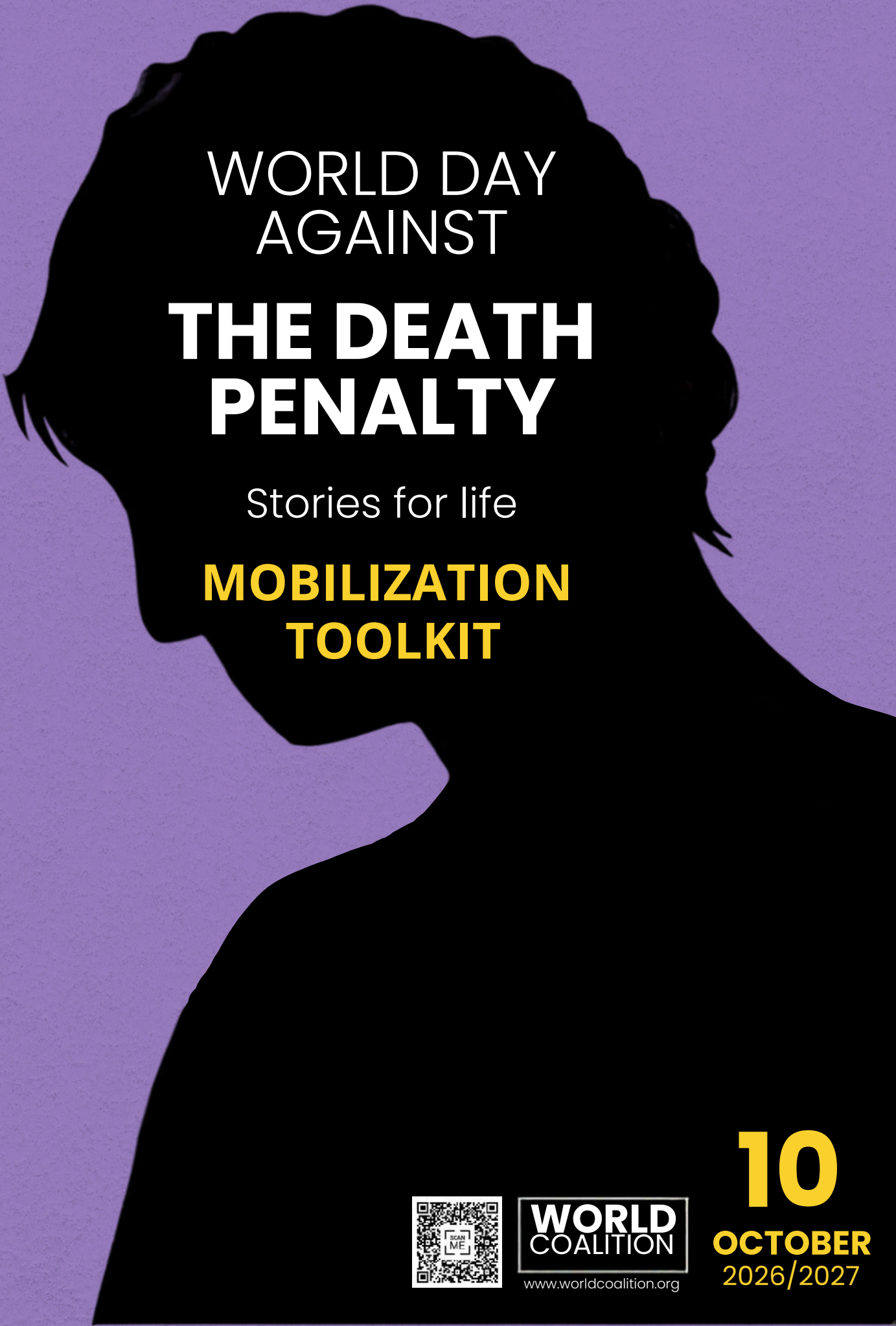


A black silhouette of a person's head and shoulders, facing left, set against a solid purple background. The silhouette is positioned on the right side of the frame, with the head tilted slightly upwards.

