



UN FREE & EQUAL CAMPAIGN

IMPACT REPORT 2021



UNITED NATIONS
HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER



FREE & EQUAL
UNITED NATIONS FOR LGBTIQ+ EQUALITY

INTRODUCTION

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

Launched in Cape Town, South Africa, in July 2013, the campaign is led by the United Nations Human Rights Office. Over the past nine years, the campaign has produced and disseminated over 95 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 more than 40 countries around the world since its launch. In 2021, 11 national campaigns were implemented around the world, in Albania, Brazil, Cabo Verde, Costa Rica, the Dominican Republic, Mongolia, Panama, Serbia, Timor-Leste, Ukraine and Viet Nam.

OVERALL AIM

Increased awareness of and support for equal rights and fair treatment of LGBTIQ+ people everywhere.

We do this by:

- Supporting UN-system public advocacy on the human rights of LGBTIQ+ people at the national and global level.
- Contributing 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 and sex characteristics.





IMPLEMENTATION

Implementation is led by the United Nations Human Rights Office with support from national and municipal governments, civil society organizations and partners from across the UN system, including UN Resident Coordinators and UN country teams, 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 Environment Programme (UNEP) 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), United Nations Office for Project Services (UNOPS), United Nations Information Centres, the United Nations Population Fund (UNFPA), UN Women, the World Food Programme, the World Health Organization (WHO), the Secretary-General’s Envoy on Youth and the United Nations Independent Expert on protection from violence and discrimination based on sexual orientation and gender identity.



2021 AT A GLANCE

In 2021 the UN Free & Equal campaign:

- Implemented national campaigns advocating for LGBTIQ+ equality in Albania, Brazil, Cabo Verde, Costa Rica, Dominican Republic, Mongolia, Panama, Serbia, Timor-Leste, Ukraine and Viet Nam.
- Worked together with the International Organization for Migration (IOM) and the Secretary-General's Envoy on Youth to launch two thematic campaigns, one about LGBTIQ+ migrants and the other about LGBTIQ+ youth.
- Produced and disseminated social media content that received over 24 million video views and 7.4 million likes, shares, and comments across our social media channels.

