

UN FREE & EQUAL CAMPAIGN

IMPACT REPORT 2020



FREE & EQUAL
UNITED NATIONS FOR LGBTI EQUALITY





I N T R O

UN Free & Equal is a global United Nations campaign for equal rights and the fair treatment of lesbian, gay, bi, trans and intersex (LGBTI) people everywhere.

Launched in South Africa in July 2013, the campaign is led by the United Nations Human Rights Office. In its first seven years, the UN Free & Equal campaign has generated a stream of widely shared materials – including more than 90 videos, hundreds of shareable e-postcards, dozens of thematic campaigns and a series of popular, plain-language fact sheets, with hundreds of millions of views and shares of campaign content as a whole across social media, television, news media and public displays and events. Several campaign videos – including “Be There” and the Bollywood-inspired “The Welcome” – rank among the most watched videos ever produced by the United Nations.

Other campaign initiatives include a global film festival, a rainbow crosswalk in front of UN Headquarters, and the world’s first set of postage stamps for LGBT equality. UN Free & Equal has also supported national level campaigns and events in more than 30 countries around the world since its launch. Despite the Covid-19 pandemic, 11 national campaigns were active in 2020: Albania, Brazil, Cabo Verde, Costa Rica, Dominican Republic, Ecuador, Mongolia, Panama, Serbia, Timor-Leste and Viet Nam.



Launched:

**26 JULY
2013**

Overall aim:
**Increased awareness of
and support for equal
rights and fair treatment of
LGBTI people everywhere.**
We do this by:

A I M

Implementation:

Implementation is led by the United Nations Human Rights Office with support from UN partners (including UN Resident Coordinators and UN country teams), as well as national and municipal governments, and civil society organizations. In 2020, UN partners at the national level included the Food and Agriculture Organization (FAO), the International Labour Organization (ILO), International Organization for Migration (IOM), the Joint United Nations Programme on HIV and AIDS (UNAIDS), the United Nations Children's Fund (UNICEF), the United Nations Development Programme (UNDP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations High Commissioner for Refugees (UNHCR), the United Nations Office on Drugs and Crime (UNODC), the United Nations Population Fund (UNFPA), UN Women and the World Health Organization (WHO).

- > supporting UN-system public advocacy on the human rights of LGBTI people at the national and global level; and
- > contributing to increasing public support for diverse societies that are inclusive of LGBTI people, and for stronger legal protections against violence and discrimination based on sexual orientation, gender identity and sex characteristics.



2 0

2 0

2020 AT A GLANCE

2020 was a challenging year for the UN Free & Equal campaign, both at the global and national level. As the magnitude of the pandemic became apparent in early 2020, the campaign quickly put in place new strategic priorities and procedures to make it possible for national-level teams to have the flexibility and support they needed to free up human and financial resources to pandemic prevention and response. This was particularly important because the LGBTI population has been left behind in the response to the pandemic and in some countries also faced negative impacts as a result of Covid-19 related restrictions.

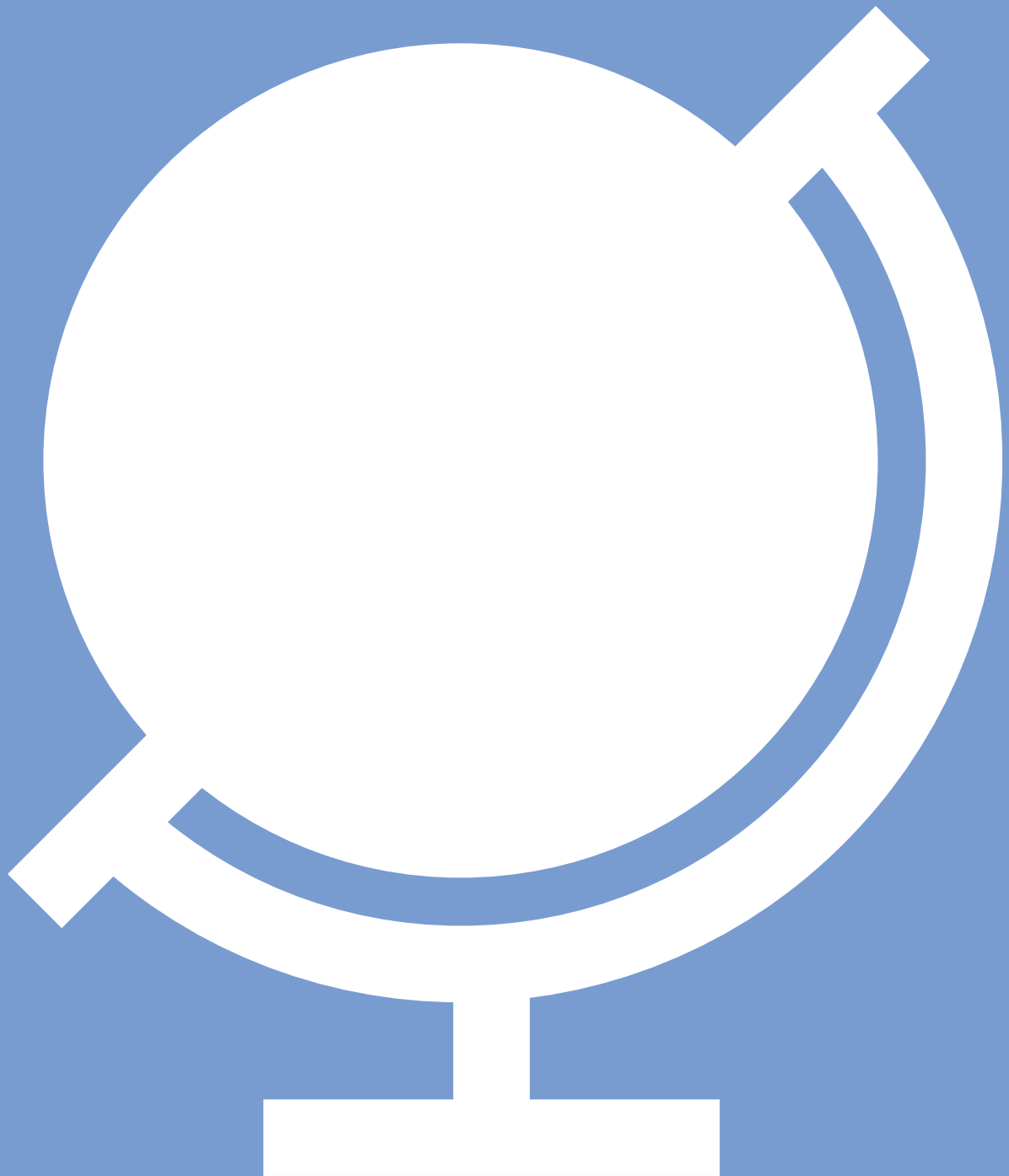
Despite these challenges, in 2020 the UN Free & Equal campaign:

