



FREE & EQUAL
UNITED NATIONS

UN FREE & EQUAL CAMPAIGN 2018



UNITED NATIONS
HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER

INTRODUCTION

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. The campaign, launched in July 2013 and led by the UN Human Rights Office, aims to raise awareness of sexual, gender and bodily diversity and challenge negative stereotypes of LGBTI people. Campaign materials – including videos, factsheets and infographic materials – have been viewed and shared hundreds of millions of times on social media and generated widespread coverage in print and broadcast media.

Celebrities have been engaged to help carry the campaign’s message to the widest possible audience, and the campaign has provided a platform for high profile events at UN Headquarters and on the ground in more than 30 countries around the world. Today, UN Free & Equal stands as one of the UN’s most popular global campaigns, helping provoke and sustain the kinds of conversations needed if social attitudes towards LGBTI people are to evolve.

Launched

26 July 2013

Overall goal

To raise awareness of sexual, gender and bodily diversity and advocate for equal rights and fair treatment of lesbian, gay, bi, trans and intersex (LGBTI) people everywhere.

Objectives

- > Disseminate messages from the United Nations in support of LGBTI equality and acceptance and countering prejudice and harmful stereotypes directed at LGBTI people, in both traditional and social media.
- > Support country-level United Nations advocacy for the human rights of LGBTI people, including through distribution of public information materials and tools.

Implementation

Implementation is led by the United Nations Human Rights Office with support from UN, governmental and civil society partners – including UN Resident Coordinators and UN country teams. Key UN partners in 2018 included the Office of the United Nations High Commissioner for Refugees (UNHCR), the UN Development Programme (UNDP), the United Nations Population Fund (UNFPA), United Nations Postal Service, UN Women, the International Labour Organization (ILO) and UNAIDS.

IN 2018 UN FREE & EQUAL

- > Launched a series of mini-campaigns, including on the rights of trans youth and bisexual people, the critical role of LGBTI allies in the fight for equality, and celebrating the 70th anniversary of the Universal Declaration of Human Rights.
- > Produced 28 new videos, four targeting a global audience and 24 supporting national-level advocacy.
- > Broke previous campaign records when the campaign's video "Be There" for the International Day against Homophobia, Biphobia and Transphobia was seen by more than 21 million views in a single week.
- > Greatly expanded national-level advocacy and awareness raising, with national campaigns and events in Albania, Brazil, Cabo Verde, Cambodia, Dominican Republic, Guatemala, Macedonia, Mongolia, Peru, Serbia, Timor Leste and Ukraine.
- > Continued to promote the new global standards for business on LGBTI equality launched in 2017 by the UN Human Rights Office with backing from across the business community. The standards offer the private sector concrete guidance on how companies can promote LGBTI inclusion and stand up for the rights of LGBTI people. So far more than 235 companies from around the world have publicly pledged support for the standards.

Because of new privacy measures implemented by Facebook and Instagram in the wake of the Cambridge Analytica scandal, the UN Free & Equal campaign is no longer able to mine comparable data when it comes to our total reach in social and traditional media. However, the campaign broke all our previous records with 11.9 million likes, shares and comments in 2018 – up from 1.6 million in 2017 – which would indicate that our total reach is even higher than the 2.44 billion social media feeds reached in 2017.