UN FREE & EQUAL AUDIENCE ON SOCIAL MEDIA



221,000

FOLLOWERS

103.8M

IMPRESSIONS

62.4M

TOTAL ACTIONS

24M

VIDEO VIEWS

7.4M

ENGAGEMENTS

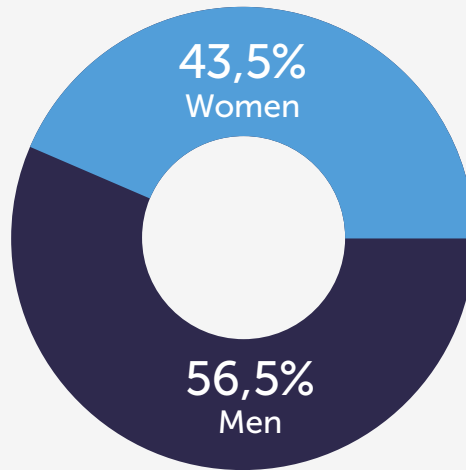
FACEBOOK

122,671

followers

Top Countries

India
Nepal
Cambodia
Indonesia
Philippines



Top Age Group

25 - 34
18 - 24

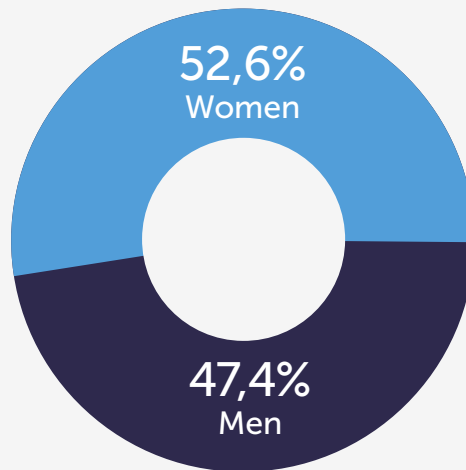
INSTAGRAM

36,486

followers

Top Countries

India
United States
Brazil
Mexico
Argentina



Top Age Group

25 - 34
18 - 24

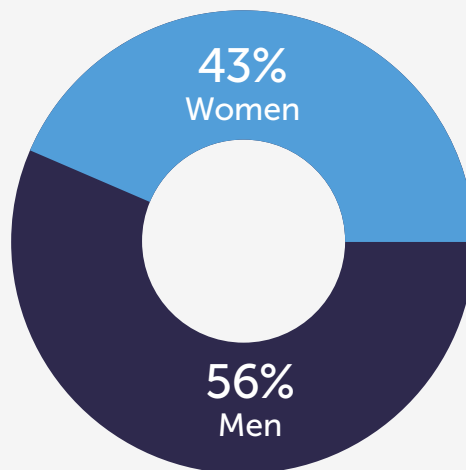
TWITTER

65,846

followers

Top Countries

United States
Chile
United Kingdom
Venezuela
Mexico



Top Age Group

18 - 24
25 - 34

THEMATIC CAMPAIGNS

In 2021, the global UN Free & Equal campaign joined forces with UN-system partners to produce two thematic campaigns. Both featured videos and other social media content accompanied by dedicated webpages with easy-to-understand information and practical advice for emerging LGBTIQ+ allies - helping them understand how they can support LGBTIQ+ equality in their communities. The webpages also featured recommendations for governments, urging them to advance LGBTIQ+ human rights protections in their jurisdictions.



10.8M
MEDIA VIEWS

2.4M
ENGAGEMENTS

#STANDUP4MIGRANTS, REGARDLESS OF WHO THEY ARE OR WHOM THEY LOVE

For many LGBTIQ+ people, the only way to find a job, get access to healthcare or find safety from poverty, family rejection, criminalization, threats, and violence is to leave their communities in search of a safer and more welcoming place to call home. In April, the UN Free & Equal team and the International Organization for Migration (IOM) rolled out a thematic campaign about LGBTIQ+ migrants, bringing to our audiences three animated videos based on touching real-life stories of LGBTIQ+ migrants. The videos were narrated by carefully selected voice actors

who made the stories come alive, urging allies to take a stand for LGBTIQ+ migrants. The campaign also featured six sharable social media images and a webpage with practical tips for allies and recommendations for governments.

The campaign accumulated over 10.8 million video views and 2.4 million likes, shares and other social media interactions. All assets were produced in Arabic, Chinese, English, French, Russian, Spanish, and Portuguese.

OUR FUTURE IS FEARLESS



12.8M

MEDIA VIEWS

4.2M

ENGAGEMENTS

WHEN #YOUTHLEAD, ANYTHING IS POSSIBLE

All over the world, young people are leading the charge towards a world free of poverty, racism, sexism, ableism and all forms of violence, inequality and discrimination. For LGBTIQ+ youth, this is a fight for survival. They are more likely to experience family rejection, poverty, discrimination, bullying, violence, exclusion from education – based on their age as well as their sexual orientation, gender identity, gender expression or sex characteristics.

UN Free & Equal joined forces with the Secretary-General's Envoy on Youth to produce a campaign celebrating LGBTIQ+ youth leadership. Launched in time to mark

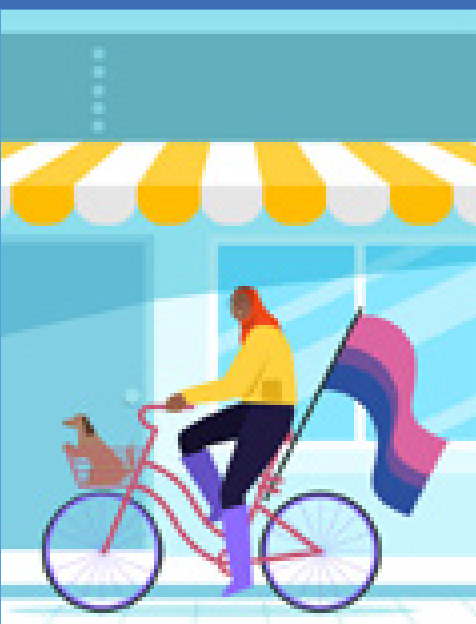
the International Day Against Homophobia, Biphobia and Transphobia in May and running to International Youth Day in August. It featured two uplifting live-action videos and numerous other social media assets, all highlighting how young people are standing up for a fearless future where everyone is free to be who they are and love whom they choose.

Campaign assets were rolled out in Arabic, Chinese, English, French, Russian, Spanish, and Portuguese. Over its three months, the campaign saw great success achieving over 12.8 million media views and 4.2 million likes, shares and other interactions on social media.



SOCIAL MEDIA TOOLKITS

In 2021, the global UN Free & Equal campaign has produced four social media toolkits— sets of graphic assets on a specific topic — aimed at raising awareness of the human rights concerns of subsets of the LGBTIQ+ community among the general public. Toolkits are launched both through the global UN Free & Equal channels and used in the context of Free & Equal national campaigns. All toolkits were rolled out in Arabic, Chinese, English, French, Russian, Spanish and Portuguese.