- > Implemented 11 national campaigns that continued advocating for LGBTI equality at country level over the year. Most campaigns worked to incorporate the specific human rights concerns of the LGBTI community into United Nations and national governments' Covid-19 prevention and response, and called for inclusion and equality in rebuilding efforts as a part of their advocacy.
- > Produced and launched two thematic campaigns, with videos that were seen by 15.4 million people, and several social media toolkits that were distributed across the United Nations system, including one calling for the inclusion of LGBTI people in Covid-19 response. All in all, social media posts received more than 3.6 million likes, shares and comments across our social media channels.

THE GLOBAL CAMPAIGN



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UN FREE & EQUAL ON SOCIAL MEDIA



Follow us:

- @free.equal
- @free_equal
- @free.equal

15.4

million video views

3.6

million interactions
with posts

208,000

followers, up from
187,000 in 2019

49

million impressions



Facebook audience

Top countries:

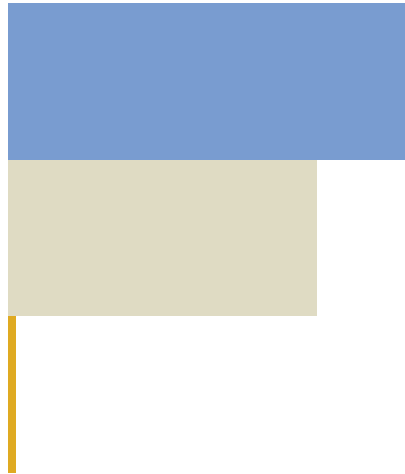
1. India
2. Nepal
3. Philippines
4. Cambodia
5. Indonesia
6. USA
7. Brazil
8. Mexico
9. Thailand
10. Malaysia

Top Age Group(s):

Youth aged 18–24 and young adults aged 25–34

Gender balance:

- 56% men
- 43% women
- 1% other



Instagram audience

Top countries:

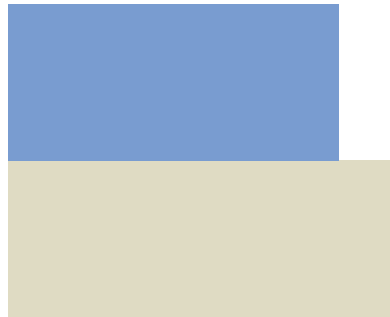
1. United States
2. India
3. Brazil
4. Argentina
5. Venezuela

Top Age Group:

Young adults aged 25–34

Gender balance:

- 46% men
- 54% women



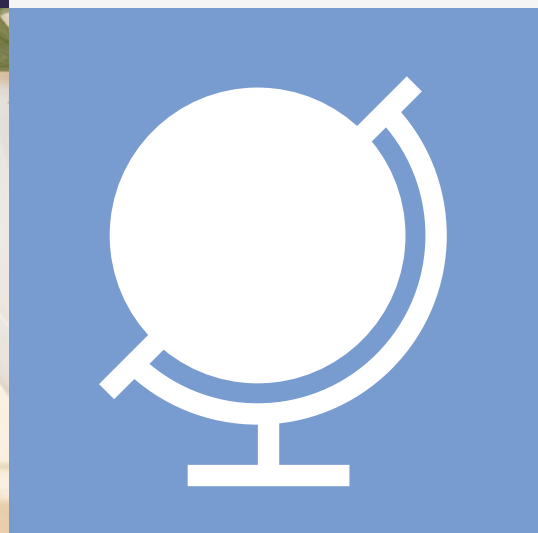
Twitter audience

5m+

In 2020, we had more than 5 million views on Twitter. Since January 2020, Twitter no longer provides geographic or other information on our audience on Twitter.

THEMATIC CAMPAIGNS

In 2020, the UN Free & Equal campaign created two flagship thematic campaigns, featuring videos accompanied by dedicated landing sites with more information and practical, real-life advice on how allies can stand up for the rights of LGBTI people in their communities.



BREAKING THE SILENCE

#BreakTheSilence



This year, the UN Free & Equal campaign marked International Day against Homophobia, Transphobia and Biphobia with a thematic live-action music video, landing page, and three macros that invite the audience to break the silence and speak out for LGBTI equality. The uplifting and motivating video has an engaging soundtrack and footage, highlights the diversity of the LGBTI community and invites viewers to become allies. The thematic campaign achieved great results with over 6.1 million video views and more than 62,000 interactions with posts across social media platforms.

All multimedia products were rolled out in Arabic, Chinese, English, French, Russian, Spanish and Portuguese.

62.3k
Interactions

6.1m
Video views



846k

Interactions

7.4m

Video views

SAFE HOMES FOR LGBTIQ+ YOUTH

In December, we marked Human Rights Day with a thematic campaign calling for safe homes for young LGBTIQ+ people and the elimination of youth homelessness. The content was created and rolled out in partnership with True Colors United, a civil society organization that addresses youth homelessness, and supported by the famous singer Cyndi Lauper.

The thematic campaign included an emotive animated video presented and voiced by Cyndi Lauper, a series of 12 macros and a dedicated landing page on the UN Free & Equal campaign website. The video premiered during Cyndi Lauper's annual "Home for The Holidays" concert with Cher, Taylor Swift, Billie Eilish, Whoopi Goldberg and many other celebrities. The campaign launch was covered by major news outlets and television shows.