UN FREE & EQUAL IN SOCIAL MEDIA

↑ **Followers**
157,000
Up from 119,000 in 2017

↑ **Likes, shares
& comments**
11.9 million
Up from 1.6 million in 2017

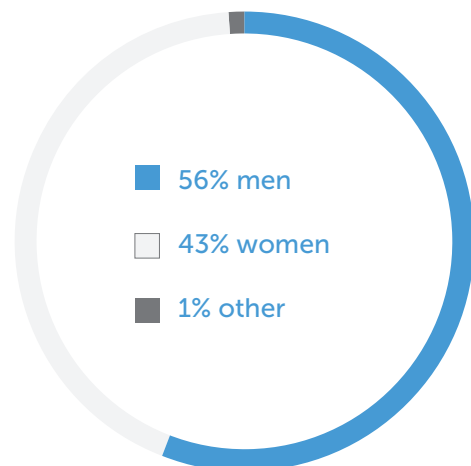


Facebook

TOP COUNTRIES

1. India
2. Nepal
3. Indonesia
4. Philippines
5. Cambodia

Gender balance



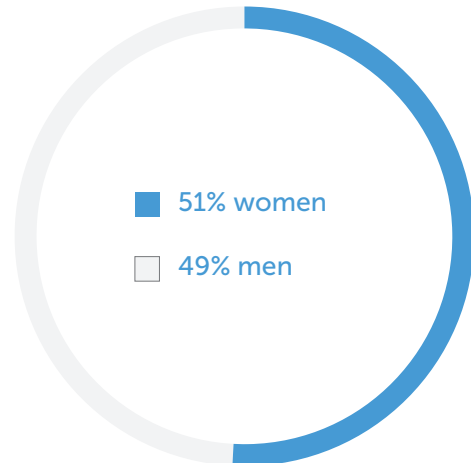


Instagram

TOP COUNTRIES

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

Gender balance

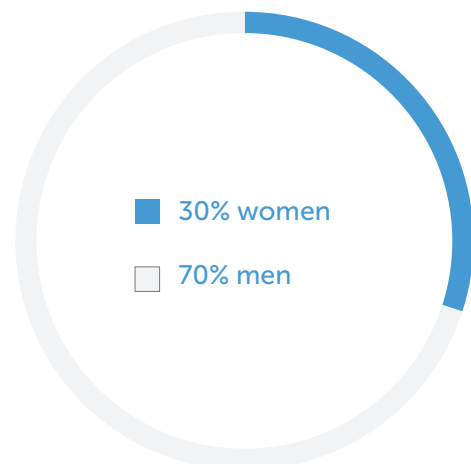


Twitter

TOP COUNTRIES

1. United States
2. Nigeria
3. Brazil
4. United Kingdom
5. India

Gender balance



VIDEOS

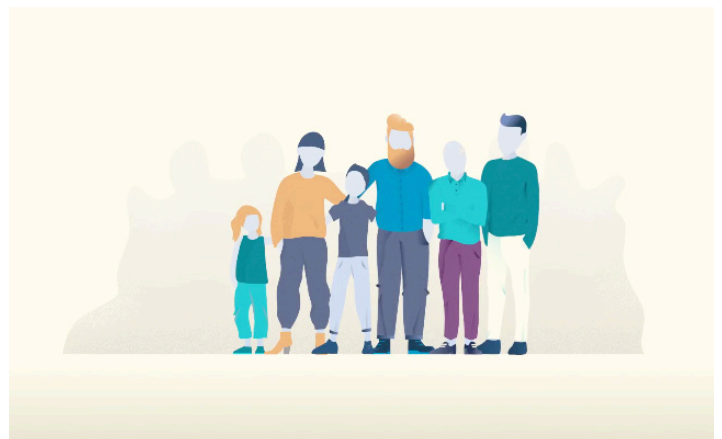
On social media, nothing beats video as a tool to communicate complicated and contested messages in a way capable of engaging a broad audience. By stirring empathy and emotional resonance, videos can overcome previously held opinions and prejudices in a more effective way than other social media content.

The UN Free & Equal campaign produced four flagship campaign videos in 2018, which were seen by almost 28.8 million people on social media.

Each video was launched together with an accompanying landing page with additional information and related practical advice. A further 24 videos were launched at the national level and seen by more than 1.7 million people.

MARCH

Being a trans ally is easier than you think



UN Free & Equal marked Trans Day of Visibility with a mini-campaign calling on cis-gender (i.e. non-transgender) allies to stand up for human rights of trans people. The video, which tells the story of a young trans boy and his family, shows how a bit of empathy and bravery can go a long way towards making the world a friendlier and more welcoming place for trans people.

<https://www.unfe.org/transally/>



MAY

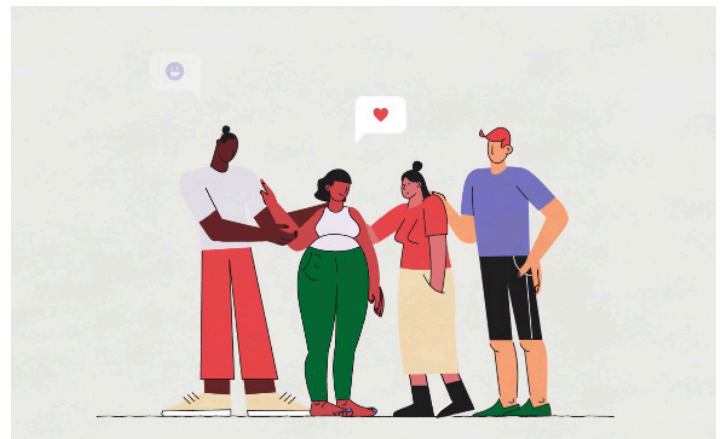
Be there

On International Day against Homophobia, Biphobia and Transphobia on 17 May, the campaign celebrated the role of LGBTI allies and called on everyone to #BeThere for the LGBTI community. The feel-good video with its engaging soundtrack went viral on Chinese social media platform Weibo and was seen by more than 21 million people in the first week after its launch.

