

Mount Kilimanjaro Climb Report

5-12 March 2012



PREVENT violence against women and girls
PROVIDE services to survivors of violence
PROMOTE justice and end impunity



ABBREVIATIONS

ASG	ASSISTANT SECRETARY GENERAL
AU	AFRICA UNION COMMISSION
AUC	AFRICA UNITE CAMPAIGN
COVAW	COALITION ON VIOLENCE AGAINST WOMEN
CSO	CIVIL SOCIETY ORGANIZATION
EAC	EAST AFRICAN COMMISSION
EVAWG	ENDING VIOLENCE AGAINST WOMEN AND GIRLS
FAO	FOOD AGRICULTURE ORGANIZATION
FEMNET	AFRICAN WOMEN'S DEVELOPMENT AND COMMUNICATION NETWORK
FGM	FEMALE GENITAL MUTILATION
GBV	GENDER BASED VIOLENCE
GOT	GOVERNMENT OF TANZANIA
HQ	HEADQUARTERS
IWD	INTERNATIONAL WOMEN'S DAY
KI	KILIMANJARO INITIATIVE
KILI	KILIMANJARO
LHRC	LEGAL HUMAN RIGHTS CENTRE
NAFGEM	NATIONAL NETWORK AGAINST FEMALE GENITAL MUTILATION
PPP	PREVENT – PROVIDE - PROMOTE
SARO	SOUTHERN AFRICA REGIONAL OFFICE AND INDIAN OCEAN ISLANDS (UN WOMEN SARO)
SG	SECRETARY GENERAL
SOAWR	SOLIDARITY FOR AFRICAN WOMEN'S RIGHTS
UN	UNITED NATIONS
UNCT	UNITED NATIONS COUNTRY TEAM
UNFCU	UNITED NATIONS FEDERAL CREDIT UNION
UNFPA	UNITED NATIONS FUND POPULATION AGENCY
UNSG	UNITED NATIONS SECRETARY GENERAL
VAW	VIOLENCE AGAINST WOMEN
VAWG	VIOLENCE AGAINST WOMEN AND GIRLS

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BACKGROUND AND INTRODUCTION

The Africa UNiTE Mount Kilimanjaro Climb was conceptualized in early 2011 as a high level advocacy event within the framework of the UN Secretary General's (SG) Global UNiTE Campaign to end Violence against Women. This advocacy was launched globally on the 25th February 2008 and the Regional Component was launched by the UN SG and the Africa Union Commission (AUC) Chairman on the 30th January 2010, in Addis Ababa, Ethiopia. The Kilimanjaro Climb Initiative was conceptualized to provide high visibility and implementation of commitments to end VAWG, through the achievement of the following six UNiTE outcomes by 2015

1

National laws are in place and are enforced to address and punish all forms of Violence against Women and Girls that are in line with international human rights standards.

2

National plans of action are adopted that are multi-sectorial and are adequately resourced, with implementation underway.

3

Data collection and analysis systems are institutionalized and periodic surveys are undertaken on the prevalence of various forms of violence against women and girls.

4

National and/or local campaigns are launched and social mobilization engages a diverse range of civil society sectors in preventing violence and supporting abused women and girls.

5

Sexual violence in conflict situations is systematically addressed in all peace and security policy and funding frameworks and mechanisms for protection and prevention of systematic rape are implemented.

6

Safe public space for women and girls is available.

In order to raise awareness on ending violence against women and girls and to accelerate efforts and implementation of commitments in Africa, a climb to Mount Kilimanjaro in Tanzania was organized from 5-9 March, under the theme 'CLIMB UP – SPEAK OUT' and the theme was anchored around the 3 critical pillars of Prevention, Protection and Provision:

PREVENT violence against women and girls:

PROVIDE services to survivors of violence; and

PROMOTE justice and end impunity.

Climbing Mount Kilimanjaro was chosen as a “symbolic climb” because of the degree of difficulty, need for unity, determination and perseverance required in combating VAWG.

PLANNING OF THE KILIMANJARO

PLANNING TASK TEAM

A planning task team was constituted in early 2011 with staff members from UN Women HQ Africa Division; Say No-UNiTE Coordination team, UN Women HQ Communications Team, UN Women sub-regional offices communication/VAWG focal persons, UNFCU and KI. Various meetings were held and a joint roadmap outlining the implementation of various tasks and the articulation of calendar of events for the Kilimanjaro Climb Initiative were discussed. Coordination, roles and responsibilities were assigned to individuals/units and task committees set for the development of the initial draft Concept Note, Budget Projection and Communications to give the process some form of implementation. Development of TORs for the Event and Africa UNiTE Campaign Manager's positions to both commence in October 2011 were developed, advertised and finalized. Both the Campaign and Event Manager commenced work in October 2011, stationed in Addis Ababa and Johannesburg respectively. The day to day implementation of the Climb was delegated to them but they still coordinated with the teams from various units as previously constituted. The team initially met via teleconferencing every

month and as the time of the climb grew closer, the planning team convened on a fortnightly basis and towards the actual climb dates, meetings were increased to a weekly basis. This was to provide progress, garner feedback and guidance on the various activities that had to be initiated or that required further discussions as a planning team.

CONCEPT NOTE DEVELOPMENT

An initial draft Concept Note was developed by the team to map out how the Kilimanjaro Climb Initiative would be implemented. It articulated the climb's calendar; key objectives of the climb; side event activities to take place to support the climb; the route to be used for climbing; logistics to be considered; coordination, roles and responsibilities by the various team members; partnerships to be developed; communications for visibility and resource mobilization purposes; number of climbers to participate and climb support staff; the budget required to implement the Kilimanjaro Climb effectively and to ensure its success. The Africa-UNiTE baseline survey, UNiTE outcomes, 16 points following agenda, served as a backbone for the formulation of messages used in all communications and advocacy material.

ROADMAP

A roadmap was developed to provide guidance, roles and responsibilities to facilitate the timely implementation of the Kilimanjaro Climb initiative. The roadmap was used as a reference document and thus received updates based on emerging issues related to the climb.

Elements of the Roadmap included the following:

- Milestones to be achieved
- Associated tasks/activities to be undertaken
- Task deadlines
- Update/progress for each task/activity
- Focal person/s to oversee the task/activity
- Status update for report back to task members/teams

Identified areas of focus in the Roadmap were:

- Preparatory work required for the climb
- Communications/resource mobilization
- Selection of Climbers process
- Logistics
- Side Events
- Flagg off event
- Climb
- Post Climb activities and other areas for consideration
- Budget

CLIMB DATES

Dates selected for the Climb were 5-9 March 2012 in order to coincide with the International Women's Day commemoration on the 8th March. Climbers were to reach the summit on the 8th March and read their country's commitments on ending VAW on International Women's Day.

SELECTION CRITERIA PROCESS: (CLIMBERS/CELEBRITIES)

The selection process methodology adopted for climbers was an internal one and not an open call for registration from the public to ensure recommended participants were from the UNCT in partnership with the government or civil society. A selection criteria form was developed to gather information of the Climber in the following areas: Age; Gender; Occupation; Involvement in ending VAW at country level; Reasons for recommendation of Climber by UNCT/Government/Civil Society; and contact details.

In addition the Climber had to be medically cleared by a medical doctor using the form provided by the Kilimanjaro Planning Team; provide a convincing justification for climbing in no more than 200 words, in line with the

two Climb objectives and their commitment to advocate with Government for GBV implementation of EVAWG commitments under the Africa UNiTE Campaign. Each Climber had to sign a Release and Waiver of Liability form as part of being selected for the climb; however, each Climber was insured by UNFCU for a total amount of \$100,000 each as part of their contribution to the climb costs.

Furthermore, a selection process for inviting International and Regional celebrities was also developed and at the international level Oprah Winfrey and George Clooney were to be approached by UN Women HQ at regional level, the RPDs were to endorse nominated celebrities and solicit their participation and involvement in raising awareness of the climb. Both Oprah and George advised that they were unavailable to participate due to other engagements during the time of the Climb.

CLIMB ROUTE

Marangu Route was selected due to its practicality in terms of logistics, available amenities considering the large number of climbers, i.e. an estimated 222 persons was anticipated to go on that route – including a climb doctor; climb guides/instructors/assistants, porters and cooks. The route is 34km each way over a period of at least four or five nights on the mountain, making use of the three stages of wooden huts for overnight accommodation on route to the summit point.

- (Day 1 Marangu Gate to Mandara Hut 9,000 feet);
- (Day 2 Mandara Hut to Horombo Hut 12,500 feet);
- (Day 3 Horombo Hut to Kibo Hut 15,000 feet);
- (Day 4 Kibo Hut to Summit, Descent to Horombo Hut); and
- (Day 5 Horombo Hut to the Marangu Park Gate).



