

A group of people, including men and women, are standing outdoors at what appears to be a festival or event. They are wearing white t-shirts with the text "MAKE FESTIVALS SAFE FOR ALL" printed on them. Some are holding signs that say "BE COOL! SIGN THE SAFE PLEDGE" and "#END RAINBOW WASHING". The background shows a large white tent and trees. The entire image is overlaid with a semi-transparent orange filter.

SAFE FESTIVALS AND EVENTS CAMPAIGN

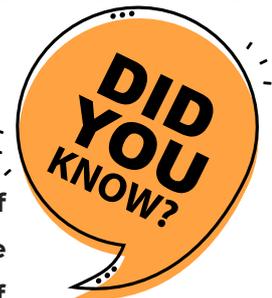
2021 REPORT



ABOUT THE CAMPAIGN

The SAFE Campaign is a collaborative effort spearheaded by For Equality and The Foundation for Civic Education and Social Empowerment (FOCESE) aiming to **create a safer environment for women and other vulnerable populations at festivals and events** and pulled in various partners including the Malawi Government, UN Agencies, local and national level CSOs and NGOs and entertainment sector players.

Research has shown that over 30% of women festival-goers experience one or more forms of sexual violence or unwanted sexual behavior at a festival or event. Only 1% of victims feel safe or comfortable enough to report to event security and staff for fear of gaslighting and other forms of discrimination and ridicule.



Did you know that 31% of women festival-goers have experienced some form of sexual violence at a festival or event; and that only 1% of victims of sexual violence at a festival or event actually report or share their experience?

KEY CAMPAIGN AREAS

SEXUAL VIOLENCE

Common festival experiences that constitute sexual violence include, but are not limited to: sexual assault, rape, harassment, stalking, groping indecent /sexualized exposure, degrading imagery, and voyeurism.

The term “unwanted sexual behavior” is broad, and comprises a range of incidents, the risks of which would put any woman from wanting to attend a festival due to safety concerns. It includes flashing – the action, especially of a man, of showing one's genitals briefly in public - (experienced by 11 per cent of women under 40), unwelcome forceful dancing (29 per cent), unwanted sexualised language or sexualised verbal harassment (23 per cent) and unwanted sexualised photography (5 per cent).

Such experiences can and do profoundly impact women's ability to fully participate in music festivals. In short, sexual violence reduced the ability of women to enjoy these important social and cultural events, in addition to the well documented impacts of sexual violence.

DRUG FACILITATED SEXUAL ASSAULT (DFSA)

Occurs when alcohol or other drugs are used to intentionally sedate or incapacitate a person in order to perpetrate non-consensual sexual activity.



RAPE CULTURE

A society or environment whose prevailing social attitudes have the effect of normalizing or trivializing sexual assault and abuse.

Also referred to as Rape myth acceptance, Rape Culture is characterized by attitudes and actions that deny the validity of sexual assault, victim blame, minimize the effects of sexual assault on the victim, and /or defend the perpetrator.

Rape culture at festivals can include the hyper-masculinity of musical acts, bystander apathy of volunteers, and dismissive attitudes of security staff.

LACK OF STRONG SAFETY GUIDELINES

Like most countries, Malawi lacks any national guidelines or even suggestions on how organizers can build sexual violence prevention into their event infrastructure, making it hard to know where to begin.



CAMPAIGN IMPACT

“

Years ago, I was sexually assaulted at a concert and that was the last event I attended... The #SafeBooth was one of the first things I saw when I got to the festival and somehow, the knowledge that there are people working to make this festival safer for young women like me made me feel safe. For the first time, I felt like I could let my guard down and have fun, without worrying about who would follow me to the restroom. Thank you SAFE Festivals team for being present- your presence at these events does more than you think

CAMPAIGN IMPACT

The SAFE Campaign has completed the following key activities since launch:



45 SAFE Volunteers recruited

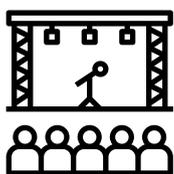


40 CAMPAIGN CHAMPIONS

30 Celebrity Champions including Gwamba; Onesimus; Kim of Diamonds; Temwa265, Priscilla Kayira and many more



5,200 SAFE CAMPAIGN PLEDGES



7 Festivals and Events Done

The SAFE Campaign provided onsite support at 7 festivals and events including LiFEST, Gwamba's Live Concert, Tumaini Festival, Sand Music Festival and Beerland's OctoberFest among others