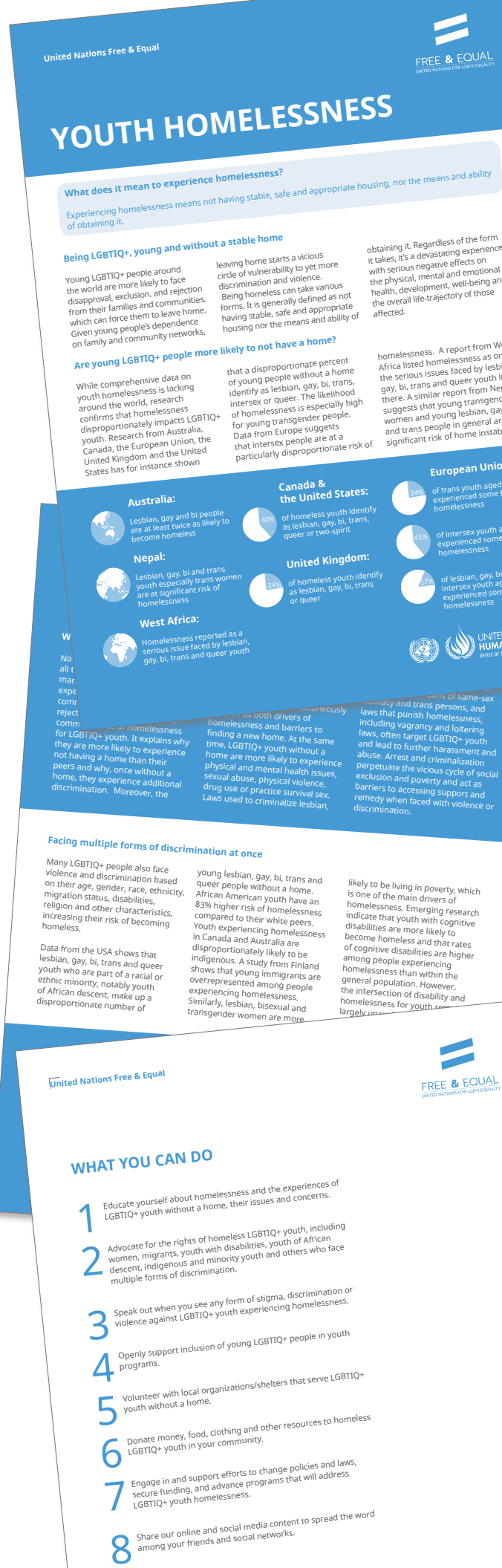
The campaign assets were rolled out in Arabic, Chinese, English, French, Russian, Spanish and Portuguese. The video was our most seen of the year with 7.4 million views and over 846,000 interactions with posts across social media platforms.



NEW FACTSHEET ON LGBTIQ+ YOUTH HOMELESSNESS

As part of this thematic campaign, we created a new fact sheet on LGBTIQ+ youth homelessness. The factsheet provides key information and statistics on the issue of LGBTIQ+ youth homelessness worldwide, identifies root causes, highlights how some young persons who are from ethnic or racial minorities or who are indigenous are disproportionately affected, and provides recommendations for the general public and for Governments. It is easily accessible on the UN Free & Equal campaign website and formatted for easy printing by anyone interested. The text is available in Arabic, Chinese, English, French, Russian, Spanish and Portuguese. The fact sheet is also attached to the thematic campaign landing page and was disseminated on social media along with the other campaign assets.

The UN Free & Equal campaign has created 11 fact sheets to date – most of which focus on particular types of human rights violations experienced by LGBTIQ+ people worldwide.



TOOLKITS

In 2020, the UN Free & Equal global campaign created three toolkits (a set of graphic assets on a specific topic) aimed at raising awareness, providing accurate information to the general public and to be used in the context of our national campaigns. All toolkits were rolled out in Arabic, Chinese, English, French, Russian, Spanish and Portuguese.



LGBTIQ+ PEOPLE AND COVID-19

The Covid-19 pandemic has exacerbated inequalities prevalent in all regions of the world. LGBTIQ+ people have been particularly affected by the pandemic, frequently excluded from the response, and the pandemic has also exacerbated pre-existing levels of violence and discrimination. The toolkit we created aimed to raise awareness of this fact, as well as offer simple advice to allies – showing them how they can help LGBTIQ+ people at risk in their communities. The toolkit was published in April 2020 soon after worldwide lockdowns began to take place.



**INTERSEX KIDS ARE PERFECT
JUST THE WAY THEY ARE.**



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INTERSEX AWARENESS DAY

The lack of awareness about intersex people, their issues and concerns, remains widespread. The campaign marked Intersex Awareness Day on 26 October by creating and publishing an engaging intersex toolkit which aims to educate the public – particularly people with no prior knowledge – on the basics about intersex issues. The toolkit registered high engagement rates, particularly with Spanish speaking audiences.

LGBTQI

**"I" STANDS FOR
INTERSEX**



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**LAS PERSONAS INTERSEX
NO NECESITAN SER CAMBIADAS**



LIBRES E IGUALES
NACIONES UNIDAS

Intersex Awareness Day:

26 Oct



TRANSGENDER DAY OF REMEMBRANCE



In 2020, we marked the Transgender Day of Remembrance on 20 November with a toolkit aimed at allies and potential allies – showing them how to better support transgender people in their lives. The image series was particularly popular with Spanish speaking audiences.