BISEXUAL VISIBILITY DAY

The lack of awareness about bisexuality within the general population remains widespread. To tackle this, in September, we marked Bi Visibility Day with a five-piece collection aiming to bust common myths around bisexuality, encouraging allies to show their support to bisexual people facing negative stereotypes, violence and discrimination.



INTERNATIONAL LESBIAN DAY

Lesbians are often subject to myths and stereotypes, leading to exclusion and discrimination. This can be compounded when they also belong to other groups that face discrimination, such as based on their skin color, ethnicity, disabilities, sex characteristics, class, and more. In October, we marked the International Lesbian Day with a social media toolkit highlighting the diversity within lesbian communities. The social media content was popular particularly among Spanish and Portuguese speaking audiences.



TIPS FOR PARENTS OF INTERSEX KIDS

Many intersex children are subjected to medically unnecessary procedures that cause lifelong suffering. Parents of intersex children often lack information on how to protect their kids – including from harmful medical interventions. In November, we marked the Intersex Day of Solidarity with a social media toolkit aimed at parents of intersex children. The five-piece set contained easy to understand advice to be shared widely on social media.



LGBTIQ+ PEOPLE WITH DISABILITIES

LGBTIQ+ people with disabilities face multiple and intersecting forms of discrimination and violence. In December, we launched a social media toolkit raising awareness about the challenges LGBTIQ+ people with disabilities face, marking the International Day of People with Disabilities.

OTHER POPULAR CONTENT



The global UN Free & Equal campaign produced more than 150 additional new assets in 2021.



HERE IS SOME OF
OUR MOST POPULAR
CONTENT OF THE YEAR.



NATIONAL CAMPAIGNS

There have been more than 40 national spin-off campaigns and free-standing campaign events in countries around the world since the UN Free & Equal campaign was launched in 2013. Despite the challenges created by COVID-19, the UN teams in 11 countries have run full-scale national campaigns in 2021: Albania, Brazil, Cabo Verde, Costa Rica, Dominican Republic, Mongolia, Panama, Serbia, Timor-Leste, Ukraine, and Viet Nam.



ALBANIA

LGBTIQ+ people in Albania frequently live in fear of being fired or facing discrimination if they come out at work. Since the 2020 launch of the translated version of the UN Standards of Conduct for Business: Tackling Discrimination against Lesbian, Gay, Bi, Trans, & Intersex People, Free & Equal Albania has worked to raise awareness, increase support and implementation of how the private sector can do their part in promoting equality in the workplace. In early 2021, the team reached out to Albania's Chamber of Commerce, composed of over 5000 businesses, and briefed several of its biggest members, including the Balfin Group, ONE, and the two main banks Intesa SaoPaolo and ABI Bank. Many of the participants expressed interest in becoming public supporters of the Standards. Building connections between the private sector and civil society is another important pillar of this work and the team organized a series of brainstorming sessions with civil society organizations from across the country. Ten youth activists and five LGBTIQ+ organizations took part in the consultations and will continue raising awareness about the Standards and reach out to private sector to seek their support.



613,000

PEOPLE REACHED

The team also advocated for anti-discrimination protections in the workplace and met with the Parliamentary Commission for Economy and Industries at the Albanian Parliament, the Ministry of Health and Social Protection (MoHSP), the Ministry of Economy, the vice-Mayor of Korça, and the Albanian Anti -Discrimination Commissioner to seek their support. In 2021, advocacy efforts led to the approval of the National Action Plan for LGBTI Rights (2021-2027) by the Ministry of Health and Social Protection, which emphasized protection from discrimination at work and made clear references to Albania's commitment to international human rights obligations.

Free & Equal Albania also had a broad reach on social media. Members of the LGBTIQ+ community are often misrepresented in the media, with negative stereotypes and narratives leading to further stigma. The team produced two video spots aimed at countering these negative narratives, encouraging family, society, and colleagues to accept and embrace diversity. The spots were shared on all UNDP Albania social media platforms and had an incredible level of engagement, reaching 613, 000 people, the equivalent of 22 percent of the country's population.



BRAZIL

Increasing public support for LGBTIQ+ equality is the overarching goal of the Free & Equal campaign in Brazil. In 2021, the campaign reached more than one million people through advocacy on social media, with content touching on the challenges faced by LGBTIQ+ people with disabilities and LGBTIQ+ migrants, the human rights of lesbians, and the importance of youth leadership and volunteerism in fighting violence against LGBTIQ+ people.

