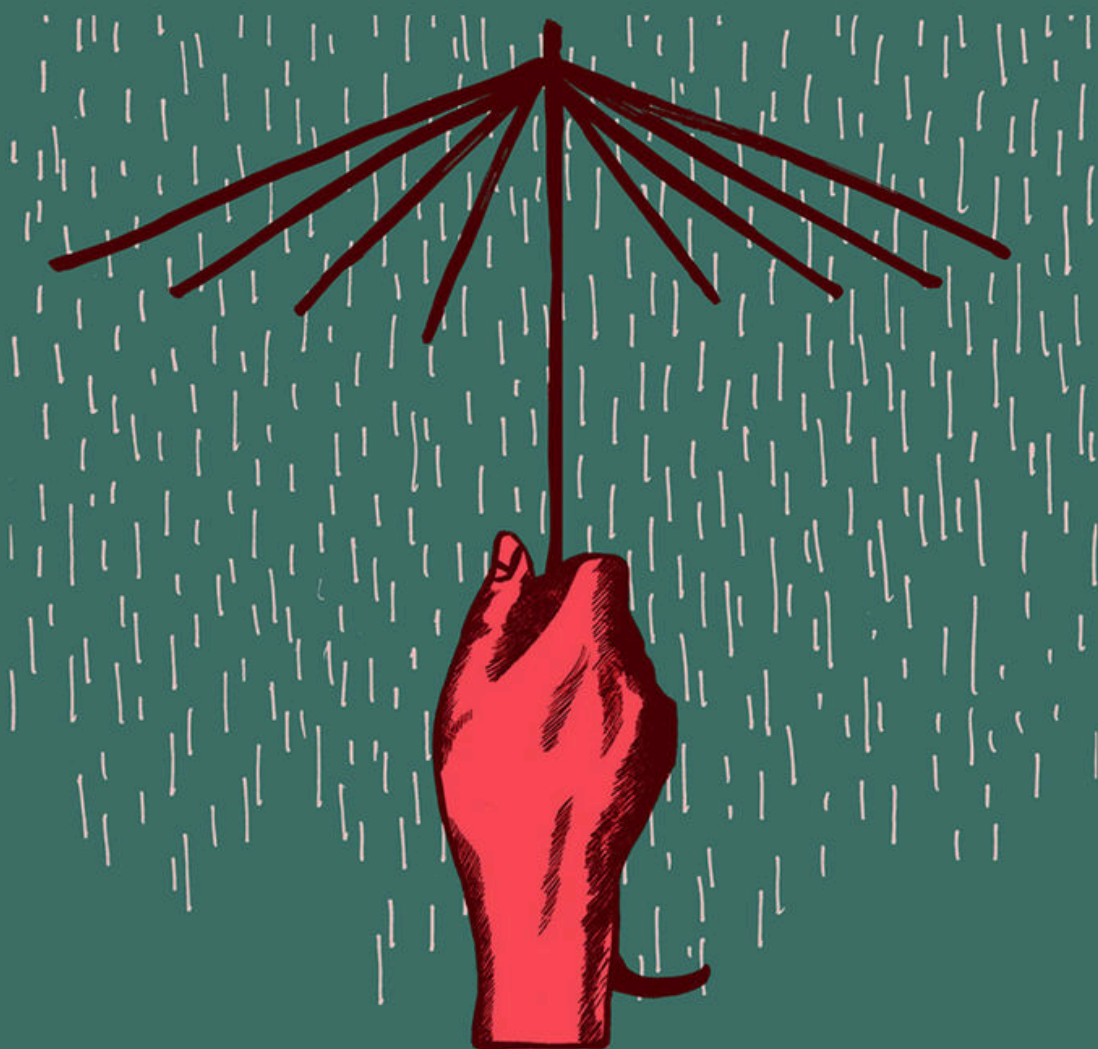


# WORLD DAY AGAINST THE DEATH PENALTY 2024 REPORT

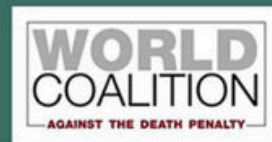
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**THE DEATH PENALTY  
PROTECTS NO ONE.  
ABOLISH IT NOW.**



**10 OCTOBER, 2024-2025**  
**WORLD DAY AGAINST  
THE DEATH PENALTY**

[www.worldcoalition.org](http://www.worldcoalition.org)



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# INTRODUCTION

On **October 10, 2024**, the 22nd World Day Against the Death Penalty was held under the theme "**The Death Penalty Protects No One.**" This theme aimed to dismantle a persistent myth: the belief that capital punishment ensures the safety of individuals and communities. In reality, research shows that **the death penalty does not deter crime and can exacerbate cycles of violence and social injustice**, disproportionately targeting marginalized populations.