Transgender Day of Remembrance:

20 Nov



IT'S NEVER TOO LATE
TO BE YOURSELF



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LOVE IS LOVE



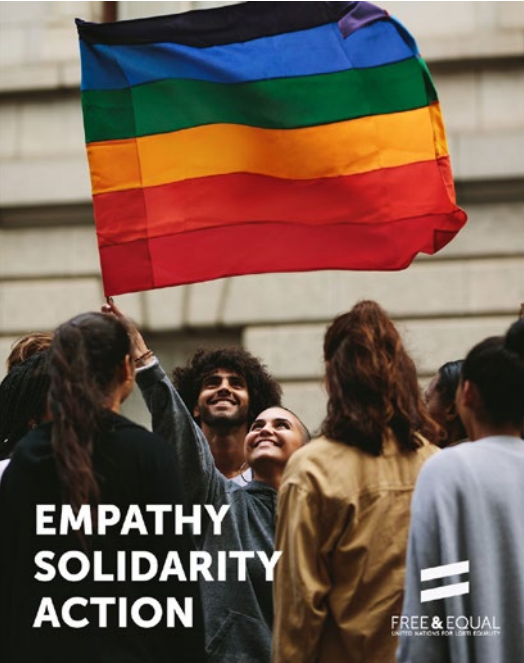
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OTHER
POPULAR
ORIGINAL
CONTENT

WE'RE ALL IN
THIS TOGETHER



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EMPATHY
SOLIDARITY
ACTION



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TRANS IS BEAUTIFUL



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BE VISIBLE



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In 2020, the global UN Free & Equal campaign published 137 new assets, including 2 new videos, 122 macros and 13 GIFs. Here is some of our most popular content of the year.



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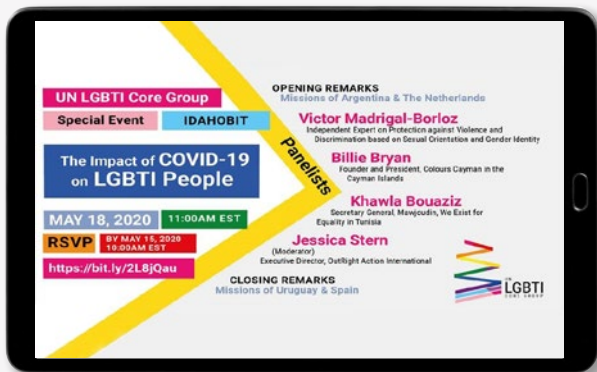


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HIGH LEVEL EVENTS AT THE UNITED NATIONS



In 2020, the UN Free & Equal campaign co-hosted two events with the United Nations LGBTI Core Group. Due to the ongoing pandemic and the implementation of worldwide lockdowns, both events were virtual.

On the occasion of the International Day against Homophobia, Transphobia and Biphobia, the UN LGBTI Core Group organized a special event on the impact of Covid-19 on LGBTI people around the globe with the UN Independent Expert on sexual orientation and gender identity Victor Madrigal-Borloz, the Founder and President of Colours Cayman in the Cayman Islands Billie Bryan, Secretary General of Mawjoudin We Exist for Equality in Tunisia Khawla Bouaziz, and Executive Director of OutRight Action International Jessica Stern, with remarks by Argentina, the Netherlands, Uruguay and Spain.

This was followed by a high level event during the 75th General Assembly in September: "Building Back Better: How to Create a Virtuous Circle for the Inclusion of All LGBTI Persons". The event addressed the multiple forms of discrimination suffered by LGBTI people and the need to apply an intersectional approach to the inclusion of LGBTI people in recovery efforts. The UN High Commissioner for Human Rights Michelle Bachelet was joined by Phyll Opoku-Gyimah, UK Black Pride, Ronald Céspedes, indigenous quewa activist from Bolivia, Shamim Salim Juma, a queer, Muslim disabled feminist from Kenya and Jessica Stern, OutRight Action International. The High Commissioner kicked off the discussion by addressing the structural inequalities that the Covid-19 pandemic has uncovered and exacerbated, and the other panelists highlighted how they have integrated intersectionality in their own activism. Several high-level representatives from UN Member States joined the event and highlighted the need to ensure the inclusion of LGBTI people in Covid-19 recovery plans.

NATIONAL CAMPAIGNS



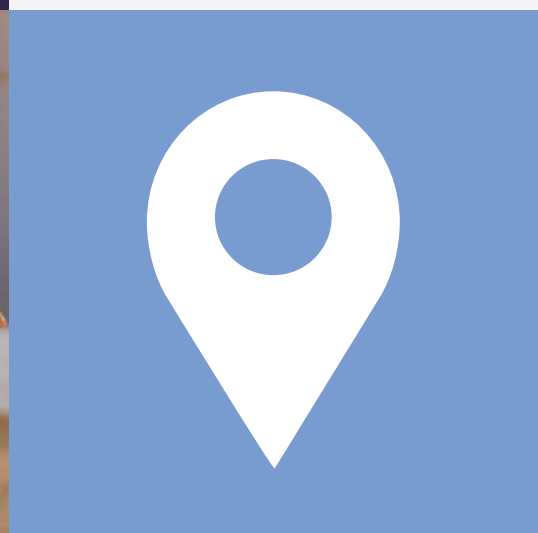
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NATIONAL CAMPAIGNS

In 2020, national-level UN Free & Equal campaigns took a number of steps to adapt to the changed context and address the impact of the Covid-19 pandemic on LGBTI people.

Despite the restrictions and unprecedented strain placed on many UN Country Teams, which cause a few national teams to pause activities in 2020, full-scale national campaigns nevertheless took place in Albania, Brazil, Cabo Verde, Costa Rica, Dominican Republic, Ecuador, Mongolia, Panama, Serbia, Timor-Leste and Viet Nam.



ALBANIA

38%

e komunitetit LGBTI në Shqipëri po planifikon të largohet nga vendi



Supporting your kids – no matter who they are or whom they love – is what family is all about.

Led by the UNDP country office, the UN Free & Equal campaign in Albania continued their advocacy and outreach to new potential allies among constituencies that are particularly important to creating a more welcoming and inclusive Albania: parents of LGBTI youth, the private sector, and journalists and other representatives of the media. While the global Covid-19 pandemic made it impossible to convene people in person, activities continued online.