WORLD DAY AGAINST **THE DEATH PENALTY**

Stories for life

**MOBILIZATION
TOOLKIT**



10
OCTOBER
2026/2027

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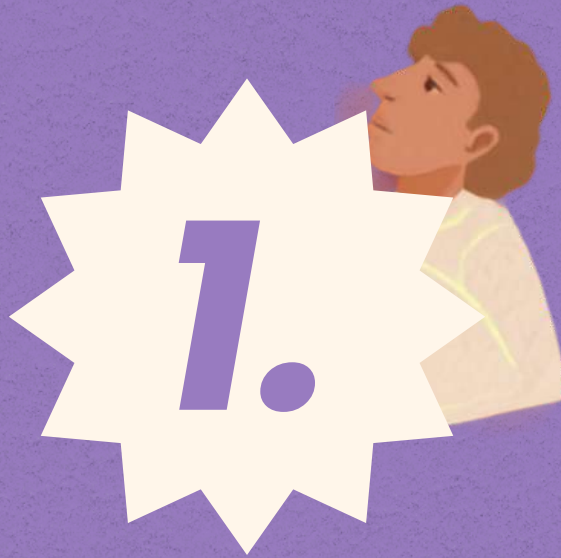
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PRESENTATION

24TH WORLD DAY AGAINST THE DEATH PENALTY

*This mobilization toolkit has been developed by the World Day Working Group
of the World Coalition Against the Death Penalty.*

WORLD DAY AGAINST THE DEATH PENALTY

Since 2003, the World Coalition Against the Death Penalty (World Coalition) has been organizing local initiatives and global actions that shine a spotlight on the abolition of the death penalty. This **Mobilization Kit** is designed to help local, regional and global actors understand the objectives of the World Day Against the Death Penalty (World Day) and organize activities that will mobilize their communities in favor of abolition.

The World Day happens every **10 October**. Each year focuses on a specific issue related to the death penalty, such as poverty (2017) and gender (2021). In 2026 and 2027, the World Day will highlight the **human lives** affected by the death penalty and amplify their stories.

The main objective of this World Day is to **raise public awareness** that the death penalty affects humans beings and entire communities whose voices should be heard- among political leaders and the general public, in both retentionist and abolitionist countries. It serves to bring abolitionist movements together, and to provide global support to the sometimes-isolated actions on the ground.

To do so, the World Coalition and its member organizations have identified specific objectives:

- **Support** abolitionist **activities** by sharing important tools for advocacy and mobilization.
- **Share the stories** of persons sentenced to death, victims' families, law enforcement officials and other people affected by capital punishment.
- **Work with civil society organizations** that amplify the voices of persons directly impacted.



Find out everything about the World Day Against the Death Penalty on this [link](#) : including the World Day poster; the leaflet; the testimonies collection; and the last World Day report.

BEHIND THE DEATH PENALTY, REAL STORIES

24TH-25TH WORLD DAYS AGAINST THE DEATH PENALTY

Public discourse often relies on distancing narratives that portray people sentenced to death as irredeemable or inhuman making the death penalty more socially acceptable. This campaign challenges that framing by affirming a simple but essential truth: **the death penalty is imposed on people, not on abstractions.**

Recalling the humanity of the people sentenced does not deny the harm caused by violent offences, nor does it diminish the pain of victims and their families. Instead, it recognizes that the **death penalty impacts multiple lives simultaneously**, and may amount to torture or other cruel, inhuman or degrading treatment, given the severe psychological and physical suffering caused by prolonged death row incarceration.

The campaign invites members and partners to **speak of (and with) the people affected by the death** and highlight their **lived experiences while acknowledging the structural, social, and individual factors that may have contributed to their conflict with the law**, eg. poverty, discrimination, trauma, mental health issues, or experiences of gender-based violence, which disproportionately affect vulnerable populations.