**MARANGU Route used by theAFRICA
UNITE KILIMANJARO CLIMB TEAM
(March, 5-9 2012)**

RESOURCE MOBILIZATION

A draft Resource Mobilization strategy PowerPoint presentation was developed and shared with the team, it was meant to target potential partners to mobilize resources for the Climb. The initial concept was to have two parallel fundraising activities, one for the UN Women Trust Fund and the other for Climb related costs. Due to capacity issues and time constraints to do both simultaneously it was agreed that focus should be on mobilizing resources for the Climb related costs only. SARO together with the Gender Theme Group in South Africa identified hosting a fundraising dinner for the Africa UNiTE Mount Kilimanjaro Climb initiative on the 29th November 2011, as one of the activities for commemorating the 16 days of activism to end violence against women and girls. A concept note was developed for the fundraising dinner, with emphasis on the expected outcome of the fundraising. CEOs and various companies were targeted for invites and purchasing of tables and dinner tickets. In order to have a crowd puller for the dinner, the Parlotones, an award winning and famous music band, was approached to perform for free at the dinner as part of a follow up. They graciously accepted and the dinner attracted 250 guests mostly from the private sector at Senior Management level. Resources were mobilised in cash pledges, free TV time on satellite channel MNET and strategic partnerships developed with private companies such as Price Waterhouse Corporation, Business Engage, Kenya Airways, MNET and other local companies and individuals.

Senior officials from the Ministry of Women, Children and People with Disabilities, UNFPA, WFP and FAO attended the dinner and also made personal cash contributions to the Africa UNiTE Kilimanjaro Climb Initiative. NFPA sub-regional office in Johannesburg, South Africa contributed \$28K towards the Climb.

CLIMB PARTNERSHIPS/LOGOS

The Climb was organized in partnership with UNFCU, Kilimanjaro Initiative (KI) and Global Bikes. KI took the lead in representing UNFCU and Global Bikes in terms of planned activities, financial contributions and other related tasks. To avoid too many logos appearing on publicity materials (7 partners were chosen at the conceptualization time), it was agreed in October to maintain only three logos, i.e. Africa UNiTE Campaign, AU and KI. The three logos below were used in all communication; publications; branding and publicity materials to represent the various partners involved in the Kili Climb initiative. The Tanzanian flag was also included for all publicity materials circulated in Tanzania.



TOOLKIT FOR THE CLIMB

In order to provide the climbers with a brief on the Africa UNiTE Climb a basic toolkit for climbing was developed and shared on the website and via emails with the Climbers and UN Women Focal persons. It outlined the following:

- Background of the “Africa UNiTE” Climb
- Reasons to join the “Climb Up – Speak Out”
- Brief on Tanzania and Mount Kilimanjaro
- Preparation for the Climb and What to Pack
- Challenges of the Climb
- Route and Schedule of the Climb
- Relevant Websites for Mountain Climbing
- Travel Checklist

LOGISTICS

Acquiring Climbing Gear

The initial concept note for the climb had indicated that Sports Accord and other climb gear manufacturing companies will be approached to enter into partnership and leverage the high cost of purchasing large quantities. Due to the Christmas holidays most of the companies that were approached indicated they were unable to commit to producing the climbing gear in time. After a teleconference with Sports Accord, they facilitated an introduction letter supporting the Climb and requesting sports retail shops to assist in sourcing the required climbing gear at a discount.

In order to facilitate purchasing the gear in an organized and systematic manner, a checklist was developed for completion by each selected climber. The selected climber was to provide shoe size; pants waist size, length/width; jacket size and thermal underwear size. A deadline of the end January 2012 was given to all climbers to provide their information to SARO to facilitate purchase and shipment logistics.

Cape Union Mart, South Africa was selected as preferred company to supply the gear due to its extensive experience in adventure expeditions. They have done Kilimanjaro expeditions more than 16 times so they were able to source the quantities required within a short time. The

gear was pre-packed in bags with name tags of each climber with the checklist form provided attached to each bag for the Climber to sign off when received in Marangu.

Initially gear was to be shipped to climbers but after internal discussions it was agreed upon to it get shipped directly to the Marangu Hotel where the climbers were to be based prior to the climb to avoid custom challenges of shipping separately and risking Climbers to not receive their gear on time.

Publicity Material

Two brochures were produced for the Kilimanjaro Climb initiative – one for the fundraising dinner purposes and another substantive one for circulation to various partners and uploading on the website. The fundraising dinner brochure focused on the need to solicit pledges at the Dinner. The second brochure focused on providing more content on the objectives of the climb and the UN Women 16 steps policy agenda focusing on the 3 critical pillars of Prevention, Protection and Provision of services to end VAWG.

Publicity material to be used by climbers, side events and the flag off ceremony were designed and produced in the form of T-Shirts; Golf Shirts; Water Bottles; Base Ball Caps; Africa UNiTE Flag; Day Pack bags; Sleeveless fleece warmer jackets; Pull-Up Screen Banner and branded Bracelets with ending VAW message.

In addition program folders and information packs, containing key messages, call to action, and guidance on county commitments was produced for the side events and flag off ceremony.

Publicity materials were couriered from South Africa to Tanzania and printed material was printed in Dar es Salaam to reduce courier costs and potential custom delays.

Accommodation

Accommodation was sourced in Arusha at Kibo Palace and Snow Crest Hotel. In Marangu, 3 hotels were used to cater for Climbers upon arrival and departure (Marangu Hotel, Nakara and Babylon Hotel). Venues were also sourced in Arusha for the Side Events activities for the Youth Forum and CSO workshops.

An additional venue had to be sourced for VIPs and other dignitaries in Marangu when confirmation was received during the last week of the 28th February, that the President of Tanzania together with the UN Women ASG, Mr. John Hendra, were to officiate the Flag off ceremony on 5th March 2012 in Marangu. The Kilimanjaro Resort Hotel in Marangu was sourced as additional accommodation to cater for Ministers, UN ASG, Government Directors, UNCT Tanzania, senior government officials, Ambassadors and other dignitaries.

Transportation

Topi Reisen (T) Ltd, a transport company based in Arusha, was selected to provide ground transportation for Climbers from Airport to Hotels, and between Arusha and Marangu. Transportation needs as required by the Kilimanjaro Logistics Team and Africa UNiTE Campaign Manager and her team was also facilitated to ensure the smooth flow of side events being held in Arusha.

Arrivals/Departures

Most Climbers arrived on the 1st March 2012 in order to participate in the Youth Forum from 2-3 March held in Arusha and proceeded to Marangu on the 3rd March. Departure dates were 5th March for the Youth Forum participants who were non-Climbers and 11th March for Climbers. Departure was scheduled for after the Cocktail event which was held for presentation of certificates to the Climbers on the 10th March held in Arusha.

Climb Logistics

Logistics were handled by SARO and KI which has experience working with the annual climb expeditions. This collaboration proved extremely helpful in identifying appropriate accommodation, transport and local networks within government ministries to assist organize logistics. Support was also received from UN Women Tanzania on some ground logistics.

SIDE EVENTS

The Mount Kilimanjaro Climb Initiative was organized as part of the advocacy work and key event of the Africa UNiTE Campaign with two overall goals of raising Africa wide and global awareness and visibility of violence against women and girls, as a key issue for development, peace and security in Africa,

and mobilizing concrete national commitments to action from African Governments to be implemented by 2015.

In solidarity with the climb, parallel events were organized by key partners, such as the African Union Commission (AUC), the East African Community (EAC), the Government of Tanzania, Kilimanjaro Initiative, UN Women and UNFPA as well as other CSO partners, among them, Global Bike, SOAWR, FEMNET and Urgent Fund. The key events included the high profile climb flagging off ceremony and a press conference at Marangu gate. Parallel events that were held were Youth Leadership Forum; Bike Tour of Mount Kilimanjaro; Public Forum with survivors of violence, International Women's Day celebration in Arusha and Moshi and Solidarity country climbs.

The Climb and related events held mobilized a wide range of participants from governments, civil society, women's organizations, youth, academia, private sector, community and Faith Based Organizations, media, music and film industry, UN agencies, gender and human right activists and individuals in their personal capacity.

The various side events raised the much needed awareness on issues pertaining to various forms of violence against women and girls that take different forms, such as physical, sexual, and psychological violence occurring in the family, workplace and in the community, including battering. Sexual abuse of female children, dowry-related violence, marital rape, female genital mutilation and other practices harmful to women and girls. Violence related to economic exploitation, sexual harassment, and intimidation at work and in educational institutions. Forced pregnancy, abortion, and forced sterilization. Trafficking of women and forced prostitution; and violence perpetrated or condoned by the state.