Being lesbian, gay, bi, trans or intersex carries a lot of stigma, especially in rural areas, and young LGBTI people are often at high risk of being rejected by their families and communities. The team in Albania has been running a project called “I Am Your Child” for a number of years in collaboration with civil society and local communities, with an eye to changing the narratives around family values through a simple message; supporting your kids – no matter who they are or whom they love – is what family is all about. The team created two new video spots and several other social media assets in 2020 that will be rolled out through social and traditional media in early 2021. They also hosted two online support group meetings for parents of young LGBTI people who are at risk of being rejected from the family home.

Adresimi i diskriminimit ndaj personave lesbike, gejt, biseksualë, transgjnjorë dhe interseks

STANDARDET E SJELLJES PËR BIZNESIN



LGBTI individuals are at significantly higher risk of unemployment compared to the general public and bringing onboard the private sector in the fight for equality is key to changing this trend. The UN Free & Equal campaign in Albania started their outreach to the private sector in 2020 by translating the UN Standards of Conduct for Business: Tackling Discrimination against Lesbian, Gay, Bi, Trans, & Intersex People into Albanian. They also organized three workshops for companies on how to create a more inclusive workplace and two training sessions for civil society organization who want to engage with the corporate sector in a strategic way. The workshops were organized in collaboration with civil society partner Equal Rights Association for Western Balkans and Turkey and resulted in five private sector partners publicly expressing support for the standards, an important achievement for the region.

As in many other countries, negative stereotypes and derogatory language in the media is a contributing factor to perpetuating the stigma LGBTI people experience in Albania. To counter these narratives, the UN Free & Equal campaign in Albania organized three training sessions for journalism students and young reporters on fair and accurate reporting on LGBTI issues together with the Faculty of Journalism of the University of Tirana. More than 35 people took part in the training sessions and also received reference materials, including guidance on ethical reporting on the LGBTI community.



61%
e shqiptarëve thonë
se nuk janë kundër
personave LGBTI

BRAZIL



beneficiando 23 pessoas trans

Involving organizations from across the UN Country Team, numerous civil society groups, government and private sector partners, the UN Free & Equal campaign in Brazil is one of the most established and far reaching national campaigns. In 2020, Covid-19 pushed already vulnerable members of Brazil's LGBTI community further into marginalization. Already facing discrimination and exclusion from the formal labor market, trans people were hit especially hard. The UN Free & Equal campaign team in Brazil organized a number of online community meetings with trans human rights defenders across the country to better understand the socioeconomic impact of the pandemic, and supported emergency response initiatives organized by the community itself, such as delivery of basic food kits to trans people in need. The campaign followed up by gathering qualitative data on the socioeconomic impact of Covid-19 disaggregated by ethnicity and age, which will inform activities aimed at ensuring an inclusive recovery in 2021. Several online events and social media campaigns were also organized to raise awareness and advocate for equality for trans people.

This included a thematic campaign on trans inclusion in the workplace that reached more than 55,000 people on social media and a national, expert-level seminar on health, labour and social inclusion over two days for 80 technical-level experts, as well as a full-day meeting on LGBTI people in prison featuring the UN Independent Expert on sexual orientation and gender identity, Victor Madrigal-Borloz. The team further organized initial consultations with civil society and potential partners to expand the "Trans-Formação" (Trans-Formation) project to the Brazilian state of Roraima, with implementation due to take place in 2021. The "Trans-Formação" project is a capacity-building initiative targeting trans people outside the formal labor market that has over the last few years gathered representatives from the private sector, key public agents and members of the trans community in workshops and a mentorship program aimed at promoting the rights of trans people in the labor market.

“

Ser mulher, lésbica, negra e refugiada é um desafio diário porque você nunca sabe o que te espera. Posso não saber tudo, mas hoje eu sei que tenho direitos e eu preciso que o mundo saiba quais são os meus direitos. Não busco mais aceitação, eu busco respeito.”

Lara Lopes
(@lopeslaraelizabeth)



The human rights of intersex people was another key theme for the UN Free & Equal campaign in Brazil’s activities in 2020, with a national seminar for technical experts on protecting the human rights of intersex people, attended by intersex human rights defenders, surgeons, paediatricians, endocrinologists, gynaecologists, urologists, and representatives from the Federal Council of Medicine and the Brazilian Society of Pediatrics. The team also published an in-depth interview with an intersex person in Brazil sharing the many challenging experiences they face through childhood and adolescence because of the continuing stigma and discrimination against intersex people and bodies. All in all, social media campaigns organized by the UN Free & Equal campaign in Brazil reached more than 1.9 million people in 2020.



UN Free & Equal social media campaigns reached

1.9m+

people in Brazil in 2020

26 DE OUTUBRO • DIA DA VISIBILIDADE INTERSEXO



CABO VERDE

The UN Free & Equal campaign in Cabo Verde is run as a collaboration between the UN Human Rights Office, UNDP and UNFPA, in partnership with government agencies including the National Institute for Gender Equality and Equity (ICIEG) and the National Commission of Human Rights and Citizenship (CNDHC), and Cabo Verdean civil society organizations. In 2020, the campaign focused on social media outreach. The highlight was a 2 week campaign on the human rights of LGBTI people which included TV spots with human rights messaging, a cultural event with the participation of numerous artists from Cabo Verde, and the launch of the documentary funded by the UN Free & Equal campaign called “Dona Monica, um elogio à Igualdade” (“Dona Monica, in praise of equality”). The film follows Dona Monica, a street-sweeper for the Praia municipal government, who has been openly trans for more than three decades, and offers an empathic and celebratory depiction of the challenges she has overcome to live as her true self.



In praise of equality

The event was live-streamed and watched by more than 4000 people, and received messages of support from the Prime Minister of Cabo Verde, Mayra Andrade, famous singer and equality champion of the UN Free & Equal campaign, the UN Resident Coordinator, and several ambassadors to Cabo Verde.

