

2022

UN FREE & EQUAL CAMPAIGN

ANNUAL REPORT



1.

Introduction

Launched in Cape Town, South Africa, in July 2013, the campaign is led by the United Nations Human Rights Office. Since then, the campaign has produced and disseminated over 100 videos, hundreds of sharable images, dozens of thematic campaigns, and a series of popular, plain-language fact sheets aiming to educate the public on LGBTIQ+ issues and concerns.



Over the years, campaign content has gathered hundreds of millions of views and interactions across social media, television, news media 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.

UN Free & Equal has also supported national level campaigns and events in almost 40 countries around the world since its launch. In 2022, 11 national campaigns were implemented around the world, in Albania, Brazil, Cabo Verde, Dominican Republic, Mongolia, Nepal, Panama, Serbia, Timor-Leste, Venezuela and Viet Nam.

Campaign 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 2022, the global UN Free & Equal campaign worked together with UN Women to produce and launch a thematic campaign about LGBTIQ+ women.

At the national level, UN partners include 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), United Nations Information Centres (UNIC), the United Nations Population Fund (UNFPA), the United Nations Volunteers Programme (UNV), UN Women, the World Health Organization (WHO), the United Nations Independent Expert on protection from violence and discrimination based on sexual orientation and gender identity.



1.1.

What We Do



- Support UN-system public advocacy on the human rights of LGBTIQ+ people at the national and global level.
- Contribute to increasing public support for diverse societies that are inclusive of LGBTIQ+ people, and for stronger legal protections against violence and discrimination based on sexual orientation, gender identity/expression and sex characteristics.

1.2.

2022 At a Glance



Implemented national campaigns advocating for LGBTIQ+ equality in Albania, Brazil, Cabo Verde, Dominican Republic, Mongolia, Nepal, Pacific Island Countries, Panama, Serbia, Timor-Leste, Venezuela and Viet Nam.



Partnered with UN Women to produce and launch a thematic campaign about LGBTIQ+ women featuring messages from women human rights defenders from all over the world. The video was seen more than 4.7 million times and received more than 1.6 million comments, shares and likes on social media.



Marked the International Day Against Homophobia, Biphobia and Transphobia with a thematic campaign about rainbow families, which was seen 11.7 million times and was commented on, liked and shared by 9.3 million people on social media.



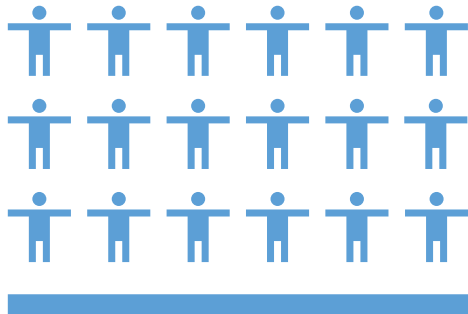
Produced and disseminated a steady stream of social media content with human rights messaging. All in all, our social media assets were seen by more than 28.76 million people around the world and were commented on, liked and shared over 11.14 million times across social media channels.

2.

