

WORLD DAY AGAINST THE DEATH PENALTY - REPORT 2025

**THE DEATH PENALTY
PROTECTS NO ONE.
ABOLISH IT NOW.**



10 OCTOBER, 2024-2025

**WORLD DAY AGAINST
THE DEATH PENALTY**

www.worldcoalition.org

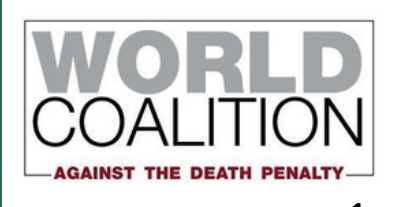


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INTRODUCTION

Every year, the **World Day Against the Death Penalty** brings together organizations, institutions, human rights defenders, and citizens around a common goal: to advance the abolitionist cause worldwide. In 2024 and 2025, the World Coalition has chosen to dedicate two consecutive World Days to a single message: **“The death penalty protects no one.”**

This two-part cycle has allowed for a deeper exploration of security discourses, the dynamics of violence, and how states respond to them—sometimes by reinforcing punitive policies that do not reduce crime or insecurity.

This theme aims to challenge the still-widespread belief that capital punishment ensures public safety. However, research shows that the death penalty has no proven deterrent effect on crime and that it diverts attention from effective prevention policies. It also contributes to reinforcing dynamics of injustice, violence, and discrimination, disproportionately affecting marginalized populations.

The 2024–2025 cycle thus provided a space to document these realities, enhance the visibility of these stories, and encourage approaches centered on prevention, the protection of human rights, and the inclusion of the communities concerned.

This report reviews the dynamics observed during the 2024 and 2025 World Days, drawing on the lessons learned, data, and testimonies collected. It provides an overview of the actions taken, their impact, and the concrete effects observed on advocacy practices, public mobilization, and institutional changes.

The analysis draws on contributions from member and partner organizations worldwide, media coverage, institutional statements, and data from evaluation questionnaires and Talkwalker. Without aiming to provide an exhaustive list of organized events, it prioritizes a qualitative approach, supplemented by quantitative data, to better understand how the World Day contributes, year after year, to shaping and strengthening the abolitionist movement.



DATA COLLECTION TOOLS AND METHODS

The World Coalition used three data collection tools to produce this report, allowing for the cross-referencing of quantitative and qualitative data.

1. Evaluation Questionnaire

An online questionnaire* was sent to all members of the World Coalition following the World Day. Its objectives were to:

- gather detailed information on activities carried out on October 10,
- understand the perceived impact at the regional and national levels,
- document qualitative aspects (successes, obstacles encountered, collaborations, concrete effects, institutional impacts, etc.) and
- identify practices that could be replicated.

Twenty organizations responded to this questionnaire. The responses collected form one of the main bases for the qualitative analysis in this report.

2. Media and social media analysis via TalkWalker.

The World Coalition uses the professional monitoring tool TalkWalker to measure the visibility of the message “The death penalty protects no one” and to track mentions related to the World Day.

Two main monitoring areas were set up:

- Media coverage, including online news and traditional media (blogs, newspapers, magazines, television, radio, and podcasts). This analysis assesses the volume of published articles, their geographic distribution, the main media angles, and the potential reach of the publications.
- Social media coverage, including X (Twitter), Instagram, Facebook, LinkedIn, YouTube, and forums. This component analyzes the engagement generated by member-led campaigns, the reach of posts, the tone of discussions, and hashtags associated with World Day.

3. Institutional monitoring focused on events involving high-profile figures with significant potential impact.

Starting in 2025, the World Coalition has refocused its monitoring on events with **high potential for institutional or political impact**. This targeted monitoring focuses in particular on initiatives involving decision-makers, national or international institutions, public authorities, or figures with **significant influence**.

This refocusing serves **two objectives**: to identify World Day actions likely to generate a notable institutional or political impact, while adapting the research to the resources available to a small secretariat.

The **data analyzed in this report** thus comes from evaluation questionnaires, official communications from institutions, media coverage identified via the Talkwalker tool, as well as direct monitoring conducted by the World Coalition Secretariat. The combination of these different tools makes it possible to document the events held in 2024 and 2025, identify the trends and dynamics at play, and **highlight the qualitative impacts linked to the activities of the World Coalition’s members and allies**.