Ending the high levels of violence and discrimination in the country is a major focus for trans activism in Brazil. The UN Free & Equal team supported visibility efforts organized by the trans community by live streaming a Marcha Trans 2021 ('Trans Pride Parade') event on YouTube in June. The event was hosted by famous trans actress Glamour Garcia. More than 350 thousand people watched the event. The UN team in Brazil also facilitated access to food and health services for travestis – a specific gender identity in Latin America - and transgender people who faced food insecurity as a result of the COVID-19 pandemic, in collaboration with two local organizations – Atração and Coletivo De Trans pra Frente.



“In this moment of the pandemic, when many trans people became extremely vulnerable and living in poverty, we were able to support them through the UN Free & Equal campaign”

Bruna, activist. 2019

“In this moment of the pandemic, when many trans people became extremely vulnerable and living in poverty, we were able to support them through the UN Free & Equal campaign”, said Bruna, a travesti woman who took part in a capacity building programme organized by Free & Equal Brazil in 2019 and is now working as a part of the team. Trans and non-binary people also face discrimination when trying to access bathrooms and sanitation facilities. The Free & Equal campaign, in partnership with the UN Global Compact Brazil network and the SSEX BOXX Institute, therefore launched a national campaign on equal access to restrooms. They also carried out a survey and held a dialogue between the private sector, human rights defenders, and the UN to address these issues.

In close collaboration with local intersex activists, the team continued to raise awareness about the situation of intersex people in Brazil.

The campaign released a series of videos to increase support against unnecessary medical interventions, featuring an intersex activist, a doctor, a mother, and an intersex parliamentarian. The team also met with the Commission on Human Rights and Minorities of the Chamber of Deputies and agreed to hold a public hearing about intersex people in 2022.

Strengthening the private sector’s support of LGBTIQ+ equality is another important priority, a dialogue that was strengthened in 2021, particularly with the tech sector. A key issue is the high level of hate speech against LGBTIQ+ persons online, and the campaign supported a series of meetings where 80 representatives from YouTube, Facebook, Instagram, WhatsApp, Twitter, TikTok and civil society organizations could share information and ideas about how to strengthen protections for users and raise awareness about hate speech.



CABO VERDE

Free & Equal Cabo Verde has been working to deconstruct negative stereotypes and fight discrimination against LGBTIQ+ people in 2021. The team organized a large concert with national artists, including singer Dino D´Santiago, Alberto Koenig, Hilário Silva, Maya Neves on Human Rights Day in December. A big and diverse audience attended the concert, including members of the general public, activists and UN staff. Among the keynote speakers was the President of Cabo Verde, Jose Maria Neves, who praised the concert as a great example of how the UN and civil society are mobilizing for equality. He also stressed that fighting discrimination is everyone’s responsibility. In her speech, the UN Resident Coordinator Ana Graça highlighted the importance of the Free & Equal campaign in promoting equal rights and fair treatment of LGBTIQ+ people in the country.

Free & Equal Cabo Verde also advocated for equality on social media. The UN team developed a 16-day online campaign that ran in November and December, which raised awareness about how gender-based violence affects the lives of LGBTIQ+ people. The online campaign reached approximately 12,000 people.

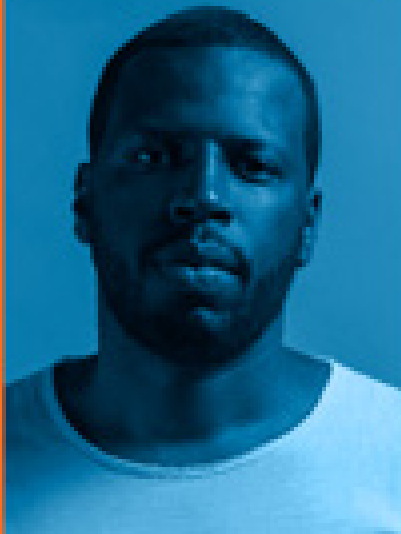
Aula Magna

cultura
da não
violência

paz
solidariedade

paternidade
responsável

Dino
D´Santiago



Alberto
Koenig



Like in many other countries, discrimination against LGBTIQ+ people in school continues to be a challenge in Cabo Verde. In partnership with the University of Cabo Verde, the Free & Equal campaign organized an event called the Youth Talk on Human Rights in December, aimed at promoting non-violent communication, tolerance, and a culture of peace on campus. 300 university students had the chance to exchange ideas with artists Dino D´Santiago, Alberto Koenig and Djodje Almeida on how to create a safer environment for all students – LGBTIQ+ students included.