UN Free & Equal on Social Media

227K+

FOLLOWERS



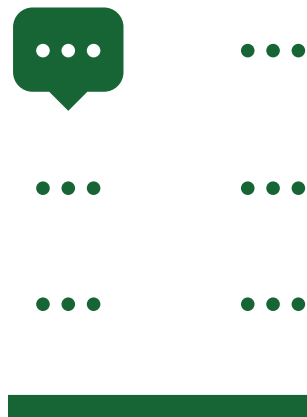
122M+

IMPRESSIONS



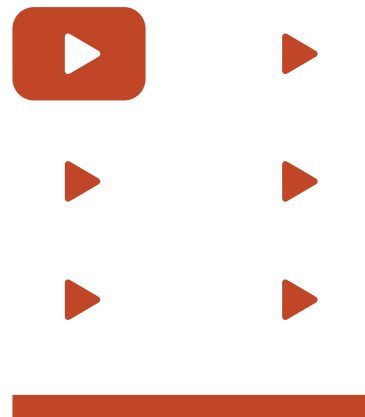
78.7M+

TOTAL ACTIONS



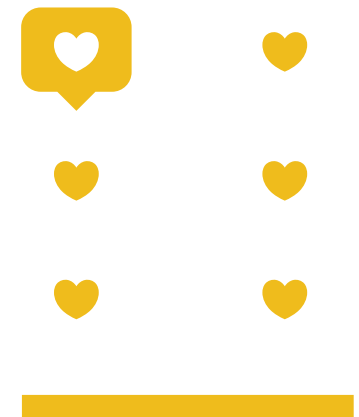
28.76M+

VIDEO VIEWS



11.14M+

ENGAGEMENTS

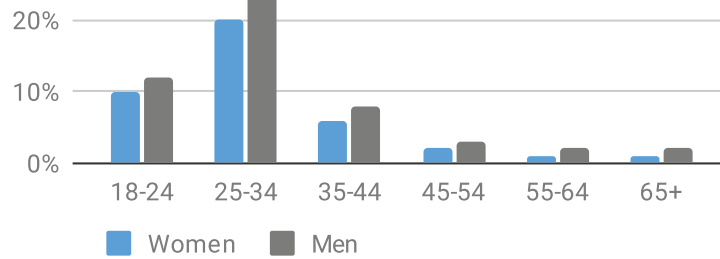
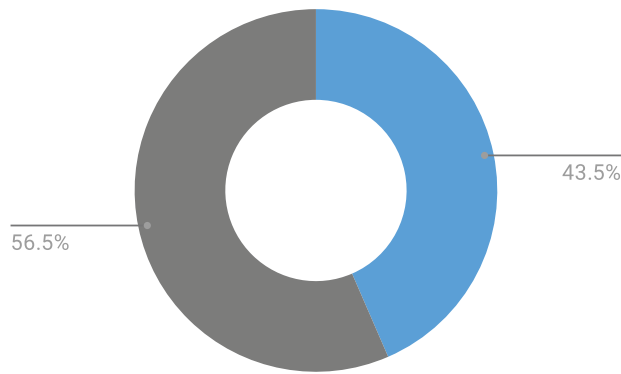


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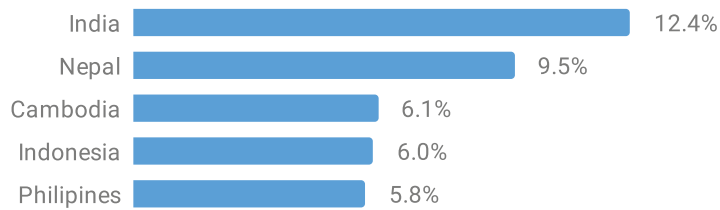
Facebook Audience

Followers: **123,197**

Age & Gender



Top Locations

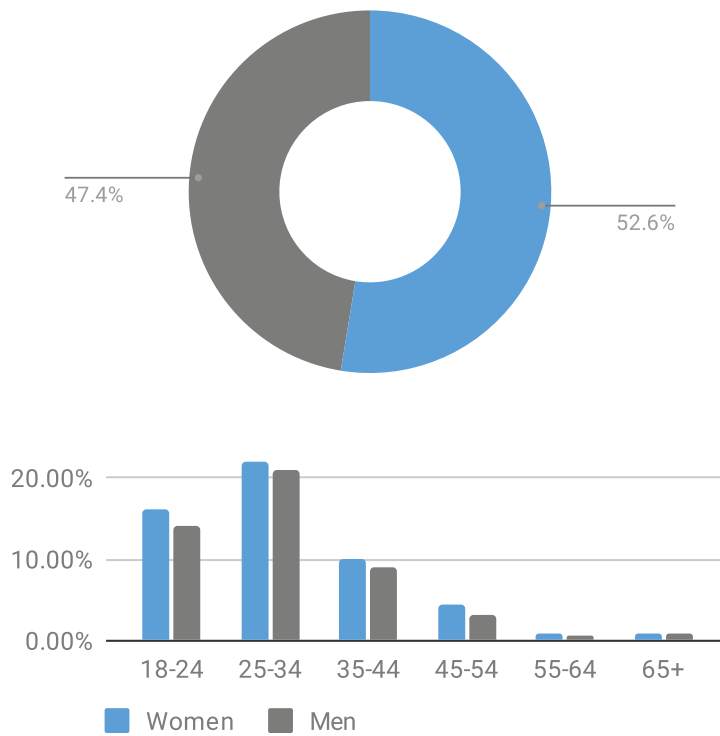


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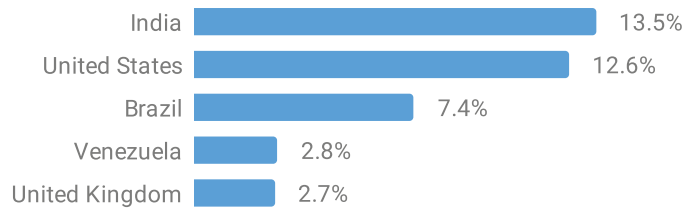
Instagram Audience

Followers: **37,272**

Age & Gender



Top Locations

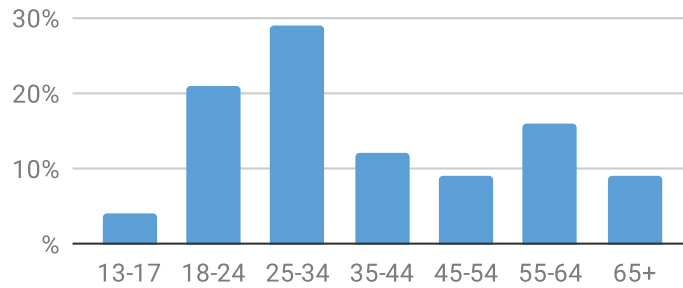
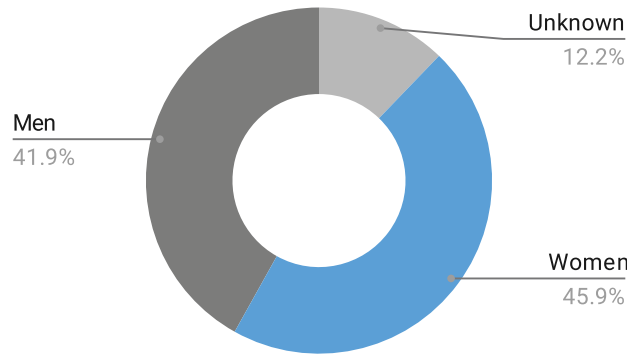


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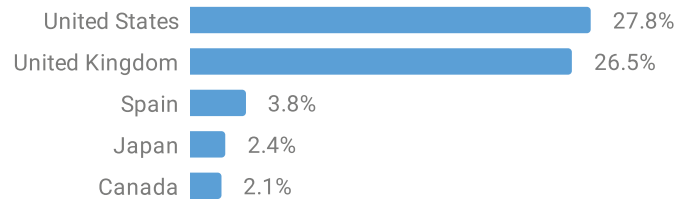
Twitter Audience

Followers: **67,104**

Age & Gender



Top Locations



2.4.