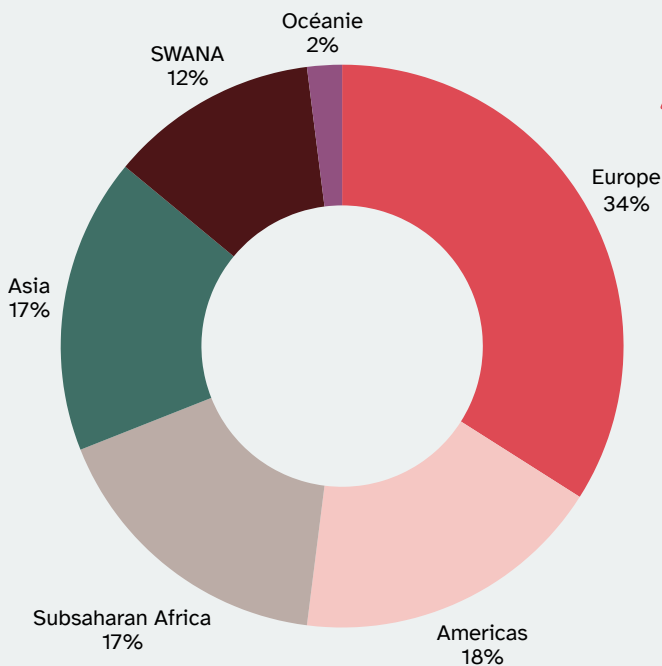
Limitations of the data collection

Certain methodological limitations must be taken into account when interpreting the results presented.

Articles published exclusively in print could not be included due to the absence of a digital version. Furthermore, the volume of activities recorded and their impacts depend in part on the response rate of member organizations to the evaluation questionnaire. Finally, in some countries, media or digital activity is scarce on the channels monitored by the Talkwalker tool, which may result in certain regions being underrepresented in the analysis.

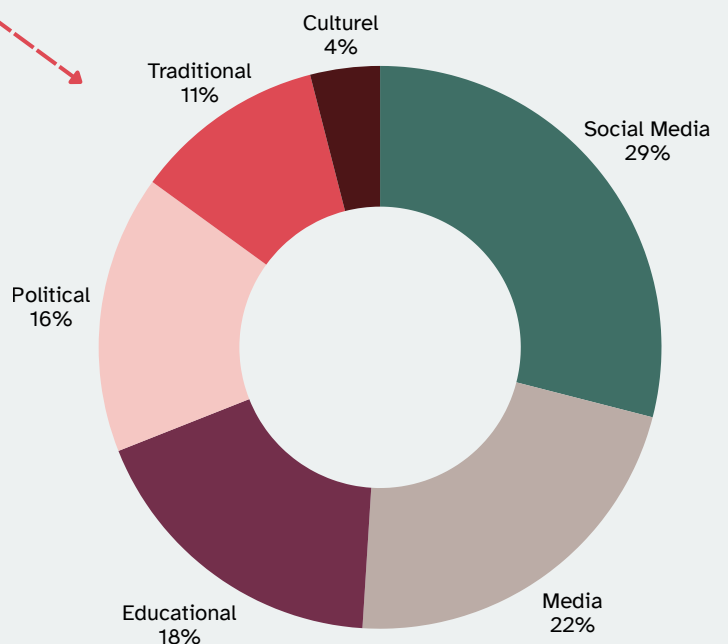
EVENTS ORGANIZED BY MEMBERS OF THE WORLD COALITION AND THEIR ALLIES IN 2024

A **total of 411 events*** were organized around the world by abolitionist activists to mark October 10, 2024, demonstrating an impressive level of global mobilization among members and allies. This figure is based on reported activities, although the actual number may be higher, as not all events were officially reported to the World Coalition Secretariat.



• The geographic breakdown reflects a global commitment: 34% of the events took place in Europe, 18% in the Americas, 17% in sub-Saharan Africa and Asia, 12% in the MENA region, and 2% in Oceania.

• Social media campaigns accounted for 29% of the events recorded, followed by traditional media campaigns (22%), educational initiatives (18%), political events (16%), traditional events (11%), and cultural events (4%), illustrating the diversity of strategies implemented to engage audiences worldwide.



*A detailed table listing all events organized in 2024, as identified by the World Coalition, is available upon request.

EVENTS ORGANIZED BY MEMBERS OF THE WORLD COALITION AND THEIR ALLIES IN 2025

OVERVIEW BY REGION



In Africa, World Day 2025 gave rise to a variety of mobilizations, combining media campaigns, public conferences, advocacy, and symbolic initiatives. The media, particularly radio, played a central role in reaching the general public in contexts that were sometimes constrained.

In Benin, *La Vie Pour Tous** organized an in-person public conference on the theme “The death penalty protects no one.” In Chad, ACAT-Chad conducted several radio broadcasts aimed at raising public awareness about the abolition of capital punishment.

In the Democratic Republic of the Congo, Culture for Peace and Justice organized a university conference-debate in Gbadolite (Nord-Ubangi), while ACAT DRC issued a statement denouncing the resumption of the death penalty and conducted targeted advocacy with religious and traditional leaders. In South Kivu, Pax Christi Uvira incorporated World Day into a month of activism featuring press releases, a press briefing, participation in the joint action in the DRC, radio broadcasts, and a closing conference-debate.

In Nigeria, The Inclusion Project launched the documentary “Justice Reimagined: Voices of Loss,” giving a voice to victims of crimes punishable by death. The Women Information Network promoted the campaign through awareness-raising content on Facebook.

In Zambia, the Prisoners’ Future Foundation combined radio broadcasts, an interfaith service, a candlelight vigil, and a commemorative march with the participation of government and civil society representatives.