COSTA RICA

Following the historic Advisory Opinion of the Inter-American Court of Human Rights, Costa Rica recognized marriage equality in May 2020. While attitudes towards the LGBTI community among the general public in Costa Rica have moved decisively towards support for equality over the past few years, the recent legal changes have also sparked some negative reactions. Within this context, the UN Free & Equal campaign in Costa Rica focused on strengthening public support for positive legislative and policy changes through the national “Si, acepto” campaign, organized by a large coalition of local partners. The national campaign also focused efforts on advocating for the inclusion of LGBTI people in the response to the Covid-19 pandemic. A survey was carried out in collaboration with civil society organization HIVOS to map the impacts of the crisis on the LGBTI population and to inform the response of the Government, UN and other stakeholders. Further consultations with stakeholders including civil society organizations and the Presidential Commissioner for LGBTI issues were organized in late 2020 to identify key issues for a broad advocacy campaign, including the right to health; discrimination, hate speech and crimes; access to work and increased acceptance in rural areas.



The UN Free & Equal campaign in Costa Rica focused on strengthening public support for positive legislative and policy change.



DOMINICAN REPUBLIC

The UN Free & Equal campaign in Dominican Republic was launched in 2019 and involves the entire UN Country Team. 2020 saw a broad range of activities, which were implemented in consultation with 19 local civil society organizations. On social media, the campaign published five campaign videos on issues such as workplace inclusion and the human rights of intersex people. In total, videos and social media assets reached half a million people! The campaign also hired a trans UN Volunteer (paid position) to train local companies on how they can promote trans and LGBTI inclusion in the workplace. The volunteer started their advocacy work in partnership with civil society organizations and the Ministry of Labour and



will start training private sector companies in 2021. The UN Free & Equal campaign team also continued their focus on mental health and hosted a workshop on LGBTI inclusion and human rights for 35 psychologists. The campaign also worked in collaboration with the UN High Commissioner for Refugees to produce an information booklet on the situation of LGBTI migrants and refugees with key recommendations, that was widely distributed. The team also continued its efforts to improve awareness, understanding and inclusion of LGBTI people among the general public through artistic expression. Three workshops were completed in creative writing, photography and theatre, with almost 50 participants from the LGBTI community. The results from the workshops including an anthology, a series of monologues and a photo exhibition will be launched in 2021.

ECUADOR

In 2020 the UN Free & Equal campaign in Ecuador worked in close partnership with the civil society organization Fundación Ecuatoriana Equidad. The context has been characterized by the Covid-19 pandemic, the ongoing economic crisis and political polarization. Nevertheless, the national campaign team still managed to put LGBTI equality on the political agenda in the run-up to the national election through increased knowledge among LGBTI individuals on how to participate in the political process and by raising awareness among political organizations on the importance of working on the human rights of LGBTI people.

The year kicked off with an academic research project providing qualitative data pinpointing gaps and obstacles to the political participation of LGBTI people. This is the first research of its kind in Ecuador and the resulting report and recommendations were shared with civil society and other partners. The campaign developed a guide on the human rights of LGBTI people and the economic cost of exclusion, which was shared with political parties and candidates, and a social media campaign rolled out through local UN and civil society social media channels. The three videos, seven animations and numerous other assets reached more than 26,000 people across Ecuador and was also covered by traditional media. The campaign also led to concrete results in the political arena; statements on the importance of inclusion and equality were made by various candidates for the presidency, vice-presidency, as well as by candidates for the assembly after having received the training materials.

Los partidos o movimientos políticos deben garantizar la participación política visible de personas LGBTI

PARA ELIMINAR LOS PREJUICIOS Y LA DISCRIMINACIÓN.

#VotaConOrgullo



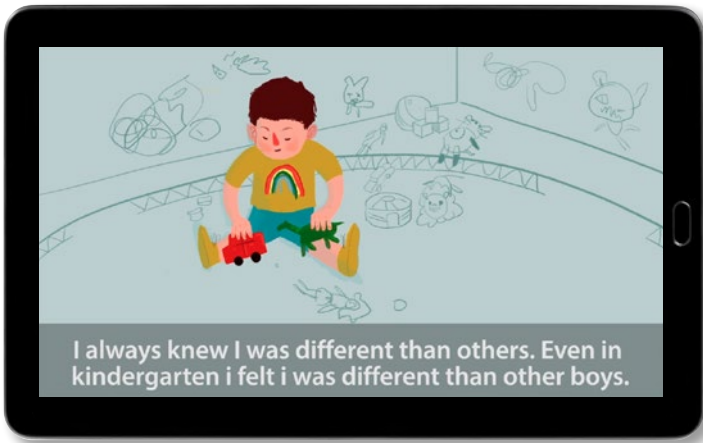
MONGOLIA



The UN Free & Equal campaign in Mongolia is a collaboration between the UN Country Team, the Mongolian Ministry of Foreign Affairs, the National Human Rights Commission and several local civil society organizations. The campaign had originally planned in-person training sessions on the inclusion of LGBTI people for civil servants and activities in the context of the yearly Pride celebration in Ulaanbaatar, but because of the impact of Covid-19, these activities had to be postponed to 2021. The team adapted and carried out a number of activities online, including a roundtable discussion on the inclusion of LGBTI people for Government officials, civil society organizations and UN personnel in Mongolia. During these round tables, various issues were discussed including developing training tools for police officers, social workers, medical staff, ensuring LGBTI people have access to social protection, and advocacy relating to current law-making process, and recommendations made to the Government of Mongolia in relation to the rights of LGBTI people during the 3rd cycle of the Universal Periodic Review. The team also supported digital Pride activities, including an anime competition on the human rights of LGBTI people.

Хүн бүр төрөхөөсөө эрх чөлөөтэй, нэр төр, эрхийнхээ хувьд адил тэгш байна.





Human rights messaging could be seen at 24 bus stops around the capital reaching more than:

100,000

people

Advocacy and public information activities aimed at the general public continued as planned on social media and in Ulaanbaatar. The campaign rolled out videos, graphics and other messaging on LGBTI equality from June to December and billboards with human rights messaging could be seen at 24 bus stops around the capital reaching more than 100,000 people, with a lot of positive feedback received: "these messages help increase the visibility of the LGBT community and help raise awareness of the issues that the LGBT community face in Mongolia".