These varying forms of VAWG were discussed and deliberated upon in the various events held pre and during the Climb by the various partners involved that are mentioned above. Declarations and Commitments were signed by participants to continue the raising of issues to end all these forms of violence that perpetuate the disempowerment of women and girls.

PRE-CLIMB ACTIVITIES

YOUTH LEADERSHIP FORUM: 1-3 MARCH

The Africa UNiTE Kilimanjaro Climb Youth Leadership Forum was organized prior to the Climb on March 1-3 in Arusha, Tanzania. The forum was designed as an interactive platform and workshop for young Africans to discuss and interrogate issues of ending violence against women and girls (VAW/Gs). The forum was attended by 64 participants including youth climbers as well as additional youths from the African Union Commission and students of the local Nyerere Peace Centre of the University

The main objectives of the Youth Leadership Forum included:

- Provide a platform for sharing experiences and best practices for youth interested and active in ending violence against women and girls;
- Deepen knowledge about the prevalence, different forms and contexts of VAW/Gs on the continent as well as progressive initiatives to end it;
- Inform participants about the Africa UNiTE Campaign and the Africa UNiTE Mount Kilimanjaro Climb; and
- Strengthen and build capacities, confidence and motivate participants to become agents of change and ambassadors for the Africa UNiTE Campaign in their respective countries and communities.

The plenary discussions and intensive group work sessions addressed the following key areas:

- Identification of major issues affecting the Youth in Africa related to causes of VAW/Gs;
- Different initiatives addressing Youth Empowerment, such as the UN International Year of the Youth 2011, programmes and activities of the Youth Division of the AUC, the African Youth Charter.
- Brainstorming and analysis of different causes, contexts and forms of VAW/Gs in Africa, for instance violence related to HIV/AIDS, violence in conflict settings and violence linked to the use of drugs and small weapons;
- Showcasing the different initiatives and best practices of prevention strategies and tackling VAW/Gs, promoting justice and providing services to survivors;
- Development of innovative advocacy strategies at all levels;
- Sharing and elaborating ways of enhancing youth participation in existing and new efforts of ending VAW/Gs, particularly in the community support to survivors, and to concretize a strategic partnership with African youths and the Africa UNiTE Campaign.

Participants of the Youth Leadership Forum in Arusha, Tanzania



The event was opened by the Director of Gender, Community Development and Children Ministry, in the company of the Africa UNiTE Secretariat team. The key note address was given by the SARO Regional Programme Director, Ms Manzini. In his remarks, The Director emphasized the importance of the event by stating that it provided the youth with an opportunity and a platform to share ideas and to come up with concrete actions that would contribute towards addressing issues affecting women and girls. He encouraged the youth to use the acquired knowledge by putting it to good use when they return to their respective countries.



Director of the Tanzanian Gender, Community Development and Children Ministry, centre, with AUC Campaign Manager, Ms Jennet Kem, left and Programme Associate, Ms Grace Atim on left

UN Women Regional Programme Director of the Southern African Sub Regional Office, Ms. Nomcebo During her remarks, Manzini called upon the youth to be ambassadors in ending VAWG. She further encouraged them to use this event as an opportunity for sharing experiences that would contribute towards ending VAWG, since VAWG does not only take place among young men and women but is a societal problem that needs valuable collective efforts to end the scourge.

The major output of the Forum was the successful drafting process and adoption of the outcome document - **The Africa UNiTE Campaign Kilimanjaro Climb Youth Leadership Forum 'Commitment to Action to End Violence against Women and Girls'**.

In the **Africa UNiTE Youth Declaration** the participants, representing the African youth, defined specific strategies for their participation in the Africa UNiTE Campaign and their role in ending VAW/Gs on the continent and committed themselves to a series of concrete actions to contribute towards ending VAW/Gs in the coming one to three years. The adoption of the declaration officially established the partnership with the African youth and the Africa UNiTE Secretariat. The participants also agreed on the foundation of an Africa UNiTE Youth Network to End Violence against Women and Girls. The network is meant to operationalize the cooperation with the Africa UNiTE Secretariat ensuring continued networking among the African youth and the monitoring of the implementation of the commitments agreed on in the declaration.

The Youth Forum led to increased awareness and knowledge sharing on violence against women and girls and different approaches used by different communities. This was drawn from the different experiences of participants. The youth agreed to commit themselves to specific strategies and actions in ending VAWG in a timeframe of 1 -3 years which is indicated in the outcome document.

BIKE RIDE BY GLOBAL BIKE AND KI: FEBRUARY 25 – MARCH 3

As part of Africa UNiTE advocacy activities, a bike ride around Mount Kilimanjaro, in Tanzania, was organized by Global Bike, Inc. and Kilimanjaro Initiative from the 27th February – 3rd March 2012, as a pre-event to the Africa UNiTE Kilimanjaro Climb. The Bike Ride theme was **"Cycling to break the cycle of violence against women and girls"**. The ride involved activities for youth cyclists from East Africa, professional cyclists from the USA and Kenya, and representatives of the private and public sector.

Participating was also the directors and partners of Global Bike, leaders of local community groups, fifteen (15) youth cyclists from Kenya and Tanzania who were involved in the 360 Km bike ride around Mount Kilimanjaro. The group had 5 different communities and stopovers for the six (6) days ride.

During the 5 day bike ride, the group learnt a lot about the challenges that communities face, especially pertaining to women's issues. 140 Tanzanian and Kenya care workers, NGO leaders, and community groups received bikes as the objective of the ride was to improve the effectiveness and efficiency of community workers.

The bike ride not only changed the lives of the cyclists, but also the livelihood of villages along the biking route. The ride contributed to raising awareness on issues that affect women and girls in East Africa and generated media attention.

After the ride, 140 bikes were distributed to the community, women organizations and care givers in order to enhance efforts in addressing violence against women and girls and to provide the youth development opportunities. These handovers were done in partnership with local Rotary International Club, led by the Marangu Rotary Club and the Tanzanian Ministry of Community Development and Women



Global bike giving the bikes to the community after the 5 day bike ride officiated by the Gender Minister and SARO RPD

Minister of Gender & Community Development with bicycles



UN Women RPD SARO & Minister giving a press conference

THE CLIMB

FLAGGING –OFF CEREMONY AT MARANGU GATE – 5 MARCH 2012

On the 5th March, the Tanzanian President, HE Dr. Jakaya Kikwete together with the Assistant Secretary General and UN Women Deputy Executive Director, Mr. John Hendra, flagged off 70 Climbers. The High Level delegation comprised of the First Lady of Tanzania, representatives from AU Member States, Local UNCT, CEO of UNFCU, the Tanzanian Minister of Community Development Gender and Children, diplomats, government and parliament officials, heads of National Human Rights Commissions, religious leaders and key CSO partners from regional and local Women's Rights Organizations and the Africa, KI team from Kenya and the local community of Kilimanjaro region.



**Dr Kikwete,
President of
Tanzania**



**Mr John
Hendra, UN
ASG**

The 70 country climbers represented 36 countries together were drawn from governments, civil society, media, private sector, academia, youth, grassroots organization, and regional celebrities.

Programme of events for Flag off ceremony included the following;

- Welcome remarks from the Regional Commissioner for Kilimanjaro Region, Mr. Gama
- Remarks by UN Women SARO, Regional Programme Director, Ms Manzini
- UNFCU/KI representative Youth, Mr. Felix Oduor
- Remarks by UN Resident Coordinator, Mr. Alberic Kacou
- Remarks by UN Women ASG, Mr. John Hendra

- Speech by Minister for Community Development, Gender and Children, Ms Simba
- Speech by HE Dr. Jakaya Misho Kikwete
- Vote of thanks by UNFPA Representative, Ms Julita Onabanjo
- Speech by Minister for Community Development, Gender and Children, Ms Simba
- Speech by HE Dr. Jakaya Misho Kikwete
- Vote of thanks by UNFPA Representative, Ms Julita Onabanjo

UN Women Deputy Executive Director and Assistant Secretary General, Mr John Hendra, in his speech, underscored the devastating costs and consequences of violence for individuals but also economies and societies as a whole. Violence against women and girls remains one of the most pervasive violations of human rights and is yet one of the least prosecuted crimes. He stressed that much more needed to be done to ensure that the message of ‘zero tolerance’ is heard far and wide. The heart and main task of the Africa UNiTE Campaign remains thus, to engage all society, especially young people, raise awareness and promote concrete actions by each citizen, by each community, and by governments across Africa to keep women and girls safe in their homes, communities and workplaces.