ACAT-LIBERIA

EVENTS ORGANIZED BY MEMBERS OF THE WORLD COALITION AND THEIR ALLIES IN 2025

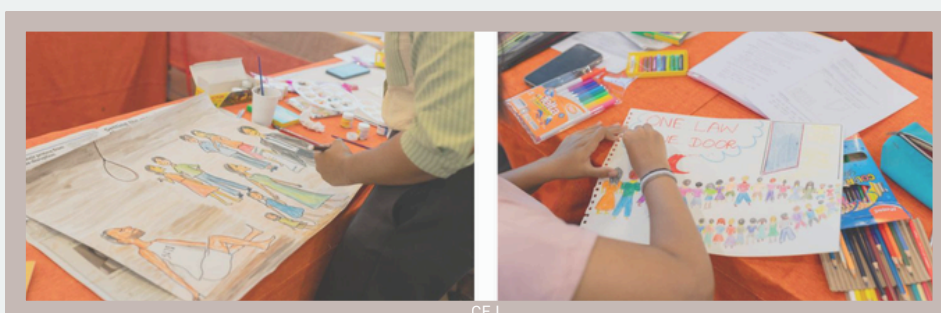


In the **Southwest Asia and North Africa (SWANA)** region, mobilizations took place under sometimes highly constrained conditions, focusing on documentation, advocacy, and symbolic actions.

In **Türkiye**, SOHRAM-CASRA organized a press conference, informational sessions, brochure distributions, awareness-raising activities with students and their families, the sending of letters to members of parliament, and interfaith prayer gatherings.


In **Iraq**, Abolition Death Penalty of Iraq organized an awareness-raising event in Baghdad (Mutanabbi Street) featuring banners and speeches, highlighting the executions of women. Rallies also took place in Kirkuk and Erbil, calling for a halt to executions and for the national framework to be aligned with the situation in Iraqi Kurdistan. Kurdistan Without Genocide, in coordination with KONCICC, Campaign for Justice, and Campaign for Life: No to the Death Penalty in Kurdistan, issued public statements urging Dr. Latif Rashid and Nechirvan Barzani, among others, to stop signing death warrants and to permanently abolish the death penalty.


In **Lebanon**, the Academic University for Non-Violence and Human Rights (AUNOHR), the Lebanese Association for Civil Rights (LACR), and ECPM organized an interactive academic workshop in Gemmayzeh bringing together 28 students and members of civil society, under the theme “Reflecting on the Death Penalty in Light of Nonviolence and Human Rights.” The workshop was a continuation of a master’s-level course dedicated to the fight against capital punishment, grounded in the philosophy of nonviolence, human rights, and recent scientific research.



CEJ

EVENTS ORGANIZED BY MEMBERS OF THE WORLD COALITION AND THEIR ALLIES IN 2025

 **In the Americas region**, mobilization efforts primarily took the form of digital campaigns and online events. Organizations used social media and interactive formats to spread the message of World Day and fuel public debate on the link between the death penalty and security. In the United States, The Advocates for Human Rights ran an awareness campaign on social media, while Death Penalty Focus organized a thematic webinar supplemented by information sharing through its communication channels.


 **In the Asia-Pacific region**, mobilization efforts combined public sessions, regional webinars, and academic panels.

In Japan, the Center for Prisoners' Rights held a regional webinar titled "Towards Qualified Capital Defense in Asia: KL Guidelines and What's More?*", bringing together practitioners and experts from several Asian countries.

In Australia, the Capital Punishment Justice Project hosted a panel at Monash University, submitted a joint submission as part of Singapore's Universal Periodic Review, and then co-organized a hybrid event in Kuala Lumpur on October 14 dedicated to capital defense in the Asia-Pacific region.

In India and Pakistan, several articles and reports documented the human and psychological impacts of the death penalty through testimonies from former people on death row, expert statements, and updated data on death row populations.

In Indonesia, KontraS published its annual report covering the period from October 2024 to September 2025, analyzing the application of the death penalty and related contextual data.

 **In Europe**, initiatives took the form of activism, institutional efforts, and commemorations. In **France**, the "Free Mumia!" collective organized a public rally in Paris to denounce the continued existence of the death penalty in the United States. In Marseille, the Mucem opened an exhibition centered on a historic guillotine, as part of an effort to preserve the memory of the death penalty and the abolitionist legacy.

In **Scotland**, the Law Society of Scotland issued an official statement reaffirming the legal profession's opposition to capital punishment.



VISIBILITY AND IMPACT OF THE WORLD DAY ON SOCIAL MEDIA AND IN THE MEDIA* IN 2024

Media Coverage

- Media coverage of World Day was highest in the United States (21.4%), followed by Taiwan (9.2%), France (8.1%), Italy (7.4%), and Morocco (4.9%).
- English was the most commonly used language in media coverage (27.5%), followed by Chinese (10.8%), French (10.7%), Spanish (10.2%), and Arabic (9.3%).

2.7K

MEDIA CONTENT MENTIONED WORLD DAY

7.1Mds

SCOPE OF DIGITAL CONTENT MENTIONING WORLD DAY

Social Media Coverage

- X (formerly Twitter) accounted for 99.3% of social media coverage related to World Day, followed by Instagram.