Thematic Campaigns

In 2022, the UN Free & Equal campaign produced and launched two thematic campaigns for global audiences. The campaigns featured emotive videos and other social media content with human rights messaging that were accompanied by dedicated landing pages with easy-to-understand information and practical advice for emerging LGBTIQ+ allies. The webpages also featured recommendations for governments, urging them to advance LGBTIQ+ equality in their jurisdictions.



Stand In Solidarity With #AllWomen!

Views: 4.7M+

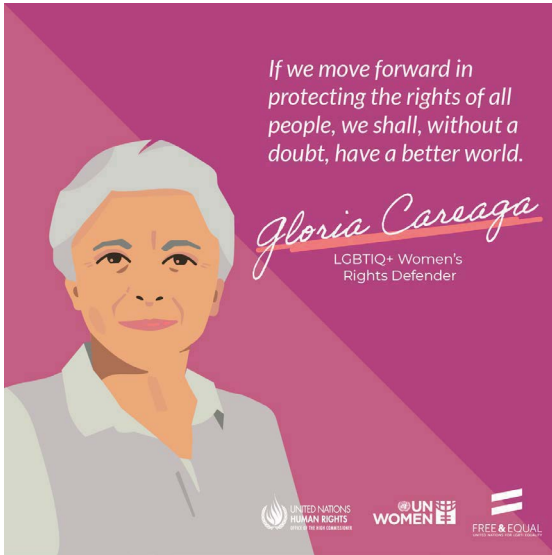
Interactions: 1.6M+

In March, the UN Free & Equal team joined forces with UN Women with the launch of a thematic campaign celebrating LGBTIQ+ women in all their diversity. Together, we created an animated video portraying a world where all women and girls are free to be themselves and thrive, no matter who they are or whom they love. The campaign also featured social media cards with 15 portraits and messages from notable LGBTIQ+ women human rights defenders from all over the globe.

The video and social media assets were accompanied by a fact sheet detailing the human rights concerns of LGBTIQ+ women around the world, as well as a dedicated campaign landing page with tips on how allies can take a stand for inclusive gender equality.



2.4.



The campaign accumulated over 4.7 million video views and 1.6 million interactions. All assets were produced in Arabic, Chinese, English, French, Russian, Spanish, and Portuguese.

2.4.



Love Makes a Family!

Views: 11.7M

Engagements: 9.3M

To mark the International Day Against Homophobia, Biphobia and Transphobia in May, UN Free & Equal launched a thematic campaign celebrating families of all shapes and sizes, rainbow families included. The campaign featured a touching live-action video, social media cards with beautiful photos of families in all their diversity, as well as a landing page with practical tips for allies of rainbow families.

The campaign achieved great results on social media gathering over 11.7 million video views and 9.3 million engagements. All assets were produced in Arabic, Chinese, English, French, Russian, Spanish, and Portuguese.



2.5.

Other Popular Content



Anti-Racism Toolkit:

Views: 520k

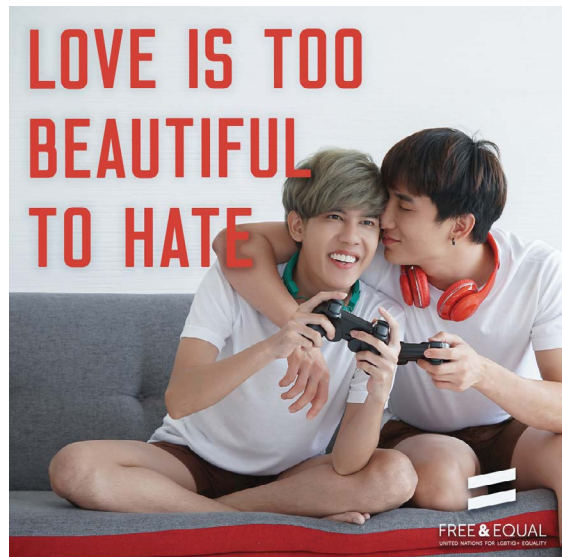
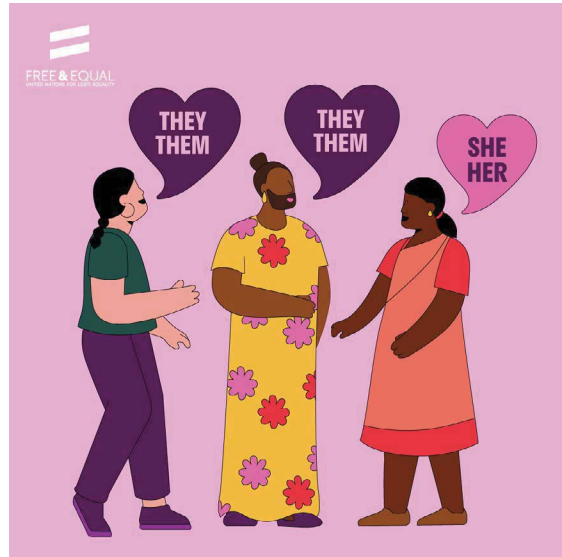
Engagements: 112k