COSTA RICA

Transgender people often face discrimination when exercising their right to vote or are unable to vote because they don't have access to identification documents that match their gender identity. The needs of LGBTIQ+ people also tend to be forgotten in electoral programs. The UN team in Costa Rica team therefore produced two animated videos aimed at increasing the participation of LGBTIQ+ people in national elections. The first video featured a trans woman that had her ID ready to vote and who encouraged other trans and non-binary people to get theirs as well, followed by clear instructions on how to report any discrimination on election day. The second video highlighted the importance of consulting the electoral programme of candidates to identify how they addressed human rights issues, including for LGBTIQ+ people. The campaign reached 138,638 people through social and traditional media. The Superior Electoral Tribunal promoted the videos and used them to train their personnel. The videos were also broadcasted on national television by the state media channel SINART and disseminated through Democracia a la Mano and Ojo al Voto, a citizen-led project that observe political and electoral processes in Costa Rica.

EN UN FUTURO SIN MIEDO...

TODAS LAS PERSONAS JÓVENES ESTÁN SEGURAS, ESCUCHADAS Y APOYADAS



NACIONES UNIDAS
DERECHOS HUMANOS
UNITED NATIONS
HUMAN RIGHTS



Naciones Unidas
Oficina del Alto Comisionado para la Juventud

LIBRES & IGUALES
NACIONES UNIDAS

To increase support for LGBTIQ+ equality among the general public, the Costa Rica team also disseminated the 10-day campaign on LGBTIQ+ youth empowerment, created by the global UN Free & Equal team, on Twitter and Instagram. The campaign ended on 27 May with a webinar called “Beyond Marriage Equality: The Human Rights of LGBTIQ+ People in Costa Rica”. LGBTIQ+ civil society, the Independent Expert on protection against violence and discrimination based on sexual orientation and gender identity, the UN Resident Coordinator and the UNDP Country Representative were among those who took part.



ESTAS TAMBIÉN SON FAMILIAS.



DOMINICAN REPUBLIC

The UN Free & Equal campaign in the Dominican Republic is led by UNDP and is implemented in partnership with the entire UN Country Team, as well as several civil society organizations, companies, and different public institutions.

Social media is a key venue for the team's advocacy and assets reached half a million people in total in 2021. This included videos on LGBTIQ+ inclusion, the right to work, the rights of intersex people, trans allyship, and an easy-to-understand glossary explaining common terminology. Trans Day of Visibility was marked with a video featuring a trans UN Volunteer. For the Pride month, the team created videos based on a flag-raising event outside the UN offices in Dominican Republic with the UN Resident Coordinator and the Vice-Minister of International Cooperation of the Ministry of Economy and Planning in attendance. The team also reached 1,100 people with three newsletters updating colleagues, partners and supporters about the ongoing activities distributed by the campaign.

REPRESENTACIÓN
ES DEMOCRACIA.



ASEGUREMOS ESPACIOS EDUCATIVOS
LIBRES DE VIOLENCIA A ESTUDIANTES LGBTI.



Efforts to improve the situation of LGBTIQ+ refugees in Dominican Republic is another important focus area for the national campaign. In collaboration with UNHCR, the team co-organized an online panel with the participation of refugees from Haiti and Venezuela and delivered a training course on safe spaces and inclusive language for UN and government staff. As a result of a consultation carried out by the team, UNHCR created a support group for LGBTIQ+ migrants and refugees in Dominican Republic.

The private sector has the potential to be an important ally to the LGBTIQ+ community in the Dominican Republic. With the support of ILO and UNAIDS, the Free & Equal team partnered with the national LGBTI Chamber of Commerce to deliver a series of five regional conferences to train companies on how to better include LGBTIQ+ people in the workplace. Among the participants were experts in diversity and inclusion from Microsoft, Latam Multicountries, Trans Este Podemos Avanzar, Trans Men Panama, and Publicitaria RD. A total of 76 people from 46 national and international companies took part.



MONGOLIA

Led by the Resident Coordinator's Office, an important objective of the UN Free & Equal campaign in Mongolia is to increase the visibility of and support for LGBTIQ+ people among the general public. In 2021, the team produced nine social media assets, including on the rights of LGBTIQ+ migrants and youth. The team also produced two articles on the basics of sexual orientation and gender identity that were featured in daily newspapers, which combined reached at least 50,000 people.

In September, the team co-organized the Equality and Pride Days online together with the civil society organization LGBT Centre. As a part of the Pride celebration, messages of equality were displayed on digital screens at 20 bus stops in the capital city Ulaanbaatar reaching around 100,000 people. A LGBTIQ+ themed manga and anime competition was co-hosted with the LGBT Centre, with 15 young people taking part.