The Tanzanian President, HE Dr. Jakaya Kikwete, stressed in his speech that violence against women is “a pervasive scourge, which knows no race, creed, age, status or nationality. It is in every country”, and he proclaimed that, “what brought us here is the fact that we should not allow this cruel and worthless scourge to continue. Now is the time to intensify efforts to fight it!”

He also recalled that African legal instruments to achieve gender equality have been developed and assured Tanzania’s strong commitment in its pursuit of gender parity and fighting violence against women, “we will not falter in this endeavor”. However, he also highlighted that “policies and legal instruments mean very little without commensurate implementation, measures and actions”. He added that African governments should strive to translate policy and legal commitments to address issues of VAWG.

He expressed his appreciation for the timeliness and importance of the Africa UNiTE Campaign to reinforce the commitments made towards this end. He finally called upon all stakeholders to work jointly to address issues of violence against women and girls.

“Governments have to walk the talk. We must ensure that our actions speak louder than words. It is required of us to adequately reflect the promotion of gender equality and efforts to end gender based violence in our national plans, programmes and budget measures. The Africa UNiTE Campaign to End Violence against Women and Girls provides us with an unprecedented opportunity to engage in innovative sustained actions to prevent, prosecute, punish and provide effective responses to violence against women and girls. It invigorates us to renew our commitments, to mobilize more strongly not only the Government entities but also the private sector, civil society; community based organizations, men and traditional leadership structures and decision makers.”

The president stressed that gender equality goals cannot be achieved if young girls are abducted, forcefully married at a very tender age, which puts them at risk of getting pregnant at too young an age and at risk of contracting HIV/ Aids and other sexually transmitted diseases. He added that, the fact that so many African countries were represented in this event signified Africa’s commitment in ending violence against women and girls on the continent. The president of Tanzania expressed his appreciation for the honor bestowed on his country particularly his leadership in ensuring that issues affecting women and girls are put to an end. He further pledged to mobilize his peers to ensure that issues of violence against women and girls are prioritized and given keen attention.

Aside from the climbers, the dignitaries and the organization team, the event was attended by a large audience of affiliate partners and media representatives. The programme was further enriched by traditional dance performances and music by groups from local communities. The Parlotones lead singer Kahn Morbee sang a UN Women dedicated song “Should We Fight Back” as a tribute to the objective of the climb on ending VAWG.

COMMITMENTS OF AFRICAN GOVERNMENTS, PARTNERS AND INDIVIDUAL CLIMBERS

The **70 country climbers** were bearers of specific, multi-sectoral commitments to action their respective governments in order to address violence against women and girls.

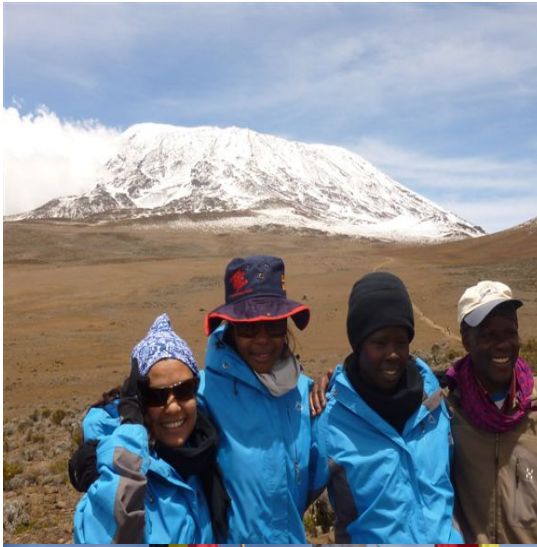
Among these, the **Government of Tanzania** pledged to review and reform discriminatory laws such as the Marriage and Inheritance Act, and take practical measures to improve access to justice; for example setting up gender desks in district police stations and referral hospitals, and dedicating resources for gender-sensitive judicial and security sector reform.

The **Kenyan Government** reaffirmed its commitment to passing the Family Protection Bill and other legislations to end impunity, while making justice more accessible to women with free legal and specialized services.

Representatives of the **Government of Ghana** committed to research the prevalence and patterns of violence against women since the passing of its domestic violence law in 2007; and to provide shelters for survivors of violence in all its regions. The **Namibian Government** pledged to improve legislation and policies, and to improve the collection and use of forensic evidence to prosecute perpetrators of gender-based violence.

Likewise, the involved partners, as well as the climbers formulated specific plans for actions to follow-up and build on the achievements of the climb.





QUOTES FROM AFRICA UNiTE MOUNT KILIMANJARO CLIMBERS

Rosie Tebogo Motene, Actress, TV/film producer and philanthropist, South Africa:

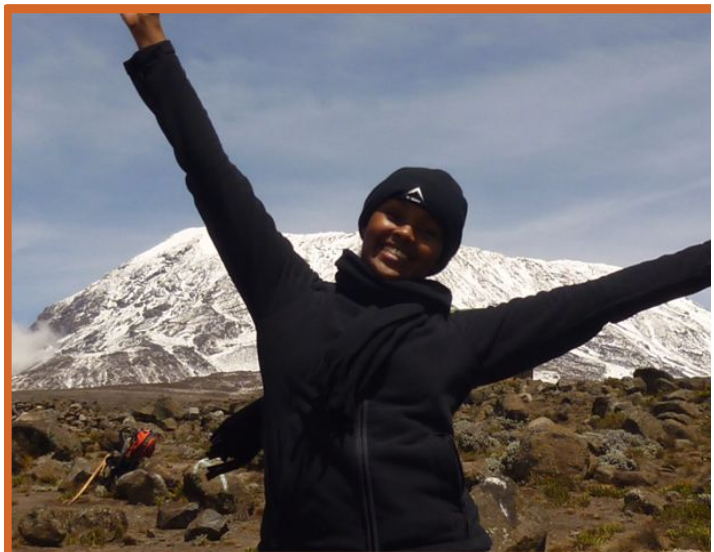
“Our inner strength can be compared to a candle burning bright. When that candle goes out the light is gone. Our strength and core are diminished — Abuse causes that. Never let anyone blow out your candle; never allow an abuser to diminish you”.

Redawaan Hendricks, UN Women, South Africa:

“There is a reason for Mt. Kilimanjaro. It is a great symbol of power. It takes strong, courageous, committed people to conquer it. This is the same for the Africa UNiTE campaign to end VAW/Gs. One needs to be well-prepared, resilient. It will be a big battle, just as climbing Kilimanjaro is. It will take much endurance to overcome the scourge of GBV. It shows us how much harder we have to work to overcome it.”

Ilwad Mohamoud Ali, Women's Development Programs Manager and Gender Based Violence Leader in Mogadishu, Somalia:

“I feel the Africa UNiTE Campaign is effective, especially having involved the youth. This is especially important as Africa is the youngest continent, and to have representatives from 36 different African countries taking part in the Mt. Kilimanjaro Climb—that speaks volumes. Youth and veterans can work together to open the eyes of the next generation. All youth has to take action to bring an end to VAW/Gs. VAW/G that has become too widely and too easily accepted as the norm. We need to change the mentalities and mindsets of our governments, our men, and even us, as women.”



**Yamna Ghabbar from the Organization
Moroccain des Droits Humaines and
Association Marocain contre Violence a
l'egard des Femmes, Morocco:**

*"We must focus on men, work with them,
and make them conscious of this issue. It is a
problem that concerns men, not only women."*

**Jeremy Lissouba, works for UNEP in Addis
Ababa, Congo-Brazzaville:**

*"The climb brings more attention to the issue, but
of course it's not a solution in and of itself. It has
the potential of sending a strong message. It's a
good analogy for the campaign itself. It's a very
long process with much hardship but these can
be overcome to achieve success. We need to
give this fight our utmost and take it to the limits;
which is what we did with this climb."*

**Rokaya Ginwalla, medical doctor from
Zambia where she oversees a large HIV
treatment program at the University teaching
hospital, Zambia:**

*"This past month (February) in Zambia, there
were so many cases of VAW being reported,
some who were abused, beaten to death even.
This is what kept me going; every step I took was
for them. This climb has to impact on people's
lives. When we go back, we will really highlight
these issues, transmit the messages that we take
from this campaign. We can't forget once this is
over. We will continue to Climb Up & Speak Out!"*

