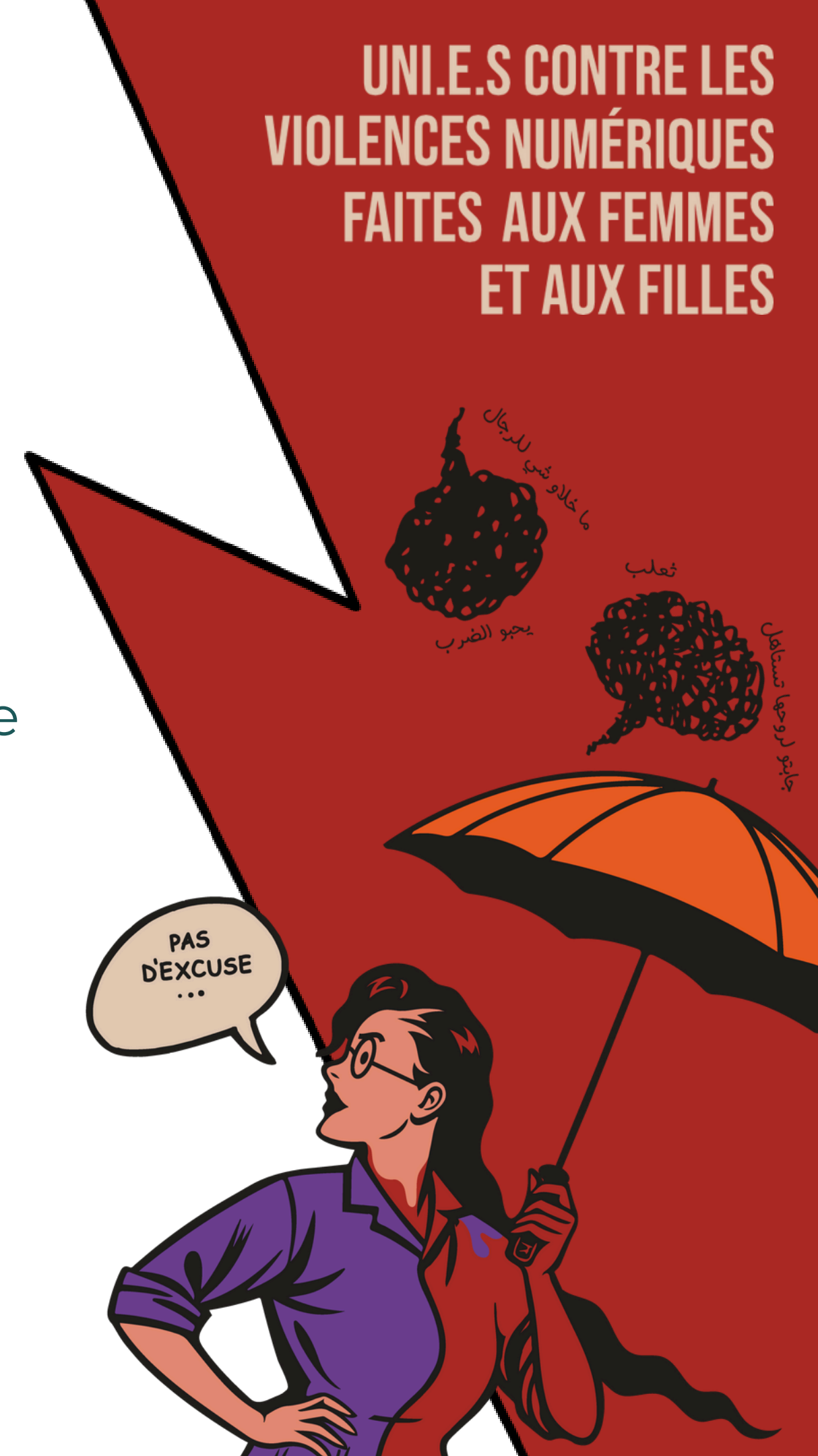


CASE STUDY: MATERIALIZING THE INVISIBLE A HYBRID ADVOCACY MODEL

- **Project:** 16 Days of Activism Against Gender-Based Violence
2025
- **Client:** UN Women Tunisia
- **Focus Areas:** High-Stakes Event Management / Behavioral
Design / Strategic Communications