LGBTIQ+ people from racial and ethnic minorities face multiple and intersecting forms of discrimination and violence. To mark the International Day for the Elimination of Racial Discrimination in March, we launched a social media toolkit – a set of graphic assets on a specific topic – raising awareness about the challenges LGBTIQ+

people from racial and ethnic minorities face. The toolkit was created in collaboration with UN Human Rights #FightRacism campaign team, and it was seen by more than half a million people while accumulating more than a hundred thousand comments, likes and shares.

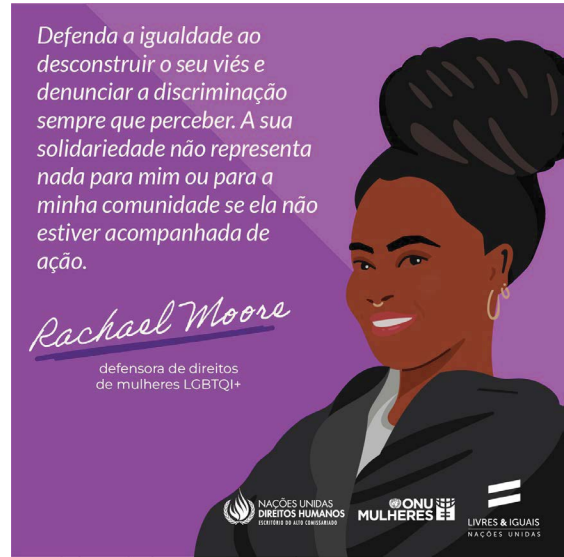
2.5.

Most Popular on Social Media



2.5.

Most Popular on Social Media



3.

National Campaigns

3.1.

Albania

Coming out can often put LGBTIQ+ individuals in Albania at risk of losing their jobs or experiencing discrimination. Led by the UNDP country office, in cooperation with Open Mind Spectrum Albania and Aleanca LGBTIQ, the primary objective of the UN Free & Equal campaign in the country for 2022 was to increase awareness of the private sector's role in promoting equality for LGBTIQ+ individuals, and ultimately generate tangible improvements in workplace conditions.



The team provided guidance to more than 20 companies on promoting and protecting the rights of the LGBTIQ+ community in the workplace based on the UN Standards of Conduct for Business. Thirteen additional companies expressed their support for the Standards, including Ernst & Young Albania, Softup Technologies, Kelsi Albania, PIRRO Jewellery, Millenium Group, Advantis HR, Geraldina Sposa, NOA, Albtelecom& One, Njerez dhe Ide, ILDKPKI, RZb Bank, and ICC Albania. Two additional companies have asked for staff training by the UN team and its partners, scheduled for 2023.

Another key priority of the UN team in the country was to promote awareness of and support for LGBTIQ+ equality among the general public through the visual arts and social media. Free &

Equal Albania supported the organization of the first Queer Film Festival in Tirana, including two panel discussions. The festival brought together festival organizers and filmmakers from different countries to discuss the importance of queer art and activities in advocating for the rights of the LGBTIQ+ community. The two-day panel discussions also addressed the UN Standards of Conduct for Business and explored ways to engage more businesses in supporting the community in Albania. The event reached around 65,000 people through in-person participation and social media, and was hosted by LGBTIQ+ activist Arber Kodra and artist Ema Andrea. The campaign also reached 200, 000 people on social media with posts and videos on how to create an inclusive work environment for LGBTIQ+ people.



3.2.

Brazil

2022 was a year of national elections and the Free & Equal team led by UN Human Rights and other UN agencies in Brazil dedicated itself to protecting LGBTIQ+ individuals from political violence. As part of a broader UN strategy against hate speech, the campaign organized a meeting on political violence, which was attended by 39 participants, including prominent LGBTIQ+ parliamentarians and human rights defenders.



The aim was to strengthen cooperation between civil society partners and state officials and highlight the UN's commitment to protecting human rights, particularly for LGBTIQ+ elected officials, candidates, and human rights activists who are often targets of violence. The meeting established channels of communication with governmental bodies responsible for monitoring and addressing political violence during the election year.

Free & Equal Brazil also continued to promote LGBTIQ+ equality through far-reaching public information campaigns. On International Day against Homophobia, Biphobia and Transphobia and Intersex Awareness Day, the team disseminated social media content with human rights messaging, focused on countering harmful stereotypes and hate speech. All in all, messages of LGBTIQ+

equality reached almost 112,000 people on social media. On key international days, the pride flag was raised at UN headquarters in Brazil demonstrating its support for equal rights, which was particularly significant during the elections.

Over the past several years, social inclusion of trans people and their access to the workplace have been a key priority for the Free & Equal campaign in Brazil. In 2022, the UN team worked hard to prepare for the fourth edition of Transformação, a capacity-building initiative for 30 trans people that includes a mentorship program and workshops to facilitate their access to the labour market. The implementation of the fourth edition will take place in the first part of 2023.