62.3K

SOCIAL MEDIA POSTS MENTIONING WORLD DAY

374.4K

PEOPLE WHO MAY HAVE BEEN REACHED BY SOCIAL MEDIA POSTS MENTIONING WORLD DAY

20.2K

USES OF THE HASHTAG #STOPEXECUTIONSINIRAN

11.8K

USES OF THE HASHTAG #NODEATHPENALTY

VISIBILITY AND IMPACT OF THE WORLD DAY CAMPAIGN ON SOCIAL MEDIA AND IN THE MEDIA* IN 2025

MEDIA COVERAGE

- Media coverage of World Day was highest in France (38.1%), followed by the United States (15.7%), Morocco (4.9%), Italy (3.8%), and Saudi Arabia (2.9%).
- French was the most commonly used language in media coverage (46.0%), followed by English (19.2%), Arabic (8.8%), Spanish (7.0%), and Italian (3.9%).

3K

MEDIA CONTENT MENTIONED WORLD DAY

6.4Mds

SCOPE OF DIGITAL CONTENT MENTIONING WORLD DAY

SOCIAL MEDIA COVERAGE

- X (formerly Twitter) accounted for 97.6% of social media coverage related to World Day, followed by Instagram.

60,4K

SOCIAL MEDIA POSTS MENTIONING WORLD DAY

2.8Mds

PEOPLE WHO MAY BE AFFECTED BY SOCIAL MEDIA POSTS MENTIONING WORLD DAY

43.8K

USES OF THE HASHTAG #STOPEXECUTIONSINIRAN

9.4K

USES OF THE HASHTAG #NODEATHPENALTY

MOBILIZATION OF ALLIES IN 2024

Human Rights Experts



The **Office of the United Nations High Commissioner for Human Rights** marked the World Day with a **global online campaign** advocating for the universal abolition of the death penalty. It also published the **article "The Death Penalty Does Not Lead to Justice"** and issued a **Twitter (X) statement from the United Nations (UN) High Commissioner for Human Rights** calling for moratoriums in retentionist countries.



UN Special Rapporteurs, including Mai Sato, Morris Tidball-Binz, Mary Lawlor, Gina Romero, and Alice Jill Edwards issued issued a **joint statement condemning Iran's surge in executions** and urging accountability, a moratorium, and progress toward abolition of the death penalty.



Ms Mai Sato, as The Human Rights Council's Special Rapporteur on Iran, released a **video addressing the rise in executions in Iran** and urging an end to the practice.

Political Leaders and Institutions



The European Union and the Council of Europe issued a **joint statement** reaffirming their opposition to the death penalty and celebrating progress in its abolition, widely shared by European embassies on social media.



Abolitionist governments such as **Canada, Belgium, France, and Costa Rica** reiterated their commitment to a death penalty-free world through **official statements** and **social media posts**.



The African Commission on Human and Peoples' Rights (ACHPR) released a **press statement** emphasizing the need for African states to abolish the death penalty and addressing regional challenges.

ALLIES MOBILIZED IN 2024

THEY CONTRIBUTED TO THE ABOLITIONIST CAUSE IN 2024



Mai Sato

United Nations Special Rapporteur on Human Rights in Iran



Gala Veldhoen

General Rapporteur on the Abolition of the Death Penalty of the Parliamentary Assembly of the Council of Europe



Sviatlana Tsikhanouskaya

President-elect of Belarus



Raphael Nägeli

Swiss Ambassador to the OSCE



Volker Türk

United Nations High Commissioner for Human Rights



Alain Berset

Secretary General of the Council of Europe



New Zealand Ministry of Foreign Affairs and Trade



Julianne Cowley

Australian Ambassador to Italy, San Marino, and Albania



Office of the United Nations High Commissioner for Human Rights in Asia

MOBILIZATION OF ALLIES IN 2025

Human Rights Experts



Amnesty International published a **global statement** calling on retentionist states to establish an immediate moratorium on executions with a view to abolition. This statement highlighted the death penalty's lack of proven deterrent effect, the risks of miscarriages of justice, and its incompatibility with respect for the right to life.



In Bangladesh, Esha Sraboni, a sociologist and research fellow at Cornell University's Center on the Death Penalty Worldwide, published **an op-ed in The Daily Star** calling for an end to the death penalty. In it, she advocates for a moratorium followed by abolition, highlighting the lack of proven deterrent effect, the risks of miscarriages of justice, and the effects of the "death row phenomenon"



International Bar Association's Human Rights Institute (IBAHRI) marked the 23rd World Day with an **official statement**. Through its co-chairs, Mark Stephens CBE and Hina Jilani, the IBAHRI called for the universal abolition of the death penalty and the ratification of the Second Optional Protocol to the International Covenant on Civil and Political Rights

Political Leaders and Institutions



Global Affairs Canada launched a **social media campaign** reaffirming Canada's opposition to the death penalty in all circumstances and its commitment within the World Coalition Against the Death Penalty, calling on retentionist states to guarantee fair trials, suspend all executions, and abolish the death penalty entirely.