THE HIGH-LEVEL ECOSYSTEM

CORE PARTNERS & ENABLERS	
Stakeholder	Strategic Function
UN Women Tunisia	The Client
UNDP Tunisia	UN Partner
Governor of Tunis	High-Level State Patronage
Ministry of Interior / Police	Security & Permitting
Red Crescent / Civil Protection	Medical & Safety Partner

DIPLOMATIC & MEDIA AMPLIFIERS	
Stakeholder	Strategic Function
UN System Leadership	<ul style="list-style-type: none"> • H.E. Nyaradzayi Gumbonzvanda (UN Women Deputy Executive Director - DED) • Dr. Moez Doraid (UN Women Regional Director) • Rana Taha (UN Resident Coordinator for Tunisia) • Florence Basty (UN Women Representative, Tunisia & Libya Cluster)
Diplomatic Corps	Ambassadors of UK, Netherlands, Denmark, India, Finland, Sweden
Key Media	National Broadcast, Print & Digital

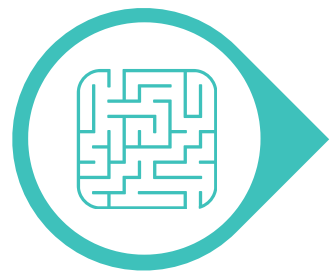
EXECUTIVE SUMMARY

The Situation



The annual "16 Days of Activism Against Gender-Based Violence" campaign, led by UN Women, focused this year on the growing threat of digital violence. However, this specific theme presents a unique challenge: digital campaigns often fail to generate real-world urgency, falling into a "Virtuality Trap" where online engagement does not translate into meaningful public action.

The Challenge



UN Women required an intervention that could "Materialize the Invisible" : transforming the abstract, isolating nature of digital hate into a tangible, media-worthy moment of collective solidarity. The challenge was to break through public "Advocacy Fatigue" and design a high-impact physical event that would serve as the campaign's powerful offline anchor.

The Resolution



SRB&Co. executed a "Street to Summit" strategy. We anchored the campaign in a high-visibility 5km run on Avenue Habib Bourguiba, centered on our behavioral innovation: the "Expression Wall." We then bridged this grassroots energy to the policy level by orchestrating the institutional Closing Ceremony, ensuring a multi-layered impact through sustainability and the economic empowerment of artisans.

CONTEXT & STRATEGIC OBJECTIVES

Online violence causes profound psychological harm but suffers from a **"reality deficit."** Because it occurs behind screens, it is often minimized, leading to victim isolation and public apathy. This creates "Advocacy Fatigue," where citizens feel helpless, resulting in passive indignation rather than active support. A standard awareness campaign would fail to generate the urgency required.

**The Challenge:
The "Virtuality Trap" & Advocacy Fatigue**

UN Women contracted SRB & Co. to manage the **two flagship events of the campaign:** the 5km public run and the institutional closing ceremony. Our strategic mandate, however, went beyond pure logistics. We were tasked with elevating these events from standard public gatherings into the campaign's powerful offline anchor : designing an experience that could make the threat tangible, create an iconic visual narrative.

**The Mandate: Transforming an Event
into a Strategic Asset**

OUR APPROACH: THE TRIPLE-IMPACT EVENT ARCHITECTURE

Our methodology transforms standard events into multi-layered strategic assets. For this mandate, we rejected a purely logistical approach and instead designed a "Triple-Impact" framework. This ensured the intervention would deliver measurable value on three distinct fronts, **maximizing the ROI** for UN Women and creating a **richer, more defensible narrative of success**.



Thematic Impact: Materializing the Message

The first pillar focused on transforming the campaign's abstract theme (digital violence) into a powerful, physical, and participatory experience. Our core principle was to **move beyond passive awareness-raising** and design a central mechanism that would allow the public to embody the campaign's message, creating a visceral and unforgettable moment of engagement.

Social & Economic Impact: Aligning Values with Action

The second pillar integrated a **"Feminist Economics" model** directly into the event's supply chain. A campaign for women's rights must empower women economically. We treated the event's logistics budget not as a cost, but as a strategic tool for direct impact, ensuring that the how of the event was a living demonstration of its why.

Environmental Impact: Demonstrating Leadership

The third pillar focused on implementing a **strict sustainability policy**. By committing to a zero-plastic and responsible procurement model, our goal was to position UN Women as a leader in sustainable event management, proving that high-visibility public mobilizations can be executed without compromising environmental values.