3.3.

Cabo Verde

Led by UNDP, with the support of the Resident's Coordinator Office, the UN Free & Equal campaign in Cabo Verde focused on building the capacity of human rights defenders. In collaboration with the National Commission for Human Rights and Citizenship (CNDHC), the UN team organized a 14-hour workshop series on organization and communication management for LGBTIQ+ organizations. Nineteen civil society representatives attended the workshops and reported a significant improvement in their understanding of management and human rights issues.



The Free & Equal team also advocated for better legal protections for LGBTIQ+ people in Cabo Verde, supporting national efforts to pass a proposed anti-discrimination bill currently in the Parliament. By co-organizing the "Awareness Action for LGBTIQ+ Citizenship Forum" with the CNDHC, the team aimed to sensitize parliamentarians, government officials, and civil society organizations to the need for stronger measures to protect the rights of LGBTIQ+ individuals, including by passing the law. The Forum was opened by the President of the Parliamentary Commission for the Rule of Law, Human Rights and State Reform, Ms Carmen Martins, who highlighted the importance of combatting violence against LGBTIQ+ people.

Mental health was another key priority for the campaign in Cabo Verde. In December, the Free & Equal team partnered with the CNDHC and various government agencies and civil society organizations to organize a forum on the mental health of LGBTIQ+ individuals in Sao Vicente. The forum highlighted the pressures faced by the community and the need for attention to mental health, and the need to tackle public security and violence against LGBTIQ+ individuals. Public officials from the healthcare, police and justice sectors received guidance on how to support LGBTIQ+ individuals and worked on concrete cases to establish and improve existing protocols.

3.3.

Free & Equal Cabo Verde also continued their annual tradition of celebrating Human Rights Day in December with a public festival celebrating diversity and LGBTIQ+ equality. This year, festivities included a big concert in the capital Praia where singers Neuza de Pina, Helio Batalha and Maya Neves performed. The UN Resident Coordinator and the mayor of Praia were in the audience. An exclusive video on the importance of the Free & Equal campaign in the country, featuring national ambassador of the campaign Mayra Andrade and other dignitaries, was launched at the event.



The forum highlighted the pressures faced by the community and the need for attention to mental health, and the need to tackle public security and violence against LGBTIQ+ individuals. Public officials from the healthcare, police and justice sectors received guidance on how to support LGBTIQ+ individuals and worked on concrete cases to establish and improve existing protocols.

“

As an artist I want to use my voice to raise awareness that we are all born free and equal and that human rights must be respected, every day, everywhere.

-Neuza de Pina, Cabo Verdean singer

3.4.

Dominican Republic

The UN Free & Equal campaign in the Dominican Republic is led by UNDP with the support of UN Human Rights and the Resident Coordinator's Office. The campaign is implemented in partnership with several civil society organizations, private sector partners, and public institutions such as the Ministry of Health and the Ministry of Women.



This year, the UN team supported Pride events; printed and distributed communications materials; contributed to an important national dialogue and created a guide on the human rights of LGBTIQ+ people, which was distributed to over 150 partners and civil society representatives.

A key priority of the campaign was to extend support to the LGBTIQ+ community through a social media campaign on themes such as LGBTIQ+ inclusion, the right to work, intersex human rights, trans allyship, and terminology related to gender and sexual diversity reached more than 17,000 people through social media alone. In partnership with the UNHCR country office, the Free & Equal team also incorporated the human rights of LGBTIQ+ people during the 16 Days of Activism against Gender-Based Violence and the International Day for the Elimination of Violence against Women.

The campaign achieved the active participation of 18 public institutions in the Second National Dialogue LGBTIQ+ in October, which served as a platform for open debates, analysis,

and reflection on promoting inclusive public policies and practices in areas such as security, justice, and health. The dialogue also included civil society, the business sector, academia, influencers, media, and other relevant stakeholders. As a part of the event, the UN team organized an LGBTIQ+ art exhibit featuring art developed by participants, photography and theatre courses, as well as printed materials and t-shirts showcasing the dialogue. The Second National Dialogue also led to a positive policy change to incorporate the needs of LGBTIQ+ persons in the provision of health care for victims of gender and domestic violence.

As part of the implementation of the UN Secretary General's Global Strategy and Plan of Action to Combat Hate Speech, the campaign implemented a social listening study on hate speech and incitement to violence and discrimination against LGBTIQ+ people in the country, to contribute to efforts to counteract negative messages they face in traditional and social media.

3.5.

Mongolia

In Mongolia, the UN Free & Equal campaign aimed to raise awareness of and support for LGBTIQ+ people and their rights among the general public. Led by the UN Resident Coordinator's Office, the campaign team collaborated with the civil society organization LGBT Centre to co-organize the annual Equality and Pride Days in Ulaanbaatar in August and September.



The week of festivities included concerts, a queer theatre production, a film festival, and culminated in a Pride parade. More than 2,000 people took part in the events, which also featured digital screens displaying messages of equality at 18 bus stops, reaching around 100,000 people.