These messages help increase the visibility of the LGBT community and help raise awareness of the issues that the LGBT community face in Mongolia.

PANAMA

Todas las familias panameñas merecen el mismo respeto

SÍ, ACEPTO 
el matrimonio civil de parejas del mismo sexo

¿Y TÚ?

“
Me di cuenta que no importa la orientación sexual, todos somos iguales y tenemos los mismos derechos.”

SÍ, ACEPTO 

SÍ, ACEPTO 

The campaign reached more than 1.9 million people on social media, more than:

16m

people through 27 spots on national TV

The UN Free & Equal campaign in Panama is implemented by the UN Human Rights Regional Office for Central America in partnership with UNDP, UNAIDS, UNFPA, UN Women and UNHCR, as well as several Panama-based civil society organizations and the national human rights institution. The regional team implemented a number of activities in Panama, including being an active partner in the national “Si, Acepto” campaign which is building public support for marriage equality. The campaign ran from mid-October through November 2020 and reached more than 1.9 million people on social media, more than 16 million people through 27 spots on national TV and many more through 1,098 radio spots and four billboards across Panama City, including a touching personal story of support of members of a rugby team for their gay teammate.

The team in Panama also worked to raise awareness of the unequal impact of Covid-19 on the LGBTI community among the general public and key stakeholders. Two webinars on the human rights needs of the LGBTI population were hosted in 2020. Among the around 70 participants there were representatives from the Electoral Tribunal, the General-Prosecutor's Office, the Ombudsman's office, the Health Ministry, the Ministry of Security, the National Police and the Ministry for Social Development, as well as 50 LGBTI organizations. A permanent roundtable for dialogue on the rights of LGBTI persons was established by the Ombudsman's office, with participation from national authorities and civil society organisations.

Estamos buscando familias panameñas que quieran contar su historia.



Familias que quieran participar en la campaña Sí, Acepto.

Si quieres conocer más envíanos un mensaje privado y nos ponemos en contacto contigo.

SÍ, ACEPTO 



¿Ya nos escuchaste en la radio?



SÍ, ACEPTO 



The team in Panama also worked to raise awareness of the unequal impact of Covid-19 on the LGBTI community.

SERBIA



Određen procenat međupolne dece odbacuju pol pripisan po rođenju!



www.xyspectrum.org



FREE & EQUAL
UNEPHILE VOICES OF LGBTI PEOPLE

The UN Free & Equal campaign in Serbia continued its work towards three ambitious goals in 2020:

- 1) business and work environments that are inclusive of LGBTI people,**
- 2) an end to the pathologization of trans people and**
- 3) the adoption and implementation of measures to protect the human rights of intersex people.**

Close collaboration with national authorities and civil society has been at the center of the UN Free & Equal campaign in Serbia since its launch in 2016 and this continued in all aspects of advocacy and awareness raising in 2020.



Trauma ostaje! Telo pamti!



www.xyspectrum.org



Covid-19 safety measures made it impossible to hold in-person events or meetings. Some had to be cancelled or postponed to 2021, but a number of events could be moved online. The team organized an online meeting on Transgender Remembrance Day to advance depathologization of transgender identities in Serbia, including through national implementation of the revised International Classification of Diseases (ICD11) and inclusive health care for trans people with representatives from the Ministry of Health, Ministry of Public Administration and Local Self-Government, the Ministry of Human and Minority Rights and Social Dialogue, the Institute of Public Health, Ombudsman, Commissioner for protection of Equality, activists and experts. The team was also able to organize two expert-level webinars on the human rights of intersex people aimed at LGBTI advocates and the medical community. In total, more than 20 experts took part. The team also rolled out a campaign to raise awareness of intersex people and their human rights on UN social media channels in Serbia, reaching more than 50,000 people. The team also rolled out more general messaging on LGBTI equality, all in all reaching more than 119,000 people through social media throughout the year.

The campaign raising awareness of intersex people and their human rights reached more than:

50,000

people

popuni jednogazetni upitnik ↗



**DA LI ŽELIŠ DA SE
TVOJA LJUDSKA
PRAVA POŠTUJU?
TI SE PITAŠ!**



TIMOR-LESTE

The number one priority of the UN Free & Equal campaign in Timor-Leste in 2020 was to get information about Covid-19 prevention measures and the health services available to the country's LGBTI population. The national campaign team worked with local radio stations to get the message out. This included not only messages related to how people could avoid Covid-19 and get treatment, but also on how and where to get services and support in relation to mental health and family violence, which members of the LGBTI community have been particularly hit hard by during the pandemic. Four radio spots were aired at least 1,120 times over the span of a month in 10 different districts across Timor-Leste and received good feedback from community partners.



Messages of equality and inclusion aimed at the general public were also a big part of the team's work in 2020. This included the production of thousands of rainbow covered face masks that were produced in accordance to health codes and distributed during awareness raising activities. Four hundred t-shirts and 450 posters with human rights messaging were produced for the same purpose. The project was implemented together with local civil society organizations LGBTIQ Youth Hatutan and Coalition for Diversity and Action. About 100 people also came to see a play on family violence against LGBTI people, which is one of the primary human rights concerns of the community. The initiative, which was organized in the Ainaro district, got high marks from participants and might be replicated in other districts in 2021.

Four radio spots were aired at least:

1,120

times over the span of a month in 10 different districts



The UN Free & Equal campaign in Timor-Leste is also working to develop knowledge about the challenges and forms of discrimination faced by the LGBTI community in accessing education. The team is carrying out surveys of students in three districts and produced accessible leaflets, posters and banners in the local language Tetum, with recommendations for students, teachers, and families about promoting safe and inclusive schools, that will be used in upcoming roll-out activities at schools and universities.

VIET NAM

2020 was the second year of the UN Free & Equal campaign in Viet Nam, which is the first campaign of its kind in the country and organized by the United Nations Country Team together with civil society organizations Lighthouse Social Enterprise and PFLAG Viet Nam. The year started with a broad consultation process to obtain the inputs of 24 local LGBT organizations and intersex advocates on the campaign.