In Rabat, Morocco, the **official launch of a partnership** between the Council of Europe and the National Human Rights Council (CNDH) took place to promote the abolition of the death penalty.



In Africa, in Nigeria, Dr. Tony Ojukwu, SAN, Executive Secretary of the National Human Rights Commission, **reaffirmed the Commission's official institutional position** against the death penalty. He described the penalty as ineffective and incompatible with a justice system grounded in human rights, explicitly calling for the establishment of a formal moratorium.

ALLIES MOBILIZED IN 2025

THEY CONTRIBUTED TO THE ABOLITIONIST CAUSE IN 2025



Esha Sraboni

Sociologue et research fellow au Center on the Death Penalty Worldwide de l'Université Cornell



Ahn Chang-ho

Sociologist and research fellow at Cornell University's Center on the Death Penalty Worldwide



Maryam Radjavi

President-elect of the Iranian Resistance



Hina Jilani

Co-Chair of the Human Rights Institute of the International Bar Association



Dr Tony Ojukwu, SAN

Executive Secretary of the National Human Rights Commission



Teresa Villiers

Former Member of Parliament for Chipping Barnet



Giulio Terzi

Italian Minister of Foreign Affairs



Mgr Lucas Marabese

Deputy Head of Mission of the Permanent Delegation of the Holy See to the OSCE



Mark Stephens CBE

Co-Chair of the Human Rights Institute of the International Bar Association

IMPACT OF THE JOINT ACTIVITY CONDUCTED IN THE DEMOCRATIC REPUBLIC OF CONGO

In the **Democratic Republic of the Congo**, the joint initiative organized for World Day Against the Death Penalty 2025 took the form of a **solidarity petition** addressed to the President of the Republic, jointly sponsored by the World Coalition Against the Death Penalty, international organizations, and members of the Congolese abolitionist movement.

This petition comes amid a political context marked by the official **lifting of the moratorium on executions** announced by Congolese authorities in 2024, as well as by the existence of Congolese civil society initiatives prior to the World Day. The joint action carried out as part of the October 10, 2025 campaign complemented these existing mobilizations by providing formalized and visible international support for national abolitionist demands.

This joint action had a primarily political and symbolic impact, constituting a direct appeal to the highest levels of the state and publicly reminding the DRC of its constitutional and international human rights commitments. The petition also helped strengthen the legitimacy and protection of **human rights defenders** by highlighting their situation and explicitly calling for the guarantee of their freedom of action.

While no immediate change (official statement or legislative initiative) was directly attributed to this action, the feedback received underscores that the petition strengthened the capacity of the stakeholders involved to **sustain advocacy over the long term**, amid significant pressure and security restrictions.

This was the first time this action was implemented, and we were able to draw useful lessons from it for future editions.



MAIN IMPACTS OF THE 2024-2025 CAMPAIGN

The 2024 and 2025 World Days Against the Death Penalty gave rise to actions whose effects extend beyond the one-time visibility of October 10. They helped produce concrete impacts, strengthen existing advocacy efforts, and prevent setbacks in the abolition movement.

The “success stories” presented below illustrate various forms of impact observed during the 2024–2025 cycle, in line with the theme “The death penalty protects no one.”

1. Legal support as a lever for reducing and commuting death sentences

East Africa, Kenya - CELSIR

On October 10, 2025, **CELSIR** organized a legal aid clinic at Eldoret Main Prison for people sentenced to death, those facing charges punishable by death, and inmates serving long sentences. The initiative was supported by paralegals in detention who had been trained by the organization, and focused on raising awareness of rights, reviewing individual cases, and providing support during sentence review proceedings.

Results

Several death sentences were reduced or commuted as a result of this legal assistance. In at least one documented case, the sentence was reclassified as a 20-year prison term, leading to the release of the individual concerned. These initiatives have also helped improve **access to legal information** for detainees and ensure that World Day is part of a broader movement that extends beyond October 10.



MAIN IMPACTS OF THE 2024-2025 CAMPAIGN

2. Using evidence to advance the abolitionist cause

> West Africa - Nigeria / Hope Behind Bars Africa (HBBA): Integrating a gender-sensitive approach

On October 10, 2025, **Hope Behind Bars Africa**, in collaboration with the National Human Rights Commission, organized a **public presentation** of a study focused on women on death row in Abuja.

Results

The study highlighted the **structural discrimination** these women face throughout the criminal justice process, as well as the lack of a proven link between the death penalty and public safety. It provided factual evidence that can be used in dialogue with institutions and legal actors. This helps enrich the **public debate and strengthen the credibility** of the abolitionist argument among institutional actors and audiences sensitive to issues of justice and human rights.