Another key priority for the national campaign in Mongolia was to fight discrimination in the judicial system. Article 14 of the criminal code of Mongolia criminalizes discrimination based on sexual orientation and gender identity, but lesbian, gay, bi and trans people often encounter challenges when dealing with law enforcement agents. The UN team trained 90 district and provincial prosecutors and police officers on the specific needs of lesbian, gay, bi and trans victims, as well as in methods to properly investigate and prosecute hate-crimes. A handbook on the topic was later produced by the Prosecutor's office and LGBT Centre.

The third goal for the UN Free & Equal campaign in Mongolia was to establish close working relationships with local civil society organizations and other institutions promoting human rights. Three bilateral meetings with CSOs and LGBTIQ+ community members, including Youth Lead Mongolia and Youth for Health were held in June, July, and August of 2021. The team also worked with local online news outlets that helped local activists to disseminate messages of equality to a wider audience, including an interview with a father who finally accepted his son the way he is.



"Siento emoción inexplicable, desde que tengo uso de razón recuerdo ver las empolleradas en noviembre. Cuando estaba chiquita llegaba a casa y me ataba una sabana y pretendía que era pollera. Es un sueño hecho realidad, y me gustaría también que muchas chicas pudieran cumplir ese sueño, sin ser señaladas. Va que nosotras también somos panameñas."

-Dasha Diaz

**También
Soy
Panameña**

**Fundación
Iguales**

PANAMA

The UN Free & Equal campaign in Panama is implemented by UN Human Rights' Regional Office for Central America in collaboration with public institutions, UN agencies, and several civil society organizations, notably Fundación Iguales. The Free & Equal team is a part of a broad coalition of civil society and other actors that are currently working to boost support for marriage equality in Panama through the "Si, Acepto" campaign. Partners includes Hombres Trans Panamá, Estos Dos Manes, Convive, AHMNP, Pflag Panama, the Canadian Embassy, and DIAGEO. The coalition is advocating through social media; ads on TV and radio; billboards; and outdoor digital screens. The social media campaign alone featured more than 75 infographics, video clips and photos, and reached over 2.7 million people when it ran from October to December. The campaign has led to strong increase in the support for marriage equality, with surveys showing an increase in support for from 40% to 50% of the population between 2020 and 2021, and a decrease of 11% in the number of people who are strongly opposed.

Webinar:

**POLÍTICAS PÚBLICAS DE INCLUSIÓN
PARA CONTRARRESTAR EL IMPACTO
DEL COVID-19 EN LA POBLACIÓN LGBT
EN PANAMÁ**

In collaboration with Fundación Colegio de la Tierra and Fundación Iguales, the campaign also worked to increase social acceptance of LGBTIQ+ people in the context of COVID-19 pandemic. A joint social media campaign, "Tambien Soy Panameñ", reached 50, 000 people. The campaign's intersectional approach, highlighting different groups such as indigenous communities, challenged negative stereotypes and narratives about LGBTIQ+ individuals.

Free & Equal Panama also worked to facilitate meaningful dialogue between the government and LGBTIQ+ organizations on COVID-19 prevention and response. Led by the Ombudsman's office and in partnership with the Administration Procurator's Office (Procuraduría de la Administración), the National Human Rights Institution and Fundación Iguales, the team supported the organization of three virtual webinars that brought together 32 public officials and 46 activists from across Latin America and the Caribbean. The first webinar – followed by more than 500 people on YouTube - focused on the human rights obligations of state institutions. The second webinar highlighted the impact of COVID-19 on the LGBTIQ+ community, while the third event explored good practices on participation and inclusion. Representatives from important institutions attended the events, including from the Electoral Tribunal, the Administration Procurator's Office, the Supreme Court, the Ombudsman's Office, the Ministry of Health, National Women's Institute, Electoral Court, Civil Registry Office, Ministry of External Relations, General-Attorney's Office, and Ministry of Labour.



SERBIA

A priority goal for the UN Free & Equal campaign in Serbia in 2021 was to ensure the participation of civil society organizations and stakeholders in the ongoing drafting process of a new law that will secure legal recognition of same-sex relationships. With the support of the UN team, the Serbian Ministry for Human and Minority Rights and Social Dialogue set up a working group and organized a social dialogue to discuss the draft law. Representatives from relevant ministries, independent institutions, LGBTQ+ civil society organizations, human rights defenders, experts, representatives from the international community and the media were all invited to provide input.

The team also continued its systematic work to promote the rights of trans people. The UN team has been facilitating dialogues between civil society and relevant government institutions about the harmonization of Serbian laws and practices with human rights standards, particularly when it comes to trans people's access to legal documents recognising their gender identity.