<https://www.unfe.org/bethere/>

SEPTEMBER

Bisexuality: Busting the myths



UN Free & Equal marked Bi Visibility Day with its first mini-campaign on bisexuality. The campaign featured a cute, animated video that de-bunked some of the most common myths about bi people - that being bi is a phase or that bi people are promiscuous, confused, or just seeking attention – and a factsheet and landing page that dug deeper into the human rights challenges bi people face and what allies can do to help. Messaging was developed in close collaboration with a diverse group of bi activists from all over the world.

<https://www.unfe.org/bivisibility/>



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DECEMBER

A free & equal world is possible

2018 was the 70th anniversary of the Universal Declaration of Human Rights and UN Free & Equal celebrated with a mini-campaign focused on the declarations' famous first article: "All human beings are born free and equal in dignity and rights." An accompanying video placed the fight for LGBTI equality in the context of the broader, historic struggle for universal human rights. The message: that our freedom is bound together – no one is free until we're all free.

<https://www.unfe.org/freedom/>

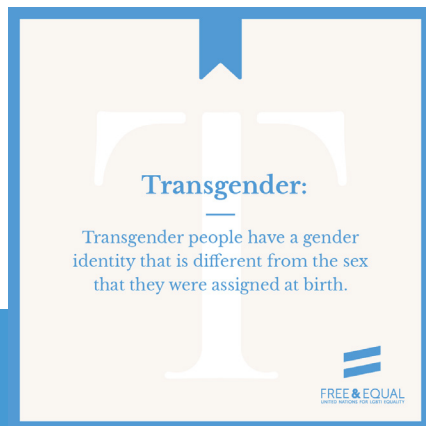


MACROS & GIFs

Macros (branded images with text superimposed) and GIFs (a short series of looping images and text) are a useful way of creating condensed, engaging, shareable messages that are as accessible as possible to a general audience, including those who might not have much prior knowledge about the human rights concerns of LGBTI people.

In 2018, the global UN Free & Equal campaign published 68 new macros and GIFs on social media featuring human rights messages, explaining relevant terminology and statistics, and highlighting statements of supports from UN Secretary General Antonio Guterres and new UN High Commissioner for Human Rights Michelle Bachelet.





FACTSHEETS

The campaign has created a popular series of short fact sheets which provide a more in-depth look at the human rights concerns of LGBTI people. Ten factsheets have been produced so far – including on violence, criminalization, discrimination, the rights of trans people, the rights of intersex people, bullying of LGBTI children and youth, refuge and asylum, LGBT rights in international law, and frequently asked questions about sexual orientation and gender identity. All factsheets are available in Arabic, Chinese, English, French, Portuguese, Russian

and Spanish; easily accessible on the campaign website and formatted for easy printing by UN human rights and other field offices, civil society organizations and other stakeholders. One new factsheet on the human rights of bisexual people was developed in 2018. The campaign also started the process of updating all the existing factsheets to better reflect recent developments in human rights law. Find all the factsheets on the campaign website:

<https://www.unfe.org/learn-more/>

Bisexual

What does bisexual mean?

Bisexual people, often referred to as **BT**, are **sexually, romantically or sexually attracted to people of their own gender, for other genders (men, the degree and ways in which they are attracted to people of different genders may change during their lifetime, some people who are attracted to more than one gender are often referred to as intersex, polysexual, fluid, or queer.** While numbers vary from study to study, surveys from the United States suggest that **between 2 and 3 percent of respondents identify as bisexual.**

These studies also suggest that as many as **12 percent of women and almost 4 percent of men are attracted to men and women, bisexual people, the degree and ways in which they are attracted to people of different genders may change during their lifetime, some people who are attracted to more than one gender are often referred to as intersex, polysexual, fluid, or queer.** While numbers vary from study to study, surveys from the United States suggest that **between 2 and 3 percent of respondents identify as bisexual.**

Freedom of expression, peaceful assembly and association

In addition to discriminatory laws, people and those who identify as bisexual may face rights in the exercise of their rights to freedom of expression, peaceful assembly and association. Many people face serious persecution for their sexual orientation and gender identity, including denial of employment, housing, and other basic rights. In some cases, people are targeted for violence or even death.

Poverty and Discrimination in the Workplace

A greater proportion of bisexual people in the United States live in poverty and have lower income and educational attainment than other groups. The LGBT community faces discrimination in the workplace. According to a survey by the Human Rights Foundation, 70 percent of bisexual people report experiencing discrimination in the workplace. Discrimination in the workplace can lead to financial hardship, which in turn can lead to homelessness and other serious consequences.