Chúng ta sẽ nói chuyện ...?

The UN Free & Equal campaign in Viet Nam has two goals:

- > to promote safe and welcoming home environments and
- > to strengthen networks of parents and allies of the LGBTI community.



Ngôi nhà an toàn hơn cho người LGBTQI

#PháVỡSựImLặng #TônVinhSựĐaDạng

Posts reached more than:

140,000

social media users with
more than 11,000 clicks

Because of the Covid-19 pandemic, social media was the primary venue for the team’s campaigning in 2020. The social media campaign featured letters from LGBTI community members to their families, messages on diversity within the LGBTI community, a number of videos and other social media posts. Posts reached more than 140,000 social media users with more than 11,000 clicks, likes and comments from across Viet Nam. The team also produced bags, stickers, notebooks, and postcards with equality messaging that were distributed at Hanoi Pride.

The campaign also organized the “Safer Homes for LGBTIQ People” workshop for community members and family, to address concerns such as social pressures and expectations, parents’ fear for their children’s’ future and children’s fear of rejection and its impact, receiving good feedback from parents and community members.



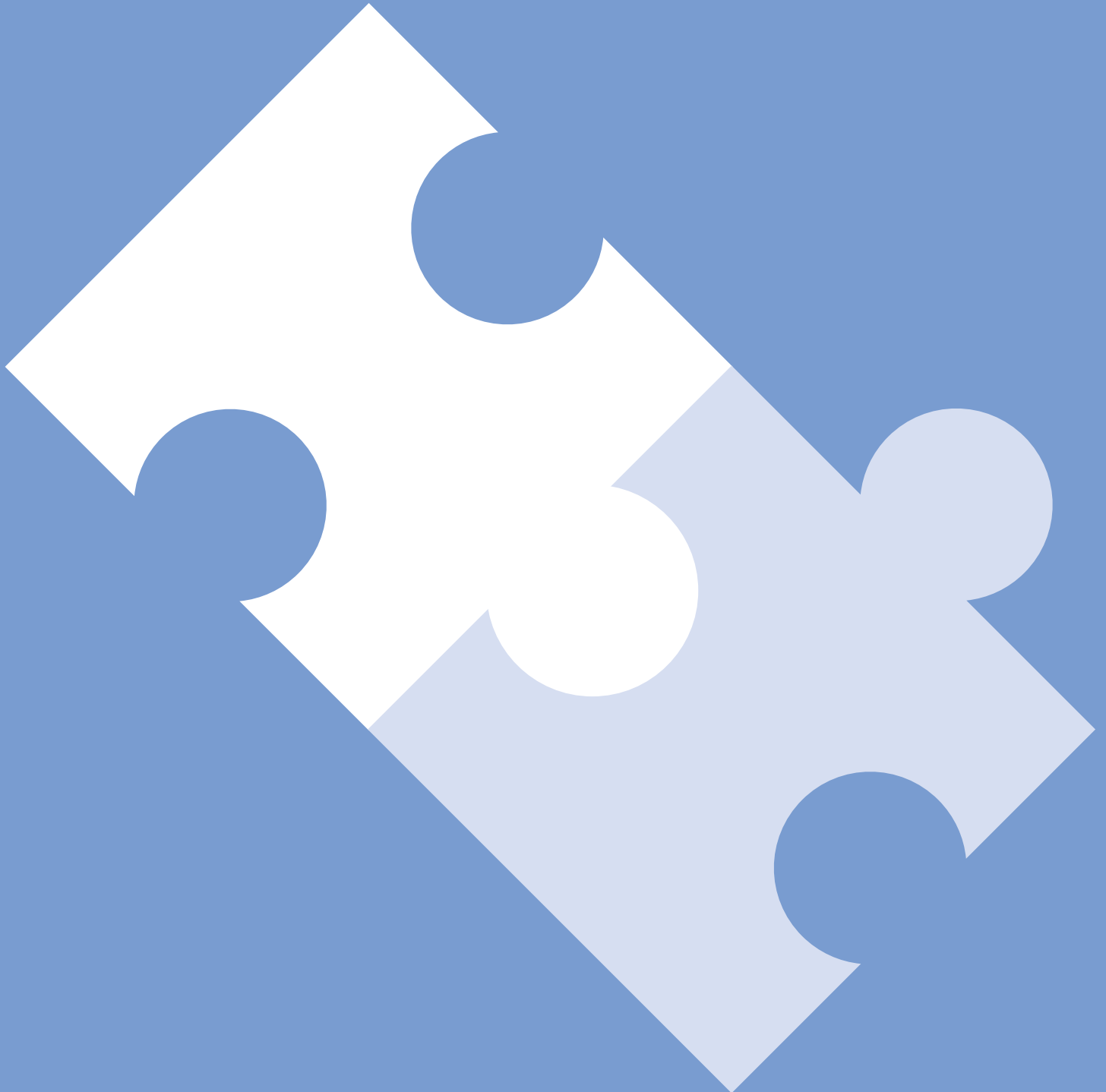
#TônVinhSựĐaDạng #PháVỡSựImLặng



PRIVATE SECTOR PARTNERSHIPS & CONTRIBUTIONS



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GAP INC

For the fifth year running, Gap Inc. partnered with the UN Free & Equal campaign in 2020. Banana Republic, Athleta and Gap brands made much needed contributions to our work at a challenging time due to the Covid-19 pandemic, demonstrating continued commitment the fight for equality and our shared goal of ending discrimination for all.



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We are very grateful to our volunteers who help us check translations Aleksander, Ghaith, Yan, Matias and Hao, our friends at the UN Foundation, True Colors Foundation, ElkanoData, Shape History and Ecstasy of Gold, and to all the activists who have provided feedback and ideas throughout the year. The UN Free & Equal campaign in 2020 would not have been possible without financial contributions from the Governments of the Netherlands, Norway, the United Kingdom as well as Gap Inc., and the support of the United Nations LGBTI Core Group.

T H A N K

Y O U



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