatives
- The National Television featured news stories in both [Kinyarwanda](#) (4,887 views) and English
- Published an op-ed and articles in [The New Times](#), [Igihe](#), and [Kigali Today](#)
- Outdoor billboard placement for public reach

4.3. METRICS



EVENTS

Car Free Day: **5,000+** participants
Launch event: **150+** participants



SOCIAL MEDIA

Users: 4.3M+



MEDIA HOUSES REACH

The Newtimes: **48,475+** visits
RBA TV online: **4,887** visits
Royal FM radio: **2,000,000+**
estimated reach

TOTAL REACH: around 7.5M people



4.4. CAMPAIGN EVENTS

- As part of the campaign's outreach efforts, a [Car-Free Day](#) event was organized on December 8, 2024, providing an interactive platform for participants to engage in discussions, and demonstrate their commitment to ending TFGBV. The event, which started at BK Arena and ended at the Kigali Convention Center Roundabout, encouraged collective action toward a safer digital space while promoting a healthier, community-driven approach to advocacy.
- The "My Digital Space Should Be Safe" campaign featured two key events aimed at raising awareness and mobilizing action against technology-facilitated gender-based violence (TFGBV). The [official campaign launch](#) on December 12, 2024, at the Governor's Residence in Kigali, convened key stakeholders—including youth leaders, civil society, government officials, law enforcement, media, and human rights organizations—to discuss preventive strategies, equip individuals with digital safety tools, and foster survivor support through multi-sectoral collaboration.





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#EndOnlineGBV
#Rwanyalhohotera



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5. OVERALL CAMPAIGN ACHIEVEMENT

The campaign successfully achieved its objective of raising awareness about the prevalence and dangers of tech-facilitated GBV, promoting responsible digital behavior, and empowering communities to create safe digital spaces. The campaign reached an estimated audience of 7 Million through various platforms and events.

5.1. COMMUNITY ENGAGEMENT & PARTNERSHIPS

- Participated in a successful Car Free Day activities reaching around 5000 diverse community members.
- Conducted a high-profile campaign launch event attended by ministers, UN and civil societies representatives.
- **Engaged various stakeholder groups:**
 - Young people through social media and youth-focused radio talk shows
 - Parents, educators, and community leaders through dedicated radio programs on Royal Fm 94.3.
- Tech companies, religious leaders, law enforcement and justice system through the campaign launch event.

5.2. EDUCATION AND BEHAVIOR CHANGE

- Successful partnerships were established with government agencies and civil society organizations
- Produced an impactful [campaign song](#) and original poem on TFGBV.
- Experimented successfully with various content formats including [GIFs](#), [posters](#), and [fliers](#).





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KEY TAKEAWAYS FOR FUTURE CAMPAIGNS

- **Prioritize Face-to-Face Engagement for Youth:** In-person interactions proved to be more effective in capturing young people's attention and fostering deeper discussions on TFGBV.
- **Establish a Dedicated Media Taskforce:** Journalists require specialized training on TFGBV to ensure accurate and impactful reporting.
- **Building a well-informed and coordinated network of stakeholders** is essential for effectively addressing TFGBV. Structured training for all involved parties including the Government, Civil Societies, and the community will improve advocacy efforts, and enhance public understanding of TFGBV and its impact.
- **Leverage Artists for Advocacy:** Utilizing creative talent in campaign messaging enhances public engagement and ensures messages resonate across different audiences.



VALUE ADDITIONS

- Strong partnerships were established with media outlets, laying the groundwork for future collaborations.
- Relationships with top influencers were cultivated, creating a reliable network for spreading key messages.
- Artists were effectively engaged to utilize their platforms and creative talents.
- Productive partnerships with youth and gender advocates were formed, setting the stage for future campaigns and engagement.
- Cross-ministry collaboration was strengthened, exemplified by a video message from the Minister of Youth and Art, about the vulnerability of young people to TFGBV and their role in addressing it.

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#Safe





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CONCLUSION

The 'MY DIGITAL SPACE SHOULD BE SAFE' Campaign has demonstrated remarkable success in addressing the critical issue of technology-facilitated gender-based violence in Rwanda. With an estimated reach of 7 million people across various platforms and events, the campaign has effectively raised awareness about TFGBV while promoting responsible digital behavior and community engagement.