Violence

Bisexual people are at a higher risk of violence than other groups. This is due to the combination of discrimination based on sexual orientation and gender identity, and the higher rates of violence against people who are perceived to be gay or lesbian. In some cases, people are targeted for violence or even death.

Media

1. Lack of bisexual voices and positive representation of bisexual people in magazines, TV shows, radio, and social media coverage.

2. Avoid discriminatory language and homophobic and transphobic stereotypes about bisexual people.

INTS

1. Lack of bisexual voices and positive representation of bisexual people in magazines, TV shows, radio, and social media coverage.

2. Avoid discriminatory language and homophobic and transphobic stereotypes about bisexual people.

HARNESSING THE POWER OF THE PRIVATE SECTOR

UN Free & Equal has taken an active role in promoting a new set of global standards for business, developed by the UN Human Rights Office and intended to support companies in tackling discrimination against LGBTI people in the workplace and beyond.

The standards were first launched at events in New York and Mumbai in September 2017 and have since been presented at a series of UN Free & Equal-sponsored events in all regions, including, in 2018, in Nairobi, Tokyo, Sao Paulo, Pretoria, Madrid, Belgrade and Milan. These events have been crucial in engaging the business community in different parts of the world and connecting companies with local civil society organizations working on the ground.

In 2018, an additional 175 companies pledged their support for the standards, bringing to 235 the total number of companies to have expressed support to date and making the standards the world's largest corporate LGBTI inclusion initiative. UN Free & Equal has helped popularize the standards in social media posts, macros, GIFs and videos, and the global campaign team has worked with local UN offices to create tailored materials in local languages for use at national level.

The standards themselves and accompanying information are hosted on the UN Free & Equal campaign website at www.unfe/standards. They are currently available online in English, French, Spanish and Portuguese, with Japanese, Korean, Serbian and Tetum translations also available on request.

Photo credit: NASDAQ





The 235 companies that expressed support for the Standards are:

180hb, ABN Amro, The Adecco Group, Accenture, Accor Hotels Group, Adidas, Aetna, AirBNB, Airbus, Air Canada, Amadeus, Amalgamated Bank, American Airlines, Anglo-American, ANZ, Aon plc, A.P. Moller – Maersk, Argos, Atos, A.T. Kearney, AT&T, Avianca, Aviva, Avon, AXA, Baker McKenzie, Banca Comunicacao, Banco do Brasil, Barclays, Barilla, Bayer, BASF, BBVA, BCLP (Bryan Cave Leighton Paisner), Becton Dickinson and Company, The Boston Consulting Group (BCG), BDMG - Banco de Desenvolvimento de Minas Gerais, Ben & Jerry, Best Buy, Biogen, Bloomberg L.P., BNP Paribas, BNY Mellon, Braskem, Brewin Dolphin, Bristol-Myers Squibb, Burberry, Café Brisa Serena, Calvin Klein, The Carlyle Group, Cervejaria Ambev, Cisco Systems Inc., Clifford Chance LLP, Cobasi, ClubMed, The Coca-Cola Company, Credit Suisse, Daimler, De Beers, Deloitte, Demarest Advogados, Deutsche Bank, Deutsche Post DHL Group, Diageo, Dili Ashtanga Yoga, Dilicious, Dow Chemicals, DWF, Eataly, Ebay, EDF, Erste Bank, EY, Exelon, Fidelity International, Fotos Publicas, Fozoo Travel Sri Lanka, Freshfields Bruckhaus Deringer LLP, Fujitsu, Generation Investment, The Gap, GlaxoSmithKline, Godrej Industries, Gol Linhas Aéreas Inteligentes, Google, Granite Solutions Group, Greenberg Traurig LLP, Grupo Sa Engenharia, Gucci, Habitat, H&M, Hemofarm, Henry Schein, Herbert Smith Freehills LLP, Hermes Investment Management, Hilton, Hogan Lovells LLP, HP, Hyatt, IFF, IGH, IKEA Group, Inditex, Infosys, ING, Intel, Ipsos, Itau Unibanco, JLL, Johnson & Johnson, JWT, Kellogg, Kenneth Cole Production, KPMG, The Lalit Hotels, Lee/Brock/Camargo Advogados (LBCA), Levi Strauss