Central to this campaign is the recognition that **directly impacted people are not merely sources of testimony, but strategic actors** who shape advocacy priorities, messaging, and methods. **Storytelling** is therefore a key advocacy tool because it reclaims narrative power from systems that have historically spoken about affected individuals without listening to them. By centering lived experiences, it exposes realities that are often absent from policy debates: daily life on death row, prolonged incarceration consequences, and the structural inequalities that shape capital punishment systems.

A question about World Day? Contact us:
worldday@worldcoalition.org



2.



***ARGUMENTS
AGAINST THE DEATH
PENALTY***

10 ARGUMENTS AGAINST THE DEATH PENALTY

1. NO STATE SHOULD HAVE THE POWER TO KILL.

IT IS IRREVOCABLE.

2. *No justice system is safe from error and innocent people are likely to be sentenced to death or executed.*

IT IS UNFAIR.

3. *The death penalty is discriminatory and is used disproportionately against people from disadvantaged socioeconomic backgrounds, people with intellectual or psychosocial disabilities, and members of racial and ethnic minority groups. In some countries, the death penalty is used to target groups on the basis of their sexual orientation, gender identity, political opinion, or religion.*

IT IS INHUMAN, CRUEL, AND DEGRADING.

4. *Conditions on death row and the anguish of facing execution inflict extreme psychological and physical suffering, and execution is a physical and mental assault.*

5. IT DENIES ANY POSSIBILITY OF REHABILITATION.

IT IS APPLIED OVERWHELMINGLY IN VIOLATION OF INTERNATIONAL STANDARDS.

6. *It breaches the principles of the 1948 Universal Declaration of Human Rights, which states that everyone has the right to life and that no one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment. On ten occasions, the United Nations General Assembly has called for the establishment of a moratorium on the use of the death penalty (resolutions No. 62/149 in 2007, No. 63/168 in 2008, No. 65/206 in 2010, 67/176 in 2012, No. 69/186 in 2014, No. 71/187 in 2016, No. 73/175 in 2018, No. 75/183 in 2020, No. 463 in 2022, and No.79/179 in 2024).*

IT CREATES UNJUSTIFIABLE PAIN FOR EVERYONE IN CONTACT WITH IT

7. *particularly the relatives of both victims and people sentenced to death, including children, with harsh transgenerational consequences.*

8. IT IS COUNTERPRODUCTIVE.

- Killing of a human being as a criminal justice solution endorses murder more than it fights it.*

IT IS INEFFICIENT AND DOES NOT KEEP SOCIETY SAFER.

9. *It has never been conclusively shown that the death penalty deters crime more effectively than life imprisonment. On the contrary, studies show that the rate of the most violent crimes is higher in retentionist countries than in abolitionist countries.*

MANY MURDER VICTIMS' FAMILIES DO NOT WANT THE DEATH PENALTY.

10. *A large and growing number of victims' families worldwide reject the death penalty and are speaking out against it, saying it does not bring back or honor their murdered family member, does not heal the pain of the murder, and violates their ethical and/or religious beliefs.*



GOOD PRACTICES
WORKING WITH AND FOR
PERSONS SENTENCED TO DEATH

PERSON-FIRST LANGUAGE AS A TOOL FOR ABOLITION

Lawmakers, politicians, and even advocates often use dehumanizing and “otherizing” language to talk about people in contact with the law, including people sentenced to death. We have normalized labeling people in contact with the law based on their status, such as “prisoner,” “inmate,” and “the condemned.”

WHY IS PERSON-FIRST LANGUAGE IMPORTANT?

Person-first language subtly shifts the focus toward the shared humanity of the people who are affected by the death penalty. Person-first language seeks to center the dignity of people within conversations about conviction and incarceration status and experiences in the prison system. This language helps us as we share the stories and experiences of people who are directly affected by the death penalty, shifting the conversation away from labeling and toward social reintegration and reconciliation.

Research shows that language plays a role in promoting or undermining human rights. Dehumanizing rhetoric can build a structure that gives states and other powerful groups implicit permission to violate human rights. On an individual level, people who are the targets of this language can internalize the labels, diminishing their sense of self-worth and their agency. Person-first language facilitates “constructive engagement” in public and political conversations. It can also decrease recidivism rates.^[1]

HOW TO USE IT?