CRAFTING THE CAMPAIGN'S VISUAL & NARRATIVE IDENTITY



SRB & Co. was tasked with designing the complete visual and narrative architecture for the 2025 "16 Days of Activism." This involved creating a cohesive **graphic charter** (encompassing personas, color palettes, and typographic standards) to ensure a unified message across all UN agencies and partners nationwide. Simultaneously, we developed the core communication assets, designing and producing the **official campaign brochures** and a suite of **digital content** (social media templates, infographics). By meticulously crafting both the visual brand and the core narrative, we ensured the campaign's offline and online presence were perfectly synchronized for maximum impact.



PHASE 1 – THE STREET: THE 5K RUN FOR DIGITAL SAFETY

[Link to the Photo Gallery.](#)



THE VENUE: AVENUE HABIB BOURGUIBA – A "LIVING TRIBUNE"



Complex Operational Coordination

Securing Avenue Habib Bourguiba (the sensitive political heart of the capital) required the establishment of a **rigorous multi-stakeholder coordination framework**. We aligned authorizations and safety protocols across the **Ministry of Interior**, the **Governor of Tunis**, and **Traffic Police** to close the city's main artery. Furthermore, on-site safety was guaranteed through the integration of the **Red Crescent** and **Civil Protection units**, ensuring a fully compliant and secure environment for a high-profile international event.



A Controlled Ecosystem

Within this secured perimeter, the Race Village functioned as a closed sanctuary. Access was strictly limited to registered runners: a unique cohort uniting **Ambassadors** and **UN officials** with a diverse **cross-section of society** (judges, entrepreneurs, housewives, doctors, etc.). This "closed loop" design created a safe space for interaction, flattening hierarchies and allowing high-level diplomats and citizens to engage deeply with the advocacy stations as equals, without external disruptions.

ORCHESTRATING AN INCLUSIVE & HIGH-ENERGY EXPERIENCE

▶ 01 An Accessible & Energized Environment

The Race Village was designed as a **fully accessible, disability-friendly** ecosystem. A **live DJ** maintained a high-energy atmosphere throughout the event, ensuring sustained engagement across a diverse cohort ranging from high-level diplomats to persons with reduced mobility.

▶ 02 The Mobilization Ritual

The pre-race phase was choreographed to build collective momentum. A dynamic performance by **schoolgirl Majorettes** transitioned into high-level institutional remarks and the National Anthem : a powerful sequence that grounded the international campaign in **national unity** before the start signal.

▶ 03 Values-Based Recognition

Rejecting standard competitive metrics, the finish line celebrated resilience over speed. We awarded ten symbolic champions (including the senior-most runner and a participant with cerebral palsy) with premium produits de terroir. This shifted the **narrative from "winning" to "Leaving No One Behind,"** reinforcing the campaign's core ethos.



THE CORE INNOVATION: THE "EXPRESSION WALL" MECHANISM



Phase 1: Curating Reality

To break the "Virtuality Trap," SRB & Co. undertook a rigorous curation process, scouring **Tunisian social media** to harvest **real, anonymized comments of cyber-violence**. These were printed onto a massive billboard, creating a visceral, uncomfortable wall of grey text. This design choice forced participants to physically confront the brutality that usually remains hidden behind screens, making the threat undeniable. The slogan "**#PAS D'EXCUSE**" (No Excuse) was embedded as a negative space within the chaos.

Phase 2: The Ritual of Erasure

We designed a participatory ritual to transform this negativity. Participants were invited to write **messages of support** on vibrant orange notes (the official color of the international campaign) and physically paste them over the hateful comments. This act of "**Embodied Cognition**", physically covering hate with hope, transformed passive spectators into active agents of change. As the event progressed, the wall of grey abuse was organically consumed by a mosaic of orange solidarity, visually revealing the campaign's core message.



VALUE ALIGNMENT: ETHICAL PRODUCTION & SUSTAINABILITY

Turning Procurement into Empowerment

We integrated the campaign's principles directly into the supply chain by commissioning a collective of **10 independent women artisans** (themselves beneficiaries of previous UN development programs) to produce the tote bags from upcycled jute. This strategic choice created a virtuous cycle: the event's logistics budget was used to **reinforce the sustainability of the UN's broader economic empowerment portfolio**, turning procurement into a tool for long-term impact.

Operational Leadership: The Zero-Plastic Standard

To position UN Women as a leader in responsible event management, we enforced a strict Zero-Plastic Policy. We deployed **water fountains and paper cups** throughout the Race Village, completely eliminating the distribution of single-use plastics. This operational choice had a tangible, measurable impact: it prevented the disposal of **over 1,000 plastic bottles**, proving that large-scale mobilization can be both high-impact and eco-responsible.