& Co, Lloyd's of London, Lloyds Banking Group, L'Oreal, Lufthansa, Lululemon, Lush Fresh Handmade Cosmetics, LVMH, Louis Dreyfus Company, Manpower Group, Maria Farinha Filmes, Marks & Spencer, Marsh, MAS Holdings, Marriott International, Marui group, Mastercard, Mattos Filhos, Mazars, Metro AG, Microsoft, McCann, McKinsey, MCV Advogados, Merck Group, Molson Coors, Monsanto, Moom, Nasdaq, Natura, Nestle, Netflix, New York Life, Nielsen, Nike, Nokia, Novartis, Oath, Panda Criativo, Ogilvy, Oliver Wyman, Omnicom, One Magical Week-End, Orange, Orkla, Ørsted A/S, OutLoud Strategies, The Palladium Group, Paul Weiss, Paramount, PepsiCo, Pfizer, PIMCO, Pinheiro Neto, Pinsent Masons LLP, Pixelasia Productions Dili, The Phluid Project, Ponto Link, Procter & Gamble, Publicis, PVH, PWC, Ralph Lauren Corp, RELX Group, RBS, Robert Bosch GmbH, Royal Dutch Shell, Safilo Group S.p.A., Salesforce, Sainsbury's, Santana, Santander Group, SAP, Siemens, Simmons & Simmons, Schneider Electric SE, Slack, Smirnoff, SNC-Lavalin, Société Générale, Sodexo, Sonders and Beach Group, Spotify, [SS*X BBOX], Stanley Black & Decker, Suit Supply, Swiss RE, Syngenta, Telefonica, Teleperformance Philippines, Tesco, Teva, The North Face, Thomson Reuters, Thyssen Krupp, Timor-Leste Coral Triangle Heritage Alliance, Tommy Hilfiger, Trench/Rossi e Watanabe Advogados, Trillium Asset Management, Twitter, Uber, UBS, Um.a, Under Armour, UniCredit, Unilever, Vector, Veirano Advogados, Veolia, Vert Asset Management, VF Corporation, Viacom, Virgin, Vodafone, Westpac, Williams-Sonoma Inc, Xerox and Zara.



UN FREE & EQUAL AROUND THE WORLD

Since the launch of UN Free & Equal campaign in 2013, there have been national spin-off campaigns and free-standing campaign events in more than 30 countries in every region of the world.

In 2018, the UN teams in 12 countries - Albania, Brazil, Cabo Verde, Cambodia, Dominican Republic, Guatemala, Macedonia, Mongolia, Peru, Serbia, Timor Leste and Ukraine - ran full-scale national spin-off campaigns or organized UN Free & Equal events at the national level.

UN Headquarters Events



Photo credit: OutRight Action International

UN Free & Equal co-hosted two events with the LGBTI Core Group at UN Headquarters in New York in 2018. The campaign celebrated International Day against Homophobia, Biphobia and Transphobia on 17 May with an event on the role of LGBTI allies in pushing for greater equality and respect for members of the LGBTI community. Speakers included actor and writer Roberta Colindrez; Tony Award winning producer Barbara Whitman; prominent activists Xeenarh Mohammed; EY Global Vice Chair of Public Policy Beth Brooke-Marciniak; Olympian swimmer, author and model Casey Legler, Executive Director of Athlete Ally Hudson Taylor; the event was hosted by Brittany Jones-Cooper of Yahoo.

During the UN General Assembly on 25 September, UN Free & Equal helped draw attention to the prevalence of extrajudicial killings of LGBTI people. The event opened with a video message from UN Secretary-General Antonio Guterres followed by a panel debate featuring UN High Commissioner for Human Rights Michelle Bachelet, Special Rapporteur for Extrajudicial, Summary or Arbitrary Executions Agnes Callamard, prominent Ugandan activist Kasha Nabagesera and photographer Robin Hammond, and was moderated by Jessica Stern from OutRight Action International.

Albania

Deep rooted hostility towards members of the LGBTI community in Albania is reflected in surveys that suggest more than four in ten parents in the country would try to change their child's sexual orientation if they found out they were gay, bi or lesbian, while some 12 per cent would cut off all communication with them.

Free & Equal Albania has given particular attention to parents and families of LGBTI children and youth in an effort to promote greater acceptance and inclusion. Activities have been developed under the slogan "I Am Your Child" and have comprised events, information meetings, media training and a social media campaign – all developed in collaboration with local LGBTI activists. In 2018, information meetings were held for

parents and friends of LGBTI people in some of the most conservative parts of Albania in collaboration with civil society organization "Open Mind Spectrum Albania" (OMSA). Messages and materials developed for the campaign reached some 57,000 people via social media.

Free & Equal Albania also provided training to journalists on how to report on the LGBT community without resorting to stigmatizing language and negative stereotypes. About 40 journalists from conservative parts of Albania have so far taken part, resulting in at least three media reports on the public TV station in Albania that reached approximately 400,000 viewers across the country.