To begin, we must first acknowledge that the abolitionist movement has contributed to normalizing dehumanizing language. Hereafter are just some of many common terms and phrases that we can replace with Person-first alternatives when speaking about people who are impacted by criminal legal systems.^[2]

Replace this...	with that...
• Criminal / Convict • Felon • Inmate / Prisoner • Detainee • Repeat Offender Habitual Offender or Career Criminal • Criminal alien	• Person convicted of a crime • Person convicted of a felony • Person in jail / prison / detention • Person detained [for X] [before trial] or Person held in custody • Person with prior / multiple convictions • Undocumented immigrant / person

PERSON-FIRST LANGUAGE IN DEATH PENALTY ADVOCACY

Person-first language is one small but important part of abolitionist advocacy. People who are directly impacted by the death penalty may have differing views about this language, and person-first language alone cannot reform criminal legal systems or result in abolition. Person-first language is part of the broader effort to the stories of individuals in our advocacy. Consult the resources below to learn more about the power of person-first language in human rights advocacy.

- [Cooper, "People-First Language Matters. So Does the Rest of the Story." \(2021\).](#)
- [fwd.us and the Center for Just Journalism, "People-First Language Guide" \(2024\).](#)
- [Hickman, "Inmate. Prisoner. Other. Discussed. What to call incarcerated people: Your feedback" \(2015\).](#)
- [IDPC, "A call for inclusive language: Advancing a human rights-based approach to criminal justice at the United Nations" \(2026\).](#)
- [Osborne, "Language. Resources for Humanizing Language." \(2026\).](#)



INFORMATION SHEET

CORRESPONDING WITH A PERSON ON DEATH ROW



WHY CORRESPOND WITH A PERSON ON DEATH ROW?

For persons on death row, mail is a vital means of communication, essential to their survival, as many have no contact with their families and receive no visits. **Mail is an indispensable window to the outside world**, allowing a human connection outside of the prison system, an opportunity to be considered a human being.

You must **be at least 18 years old** to correspond with a person on death row.

Since letters are sometimes the only contact people detained have with a human from the outside world, you must be aware that you are making a **long-term commitment**. The choice of country should be based primarily on the language of correspondence you are comfortable with. This decision should not make you forget that correspondence with a person on death row **will likely end tragically**.

HOW TO FIND A PEN PAL?

Depending on the country you choose, you will find organizations dedicated to pen-pal programs. However, in some countries, the postal system does not function or is simply not permitted to communicate with those on death row. If the country you choose does not have a dedicated pen-pal organization, **contact a local organization** or coalition involved in the abolition of the death penalty in that country to find information about people seeking pen pals.

TIPS FOR CORRESPONDENCE

Be clear and explain your motivation; state what you can and cannot do: your availability to write, if you are able or willing to make one or more financial donations (regular or otherwise) to the prison account for this person. **Be honest, and do not commit to tasks you will not be able to fulfill**. Those on death row sometimes need to be reminded of the reality of the outside world; don't be afraid to set the record straight. Solitary confinement they often face can cause sudden mood swings, so don't take these mood swings at face value or as a personal criticism.



BE AWARE OF CORRESPONDENCE RULES!

Correspondence rules vary greatly from one country to another, so be sure to do your research before you begin, as violating these rules can result in sanctions for both the correspondent and yourself.



To know more about the role and benefits of corresponding with people on death row, you can also watch the recording of the session ["Correspondence with persons sentenced to death as an act of resistance against the torture of death row"](#) organized by ACAT-France during the 9th World Congress Against the Death Penalty in Paris, in July 2026.



4.

**ORGANIZING EVENTS
FOR OCTOBER 10**

10 THINGS YOU CAN DO TO END THE DEATH PENALTY

1

Organize a gathering online or in person. It can take the shape of a demonstration, an escape game, a webinar, a remote workshop, a conversation, or a theaterperformance.