**Quote by Anne Njogu, Human Rights Lawyer
Activist, Kenya**

*Finally, and with two guides on each of my
sides supporting me, Uhuru Peak emerged! At
the peak, I had mixed feelings with my "aha"
moment! It dawned on me that ending VAW
would be as difficult as climbing Kilimanjaro,
if not worse! It was obvious that we needed
to join hands to win this war-literally carrying
each other when we become too weak in the
struggle or even burned out! That we needed
all our synergies aligned if we hoped to win this
war! However, my consolation was that if we
had conquered Kili, it would also be possible to
conquer the war against GBV!*







CERTIFICATE AWARD CEREMONY, MARCH 10, 2012 – ARUSHA, TANZANIA

The Climb culminated with a Certificate Award Ceremony and a cocktail event that was chaired by the Deputy Minister of Community Development, Gender and Children, Ms Ummu Ally Mwalimu, the Secretary General of the East African Community (EAC), Mr Richard Sezibera, UN Women Regional Programme Director for Southern Africa and Indian Ocean Islands, Ms Nomcebo Manzini and UNFCU CEO, Mr Mike Connery, amongst other Arusha dignitaries. All the speakers at the cocktail event reiterated the call for more commitments and concrete actions to end violence against women and girls in Africa. The EAC Secretary General committed to continue such advocacy through the Regional Community as well as the AU. Nomcebo Manzini, who participated in the climb and reached Gilman's Point, compared the stages of the climb to the marriage cycle, from planning a wedding to the peak of challenges faced and the resilience needed to sustain it.

Anne Njogu, a climber from Kenya and a Human Rights lawyer, who was one of the Climbers to reach the highest peak Uhuru summit, spoke on behalf of the Climbers. She too reiterated that the climb would be in vain if the climbers failed to champion the cause of ending violence against women and girls upon return to their respective countries. The time to hold governments accountable to ensure the three P's are implemented is now.

The Africa UNiTE Campaign Manager, in her thank you message emphasized the way forward. This will include building on the momentum of the Kilimanjaro Climb, capitalizing on the commitments, the renewed energy, partnerships, renewed leadership and the new inroads, to start rolling out the Campaign in specific countries and sectors, working with stakeholders from all walks of life, as demonstrated through the Climb.



**SARO UN Women RPD, Ms
Manzini**



**Regional Commissioner for the
Arusha Region, Mr Magesa**

PARALLEL EVENTS

A number of social mobilization activities were organized by East African Community, Eastern African Sub-regional Support Initiative for the Advancement of Women, CSOs, NGO, government, and the UNCT to coincide with the celebration of the International Women's Day celebration in Arusha, Moshi and Marangu. Activities in Arusha were organized under the auspices of the Arusha City Council, with support from the East African Community, Eastern African Sub-regional Support Initiative for the Advancement of Women and German International Cooperation. The Africa UNiTE Campaign Manager was invited to be a speaker at these events.

The East African Community (EAC) in collaboration with the City Council of Arusha, Eastern Africa Initiative Support for the Advancement of Women (EASSI), the East African Business Council and the East African Law Society, organized a series of parallel events to support the Africa UNiTE Kilimanjaro Climb from March 5-9 in Arusha, Tanzania. The objective was to accompany and support the Climb with activities at the foot of the mountain and to use the historic momentum to address and raise awareness around the critical issue of violence against women and girls in East Africa.

The country solidarity events brought together women, men, girls and boys from all ages and walks of life. Participants also included members of government institutions, media, civil society organizations, faith based organisations, youth and students, cultural organizations and individuals.

GREATER ACCRA REGION, GHANA, 25 FEBRUARY 2012

Over 400 people participated in a 4 mile walk, "A Climb that Counts", from the Ayi-Mensah barrier in the Greater Accra Region to the Kitase L/A Junior High School in the Eastern Region in Ghana. The Walk's objective was to seek national commitment to curb violence against women and girls by 2015 within the framework of the UNiTE to End Violence against Women campaign. The event was organized in solidarity

with the Mount Kilimanjaro Climb to End Violence against Women, held under the framework of the Africa UNiTE campaign.

The Climb drew participants from a vast cross section of organisations that included the Wisconsin International University College of Ghana, the National Youth Authority, and Ghana National Fire Service, the Domestic Violence Support Unit (DOVSU) of the Ghana Police Service, Aburi Girls Senior High School, Methodist Girls Senior High School, Enslavement Prevention Alliance (West Africa) and the media.

NAIROBI, KENYA, 3 MARCH 2012

Hundreds of people participated in this walk. It was flagged off at Uhuru Park in Nairobi by the Regional Development Minister. Other stakeholders who participated in the event were government representatives, CSOs and UN staff members. During the event, a gender based violence survivor presented a memorandum to the Assistant Minister from the office of the Prime Minister. The memo seeks to secure government's commitment on the three pillars of the campaign of prevention of violence against women and girls; **provision of services to survivors of violence and promotion of justice to end impunity.**

JOHANNESBURG, SOUTH AFRICA, 8 MARCH 2012

Six UN agencies from the Gender Theme Group participated in the **Jump for Women's Rights** Initiative. The Jump in the form of bungee jumping activity took place at Soweto Orlando Towers. It was a phenomenal symbolic gesture of the UN system of South Africa's efforts to address all forms of Violence against Women and Girls, under the common mantle of the Africa UNiTE Campaign to end Violence against Women and Girls.

The primary objective of the "**Take a Jump for Women's Rights**" initiative was to draw public attention and awareness to violence against women through a unique daring sporting activity. The key objectives of the Jump were to raise awareness of the **prevention** of violence against women; the **provision** of services to survivors of violence; and the **promotion** of justice and the end of impunity.

In South Africa, women are exposed to multiple types of violence including sexual abuse, emotional, physical and economic violence as well as harmful traditional practices. Violence against women is pervasive in South Africa, in all communities, in all settings, from young years through adolescence and adulthood. There is an imperative and urgent need of addressing this issue in a strong way, both in prevention and response levels.

YAOUNDÉ, CAMEROON, 10 MARCH 2012

Over 600 people participated in this **climb** which comprised of 40 groups and 10 media houses. The climb consisted of participants from government institutions, CSO, faith based groups, youth and student organizations, and cultural organizations.

After the solidarity country climb, Dr. Banda, Chairman of the National Commission on Human Rights and Freedoms and a participant in the climb, congratulated the women, the older climbers and the children who reached the mountain peak. He noted that if these generations of people were able undertake this Climb, then violence could equally be overcome in our communities. He encouraged women to stand up and take action to end political violence and prompted men to support the ending of VAW. Dr Banda was one of the invited dignitaries who attended the Kilimanjaro Climb Flagging-Off Ceremony in Marangu on March 5.

He encouraged women to actively participate in the coming legislative and municipal elections by running for positions in the Parliament and Councils. He reiterated that radical change on VAW will be achieved through their participation in areas where decisions are made and legislated.

MOUNT HEHA, BURUNDI, 10 MARCH 2012

The United Nations Burundi Country Team organized a **Solidarity climb** on the 10th March, 2012, to the top of Mount Heha, the highest mountain in Burundi, which stands at 2,670 meters. The Solidarity Climb was aimed at supporting the momentum of the Africa UNiTE Kilimanjaro Climb to profile and increase awareness of the Campaign and its goals in Burundi and draw attention of the stakeholders on the issues of VAW.

Climbers included men, women, girls and boys representing civil society organizations, nearby communities, the United Nations and the government of Burundi, including the Ministers of Human Rights and Gender; Justice; Youth, Sports and Culture and Members of Parliament.

ADDIS ABABA, ETHIOPIA, 11 MARCH 2012

United Nations in Ethiopia in partnership with the Great Ethiopian Run organized ‘**Choice Women First**’ 5 Km Run. The Run, adopted the theme ‘Empowering Women to make a difference’ and brought together over 7,000 women and girls of all age groups. The event was colorful with participants wearing T-Shirts, banners for the accelerated achievement of the MDGs, live music, multi-colored stilt walkers, artists and flags of the Africa UNiTE Campaign to End Violence against Women and Girls. Ethiopian Climber Ermias Ayele shared his experience with the local media emphasizing the need for coordinated hard work by all relevant stakeholders to combat VAWG.

“I am really proud that I am representing my country in this historic journey to end violence against women and girls” said Ayele, Manager of Great Ethiopian Run. Coming from a family of five sisters and three brothers, I know how important it is for women to enjoy life free of fear of violence. I am looking forward to this challenging journey and share experiences with fellow Africans in order to strengthen our joint commitment to end VAW”.