PHASE 2 – The Summit : The Institutional Closing Ceremony





HIGH-LEVEL DIALOGUE: INSTITUTIONALIZING THE CALL TO ACTION



Culminating on the final day of activism at Hôtel El Menara in Sidi Bou Said, this ceremony anchored the campaign's closing message in a setting of historical prestige.

THE STRATEGIC BRIDGE

The ceremony served as the campaign's pivot point. Its specific function was to translate the raw energy of the civic mobilization (the Run) into **high-level institutional commitment**, ensuring that the citizen demand for digital safety was immediately met with a concrete diplomatic response.

GLOBAL ENDORSEMENT

The event was distinguished by the exceptional presence of **H.E. Nyaradzayi Gumbonzvanda (UN Women Deputy Executive Director)**. Her participation marked her first official visit to Tunisia, signaling the highest level of validation and elevating the national campaign to a global priority.

DIPLOMATIC CONSENSUS

The ceremony served as the synthesis of the entire "16 Days" campaign, presenting a wrap-up of all UN inter-agency actions across Tunisia. Active engagement from the **UN Resident Coordinator** and a **coalition of Ambassadors** (Finland, Sweden, and others) solidified international support and reinforced Tunisia's role as a regional leader in gender equality.

COMMUNICATIONS & MEDIA AMPLIFICATION

Engineering the Narrative: From Event Strategy to International Resonance

SRB & Co. managed the **entirety of the Public Relations (PR) strategy** for the two flagship events, leveraging the visual assets developed in the initial phase. Our approach involved proactive media outreach and a meticulously orchestrated curated media tour, guiding national and digital journalists to key engagement points, including the "Expression Wall," and securing exclusive interviews with VIP participants. This **direct, real-time coordination** maximized spontaneous coverage. Following the events, we compiled a comprehensive **Pressbook** (a structured summary of the events' impact and media fallout) ensuring the powerful visuals and core messages resonated across Tunisia's media landscape and amplified the wider campaign.



MEASURABLE IMPACT

350+

70+

19+

10

1000+

Diverse Participants

A unique coalition of citizens, civil society actors, and high-level officials mobilized on Avenue Habib Bourguiba.

Diplomatic & Official Engagement

Ambassadors and UN leadership actively participated, validating the cause from the highest levels.

Tier-One Media Features

Extensive, high-quality coverage across national television, print, and digital platforms.

Women Artisans Empowered

Direct economic impact generated through ethical and local procurement.

Plastic Bottles Avoided

Tangible environmental impact delivered through a Zero-Plastic Policy.

VISUAL EVIDENCE: AMPLIFYING THE IMPACT

The "After Movie": Crafting the Narrative of Empowerment

SRB & Co. produced a compelling "After Movie" of the 5km run, meticulously edited with a professional voice-over narrative. This video extended beyond a simple event recap, strategically showcasing the female artisans at work: detailing the process of crafting the upcycled jute bags and highlighting the direct economic impact of the campaign's procurement strategy. This is a powerful, long-lasting asset demonstrating integrated social and event design.

[LINK](#)

National Media Validation: The Closing Ceremony

The high-level institutional impact of the Closing Ceremony was widely recognized by national media. One of Tunisia's most respected outlets, La Presse, provided extensive video coverage, capturing the participation of UN Women Deputy Executive Director H.E. Nyaradzayi Gumbonzvanda, diplomatic corps, and state officials. This third-party endorsement underscores the strategic importance and national resonance of the event.

[LINK](#)

CONCLUSION : ENGINEERED FOR LASTING IMPACT

From Abstract to Tangible Action

We transformed the abstract threat of online violence into a visceral, collective act of defiance. This created a shared public experience that deeply resonated, moving **beyond passive awareness to active engagement.**

Triple-Impact Event Architecture

The event was meticulously designed as a **multi-dimensional strategic asset**. It delivered powerful Thematic, Social & Economic (empowering 10 women artisans), and Environmental (avoiding over 1,000 plastic bottles) impacts, setting a new standard for UN campaigns.

Unprecedented Resonance & Validation

Every element, from **Avenue Habib Bourguiba** to the "**Expression Wall**" and the presence of **70+ Ambassadors and UN Leadership**, was engineered for maximum media resonance. This amplified the message from the street to the highest diplomatic levels.