SAFE SPACES

Over 400 Women assisted at the Safe Spaces

30 cases referred to VSU

Over 50 Cases referred to other partners for psycho-social support

Over 10 Cases referred to Hospitals



HOTLINE

Over 50 women assisted through the hotline

CAMPAIGN IMPACT



ZAI KATEKA

SAFE Volunteer Supervisor

Volunteering for safe festivals campaign has been both fun and insightful. I personally love to attend festivals and as a woman, the thought of possible harrasment weighs me down, however I was happy to be the safety for others through the safe festivals campaign.

HARRY BVUMBWE

SAFE Volunteer Supervisor

Being aware of how reporting of GBV cases remains very low globally and Festivals/Events being one of the places most sexual harassment cases occur, I felt obligated to be part of a movement that wanted to create change by giving people an immediate platform to report harassment at festivals and also keep everyone aware, alert and safe while they groove.

From the Training, the Campaign provided and through dialogue with fellow safe crew members and people that visited the safe booth. It really felt great being part of a campaign this important, to serve, prevent or safeguard, creating a safe environment for all,



MEASURING PROGRESS

INDICATOR

ACTIVITY

OUTCOME

Festivals and events are safer for women and other vulnerable groups

1.1. SAFE Spaces
1.2. Hotline

Over 300 Women assisted at the Safe Spaces
30 cases referred to VSU
50 Cases referred to other partners for psycho-social support
10 Cases referred to Hospitals

Festival goers and citizens exhibit positive behavior and denounce sexual violence

2.1. SAFE Campaign Pledge
2.2. Digital Campaign
2.3. Champions

Over 5,200 Pledges made
Over 300,000 impressions on twitter
30 Celebrity champions

Artists, event and venue staff have enhanced capacities to understand, respond to and prevent sexual violence in their spaces

3.1. Festival & Event Partnerships
3.2. Event Staff & Artists Training

7 Festivals done
Trained 135 Festival & Security Staff
45 Volunteers recruited and trained

GALLERY

21 Nov. 2021

SAFE FESTIVALS AND EVENTS CAMPAIGN

@MZUZU STADIUM

If you feel unsafe or see any harassment or violence, send a message or call.

+265 990 16 19 96

#SAFEFESTIVALS #SAFESUMMER #ENDSEXUALVIOLENCE



SAFE EVENTS & FESTIVALS CAMPAIGN AT TUMAINI FESTIVAL

If you feel unsafe, experience or witness any form of violence, find us at our booth. OR. Send an SMS, WhatsApp message or call on:

+265 990 16 19 96

Help us make this a #SafeFestivalSummer

4th - 6th NOVEMBER FREE Entry

DZALEKA Natigwe Group



SAFE EVENTS & FESTIVALS CAMPAIGN AT LIFEST

If you feel UNSAFE, experience or witness any form of VIOLENCE, find us at our booth

Send SMS Whatsapp Or Call on 0990161996

FOR EQUALITY FOCESF

#SAFECampaign #SAFEFestivalSummer

VENUE LILONGWE GOLF CLUB

lifest 2021

FRI & SAT OCTOBER 29 - 30



SAFE EVENTS AND FESTIVALS CAMPAIGN at Heat Wave

27 NOV 2021 STAMAG CAFE, LLW

If you feel unsafe, experience or witness any form of violence, find us at our booth.

Send an SMS, Whatsapp message or call on +265 990 16 19 96

Find the #SAFE Booth to report any form of violence you may experience or witness during the festival

Or send an SMS, WhatsApp message or call on: +265 990 16 19 96

#SAFECampaign #SAFEFestivalSummer





GET INVOLVED

Help us change this narrative and make Festivals safer for all.

You can join and support by:

1. Signing the #SafeCampaign Pledge [here](#) (it will take less than 1 minute of your time):
2. Partner with us. For partnership, contact us at info@forequalityafrica.org
3. You can also join the campaign on your social media platforms by using the following hashtags:

#SAFEFestivalSummer
#SAFEChampion
#SAFECampaign
#IPLLEDGE

Pledge to do your part in making our festivals and events safe for everyone.

Music Festival

Sunbird Nkopola

CONTACT US

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We thank you for your continued support in our efforts to make festivals and events safer for everyone!