Photo Credit: UN Albania/Nora Kushti

Brazil

UN Free & Equal Brazil continued to be highly active in 2018. In addition to nominating two new national campaign champions, musician Johnny Hooker and black transgender singer Liniker, the campaign produced five videos and a range of other campaign materials that reached more than 250,000 people via social media.

The campaign team in Brazil has cemented relationships with government counterparts at federal, state and municipal level, as well as with LGBTI organizations, activists and networks by joining forces in political advocacy and capacity building. This included the

second phase of the of “Trans-Formação” project (Trans-formation in English), a capacity building initiative that addresses the rights of transgender people in Brazil. Thirty trans activists and key public agents - such as health workers, public defenders and the police – gathered regularly in workshops and a mentorship programme promoting transgender equality. Civil society partners are also involved in the making of UNFE Brazil’s materials and planning of activities. This not only serves to strengthen the quality and legitimacy of the output produced by the national campaign but also serves as an important venue for dialogue between activists and decision

makers in a context where traditional channels of dialogue may be narrowing.

The national campaign in Brazil has also prioritized working with the private sector to encourage companies to take on a greater role in fostering diversity and promoting a culture of respect and equality both in the workplace and in the communities where they and their partners operate. The Standards of Conduct for Business, developed by the UN Human Rights Office, were launched in São Paulo on June 26th. To date, 27 Brazilian companies have expressed their support for the standards.

Photo Credits: UNFPA Brazil/Webert da Cruz





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Cabo Verde



2018 saw a high level of output from the national Free & Equal campaign in Cabo Verde, which is led locally by UN Women and the Resident Coordinator's Office, with support from the UN Human Rights Office and the UN country team. The campaign produced nine new videos – including a series aimed at challenging negative LGBT stereotypes – and dozens of macros for social media sharing. Altogether, the campaign reached 570,000 people through social media in 2018. One of the campaign's new videos, featuring popular Mindelo-based singer Elly Paris, was also screened on national television – reaching an audience of more than half a million people.

Given the importance of traditional media in reaching people away from coastal population centres, the campaign team worked with local journalists to produce feature stories on the lives and living situations of LGBT Cabo Verdeans. The team also hosts monthly meetings with LGBT activists and young allies, which serves as a space to discuss community concerns and formulate political advocacy plans.

In December, UN Free & Equal Cabo Verde celebrated three years of campaigning with

a colorful street festival featuring musical performances by local artists Elly Paris, Maya Neves and Jenson, who performed a song composed especially for the event. Participating children were invited to help well-known visual artist Joaquim Semedo paint a huge Free & Equal logo in the middle of the town square. Hundreds of people took part in the event, including the Minister of Education, Family and Social Inclusion, the National Director of Education and other dignitaries.



Photo Credit: UN Cabo Verde/Yanicik



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Cambodia



Free & Equal Cambodia is led by the UN Human Rights Office in Cambodia, with support from the UN family, civil society and national and local agencies. In 2018, the campaign continued to spread awareness of human rights challenges affecting members of Cambodia’s LGBTI community and advocate for the protection of their rights – using both social and traditional media, and a series of other advocacy opportunities. On International Day against Homophobia, Biphobia and Transphobia and the following weeks, Khmer and English versions of the global campaign videos “Be There”, “Family”, “Culture” and “Tradition” were shared on UN Human Rights Office’s Cambodia Facebook page, reaching 4,582 people.

Pride Week was marked with a series of public and community events, including the launch of the report “Revealing the Rainbow: The Human Rights Situation of Southeast Asia’s LGBTIQ Communities and Their Defenders”, as well as dance and musical performances, meditation and blessings, and ‘Family Relationship Declarations’. Throughout these events, the campaign

distributed a ‘Pride eco-bag’, with one side bearing the UNFE logo and the other a design selected through an open vote on social media. As part of the UDHR70 campaign ahead of Human Rights Day in December, the campaign team created a music video for social media featuring local celebrities popular with youth and a clear pro-equality message – including a call for LGBTI equality.

The video was viewed over a million times on the UN Human Rights Cambodia Facebook page alone. The team also created posters featuring Cambodian LGBT champions that were displayed in large size at the Human Rights Day public event, as well as in an exhibit in the main LGBT bar in Phnom Penh.

The campaign team in Cambodia continues to collaborate closely with local activists – including co-hosting a series of dialogue meetings that brought together activists and development and donor agencies.



Photo Credits: UNI Human Rights Cambodia

Dominican Republic

In preparation for their official launch in early 2019, the team behind Free & Equal Dominican Republic produced three campaign videos for social media with LGBTI equality messaging and a short film telling the story of a trans woman in Dominican Republic that will be shown at training workshops and local film festivals.