477,000

PEOPLE REACHED

Serbian activist Helena Vukovic was quoted in national news outlet “Danas” (“Today”) praising the UN Human Rights team in Serbia for playing an important role by “facilitating meetings between us who advocate for the final depathologization of trans people in Serbia and those state institutions directly involved in the practice”. As a result of the dialogue, the Ministry of Public Administration, the Local Self-Government and the Ministry of Family and Demography have initiated changes in the birth registry to facilitate recognition of the gender identity of trans persons.

Like in other countries, the public perception of and social attitudes towards LGBTIQ+ people in Serbia are often based on negative stereotypes and stigma. To counter these attitudes, Free & Equal Serbia developed online and offline campaigns to win over the hearts and minds of the general public. This included a joint campaign with the Council of Europe, 10 embassies and civil society organization DaSeZna, featuring six visuals and a short video about everyday inequalities of same-sex couples. All in all, Free & Equal Serbia reached 477, 000 people across the country on social media.



TIMOR-LESTE

Efforts to end discrimination against lesbian, gay, bi, trans and queer students in Timor-Leste have been a key area of focus for the national UN Free & Equal campaign in 2021. The team initiated the first ever research project to gather information about discrimination and access to education among students between the ages of 13 and 25 in three districts in the country, Bobonaro, Dili and Liquiça. The final report will be launched on the International Day Against Homophobia, Biphobia and Transphobia in 2022. Preliminary findings indicate that students tend to hide their sexual orientation, gender identity and expression in an effort to fit into prevailing gender norms. About 44 percent of the students interviewed reported having suffered some form of harassment or bullying, including physical violence, within the previous year. Levels of reporting to teachers, other school or university staff, or the police, were very low. As a result, many lesbian, gay, bi, trans and queer students in Timor-Leste drop out of school. This, in turn, deepens their social exclusion and impacts their mental and physical

health, as well as constrains future employment opportunities. The research initiative allowed the team in Timor-Leste to strengthen their relationship with public institutions such as the Ministry of Education, as well as civil society organizations working on youth rights, such as Hatutan.

Another priority of the national campaign was to continue to distribute information about COVID-19 prevention measures and available support to the country's lesbian, gay, bi, trans and queer population. The national campaign team worked with five local radio stations to air four spots with messages of love and acceptance, COVID-19 prevention measures, mental health awareness, and access to justice for victims of homophobic, biphobic and transphobic violence. The spots were aired at least 1600 times in 10 districts, including many remote areas. Community members reported that they appreciated the information conveyed, which was otherwise not easily accessible.



UKRAINE

Previous consultations with LGBTIQ+ civil society organizations in Ukraine had flagged attacks against LGBTIQ+ people as a major problem for community members, along with concerns about the lack of or ineffective investigations, improper classification of cases and the fact that victims of hate crimes are often unaware of their rights. To help change this situation, Free & Equal Ukraine developed a creative campaign to raise awareness and contribute to effective investigation and appropriate application of hate-crime legislation in cases of attacks against LGBTIQ+ people.

The team designed and printed 5,000 posters with information about what to do if someone becomes a victim of hate crime. A QR code printed on the posters led the public to a step-by-step guide on how to identify a hate crime, what rights victims of hate crimes have, what to

do if the police fails to properly investigate, how to file an initial police complaint about alleged bias from the police and which organisations can help victims file and follow up on an initial police complaint. In coordination with the National Police of Ukraine, over 1,100 posters were placed in police departments in all 24 regions of the country. An additional 3,900 posters were placed on the premises of human rights organizations and other relevant partners. A first-of-a-kind FAQ on hate speech was moreover published in one of the most popular Ukrainian media outlets, the *Novoye Vremya*. It provided an explanation in a reader-friendly way of what hate speech is with references to the Ukrainian context and international standards. The campaign ended up being well received by the general public and also resulted in strengthening the relationship between civil society and the police.

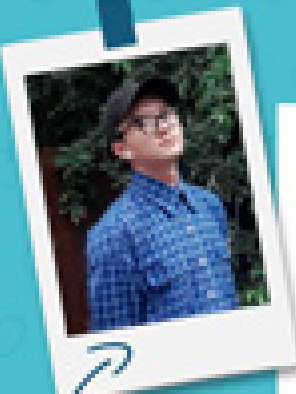


TẤT CẢ MỌI
NGƯỜI ĐỀU ĐƯỢC
HOAN NGHÊNH

VIET NAM

2021 was Free & Equal Viet Nam's third year of campaigning. Led by UNESCO in collaboration with UNAIDS and UNDP, this year's goal was to increase awareness of LGBTIQ+ terminology and the challenges the community faces among the general public. The campaign also targeted soon-to-be teachers and decision makers to highlight the important role of comprehensive sexuality education in building safer school environments for all students, LGBTIQ+ students included.