COUNTRY SOLIDARITY EVENTS OUTCOME

Reports from the events held in different countries affirmed that thousands of people, from all walks of life took part to raise awareness on ending VAWG. These events have heightened awareness, strengthened partnerships and generated interest in the campaign in the various countries for VAWG. Messages and plans for the way forward from Kenya, Namibia, Cameroon and Zimbabwe and the Campaign Secretariat is developing a strategy to build on these initiatives as part of scaling up and alignment to the intended goals of the AUC.

VISIBILITY FOR THE CLIMB AND PARALLEL EVENTS

In order to create visibility for the Africa UNiTE Kilimanjaro Climb a number of initiatives were

instituted that where feasibly possible. Climb concept note, toolkit and related activities pertaining to the climb were posted on www.africaunitecampaign.org and www.saynotoviolence.org websites. Press releases were issued through local newspapers and shared with Regional Focal persons to do the same. Articles on the pre and post climb were published by Management Today Magazine, a South African partner that sponsored \$10,000 worth of free advertising space for the Climb. It is produced both in print and an electronic version with a wide readership, especially by CEOs and Academia – which are potential future partners.

A Public Service Announcement (PSA) was developed for the MNET Africa satellite channel to broadcast it using popular TV programmes that attract a wider audience across Africa. The PSA was broadcasted pre and during the climb on MNET. A web link for You Tube was also created to ensure wider access. <http://www.box.com/s/hci00u47t77zaae6mp6y> (download) and <http://youtu.be/GVSG2k0uxVY>

AFTER THE MOUNT KILIMANJARO CLIMB

EXPECTED OUTCOMES OF THE CLIMB

The key outcomes that were expected from the climb were twofold:

- Raise high visibility and awareness on ending violence against women and girls as a key issue for development, peace and security in Africa
- Mobilize national commitments from African governments to be implemented by 2015.

However, unexpected outcomes were generated such as a united and energized Youth cadre from Africa who were committed to champion the cause of ending VAW in their respective countries; partnerships developed with the

various Civil Society Organisations that participated in the Side Events also reiterated their commitment to champion the cause within their mandates and audiences.

The highest level commitment witnessed was by HE the President of Tanzania in his speech on how his country would ensure all forms of VAWG are eradicated and laws would be enacted to ensure a society that empowers women and the girl child. As well as mobilize peers in the region to join the course of ending violence against women and girls in Africa.

FINAL CLIMB REPRESENTATION BY REGION/ COUNTRY

In total, 70 Climbers participated, (38 female and 32 male) from 28 countries from Africa sent representatives of their country climbers and the remainder were individual self sponsored climbers.

Regional celebrities that participated in the Climb were the music band from South Africa, The Parlotones, Nigeria media personality Funmi Iyanda and Rosie Motene South Africa TV Actress – she was also the national selected climber for the country.

- The following was the participation by region:
- Central Africa : Burundi, Cameroon, Rwanda and Congo Brazzaville
- East and Horn of Africa: Ethiopia, Kenya, Tanzania, Uganda, Somalia, Sudan and South Sudan
- North Africa: Algeria, Morocco and Tunisia
- Southern Africa and Indian Ocean Island: Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe
- West Africa: Ghana, Mali and Nigeria
- Individual Self Sponsored Support Climbers: UK, USA, Netherlands, Morocco, Japan, Zambia, Botswana and Zimbabwe

RISK MITIGATION PLAN

The Climb Risk of the climbers was managed through the partnership with Clements/ UNFCU for insuring each climber for the sum of \$100,000. The cost for this was borne by UNFCU at \$90 per Climber. Dr Lorenzo Viassolo, a physician from Italy was also recruited to partake in the climb to ensure climbers were monitored

pre and during the climb. His fees were paid by UNFCU.

For the climbing gear sourced, each climber had to complete a form indicating that if they were unable to participate in the climb after the gear was purchased – they were liable to refund UN Women of the costs incurred. This also applied to air tickets and other related travel costs incurred by UN Women.

OPPORTUNITIES CREATED/ MISSED FROM THE CLIMB

Government

The Climb of Mount Kilimanjaro by 70 climbers representing 28 African countries, which was also supported by other countries, created an opportunity for engagement at high levels of government in Tanzania and the generation of a collective consensus on the need to end VAWG and garner national commitments. The President of Tanzania's speech was strong and sincere in terms of what Tanzania will undertake on ending VAW and his commitment. The opportunity created would be for UN Women to strategically work through the Presidency office and the Ministry of Community Development and Gender and Children to advocate at high level meetings between HOS, AU and other regional gatherings to advocate for the achievement of the six outcomes of the UNiTE Campaign by 2015.

Regional Bodies

The collaboration and support received from EAC presents an opportunity for AUC to explore future activities that can be jointly undertaken especially in the area of mobilizing support for VAWG issues that can contribute to empowering women especially in the area of FGM which is common in the region.

Kilimanjaro Initiative

The success of working with KI on this historic event proved to be extremely valuable and fruitful. Kilimanjaro Initiative provides a key strategic partnership that UN Women should enhance and nurture for future advocacy events that requires various countries participating. KI's existing work with the youth and its various networks that it can mobilize is an opportunity that has been created and should be enhanced. One of KI's key objectives is working with the youth and providing opportunities that will enable them take on constructive roles in their communities. This can be something that can be further developed.

In this partnership of the Climb, UNFCU was well represented by KI and made collaboration and communication much easier and more accessible.

KI has in the past garnered support from: United Nations Human Settlements Program (UN-HABITAT); United Nations Environment Program (UNEP); United Nations Office of the Special Adviser to the Secretary-General on Sport for Development and Peace; Kenyan and Tanzanian authorities; the United Nations Federal Credit Union (UNFCU); and other public/private organizations at the local and national level. So its credibility is unquestionable and UN Women should explore future activities with KI.

Civil Society

The side events held before and during the Climb, both in Tanzania and around Africa, proved to be good platforms of simultaneously raising awareness on ending VAW. A number of activities were organized to do national climbs and walks as supportive activities. Collaboration with civil society which is active at national and grassroots levels will accelerate this awareness and advocacy around the UNiTE six outcomes to be achieved by 2015.

Military

The participation of three climbers from the Army of Zimbabwe is a rare opportunity to leverage the advocacy around sexual violence in conflict situations. The army can become a good ally in championing this particular outcome as they can be mobilized to undertake advocacy and raise awareness within the army both regionally and

and continentally and bring more awareness within their regional army structures such as SADC, ECOWAS, and EAC.

Youth

The Climb attracted 50% youth participation and they all attended the Youth Leadership Forum held from 2-3 March in Arusha. This constituency represents a strong ally to work with in terms of changing young mindsets and creating new generations that are committed to ending VAW in their lifetime. The Youth also can be the champions that can be used to raise awareness in their respective countries as most have already reported back as now being used by UNICEF, Government Ministries and Private Sector to advocate for ending GBV through schools and other settings targeting the youth population.

Private Sector

The opportunity to engage the Private Sector proved a new opportunity that has potential of maximization, if undertaken strategically. A fundraising dinner held in South Africa demonstrated that the Business Sector is willing to engage with UN Women and render its support as part of its social obligation. What needs to be done is to forget strategic partnerships and identify areas of common interest that both parties can embrace and champion collectively. Identified partners are MNET, PWC, Business Engage, Kenya Airways, Management Today and Universities. In Tanzania, discussions with the private sector indicated their interest to partner with UN Women Tanzania. These were Precision Airlines, Mobile Telephone Operators, Hotels, Printing Companies and Local Newspapers. The missed opportunity in Tanzania was the low publicizing of the climb prior to the event.

UNFPA Tanzania

There was great cooperation from UNFPA Tanzania with local printing materials. This was another missed opportunity in terms of engaging them at earlier planning and coordination stages. As a lead agency for the Africa UNiTE Campaign, more could have been done to incorporate them in planning on the ground in terms of logistics, media, and visibility for the climb and resource mobilization. Having successfully launched the

7 Billion campaign, a lot of knowledge sharing could have been undertaken to ensure the Africa UNiTE Climb benefits from the experience and also for greater visibility Pre-Climb, during and post-climb. UNFPA's local networks with media, private sector and civil society could have been maximized, especially within the youth sector.

Media

There was a missed opportunity to leverage the media as widely and globally as possible, considering this was an historic climb involving 74 Climbers from 36 African countries. More pre-climb publicity, hype and visibility could have been generated had the HQ Communications team been more active and involved by using the access they already have to international media. However, efforts were undertaken to reach as much local/regional media as possible. The local Tanzanian media was extremely good at the coverage of the climb, which was due to the participation of the President for the flag off ceremony. The NTV, Kenya, was also contracted to do live coverage of the Climb. MNET satellite channel for Africa provided free broadcast of the PSA for the Climb.