MAIN IMPACTS OF THE 2024-2025 CAMPAIGN

2. Using evidence to advance the abolitionist cause

> SWANA, Saudi Arabia - ESOHR: Debunking Security Narratives

On October 10, 2025, ESOHR published a report on the death penalty in Saudi Arabia titled “**The Death Penalty in Saudi Arabia: A Policy of Fear Under the Pretext of Security.**” This report documents the use of the death penalty, particularly against individuals who were minors at the time of the crime and political prisoners. The publication was accompanied by a social media campaign in Arabic and English.

Results

The report and the campaign helped **raise international awareness** of violations related to the death penalty, particularly regarding minors and individuals prosecuted for dissent, as well as the gap between official rhetoric on reform and actual practices regarding the death penalty. In a context where security is frequently invoked to justify executions, this initiative **challenged these narratives** by highlighting the arbitrary and repressive nature of the use of the death penalty. This initiative underscores the central role of **independent documentation and international advocacy** in challenging the security justifications put forward by the authorities and in strengthening the mobilization capabilities of abolitionist networks.



MAIN IMPACTS OF THE 2024-2025 CAMPAIGN

2. Using evidence to advance the abolitionist cause

> SWANA, Iran - IHRNGO: Documenting Executions

On October 10, 2025, Iran Human Rights (IHRNGO) published an analytical report documenting at least 1,105 executions in Iran since the beginning of 2025, based on data collected by the organization.

This publication was coordinated with the **weekly online campaign** “No Death Penalty Tuesdays” and led to a coordinated mobilization in **52 prisons**, including collective statements by detainees and peaceful protests. The discussion held on October 14, 2025, on Platform X (formerly Twitter), titled “Iran, the Capital of Executions; Security Is Not Achieved Through Execution,”* focused on the theme of World Day and the 2025 slogan.

Results

The initiative **made up-to-date and verified data available**, thereby strengthening the credibility of evidence-based advocacy. The combination of the formal publication of the report and weekly digital communications helped amplify the message and **structure the debate and advocacy** around common misconceptions regarding the death penalty and security.

[LEARN MORE](#) 

MAIN IMPACTS OF THE 2024-2025 CAMPAIGN

2. Using evidence to advance the abolitionist cause

> International Level / PGA - Developing and Measuring Targeted Policy Advocacy for Parliamentarians

Parliamentarians for Global Action co-authored a **fact sheet** with the World Coalition intended for parliamentarians, which was distributed within its international network under the message “The death penalty protects no one.” This tool aimed to **provide elected officials with factual and legal arguments** to challenge the use of the death penalty in the name of security, drawing on comparative data, international standards, and evidence demonstrating the lack of a deterrent effect of capital punishment.

Results

The fact sheet was viewed by **316 parliamentarians**, demonstrating direct and measurable access to policymakers. This simple, targeted, and quantifiable tool helped frame the debate within an evidence-based approach, strengthening decision-makers’ ability to question the death penalty as a tool of criminal justice and security policy.



MAIN IMPACTS OF THE 2024-2025 CAMPAIGN

3. Maintaining media and public vigilance to prevent the return of the death penalty

> South Asia, Sri Lanka - HRO

In Sri Lanka, where the death penalty remains on the books but has not been carried out for several decades, World Day Against the Death Penalty 2025 **helped maintain public and media vigilance** regarding the risks of a resumption of executions. On October 10, 2025, HRO organized an **awareness-raising session** attended by more than 80 participants, including families of people on death row, human rights defenders, and civil society actors. This initiative was followed by a press conference that received national media coverage, notably on television.

Result

This activity served to highlight the **lack of a proven deterrent effect** of the death penalty and the risks of judicial errors associated with any resumption of executions. In this context, the World Day served as a framework to raise the profile of issues related to abolition and prevent the normalization of security-focused rhetoric advocating for a return to the death penalty.



IMPACT OF THE 2024-2025 CYCLE AT THE GLOBAL LEVEL

The analysis of the 2024–2025 cycle highlights several dynamics through which World Day helps to shape discourse and practices:

1. **Increased visibility and recognition** of abolitionist organizations and their message through the implementation of media and awareness campaigns.
2. **Strengthening and developing interactions** between local organizations, abolitionist networks, and allied actors, particularly in the legal, academic, and media spheres
3. **Production, diversification, and promotion of mobilization efforts** and the dissemination of the abolitionist message (research, documents, communication materials, legal actions, media monitoring, conferences, etc.) to reach a wider audience.
4. **Keeping the issue of the death penalty in the public and media debate** in countries that retain the death penalty or face a risk of its reinstatement.
5. Incorporating the theme of World Day into **cross-cutting programmatic approaches**, particularly by integrating a gender perspective and highlighting the specific impact of the death penalty on women.
6. **Convergence of local, regional, and international actions** to combine a global reach with initiatives on the ground, while highlighting diverse national realities and contexts around a common message opposing the security argument.
7. Establishing the **World Day as a key, lasting moment for advocacy** and counter-narratives to security-based arguments within advocacy and campaign strategies, extending beyond October 10.