Since 2022, the members of the World Coalition Against the Death Penalty (World Coalition) have decided to follow the same theme over a two-year period to ensure broader ownership of the theme and encourage the implementation of impactful action. Following this cyclical approach, the World Coalition has established a new two-year reporting cycle, featuring a preliminary report in the first year and a comprehensive report in the second.

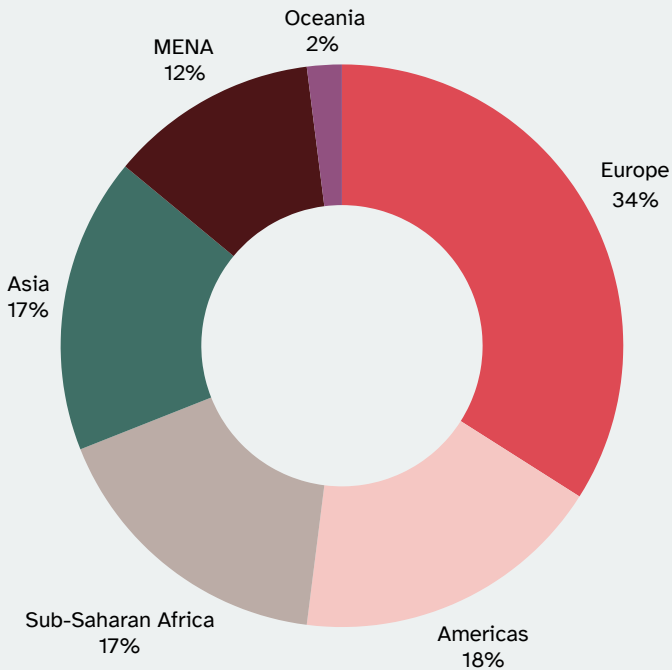
The 2024 report adopts a **concise format**, providing a clear and impactful overview of the mobilizations. In 2025, a more comprehensive report will build on this foundation, showcasing best practices and evaluating the impact of two consecutive years of efforts.

## Data collection methodology

This report is based on data gathered through a **questionnaire distributed to World Coalition members**, media and social media analysis using the online monitoring tool **TalkWalker**, and **online tracking of World Day activities** conducted by the World Coalition Secretariat.

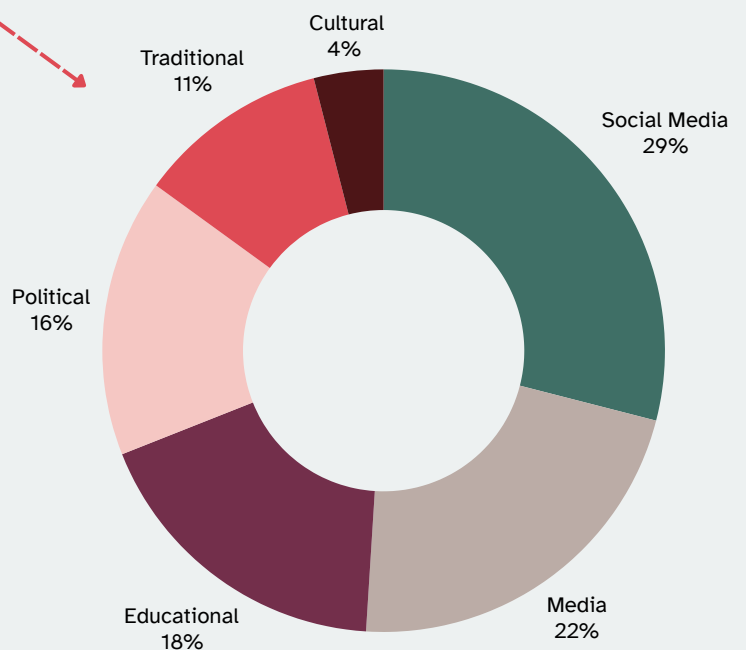
# EVENTS ORGANIZED BY WORLD COALITION MEMBERS AND ALLIES ON OCTOBER 10

A total of **411 events\*** were organized worldwide by abolitionist stakeholders for the 2024 World Day Against the Death Penalty, reflecting an impressive level of global mobilization by members and allies. This figure is based on reported activities, though the actual number may be higher as not all events were formally shared with the World Coalition Secretariat.