All four films will be launched in 2019. The team also started sensitizing the wider UN team in the country with a training session on how the UN can help protect and promote the human rights of LGBTI people in the country. Eighteen staff from four agencies and the Resident Coordinator's Office have so far taken part in the workshop.



Photo Credits: UN Dominican Republic

Guatemala

Free & Equal Guatemala produced and published a steady stream of advocacy materials for dissemination via social and traditional media in 2018. This included two campaign videos that generated more than 133,000 views – the most widely watched and shared videos produced by the UN Human Rights Office in Guatemala to date. The team also raised the rainbow flag in celebration of Pride and sent observers to the Pride Parade to ensure the safety of marchers. The team also set up a public information booth, the “Igualemetro”, inviting visitors

to reflect on the impact of discrimination, including against LGBTI people, and what they can do to help tackle the issue. In addition to Guatemala City, the booth has travelled to Escuintla and Quetzaltenango, regions where the topic is rarely spoken about. The team has also taken part in and financially supported numerous public information events, including the Film Festival “La Otra Banqueta”, and helped popularize research and reports on the human rights situation of lesbian women and on the broader challenges to LGBT equality in Guatemala.



Photo credit: UN Guatemala



Former Yugoslav Republic of Macedonia



Photo Credit: UN FYROM/ Darko Cekerovski

The UN team in the former Yugoslav Macedonia is not running a full-scale national Free & Equal campaign but organized several campaign-related events in 2018. The main focus of this work has been work with journalists to ensure rights-based reporting on LGBT people, free from derogatory language and negative stereotypes. This work has supported collaboration between LGBT civil society and the National Association of Journalists of Macedonia, as well as helping to develop a set of guidelines for media reporting on LGBT people. The guidelines are intended for all media workers creating and handling editorial material, with the aim to ensure that all current and future journalists treat LGBT people with fairness, integrity and respect. To internalize these principles the UN team also organized a three-day training course for 30 journalists from influential media outlets in

five major cities across the country: Skopje, Veles, Bitola, Stip and Strumica. Ten of the participants were included in a six-month fellowship programme offered by UN as of end 2018. They are already publishing their first stories on LGBT people's lives, experiences and concerns in a fair, balanced and accurate way.

Mongolia



2018 saw the launch of a new national Free & Equal campaign in Mongolia, developed by the UN team in collaboration with civil society and the authorities. Key to the campaign's early success has been sensitizing UN staff – a total of 62 staff from eight UN agencies received training on LGBT-related human rights concerns prior to and following the campaign launch.

The United Nations raised the rainbow flag over UN House during Pride Week in August, and UN

staff took part in the Pride Parade. The team also supported the organization of a queer film festival, a pride celebration party and an exhibition for public during the Pride Week.

The campaign was also active on social media, where a video from the launch of Free & Equal Mongolia was seen by more than 12,000 times – the highest performing video ever posted on UN Mongolia's Facebook page. All in all, campaign content and pictures from campaign events reached 108,509 people in 2018.

Building a strong partnership with local civil society was also high on the agenda. In close partnership with the LGBT Center in Mongolia, the Free & Equal team contributed to organizing the first meeting of the Coalition for Equality, a multi-sector group of allies to promote the equality of LGBT people in Mongolia. The group is composed of representatives of the private sector, national NGOs, media companies, foreign embassies and government institutions. Free & Equal Mongolia also brought together civil society activists to develop strategies for raising awareness of LGBT issues among young Mongolians.



Photo Credit: UN Resident Coordinator's Office of Mongolia/ Pedro Souza

Peru

Free & Equal Peru marked International Day against Homophobia, Biphobia and Transphobia in May with a launch of the UN Human Rights Office’s global standards for business on tackling LGBTI discrimination. The launch event was opened by the Resident Coordinator and featured expressions of support from several prominent local and multi-national businesses. The launch was also the beginning of a broader collaboration between the UN country team and Pride Connection, a regional network of companies that promotes inclusive work environments for the LGBT community. Over the coming year, the team is looking to engage a growing number of corporate and political decision-makers to promote LGBT equality.

The campaign team in Peru carried out several advocacy visits, including to the provinces Ayacucho and Iquitos, meeting with local authorities, representatives of government institutions and civil society organizations to gather information and raise awareness about the human rights concerns of local LGBT communities. The meetings were hosted in collaboration with the Ombudsman’s Office and covered in local media.

The campaign was also active on social media throughout the year and produced a campaign video explaining in relatable terms how LGBTI people are barred from accessing fundamental human rights; the video will be launched in 2019. Free & Equal Peru messaging on social media reached a total of 14,508 people in 2018.