LESSONS LEARNED AND GUIDANCE FOR THE NEXT BIENNIUM

- 1 Encourager l'adaptation du message aux contextes locaux au sein d'un cadre commun:** The 2024–2025 mobilizations demonstrated that the World Day's common message gains strength when it is appropriated and adapted by organizations based on their national and local realities. Member and partner organizations drew on the common framework and the campaign's slogan to formulate messages and actions directly linked to their political, legal, or social contexts. This strengthened both the understanding and relevance of the message among target audiences and enhanced the credibility and impact of the actions.
- 2 Promoting the sustainability of actions beyond October 10:** Initiatives that extended beyond October 10 alone produced transformative effects. When the World Day is used as an anchor point for longer-term mobilizations, the messages gain visibility and continuity, and the public becomes more aware over time.
- 3 Promoting diverse and complementary approaches to broaden the message's reach:** Organizations that utilized a variety of formats were able to reach broad audiences and amplify the dissemination of their messages. The combination of media campaigns, public events, digital campaigns, and educational or legal activities allowed mobilization efforts to be adapted to local contexts and organizational capacities.
- 4 Leveraging local and national media to amplify messages in constrained political or civic contexts:** In several national contexts, particularly where civic space is restricted or direct access to decision-makers is limited, the media served as a central lever for the 2024–2025 mobilizations. Radio programs, press releases, and digital content helped keep the issue of the death penalty in the public debate and reach audiences not directly accessible through other forms of advocacy.
- 5 Engaging key allies to strengthen the credibility and reach of our actions:** The 2024–2025 mobilizations demonstrate that the involvement of allied actors from professional, academic, or independent institutional spheres is a key factor in the credibility and reach of actions carried out as part of the World Day. When lawyers, academics, national human rights institutions, or community leaders are involved, the messages conveyed gain legitimacy and are more widely disseminated beyond activist circles.
- 6 4.Strengthening the resources and regional coordination of the abolitionist movement:** The evaluation questionnaires and narrative reports highlight the constraints faced by organizations, particularly regarding financial resources, preparation time, and coordination. These limitations have sometimes restricted the scale or visibility of actions carried out as part of World Day, despite strong commitment from the teams. The questionnaires also highlight a need for better planning, regional coordination, and increased support (tools, visibility, small grants).

FACT SHEETS: EXAMPLES OF NOTABLE AND REPLICABLE ACTIVITIES

Around the world, members of the Coalition have launched creative initiatives to raise public awareness and challenge misconceptions about the death penalty. Here are some **notable actions from World Day 2024-2025** that could inspire members for their advocacy efforts in the next cycle.

CEJ: Engaging Youth Through a Creative Workshop

In Sri Lanka, the **Centre for Equality and Justice (CEJ)** organized a workshop combining **legal awareness-raising and creative production** to engage young people in abolitionist advocacy.



What was done: CEJ structured a two-part workshop:

- Presentation of the annual theme and discussion of common misconceptions
- Creation of posters, slogans, and social media content

The creations were shared around October 10.



Implementation – how to replicate this initiative

1. Identify a target audience

Students, young activists, or community groups.

2. Structure the workshop into two parts

An informational session followed by a creative session.

3. Make an explicit connection to the annual theme

Incorporate the slogan and key messages of World Day.

4. Showcase the work

Publish the content, encourage sharing, and highlight the international effort.

5. Stay in touch after the event

Invite participants to join other initiatives.



Impacts: the activity fosters **active ownership of the message**, the creation of content tailored for social media, and engagement that extends beyond the one-time event.




Key message: Combining awareness-raising with creative activities **helps engage young people** as active advocates.

LEARN MORE

FACT SHEETS: EXAMPLES OF NOTABLE AND REPLICABLE ACTIVITIES

► Women Beyond Walls – Humanizing Advocacy Through Testimonials

Women Beyond Walls led an **international digital campaign** highlighting testimonials from women with firsthand experience of capital punishment. Since the human impacts of the death penalty are often marginalized in public debates, **direct testimonials** help make these realities more visible and accessible.

 **What was done:** A series of testimonial videos was shared on social media, featuring women from various national backgrounds. Each post highlighted the significance of October 10 and included a call to action.

Implementation – how to replicate this initiative

1. Identify volunteer speakers

Obtain consent and clarify the message to be conveyed.

2. Structure a cohesive series

Plan multiple posts rather than a single message.

3. Produce accessible formats

Short videos, subtitles, explanatory captions.


4. Make an explicit connection to World Day

Use the official hashtags and mention October 10.

5. Include a concrete call to action

Invite people to share, support, or join the initiative.



 **Impacts:** the campaign led to increased **international visibility**, highlighted the leadership of survivors, and generated digital engagement around October 10.

Key Message


Personal accounts make advocacy more human and inspiring, while remaining accessible and replicable.

LEARN MORE 

FACT SHEETS: EXAMPLES OF NOTABLE AND REPLICABLE ACTIVITIES

► RADHOMA - Raising awareness among young people through interactive educational tools (Aboli Quiz)

RADHOMA organized an “**Aboli Quiz**” an interactive tool designed to challenge perceptions of the death penalty and spark debate about its ineffectiveness in protecting society.