The campaign also supported strengthened relationships between local civil society organizations and institutions promoting human rights by hosting meetings with civil society organizations on LGBTIQ+ equality at the UN

House Mongolia. Civil society representatives, including the Director of the LGBT Centre Mongolia, met with heads of different UN agencies and local authorities and organizations, such as the National Human Rights Commission, Ministry of Foreign Affairs, Prosecutor's Office, Media Council, and Bar Association, to discuss the situation of LGBTIQ+ persons in Mongolia and potential future collaborations to advance inclusion and overcome discrimination, within the scope of Free & Equal campaign activities in Mongolia.

3.6.

Nepal

The UN Free & Equal campaign made its debut in Nepal in 2022 and has in its first year organized the country's first-ever LGBTIQ+ writing residency exclusively for emerging queer writers, called A Room of One's Own. This initiative was led by the UN Resident Coordinator's Office, in partnership with the Open Institute for Social Science and four LGBTIQ+ organizations, with the primary goal of fighting stigma and stereotyping through lifting up the voices and narratives of LGBTIQ+ people through their writing.



With over 70 applications from across 33 districts of Nepal, the 10-day residency welcomed seven young LGBTIQ+ writers from different parts of the country. The residency was an immersive experience that included workshops on pre-writing, drafting, revising, editing and publishing. For many of the writers, this was the first time they had access to accommodations that allowed them to participate fully, including one writer with a hearing disability who felt included and valued for the first time.

A Room of One's Own was more than just a writing residency; it also included engaging with local communities in Shivapuri, Banepa, Panauti, and Kathmandu to promote LGBTIQ+ equality. Participants also had the opportunity to explore Nepal's queer and gender-fluid histories and myths in the old town of Ason, that are typically ignored in the broader national heritage narratives, guided by activist and filmmaker

Alok Tuladhar'. By the end of the residency, the talented writers had created a zine – a small circulation book-like publication of original texts and images – that contained 23 pieces of writing from different genres, which will be launched in 2023. Most of the writers have decided to continue working together on creative projects in the future.

In addition to the writing residency, Free & Equal Nepal also increased public awareness and support for LGBTIQ+ people among the general public. The team translated two Free & Equal fact sheets on LGBTIQ+ women and LGBTIQ+ youth homelessness into Nepali, and distributed them among local human rights defenders. The team also ran a social media campaign that reached over 400,000 people, which focused on explaining LGBTIQ+ terminology in an easy-to-understand way.

3.6.



“

After spending time here with fellow writers and attending writing sessions, I am not the same person anymore.

-Achyut Poudel, gay man from Nepal and participant of the residency

3.8.

Pacific Island Countries

The UN Free & Equal campaign returned to the Pacific Island Countries in 2022, led by the UN Human Rights Regional Office for the Pacific. Although some progress has been made in the region, LGBTIQ+ individuals still face widespread discrimination, violence, and criminalization.



As a first step, UN Human Rights developed the first UN report about the situation of LGBTIQ+ people in the region. The process included a desk review and two consultations, one in person with 20 persons in Suva, Fiji, and the other online, with 20 participants from across the Pacific region. The consultations have improved UN Human Rights' engagement with important stakeholders, including Pacific Island government officials, and civil society partners such as ILGA-Oceania, Haus of Khamellion, Pacific Sexual and Gender Diversity Network, as well as religious groups. Because the consultations took place during national elections in Fiji, it also helped highlight the need for greater awareness of the inclusion of LGBTIQ+ people in the election process.

The report is expected to be launched in 2023 and will provide an overview of the legal frameworks impacting the situation of LGBTIQ+

people in the Pacific Island Countries, including civil and political participation, security and violence, and economic, social, and cultural rights, as well as the impact of natural disasters and the COVID-19 pandemic. The report will also outline the progress achieved in the region in incorporating international human rights norms into domestic laws to protect the fundamental rights and freedoms of everyone, including LGBTIQ+ people.

As part of the campaign, the UN team also aimed to increase public support through social media. The UN Human Rights social media channels and website, as well as the Free & Equal Pacific Facebook page, posted updates on the validation process and preliminary findings from the report, reaching 250,000 people from across the region.

3.7.

Panama

Free & Equal Panama is implemented by the UN Human Rights Regional Office for Central America in cooperation with UNDP, UNAIDS, UNFPA, UN Women, the National Human Rights Institution (NHRI), government institutions such as the General-Prosecutor's Office, Health Ministry, Ministry of Security, and several civil society organizations, notably Fundación Iguales.

In a challenging environment where negative gender stereotypes about LGBTIQ+ people are still prevalent, the Free & Equal team has joined forces with the "Si, Acepto" campaign, a coalition of civil society organizations that advocate for marriage equality in Panama. In 2022, they expanded their efforts with a new campaign called "Yo Soy como Tú", which is raising awareness of and support for trans, intersex, and non-binary individuals.

In 2022, the "Si, Acepto" campaign produced and disseminated a four-minute video and several other communications materials for social media and radio. The video, which featured the story of a gay artist contributing to local festivities reached more than 2.1 million people through social media alone. The new campaign "Yo Soy como tú", which also featured a four-minute video and various other social media assets, similarly told the stories of trans, intersex and non-binary people and reached more than 140,000 people across social media channels.