See worksheets 1, 2, 3, 4, 7, 8



3

Build partnerships with minority group's rights organizations (women, LGBTQIA+ people, religious minorities, ethnic minorities...) to raise awareness of the aggravating threats of discrimination. Ask for a meeting, collaborate together for a World Day activity, radio broadcast, event, or joint declaration.

See [worksheet 10](#)



5

Promote a culture of peace in your community and beyond. Advocate for policies and actions that foster dialogue and nonviolent conflict resolution. Educate yourself and others to be peacebuilders.

See [worksheet 9](#)



7

Donate to a group working to end the death penalty in your country, region or worldwide.

9

Mobilize the media to challenge the security narrative that supports the death penalty.

Call for interviews with specialists, testimonies from victims, investigations on local cases and raising awareness campaigns that address the root causes of harm and violence.

See [worksheet 5](#)



2

Learn and engage with grassroots practices that promote healing and accountability processes in your community. It could be indigenous or community-led practices that work with people who suffer and cause harm, like restorative or transformative justice.

See [worksheet 9](#)



4

Lobby politicians to abolish the death penalty and implement preventive security policies.

Check out our guide on working with parliamentarians for abolition by clicking [here](#)



6

Join the events prepared for the abolition of the death penalty worldwide. Visit the World Coalition page for events near you!

8

Follow the social media campaign on Facebook, Instagram and X (Twitter) and launch your own using:

#nodeathpenalty

See [worksheet 6](#)



10

Participate in Cities Against the Death Penalty/Cities for Life on 30 November 2026 and 2027.

10 PRATICAL WORKSHEETS TO HELP YOU

WORKSHEET 1 ORGANIZING A DEMONSTRATION

☐

First, **find out information on the legal conditions**, the required authorizations for a demonstration, the prerequisite declarations or the delay, and the sanitary requirements.

☐

Define the message you would like to spread: do you want to point a specific case out or to call on political leaders or public opinion?

☐

Put an “organizing group” in place to welcome people and answer their questions, share materials, and explain the rules.

☐

No matter what event you choose to plan, the most important is to **communicate!**

Before the event, contact and invite local media (see [worksheet No. 7](#)) and/or create an event on social media to spot as many people as possible. Send an email with all the information (time, date, site, objectives). During and after the event, regularly share the information, photos, or short videos on X by using #NoDeath penalty or share live videos on social medias (see [worksheet No. 9](#)).



WORKSHEET 2

ESCAPE ROOM

'ESCAPE DEATH'



This idea was suggested by young activists during the Asia Youth Workshop in 2023.



Identify the place where you would like to organize it. If escape rooms are a big thing in your city, you may contact some of them for a partnership. Otherwise, you may create your own, for example, in a room at a university, in an exhibition hall, in your own office, or anywhere with sufficient space.



Plan for four rooms or one room divided into four, as shown in the graph below:

1

ROOM 1. DURING ARREST

Setting up: In this first room, have the beginning of different stories of people who were tortured to confess a crime displayed on the walls (you may use the testimonies tool for inspiration).

Starting point: One organizer is taking people in and explaining the concept of "Escape Death". Then, the organizer puts shackles on one person.

To get out of the room: People have to find the key to open the shackles. Make sure you hide the key before people enter, for example, behind one of the storyboards. Once they have found it, open the 2nd door.

To get out of the room: Participants must find the key to unlock the handcuffs. Be sure to hide the key before the participants enter—for example, behind one of the bulletin boards. Once they've found it, open the second door.

2

ROOM 2. DURING INTERROGATION

Setting up: In this second room, have some strong lights and very loud sound (only start it when you open the door to let people enter the room). Set up one chair and one table.

To get out of the room: People have to find the phone number of a lawyer hidden in the room. Make sure you hide the number before people enter, for example, under the table. To make it more difficult, you may also hide a phone and wait for them to call the right number. Once they have found it, open the 3rd door.