Photo Credit: UNIC Lima/Emily Alvarez

Serbia

In October, Free & Equal Serbia hosted a regional launch of the UN Human Rights Office-produced global standards for business on tackling LGBTI discrimination, helping to bring focus to the particular challenges experienced by LGBTI people in Serbia in seeking employment. The standards and accompanying materials were produced and disseminated in Serbian, and the launch generated widespread coverage in local media,

including on popular news website BLIC and national news agencies BETA and Tanjug.

The campaign team in Serbia also put the spotlight on intersex and transgender inequality, popularizing the findings of a regional UNDP study on the human rights of intersex people and hosting an event on the depathologization of trans people, which was also streamed live on Facebook. The campaign produced

two short videos for social media about hate crimes and depathologization that will be pushed out on social media in the coming year.



Photo credits: UN Human Rights Serbia



Timor Leste

The UN team in Timor-Leste scaled up their advocacy for LGBTI equality in 2018. This included co-funding the country's second ever Pride Parade – in which the Resident Coordinator and agency staff also took part. The team also teamed up with the local youth group HATUTAN to promote acceptance of LGBTI individuals within families and communities; and co-hosted a lecture on the human rights of LGBTI people for 80 university students, and three seminars for about 200 education officials, teachers, students, village chiefs and police commanders.

The private sector was another target for advocacy in 2018: the campaign team hosted a workshop for business representatives to present the UN Human Rights Office's global standards for business on tackling LGBTI discrimination. Six Timor-Leste based companies have since announced their support for implementation of the standards.

LGBTI equality was also mainstreamed into human rights training for the armed forces, and into national materials on implementation of the Sustainable Development Goals and youth.



UN Women Timor Leste / Bernardino Soares



UN Human Rights Timor Leste / Hatutan

Ukraine

On 17 June 2018, the UN team in Ukraine participated in Kyiv Pride, an annual protest march and celebration organized by the LGBTI community in the country, to show that the United Nations stands with the LGBTI community – and to monitor the safety of marchers. Prior to the event, the UN team had numerous meetings with the police to advocate for adequate protection for the participants of the event. As a result of advocacy with key government partners, police effectively reacted to all small skirmishes and provocations by counter-demonstrators. All in all, about 5000 police officers were sent out to protect the 3500 marchers. The UN team continued to monitor a large number of other events organized by LGBTI community across Ukraine throughout the year.



Photo credit: UN Human Rights Monitoring Mission in Ukraine / Andrew Kravchenko.



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PRIVATE SECTOR PARTNERSHIP



Photo credit: Provided by GAP

Gap

For the third-consecutive year, UN Free & Equal celebrated Pride with Gap Inc. A special collection of Pride-themed t-shirts, and e-gift cards were sold online and in 380 stores in 8 countries around the world with proceeds going to support UN Free & Equal. Gap Inc. brands Athleta, Banana Republic, Banana Republic Factory, Gap, Gap Factory, and Old Navy. Gap Inc. employees also joined LGBTI advocates at Pride marches across the U.S. and around the world. The collaboration will continue in 2019.



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H&M

UN Free & Equal teamed up with H&M to help launch the company's first-ever Pride collection. With over a dozen pieces carrying the UN Free & Equal logo, including gender neutral options, the partnership raised both awareness and funds for UN Free & Equal. The collection was featured in H&M stores in more than 25 countries globally and promoted on social media by celebrity champions Olympic skier Gus Kenworthy, model Shaun Ross, songwriter Kim Petras and model Gabrielle Richardson. The collaboration will continue in 2019.



Photo credit: Provided by H&M



FREE & EQUAL
UNITED NATIONS

Kenneth Cole Productions

With support from the company's namesake and UNAIDS goodwill ambassador, Kenneth Cole, UN Free & Equal and Kenneth Cole Productions hosted, in December, a special performance of Broadway's hit musical *The Prom* for diplomats, UN officials and human rights champions from around the world. Special edition Kenneth Cole t-shirts were sold on the night with proceeds going to support UN Free & Equal. The collaboration will continue in 2019 with plans for the launch of a special Pride collection in June.



Photo credit: Provided by Kenneth Cole





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Weekday

Swedish fashion brand Weekday sold a collection of colorful t-shirts in celebration of Pride. As a part of the roll-out of the "Rainbow Collection", customers could make their own pride flags on site in Weekday stores – and UN Free & Equal received a donation from Weekday for each flag made. The campaign was rolled out in 15 European cities.



Photo credit: Copyright Weekday



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THANK YOU

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