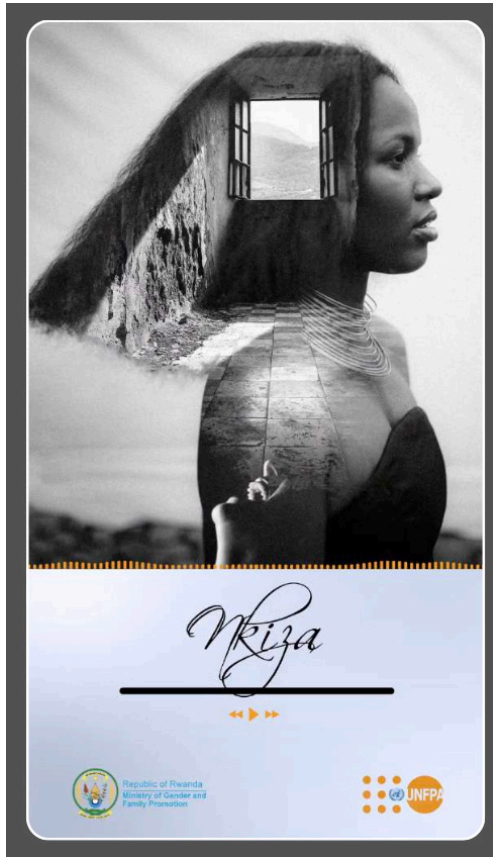
The campaign's multi-channel approach, combining traditional media, social media, community events, and artistic expressions, proved highly effective in reaching diverse audience segments. The strong partnerships formed with media outlets, youth leaders, artists, and government institutions have created a solid foundation for future initiatives addressing digital safety and gender-based violence.

However, the increasing prevalence of technology-facilitated gender-based violence, coupled with rapid technological advancement, necessitates sustained effort and attention. The momentum gained from this campaign presents an opportune moment to launch more targeted follow-up initiatives. These future campaigns should build upon our lessons learned while addressing emerging challenges in the digital space.

As we conclude this campaign, it is evident that the fight against TFGBV requires ongoing commitment, resources, and collaboration among all stakeholders. The success of this campaign demonstrates that when we unite our efforts, we can create meaningful impact in making digital spaces safer for all. Detailed statistics, analytics, creative materials, and comprehensive documentation of all campaign activities are available in the annexed documents, providing valuable insights for future campaign planning and implementation.

ANNEXE: OTHER CAMPAIGN MATERIALS

1. CAMPAIGN SONG



Nkiza Heal Me

Nkiza Heal Me

Nkiza Heal Me

Nkiza Heal Me

Abyay'umwana (she gave birth to a child

Abyay' umwiza (she bore a beauty) Abyay'

umwali. (She bore a queen)

Byari ibirori (it was a party)

Nari ikirori (I was the party)

Igisekeramwanzi (smiling at enemies)

Umutoniwadata (favored by my father)

Ntibyatinz' aransiga (it didn't take long before he passed and left me alone)

Guher'ubwo "nta mahwemo"

(Since then, no more peace)

Amahoro mper'uko

Uwari kundind'ibyago (the one who was supposed to protect me)

Yantey'inda ndajya he? (Impregnated me, so now where do I go)

Agahinda ni kenshi maa (this is too much sadness) Amarira ni menshi maa (a lot of tears)

Ibihe byaje guhindukira (times changed)

Mbon'urukundo ikizere Kiraza (I met love, a little confidence built up)

Umutima ahari wenda wakira (maybe my heart will heal)

Ndumv'umunezero ahwii ndaruhutse (I feel so much joy, At last I can live)

Ntibyatinz'ashak'undi (it didn't take long before he wanted another one)

Guher'ubwo "nta mahwemo" (since then no more peace)

Amahoro mper'uko

Uwari kujyan'intimba (the one who was supposed to take my grief)

Ko anter'indi ndajya he? (Is causing more damage, so now where do I go?)