In an effort to counter negative stereotypes and reduce bullying and discrimination in schools, the UN team launched a four-week social media campaign, rolled out through the Facebook pages of the UN in Viet Nam, the University of Education at the Vietnam National University (VNU-UEd), and Viet Nam Network of Young Key Affected Population (VYKAP), a community-based organization working for the rights of LGBTIQ+ youth. Thirteen social media posts reached more than 228, 000 people and included a pop quiz designed to gauge the audience's understanding of relevant definitions and issues faced by LGBTIQ+ students, testimonies from LGBTIQ+ students and current teachers, along with information about comprehensive sexuality education. A dedicated landing page for the campaign was produced on the UN in Viet Nam website in English and Vietnamese.

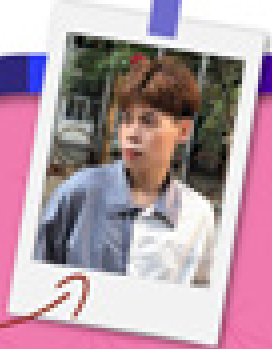


DƯƠNG ĐỖ TIẾN ANH

Sinh viên năm 4,
Đại Học Hoa Sen

"Đối với tôi, Đại học Hoa Sen là nơi cởi mở nhất mà tôi từng tham gia học tập. Ngay cả câu slogan của trường: "Tôn trọng sự khác biệt" cũng đã nói lên phần nào môi trường học tập tại đây."

"Môi trường đại học là một môi trường có rất nhiều cá tính, rất năng động, trẻ trung, và những sinh viên của trường tôi rất cởi mở. Thầy cô giáo của tôi thì cực kì tâm lý, đáng yêu, không có gì phải bàn cãi, 10 điểm về độ tuyệt vời."



MAI TUẤN ANH

Trưởng Đại Học Giáo Dục,
Đại Học Quốc Gia Hà Nội



Free & Equal Viet Nam also organized a hybrid event in November at the VNU-UEd campus for teachers in training. The event had 30 in-person guests, 200 students attending virtually on Zoom, plus 3,000 people who tuned in to the Facebook live-stream. The event covered issues ranging from the experiences of LGBTIQ+ students in school to how they can support the rights of LGBTIQ+ students in all their diversity. Panellists included trans activists, educators, community-based organizations, and the UN in Viet Nam. The UN team distributed notebooks and tote bags featuring the campaign visuals and pride flags. The event also included an exciting Kahoot game to engage both in-person and online audience participation.

In collaboration with the campaign partners, VNU-UEd conducted pre-campaign and post-campaign surveys of 100 students to assess the impact of the event. 70 percent of the students surveyed indicated that they found that the event provided practical and useful information. In the words of a participant, it was "a very meaningful and informative event. I would like to thank the United Nations and Vietnam National University for hosting this valuable and practical discussion that highlights the experiences of LGBTIQ+ students which can help us all become more understanding and better support the LGBTIQ+ community." As a result of the campaign, the number of students who feel they now have sufficient knowledge about the topics covered in the campaign almost quadrupled.

PRIVATE SECTOR

PARTNERSHIPS



Beyond the rainbow

SUPPORTED BY 

H&M

In 2021, H&M once again partnered with the UN Free & Equal campaign and made an important contribution to support our work at global and national level. H&M created the “Beyond the Rainbow” initiative, which featured the perspectives of a diverse group of individuals fighting for equality, for their community, their love and their life from across the world. The initiative reached millions of people to create greater awareness and support for positive changes in the lives of LGBTIQ+ people everywhere.



BANANA REPUBLIC

In 2021, Gap Inc.'s Banana Republic partnered with UN Free & Equal for the fourth year running, making a contribution to our work for LGBTIQ+ equality at global and national level and continuing their advocacy the freedom to be who you are and love who you love on their social media, in stores and online.

THANK YOU

The UN Free & Equal campaign are forever grateful for the help of our friends at the UN Foundation, ElkanoData, Ecstasy of Gold and Freedom to Marry Global. A big thank you also to all the activists and civil society partners who have provided feedback and ideas throughout the year.

UN Free & Equal would not be possible without financial contributions from the Governments of Iceland, the Netherlands, Norway and the United Kingdom, corporate supporters Benefit Cosmetics, Banana Republic and H&M Group, and the support of the United Nations LGBTI Core Group.