Regional Celebrities

There is a great opportunity to leverage partnerships with the regional celebrities that participated with such humility, team-spirit and commitment for the cause of the climb. An opportunity exists to fully engage celebrities (The Parlotones, Funmi (Nigeria) and Rosie (South Africa) to be a regional ambassador for ending VAW/G in Africa. In the case of Funmi she is from Nigeria and is already well placed in the media industry to provide UN Women with access to potential networks that can be leveraged. For the South African artists partnerships at another level are being explored. Follow up engagements should still be pursued with the other regional celebrities that were identified and approached but couldn't participate due to other prior commitments to establish if there are other Africa UNiTE campaigns that they can be involved in.

CHALLENGES

The challenges experienced were at different levels of: *Planning, Coordination, Logistics, Communication and Budget.*

Planning, Coordination, and Logistics

The set deadline for selection of all Climbers was the 31st January. However, this was not adhered to by UNCTs who took the lead in the identification of national climbers. Hence, planning became tight in February especially related to purchasing the correct climbing gear and formalizing the shipping arrangements. In addition, when the deadline came into effect requests were still received for additional climbers and non-climbers to participate in the event which proved to be challenging. Governments, HQ and UNCTs wanted to add additional names during mid-February with requests to provide exceptional admissions based either on country context or agency participation. The pressure to balance relationships with various partners was the underlying factor for accepting non-climbers and additional climbers from various countries. Key challenges in planning and coordination were evident whilst based on the ground in Tanzania. Once in Marangu it was difficult to plan and coordinate with the Country Team in Dar es Salam, SARO as well as HQ due to low and infrequent access to the internet. Communications received via the internet sometimes were unable to be read or accessed, therefore missing out on new developments pertaining to the Climb or instructions on what needed to be done. Using a mobile phone was extremely expensive and most of the phones from SARO which had roaming were unable to access local incoming calls which caused frustrations between UN Women Tanzania, SARO team on the ground in Marangu and Africa UNiTE Secretariat team in Arusha. Worst still, the secretariat team did not even have such facilities. During the climb providing real-time information to Say NO UNiTE HQ for website updates and tweets also proved to be challenging due to network limitations and access to reliable

internet facilities to transmit articles or pictures. The Satellite phone provided by UNFPA to be used by their Communication Analyst, who was part of the climb team, proved inadequate as it was not able to function properly. Logistical and administrative support for high level participation also proved a challenge, this was in terms of protocol, transport issues to and from the airport, as a result of participants being unable to access their travel itineraries sent to them via mail. For the DSA, Ambassadors expected to receive cash but unfortunately the team had no access to cash or banks in Marangu. This led to frustration on the part of the Ambassadors who stated they had not traveled with any money. This was specifically with the AU Ambassadors of Togo and Burundi. Logistics on the ground were at times challenging due to a few people managing multiple tasks that were carried out in the separate towns of Arusha and Marangu. The issue of limited communication channels in the form of mobile phones and the internet proved to be a real obstacle especially when one needed to inform UN Women Tanzania on progress of the preparations or events taking place required their input or support. Climbers were unable to receive an information pack upon arrival. The information pack was to contain details of accommodation for Arusha and Marangu. Printing in Dar es Salam took a long time and caused delays. Also, there was also no organized government team to welcome the participants as anticipated and agreed upon during the January mission to Tanzania. Hence participants arrived with no information to guide them – but the UN Women and UNiTE team did their best to welcome them upon arrival at the hotels, as well as brief them on the logistical matters. Another challenge realized was in Marangu, as the climb participants from other UN agencies like UNICEF had to give support, in terms of organizing and announcing departure times. This proved frustrating to climbers as they expected to meet with the organizing team for queries and clarification. The issue of DSA was another challenge as most had not received their DSA prior to arrival due to bank transfer issues in some countries.

To arrange for a cash transfer in Marangu, where the team were based was not possible and carrying cash from Dar es Salam would have been a security concern. This meant that negotiating with hotels to provide full board with meals during their stay. Hotels were reluctant to undertake this without proof of a deposit so lots of negotiation had to take place on this aspect which meant derailing other planning process. This was also evident in preparing for the flag off event as vendors in Marangu had to be convinced to undertake the work without a deposit or knowing who we were despite the Government's contact person providing us the leads on who to talk to in terms of suppliers. The same applied for sourcing additional hotels in Marangu when it was evident that VIPs will be attending.

The issue of clearance of publicity material and climbing gear from customs in Tanzania was another challenge that took up a lot of time in terms of follow up to ensure all the goods were cleared in time for the climb and flag off ceremony.

Communication

Communication challenges between various teams whilst on the ground in Tanzania between Dar es Salam, Arusha and Marangu, was the greatest obstacle. Internet and telecommunication networks through the mobiles were very sporadic and at times virtually non-existent, therefore rendering coordination on new developments that were came from either government or HQ were not being received and actioned on time.

The weak and delayed communications with potential partners for providing climbing gear also lead to Sports Accord not being able to supply from their warehouse as agreed upon. This meant coming up with another alternative of sourcing the climbing gear which proved to be more expensive than directly dealing with manufacturers.

Budget

Not having a set budget allocated for the Kili Climb event was challenging in terms of the procurement of services and products. In December SARO RPD revised the programme budget to support the Kilimanjaro Climb with an

amount of \$150k. This amount assisted greatly in getting the planning and logistics sorted out to convert the event into actual implementation mode instead of being in just the planning stage which was in conceptualization form.

LESSONS LEARNED

Key lessons learned from organizing and implementing the Africa UNiTE Kilimanjaro Climb can be listed as follows, and in no particular order of importance:

Extraordinary high Level Advocacy Events are crucial in generating mass collaboration from various countries once the objectives and outcomes resonate with the target audience; **Host country government** should be invited from the onset, and ownership and support must be solicited during conceptualization phase. This will provide a strategic platform and basis for local support, publicity and resource mobilization for the event.

Selecting a symbolic metaphor natural setting that represents the challenge or cause being highlighted that can generate unexpected interest as Mount Kilimanjaro did. It was a mixture of adventure and what conquering the mountain represents when compared to ending VAWG.

Set an allocated budget, before the planning commences. This is extremely crucial for such extraordinary events as it enables more effective and confident implementation processes.

Buy in from various parties is vitally important especially at Executive Director's level in order to facilitate cooperation from other UN agencies that are part of the UNiTE Campaign, RPDS, governments, UNCT and other stakeholders.

The HQ Communication office must view itself as a key player and get more involved in future extraordinary events and staff should be assigned to assist if high visibility is to be generated for UN Women and the Africa UNiTE Campaign.

Identifying strategic partnerships from the onset and nurturing them in the execution process would have doubled the efforts and generated even greater results.

Coordination roles and responsibilities at HQ, regional and country office level should be clearly defined to avoid misunderstandings by the teams involved on what needs to be done and by whom.

Leveraging of UNCT where an event is being hosted is crucial to tap into capacities, resources and networks that they possess.

AUC Secretariat in Addis needs a set budget that it can access to champion and facilitate African campaigns if their mandate is to be effectively achieved. The experience from the Kilimanjaro Climb was that the AUC Secretariat had no adequate budget and had to be assisted by SARO to enable them to implement various Side Events and other critical logistics.

Recruitment of personnel for such events of this magnitude would require consultants or personnel being engaged to commence 9 to 10 months prior to the commencement of the activity. For the Kilimanjaro Climb, both the Event and Campaign Manager only came on board in October 2011 – and December proved to be a difficult month as most staff members, organisations and governments were away on leave.

Follow up by each individual, teams and units on assigned tasks are very crucial to the success of the event.

A clear and realistic Concept Note is required for major events outlining key areas that will require budget implications and anticipated risks. Once this is signed off by all parties budget allocations should be made for each activity identified.

Partnerships should be leveraged and maximized to generate a wider ownership and support for major key events.

Invitations to such events, especially at high level for VIPs should be undertaken a month in advance to ensure efficient planning of their protocols and other related logistics that are associated with organizing such dignitaries. Publicity material and messaging should be agreed upon from the onset of conceptualization to avoid changes once production is in process.

Ownership of the event by local hosting UN Women country team is extremely crucial to facilitate local procurement, logistics and other arrangements that would require knowledge of the environment and key players.

Media relations that may be approached for any event in various regions should be established in a database form by the HQ Communications Unit so that teams are able to source that resource and facilitate efficiencies of managing visibility and publicity of such high level events.