Agahinda ni kenshi maa (this is too much sadness) Amarira ni menshi maa (a lot of tears)

2. ORIGINAL POEM ON TF-GBV BY DELAH DUBE



Delah was asked to be a part of the “My Digital Space Should be Safe” Campaign to use art as a tool to shed light on the reality of Technology Facilitated Gender based Violence (TFGBV).

The aim was to create a poetry piece that would resonate with the audience, raise awareness and inspire change. Delah Dube was invited to participate in the “My Digital Space Should be Safe” campaign.

The campaign used art to raise awareness about Technology Facilitated Gender Based Violence (TFGBV).

Delah's contribution was a poem intended to share a different perspective to the discussion from the lens of a young African woman who uses social media daily.

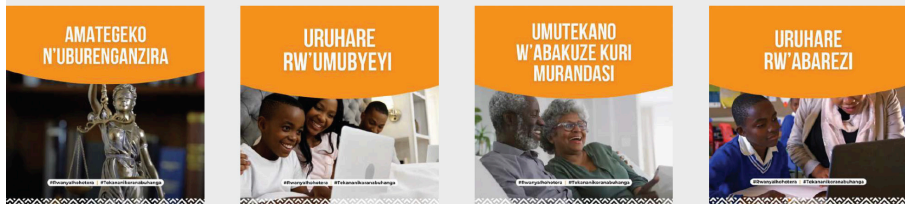


3. CREATIVES CREATED

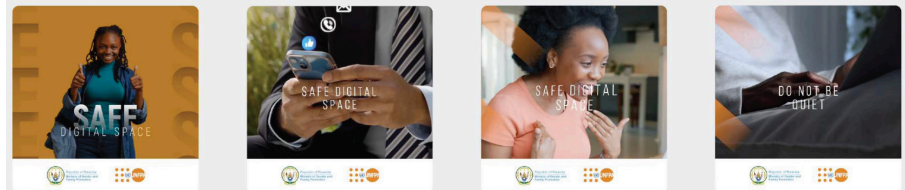
The campaign featured a diverse range of creative materials designed to engage various audience segments. These included posters, videos, and GIFs tailored for social media platforms. A dedicated TFGBV campaign song was released, and branded T-shirts and teardrops were produced to support on-the-ground campaign activities.

The campaign also leveraged traditional media through radio mentions and was showcased during a successful Car-Free Day TFGBV activation, followed by a high-level dialogue event