Another key objective of Free & Equal Panama in 2022 was to continue facilitating meaningful dialogue between the government and LGBTIQ+ civil society. UN Human Rights, the NHRI, and Fundación Iguales organized a webinar to commemorate the International Day against Homophobia, Biphobia and Transphobia in May, with participation by LGBTIQ+ groups and public officials from the Ministries for Social Development, Health and Education, the National Institute for women (INAMU), the Judiciary, and the Attorney's Electoral Tribunal. Participants discussed the international standards developed by the Inter-American Court on Human Rights. In June, UN Human Rights, the National Human

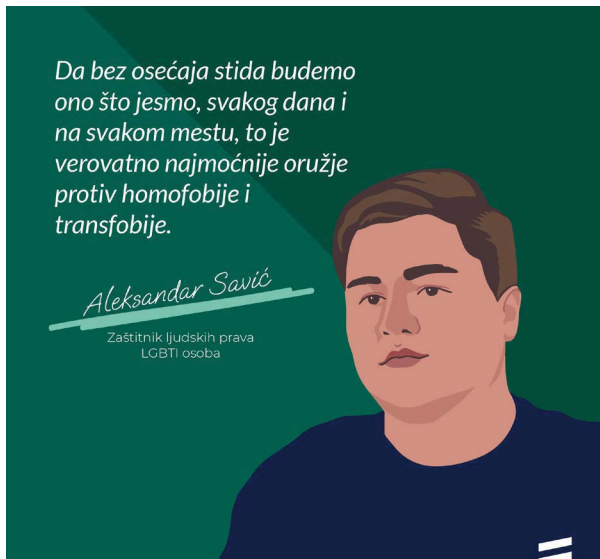


Rights Institution and *La Mesa Nacional por los derechos de las personas trans* organized a public forum in Panama City that brought together public officials from the Ministries for Social Development, Health and Education, the National Institute for women, the Judiciary, the Attorney's Electoral Tribunal to address the need for legislation and inclusive policies for trans people. Free & Equal Panama also supported *La Mesa Nacional por los derechos de las personas trans* advocacy for human rights and the adoption of a comprehensive gender identity law. The team created banners with messages of support for the trans community and produced a short video and photo gallery that were widely disseminated through the various social media platforms of the organizations.

3.9.

Serbia

In 2022, Serbia hosted the EuroPride in Belgrade. It took place in a challenging context, with a number of attempts to prevent activities from taking place. The UN Free & Equal team in Serbia, together with Pride organizers, UN and international development partners, engaged with authorities and other stakeholders to advocate for respect for LGBTIQ+ people's freedom of peaceful assembly. The UN Resident Coordinator was a vocal supporter, issuing a press statement and participating in different national and international interviews. These actions ensured that EuroPride 2022 was able to successfully take place.



Advocating for LGBTIQ+ equality in Serbian legislation was another key priority for the campaign. The team translated a number of UN advocacy materials into Serbian, such as the Background Note on Human Rights Violations against Intersex People, and various Free & Equal factsheets. The team also supported the development and distribution of guidelines for the introduction of the Leave No One Behind principle in legislative processes in Serbia, ensuring meaningful participation of all relevant stakeholders, including the LGBTIQ+ community and activists. The tool is expected

to be used in future legal processes, including the development of the upcoming Law on Same-Sex Unions and the Law on Gender Identity.

The Free & Equal campaign in Serbia also continued their work to increase support for the rights of LGBTIQ+ people among the general public through social media campaigns. The team launched online campaigns to celebrate the International Day against Homophobia, Biphobia and Transphobia, Transgender Day of Visibility, as well as the annual Pride week, reaching more than 150,000 people in total.

3.10.

Timor-Leste

Efforts to end discrimination against LGBTIQ+ students in Timor-Leste continued to be the focus for UN Free & Equal Timor-Leste in 2022, led by UN Human Rights and the UN Resident Coordinator's office.



The campaign launched a ground-breaking report on discrimination and access to education for LGBTIQ+ people in the country. Launched on the International Day Against Homophobia, Transphobia and Biphobia, the report recommends measures to make educational institutions more inclusive by prohibiting and preventing any kind of bullying and discriminatory harassment in schools and universities. Participants at the launch event included representatives from various government ministries, the diplomatic community, civil society organizations, teachers, and students. The event was publicized on the

Minister of Education's official social media channels. The UN team distributed printed materials in English and Tetum at the event, including 200 hundred hard copies of the report, 100 posters with findings, and 60 brochures on questions about LGBTIQ+ people. The Minister of Education, Youth and Sports committed to addressing policy gaps identified in the report, while also emphasizing the need for teacher and staff training. The Director General from the Ministry of Higher Education, Science and Culture similarly expressed willingness to support initiatives aimed at bringing greater awareness to universities on the issue.

3.10.

After the launch and throughout the year, the UN team collaborated closely with the Ministry of Higher Education, as well as multiple higher education institutions, to explore effective strategies for implementing the report's recommendations and pursuing positive change. As part of the report's impact strategy, the Free & Equal team organized a one-day workshop on LGBTIQ+ inclusion for representatives from 12 out of the 15 universities and institutes in Timor-Leste in collaboration with LGBTIQ+ civil society organizations Arco-iris and CODIVA. A few of the participating institutions will start activities, such as trainings to staff, in 2023.