 **Whats was done:** RADHOMA designed an interactive quiz. The questions covered topics such as: the definition of the death penalty, the national constitutional framework, international commitments, the risks of miscarriages of justice, and the actual effectiveness of the death penalty. Each answer was followed by an explanatory commentary and a discussion with the participants.

Implementation – how to replicate this initiative

1. Identify common misconceptions to challenge

Identify the most common arguments (e.g., “the death penalty protects society”).

2. Formulate simple, fact-based questions

Draw on verified data and national law.

3. Structure a pedagogical progression


Start with general concepts, then introduce legal elements and critical arguments.

4. Allow time for discussion after each question

The key moment is not the answer, but the discussion that follows.

5. Adapt the format to the target audience

Schools, universities, community spaces, or online formats.

 **Impacts:** The format encouraged **active participation** from attendees and fostered a better understanding of abolitionist arguments, particularly regarding the link between the death penalty and public safety.

Key Message

Interactive tools help **reinforce the message** that “the death penalty protects no one,” particularly among young people.

LEARN MORE 

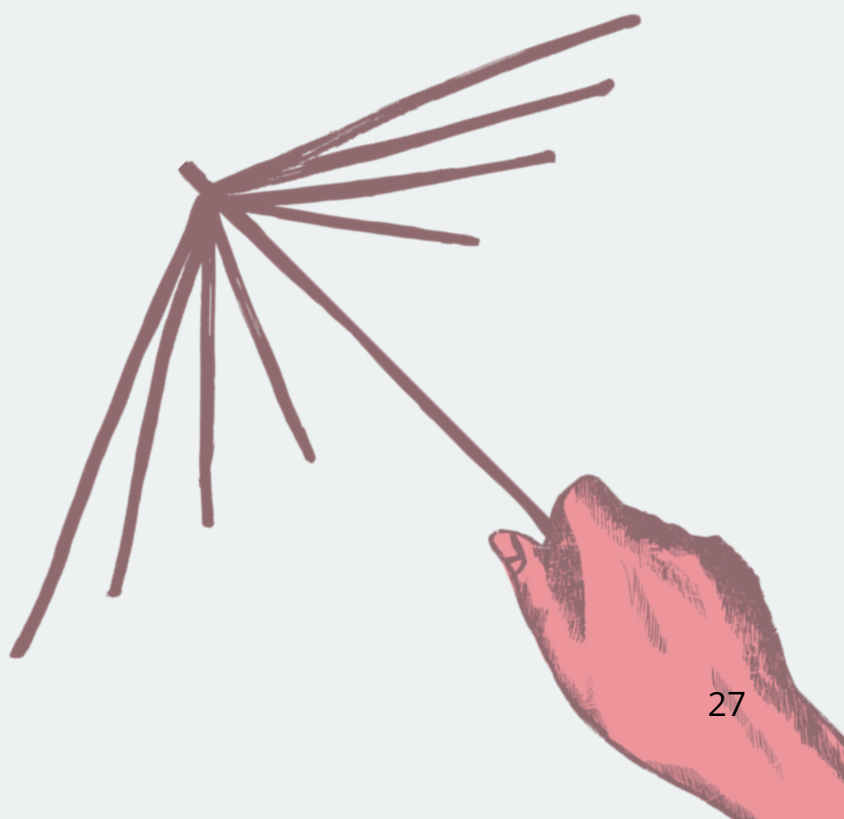
CONCLUSION

The **2024 and 2025 World Days Against the Death Penalty** confirmed that collective mobilization around a shared message can yield significant results, even in highly constrained contexts. Through the **diversity of their actions**, member and partner organizations helped keep the death penalty at the center of public debate and **challenged narratives** that portray it as a tool for security.

The **analysis highlights that the** impact of the World Day is not limited to October 10. The mobilizations observed are part of broader dynamics, driven by organizations capable of articulating a common framework with national and local realities, and of **circulating the abolitionist message in various spaces**.

This cycle serves as a reminder that the impact of the World Day can take many forms—legal, political, media-related, symbolic, or preventive—and that it relies above all on the **commitment of organizations and their ability to act collectively**.

The World Day Against the Death Penalty thus remains a **collective and cumulative effort**. Every mobilization, regardless of its scale, helps **strengthen the international abolitionist movement** and advance the challenge to the death penalty as a response to security challenges.



ACKNOWLEDGMENTS


The World Coalition Against the Death Penalty thanks all of its member organizations, institutional partners, human rights experts, and activists who contributed to the advocacy efforts **during the 2024–2025 cycle.**

It also thanks all the **organizations that shared their information**, data, and feedback, which made the preparation of this report possible.

The 10 October campaign is built on the collective commitment of stakeholders at the local, national, regional, and international levels.



WORLD DAYS AGAINST THE DEATH PENALTY 2024-2025



Every 10 October, the World Day Against the Death Penalty brings together activists from around the world.

As part of a two-year thematic cycle, the 2024–2025 edition brought together initiatives on every continent around a common message: the death penalty protects no one.

This report provides a summary analysis, highlighting regional, national, and international dynamics as well as progress made toward universal abolition.



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