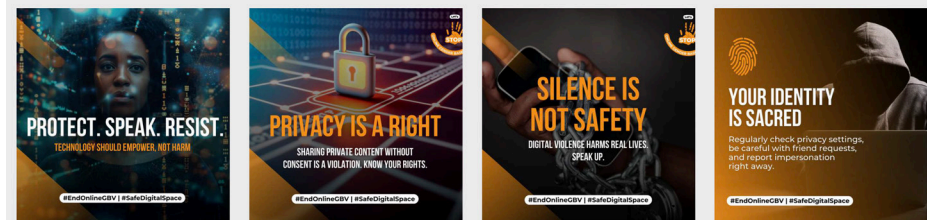
Kinyarwanda



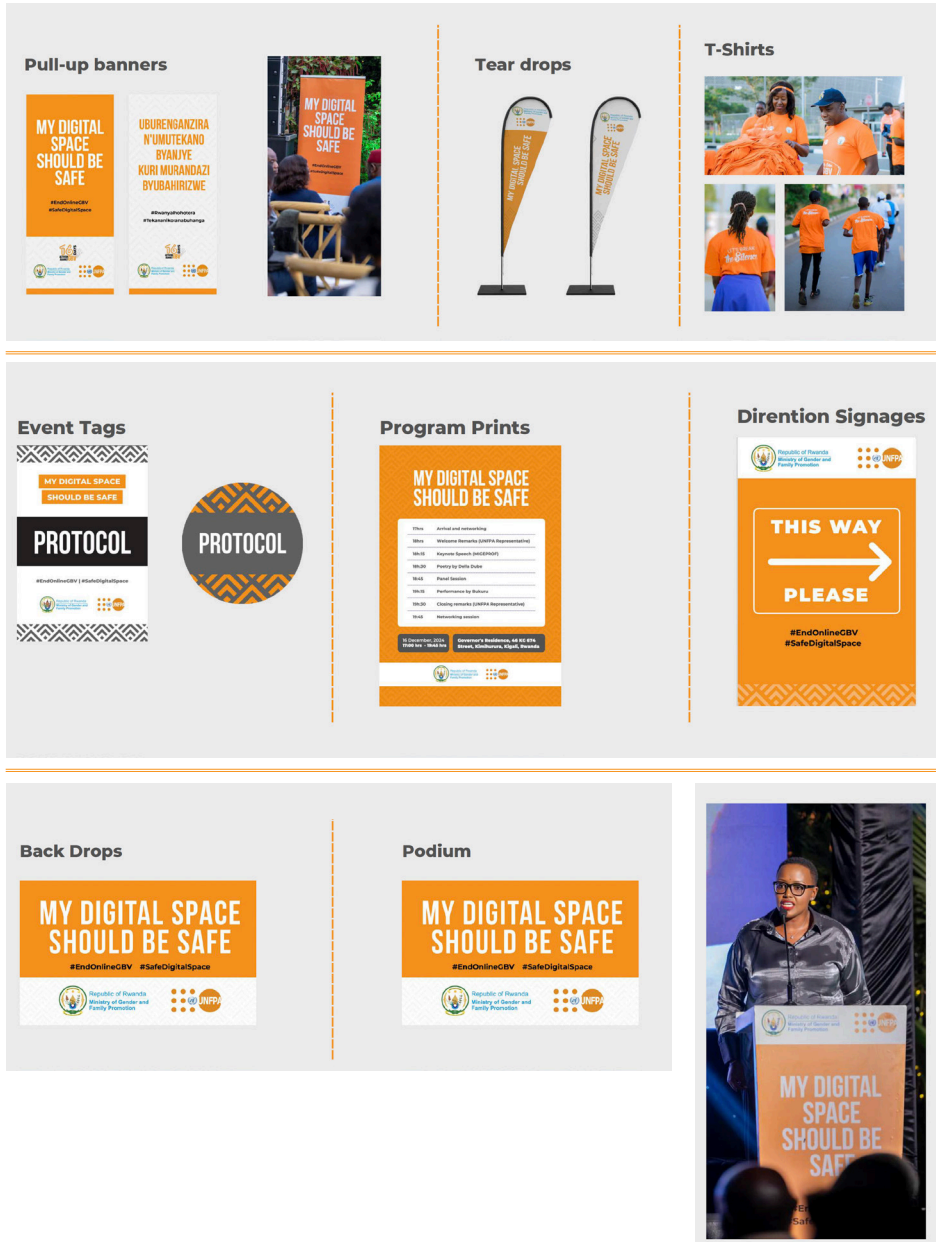
English



4. GRAPHICS



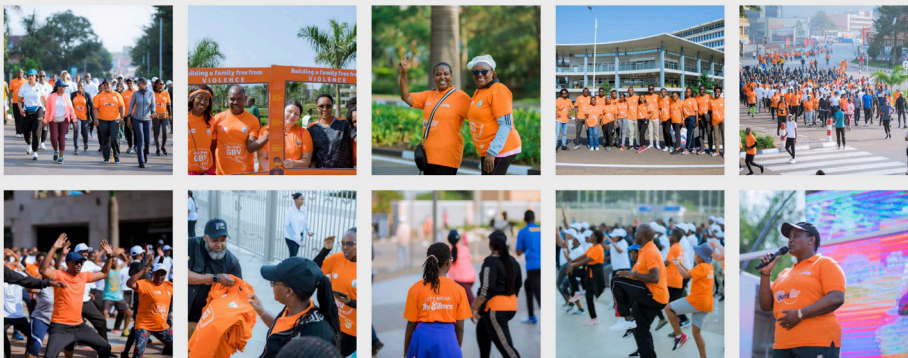
5. PRINTABLES



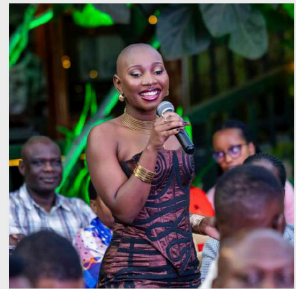
6. EMAILERS



7. CAR FREE DAY



8. CAMPAIGN LAUNCH



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