Providing support to events for the LGBTIQ+ community has also been a priority of the campaign in Timor-Leste. The team assisted civil society organizations in organizing the fourth Pride Parade in Dili in July, including by printing promotional material and hosting meetings. After a two-year hiatus because of the COVID-19 pandemic, the march was attended by an estimated 5,000 people, an impressive turnout compared to previous years. Several political leaders also took part in the festivities and the Pride parade itself ended at the presidential palace, where President Ramos-Horta expressed support for LGBTIQ+ equality.



3.11.

Venezuela

The UN Free & Equal campaign made its debut in Venezuela this year. Led by the Resident Coordinator's Office and UN Human Rights, with the support of different UN agencies and the NGO Unión Afirmativa, the campaign aimed to promote inclusion, equality, and respect for the rights of LGBTIQ+ people in the workplace.



The campaign included a launch event of the UN Standards of Conduct for Business on how to tackle discrimination against LGBTIQ+ people in the private sector. Forty-seven participants from various sectors, including private companies, civil society organizations, UN agencies, the diplomatic corps and government institutions, such as the Office of the Ombudsperson, and the Public Prosecutor's Office that investigates cases of human rights violations towards LGBTIQ+ people, took part. The event was a significant milestone as it provided an opportunity for civil society organizations, the government, and private companies to engage in a constructive dialogue and exchange information about their progress in promoting inclusion and non-discrimination. It also laid the groundwork for future collaboration, such as civil society organization Nuddso receiving support from KPMG to organize a training program for LGBTIQ+ activists and staff.

A survey was conducted to gauge the impact of the event, and it found a significant increase in the understanding of LGBTIQ+ equality and the UN Standards of Conduct among the fifteen civil society organizations and fifteen private companies that took part.

The UN Free & Equal campaign in Venezuela also extended its support to the LGBTIQ+ community in the country via social media on Twitter and Instagram, focusing on labour market inclusion and non-discrimination. On YouTube, the team published five videos on the same topics. In total, the online campaign was viewed over 22,000 times and got more than 1,800 reactions.



3.12.

Viet Nam

2022 was the fourth year of the UN Free & Equal campaign in Viet Nam. Led by UNICEF, with support from UNAIDS, UNESCO, UNFPA, UN Women, and coordinated by the UN Resident Coordinator's Office, the focus this year was on the campaign "Take Pride in Kindness for Safer Schools for LGBTI People".



The goal of this campaign was to promote comprehensive sexuality education, safer learning environments, and to raise social awareness and enhance support for the rights of LGBTIQ+ individuals in Viet Nam through a social media campaign, and a hybrid advocacy event hosted at the University of Education, Vietnam National University in Hanoi.

The four-week social media campaign "Take Pride in Kindness" targeted teachers in pre- and in-service training, adolescents, youth, and the general public. It reached over 78,000 people and was implemented in collaboration with the University of Education, Vietnam National University and the three LGBTIQ+ led organizations Hanoi Queer, Venus Social Enterprise and Finding a Self Through Life Writing Project.

More than 200 people attended the hybrid advocacy event, which also reached over 13,600 people through a live stream on the UN

in Viet Nam Facebook page. The event included interactive games, quizzes, and discussions on gender diversity, with four panellists sharing their perspectives on creating a safe and inclusive learning environment. It also showcased examples of spreading kindness and pride in schools. The UN team conducted pre- and post-surveys to measure the impact of the campaign and showed that at least 500 of the participating students had a marked increase in their understanding of LGBTIQ+ -related concepts and willingness to teach about these issues. More than 85 percent of respondents also agreed that educational institutions should have training courses on these topics.

Through the social media campaign and hybrid event, the campaign also introduced reliable open-source, LGBTIQ+ - inclusive, comprehensive sexuality education programs and platforms for teachers, parents, and students at all levels of education, increasing access to information for all.



3.12.



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The campaign spreads knowledge and understanding to the students. As a future preschool teacher, I will now prepare better lesson plans because I believe preschool children also need to understand gender dimensions.

-Tran Thi Huyen Trang, third year student at the University of Education, Vietnam National University



4.

Private Sector Partnerships



Chosen family and the important role they play in the LGBTIQ+ community was the 2022 Pride theme at H&M. Their Pride campaign featured families from different parts of the world. One was created on the dance floor in South Africa, another began with the story of a famous Spanish trans woman, and the third took shape in London's creative scene. The initiative reached millions of people around the world via social media and was accompanied with support for UN Free & Equal's work.



4.1.

Private Sector Partnerships

KENNETH COLE

Kenneth Cole supported UN Free & Equal through their Pride collections for the 5th year running in 2022.

Their unisex “Love Rules Without Rules” tee celebrated the incredible power of love and each t-shirt sold raised \$10 for UN Free & Equal.



5.

Thank You



UN Free & Equal is forever grateful for the help provided by our friends at the UN Foundation and Elkanodata. We also extend our heartfelt thanks to the activists and civil society partners who have generously shared their feedback and ideas with us throughout the year.

Our work would not have been possible without the unwavering support of the United Nations LGBTI Core Group and the financial contributions from the Governments of Iceland, the Netherlands, Norway, and the United Kingdom, as well as our corporate partners H&M Group and Kenneth Cole Productions.