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

• Social media campaigns made up 29% of recorded events, followed by traditional media activities (22%), educational initiatives (18%), political events (16%), traditional events (11%), and cultural events (4%), showcasing the diverse strategies used to engage audiences globally.



\*A detailed table listing all the events implemented in 2024, identified by the World Coalition, is available on request.

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

## Media Coverage

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

2.7K

MEDIA PUBLICATIONS  
MENTIONING WORLD DAY

7.1B

SCOPE OF MEDIA CONTENT  
MENTIONING WORLD DAY

## Social Media coverage

- X (formerly Twitter) dominated the social media coverage with 99.3% of World Day posts, followed by Instagram.
- The World Coalition's Instagram campaign (October 1–16, 2024) achieved 10,000 views, 452 interactions, and brought the account to 828 followers.

62.3K

SOCIAL MEDIA POSTS  
MENTIONING WORLD DAY

374.4K

PEOPLE POTENTIALLY REACHED BY  
SOCIAL MEDIA POSTS MENTIONING  
WORLD DAY

20.2K

USES OF THE HASHTAG  
#STOPEXECUTIONSINIRAN

11.8K

USES OF THE HASHTAG  
#NODEATHPENALTY

# MOBILIZATION OF ALLIED ACTORS

## 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 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.

## LESSONS LEARNED AND GUIDANCE FOR YEAR TWO

Based on the responses to the post-World Day 2024 questionnaire, several lessons and insights emerged to guide actions for 2025.

- 1 Collaboration** emerged as a recurring theme, with many organizations reporting **successful outcomes from joint initiatives**. Events like webinars featuring speakers from multiple countries **amplified messages and shared diverse perspectives**. At the same time, **adapting the World Day theme to local contexts** helped ensure relevance and impact.
- 2 Interactive formats** also stood out as highly effective. Activities such as street interviews and community discussions **successfully engaged audiences and sparked meaningful conversations**.
- 3 Social media remained a powerful tool for advocacy**, enabling organizations to reach broader audiences. **Sharing testimonials, infographics, and key statistics** on platforms like **Instagram** and **X** generated strong engagement. Members of the World Coalition also emphasized the value of **combining informative and interactive content**, particularly through quizzes to foster deeper engagement

### Inspiring Initiatives from the 2024 World Day

Across the world, members of the World Coalition found creative ways to **engage the public and challenge misconceptions about the death penalty**. Here are a few standout initiatives from the 2024 World Day, **which could inspire members for their actions in 2025**.

#### ● Hope Behind Bars Africa – Street Interviews



**Concept:** Public street interviews with young Nigerians on whether the death penalty is a fair punishment.




**Objective:** Gauge public perception and encourage dialogue on justice and deterrence.


WATCH NOW




<https://x.com/hopebehindbar/status/1844690891375575502?mx=2>


## ● Iran Human Rights & Global Campaign to Stop Executions in Iran – 24-hour Livestream


 **Concept:** A continuous online broadcast as part of “No Death Penalty Tuesdays” to raise awareness of executions in Iran.

 **Objective:** Engage global audiences through storytelling, expert insights, and testimonies from affected families.

 [LEARN MORE](https://iranhr.net/en/articles/6986/) <https://iranhr.net/en/articles/6986/>

## ● The Advocates for Human Rights – Amicus Brief to the African Court

 **Concept:** Hold a launch event to introduce an amicus brief to be submitted to the African Court, debunking the deterrence myth under the African Charter.

 **Objective:** Provide legal tools to support strategic litigation against the death penalty in African countries.

 [READ MORE](https://www.theadvocatesforhumanrights.org/International_Submissions/A/Index?id=534) [https://www.theadvocatesforhumanrights.org/International\\_Submissions/A/Index?id=534](https://www.theadvocatesforhumanrights.org/International_Submissions/A/Index?id=534)

# CONCLUSION

The **2024 World Day Against the Death Penalty** highlighted, through diverse actions and compelling messages, **the inefficacy of capital punishment in ensuring safety and justice.**

This year’s experience emphasized the value of **planning campaigns well in advance** and **engaging partners and stakeholders early in the process.** Sharing best practices and experiences among members also serves as a powerful tool to inspire **even more effective actions.**

Building on these lessons, the **2025 edition of World Day** offers an **opportunity to strengthen advocacy efforts** and **expand global support for a future free from the death penalty.**