International celebrities should they be involved in such events, should receive early invitations from the highest level of UN Women office due to tight schedules that celebrities engage in. In the case of the Kilimanjaro Climb invitations for Oprah and Clooney the invites could have gone out much earlier. Even if they didn't attend, the awareness of the Climb could have generated interest or probably some funding aspects if it were pitched strategically.

Opportunities for potential partnerships should be seized when they arise and calculated risks taken to leverage resources for the major event. Support and guidance should be provided on a timely basis to colleagues who are attempting to leverage these partnerships.

Team work is extremely essential for success at such a magnitude level as the weakest link can prove catastrophic to the success of implementing the event in the most effective and efficient manner. Each individual must be committed to achieving success of the event no matter the challenges being encountered.

FINAL TOTAL BUDGET EXPENDED BY SARO

Estimated total budget in the Concept Note and Roadmap was originally calculated at approximately

between R260k and R280K during the early planning phase of the project.
However, the actual final total budget as expended from SARO budget is as stated below:-

Supplier/Vendor	Services Procured	Total Amount (US\$)	Total Amount (US\$)
Kenya Airways and Wings Travel, South Africa	Air Tickets for Climbers; AUC Secretariat, SARO Team and Youth Forum Participants	24,000	
Meslies Travel Ltd - Tanzania	Air Tickets for three Tanzania Journalists	1,071	
Topi Reisen (T) Ltd	Ground Transport logistics from 29 February -12 March between KIA, Arusha, Marangu and various places.	13,900	
Marangu, Nakara, Babylon and Kilimanjaro Resort Hotels	Accommodation at Full Board, Climb logistics Costs, Climb food catering.	61,384	
Snow Crest Hotel 29/2/12 – 3/3/12	Accommodation and full board for Climbers, Youth Forum and Side Events. (Room sharing basis)	14,796	
Mount Meru Hotel	Cocktail for Certificate presentation on 10 March	10,000	
Kibo Palace Hotel	Accommodation on full board basis for 10th March prior to departure. (room sharing basis)	9,109	
TNT Courier Company	Shipment of Climbing Gear and Publicity Material from South Africa to Tanzania	10,210	
Cape Union Mart	Procurement of Climbing Gear for all sponsored Climbers	43,673	
Global Brands Company	Production and Branding of Publicity materials	22,822	
Midowze Enterprises	Decoration of Venue for Flag off ceremony on 5th March. Chairs, Stands, flowers, red carpet etc.	1,867	
James Mtatifikolo	Production of Invitations for the Presidential Lunch and Cocktail events	455	
Paul Sabazi Shayo	Procurement of PA and Sound System for Flag off even	634	
Blaghead Production	Production of PSA for MNET broadcasting and conversion	3,272	
DSA for Climbers	Reimbursement for visa, yellow fever and transit costs	12,000	
DPI - Tanzania	Printing of Climb and Event info packs, folders, programs etc in Dar es Salam	4,810	
Nakara Hotel	Lunch for President and dignitaries after Flag off ceremony	3980	TOTAL EXPENSES: \$286,642 SARO BUDGET: \$184,697 Contribution from UNFPA RO Johannesburg: \$28,000 Ethiopia CO: \$7,000

OVERALL SUCCESS AND LESSONS LEARNED

AFRICA UNITE MOUNT KILIMANJARO CLIMB

- The central outputs of the Climb are specific commitments to action the end of violence against women and girls from African governments, civil society partners, youths and individuals.
- The climb obtained considerable local, national, regional and international media attention. This Africa wide and beyond media coverage and attention gave unique momentum to, and multiplied the visibility of, the Africa UNiTE Campaign and drew increasing attention to the cause of ending violence against women and girls in Africa.
- The prior Youth Leadership Forum mobilized the young African generations to increase their participation and take the lead in existing and future initiatives of ending violence against women and girls in their countries. The gathering together of the youths representing nearly 40 African countries resulted in a concretized, strategic partnership with the youth and the Africa UNiTE Campaign, specific commitments to action by the youths and the establishment of an Africa UNiTE Youth Forum.
- The successful joint inter-agency and partners event strengthened partnerships with all the associates involved and laid the groundwork for future joint activities, harmonizing and synergizing programmes and initiatives as well building new partnerships.

PARALLEL AND SOLIDARITY EVENTS

- The Parallel and Solidarity Events primarily involved gave voice to civil society activists, women and community groups and survivors of violence. The exchange of ideas and mutual learning process with grassroots activists and affected women on the ground

provided the Africa UNiTE Secretariat with an invaluable insight and update on current issues and challenges facing survivors and service providers. This crucial information is vital in the advocacy work of the Africa UNiTE Secretariat

- The Parallel events were used as an opportunity to popularize the AU Protocol on the Rights of Women as a pivotal tool to end violence against women in Africa and advocate for its ratification and implementation.
- The Parallel Events, Solidarity Climbs, walks and runs mobilized a multitude of crucial stakeholders, citizens and the media in a variety of African countries, such as Tanzania, Cameroon, Kenya, Burundi and Ethiopia. This mobilization throughout Africa intensified the unique momentum and drive for the Africa UNiTE Campaign and ending VAW/Gs.

REMAINING CHALLENGES

- More needs to be done to increase the Africa wide overall visibility and media attention of the Africa UNiTE campaign and its cause of making considerable progress in ending violence against women and girls in all African countries. Targeted media strategies for the region and each country need to reach all spheres of society to mobilize change in mindsets and political regulation.
- The Africa UNiTE Secretariat needs to follow-up on to ensure that the collected commitments by African governments are translated into resourced actions at national and local levels.
- Elimination of Violence Against women and girls from our homes, communities and societies is a responsibility of all stakeholders. All participants acknowledged that talking about pertinent issues affecting women and girls is crucial and called for awareness raising and involvement of all to

bring an end to VAW/Gs.

- There is a need for a continued documentation of initiatives made by all stakeholders in addressing issues affecting women and girls and to use this documentation for advocacy and information sharing purposes. To add to this, there is a need for systematized data collection to track the trend and prevalence of VAWG in our communities, as a way of addressing and ending violence as well as the importance of implementing laws and policies that address gender inequality.

CONCLUSION AND WAY FORWARD

The Africa UNiTE Climb is the cornerstone of the beginning of a long journey ahead to roll out the UN SG's campaign in Africa, ensuring concrete and transformative results on the six strategic goals that will impact the lives of women and girls, as well as whole communities. The Campaign Secretariat will continue strengthening partnerships with different stakeholders at national, regional and international levels, such as survivors of violence, CSO partners, youth, media, UN as well as involve high political leadership to ensure issues affecting women and girls are addressed and services are provided to survivors of violence.

It will further build on the momentum, strategic leadership from governments and the UN, the energy and partnerships generated, as well as new opportunities to start rolling out the Campaign in specific countries and sectors. This will involve mobilizing all stakeholders to support governments, CSOs and other partners to meet their commitments to end violence against women and girls in Africa.

Innovative Pan-African activities will be explored like the Africa UNiTE Kilimanjaro Climb initiative that mobilizes various countries and individuals to rally behind a cause and raise awareness at

high levels.

The issue of transforming young mind-sets as a strategy to mould a future generation that does not tolerate VAW/G will be maximized as part of the campaign.

Using Creative Artists as a channel of communication will be a strategy that is consolidated and further explored to roll out the campaign in non-traditional sectors.

WEBSITE LINKS

www.africaunitecampaign.org

www.saynotoviolence.org

<http://www.unwomen.org/2012/03/taking-the-fight-against-gender-based-violence-to-new-heights-the-mount-kilimanjaro-climb/>

<http://saynotoviolence.org/around-world/news/mount-kilimanjaro-climb>

<http://www.flickr.com/photos/saynotoviolence/sets/72157629169247778/>

saynotoviolence.org/join-say-no/solidarity-walk-nairobi

<http://saynotoviolence.org/join-say-no/mount-febe-solidarity-climb-cameroon>

<http://saynotoviolence.org/join-say-no/solidarity-climb-burundi-support-africa-unite-kilimanjaro-climb>

<http://www.thecitizen.co.tz/news/3-features/21197-we-came-we-saw-and-we-conquered-in-the-name-of-the-women-of-africa.html>

<http://www.box.com/s/hci00u47t77zaae6mp6y> (download) and <http://youtu.be/GVSG2k0uxVY> (view)

<http://musicforgood.tv/2012/03/video-the-parlotones-on-climbing-mt-kilimanjaro/>

<http://act.mtv.com/posts/the-parlotones-mount-kilimanjaro-africa-unite-united-nations>

<http://dewjiblog.com/2012/03/06/president-kikwete-launch-the-campaign-to-fight-violence-against-women-and-girls/>

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