

## INVITATION

**The Embassy of Sweden in cooperation with UN Women Austria  
and the United Nations Information Service (UNIS) Vienna**

cordially invite you to an event dedicated to the

**Orange the World Campaign 2024**

and the

**International Day for the Elimination of Violence Against Women**

*Date & Time:*

**Monday, 25 November 2024, 15:00 – 19:30**

*Venue:*

**Vienna International Centre (VIC), UNIS Multimedia Room (G0545)**

**and the Schwedenhaus**

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The event is part of the global [Orange the World](#) campaign, dedicated to raising awareness and taking action to end gender-based violence. The campaign aims to shine a light on the urgent need to protect women and girls from gender-based violence.

“Orange Day”, proclaimed by the [UNITE to End Violence against Women initiative](#) to be the 25th of each month, calls on people everywhere to wear the colour orange and take action to end violence against women and girls in communities, at home, in public spaces, in schools and workplaces, during conflict and in times of peace. As a bright and optimistic colour, orange represents a future free from violence against women and girls around the world.

*Programme:*

**15:00 – 16:30: Panel Discussion**

**From Awareness to Action: Ending Gender-Based Violence**

**Vienna International Centre (VIC), UNIS Multimedia Room (G0545)**

Join us for a panel discussion on the global and local perspectives of gender-based violence. Experts from Sweden, Austria, and the UN will explore solutions and strategies for prevention and support for survivors.

## Opening Remarks

**John Brandolino**, Director, Division of Treaty Affairs at UNODC

**Annika Markovic**, Ambassador of Sweden to Austria and Permanent Representative to the International Organizations in Vienna

## Panel discussion

**Simon Brezina**, Project Manager at White Ribbon

**Helene Gressenbauer-Rösner**, President at UN Women Austria

**Nicole Krejci**, Managing Director of the Violence Protection Center Vienna

**Hanna Sands**, Gender Advisor and Programme Coordinator at UNODC

Moderator: **Martin Nesirky**, Director, United Nations Information Service (UNIS) Vienna

## 16:30 – 17:30: Orange Run

**Starting Point:** Vienna International Centre (VIC)

**End Point:** Schwedenhaus, Vienna

After the panel, join the **Orange Run**, a 6 km symbolic run through the heart of Vienna. Wearing orange, participants will show solidarity with survivors and raise awareness on the fight for a violence-free world. The run is done in an easy and inclusive pace. All runners are welcome!

There will be an opportunity to change clothes, however we recommend wearing something you can run in and easily bring with you.

## 17:30 – 19:30: Reception

**Location:** Schwedenhaus, Vienna

The day will conclude with a reception at the Swedish Embassy, providing space for networking, reflection and deeper discussion on the day's themes while enjoying light refreshments.

**Register and join us for a day of dialogue, action, and solidarity  
in the fight to end gender-based violence.**

Please register until 21 November by sending an email to [info.wien@gov.se](mailto:info.wien@gov.se) indicating if you are joining the panel, the run and the reception or both parts.

Important to note: If you are joining the panel you need to include Title, First name, Last name, Affiliation, Date of Birth, Type of ID, ID Number, Issuing Country in your email.



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