3

ROOM 3. AT TRIAL

Setting up: In this third room, have a court-like setting (a huge desk or podium on one side, chairs or benches in front of it). Have the end of the same stories as in room 1 displayed on the walls. If you can, you may show a short part of a movie or documentary listed in this mobilization kit.

To get out of the room: People have to find a pen and a sheet of paper. They will have to take it with them to the last room. Once they find it, open the 4th door.

4

ROOM 4. ON DEATH ROW

Setting up: In this fourth room, have a cell-like setting (or just a mattress on the floor). Hide the address of your organization in the room (possibly in several locations)

To get out of the room: People have 15 minutes to find the address of your organization, and write a letter to you to help them with their case (using the pen and paper from the previous room and the address in this room).

End of the game: If they manage to do so in 15 minutes, they win the game.



If organizing an escape room game seems too difficult, you may transform this into a role-play activity or a more traditional exhibition.



Communicate before the event, contact and invite local media for an opening (see [worksheet No. 7](#) and [worksheet No. 8](#)) and/or create an event on social media with #EscapeDeath to include as many people as possible.

WORKSHEET 3

ART EXHIBITION



Find a place for the exhibition, for example, a well-known art gallery, museum, garden or square, a public place, a university, a library, an underground station, a shop window, etc. Please note that these types of places are rarely free to use.



More than six months are often required to reserve prestigious places such as temporary exhibition spaces in museums, but two or three months should suffice for a public place. Unusual places are often very interesting, but the procedure can be more complicated. To guarantee your chances of success, be organized in advance and get to know the managers of the exhibition area, suggesting they sponsor the project.



Contact the artists for high-definition electronic copies of the posters (see p.27, for existing exhibitions).



Print the drawings or the paintings depending on where they will be exhibited- if outside, cover them in protective plastic, if in a museum, think about hanging, etc.



For a virtual exhibition, you need to **obtain the digital versions** of the art you are willing to depict in a definition as good as possible and collect the artists' identifiers for their different social media to be able to credit them and respect copyrights.



Prepare the official opening of the exhibition, with the artist or a distinguished speaker who can talk about the death penalty (contact the World Coalition if needed).



Invite the media, your network of activists, engaged artists, academics, students, and those in the artistic scene, etc.



Prepare the exhibition and do not forget to prepare **drinks** and a **buffet** if your budget permits.



If you have informed the press, **prepare a press kit** with information about the exhibition, the artist and the World Day Against the Death Penalty.



To **select the artwork**, you would like to display, you may ask yourself:

- How does this piece of artwork make me feel?
- How does this work depict the death penalty? In what way is it framing the death penalty debate?
- What human aspect does this artwork reveal in relation to the death penalty?



Art exhibits are an out-of-the-norm way to generate public debate about the death penalty, which is why they can be so effective!



Our Ugly World, Arthur Angel

WORKSHEET 4 FILM FESTIVAL



Plan your event in advance at least two months before if it will be held in person. Holding a film festival in person requires more than 2 months of preparation if you must book a free screening room.



Contact cinemas and other organizations in your country. In a virtual screening, instead, research a **videoconference platform** that you can use to project a film onto a shared screen.



Choose a theme for the festival with a catchy title and choose up to dozen films. Make sure you have the right to screen them.



Make sure to **have a variety of countries and cultures** (European, American, Asian movies), **content and subject matter** (cases of innocence, of forced confessions, the world of prisoners sentenced to death, social pressure faced by victims' families, etc.) and **genre** (blockbusters, art house films, documentaries...). You may find a list of films on the death penalty in this mobilization kit.



Arrange subtitles if the films do not already exist in your language, if possible. You can find some on the following website: <https://www.opensubtitles.org/fr>.



Organize debates after the films to encourage discussion with the audience. Invite experts, scholars and directors to interact with the audience and explore their impressions of the film and their opinion on the death penalty.



Since 2004 Taiwan Alliance to End the Death Penalty has organized a film festival on the death penalty every three years



WORKSHEET 5

TV/RADIO CAMPAIGN



Contact television or radio programs to introduce your organization and to offer an opportunity to talk about the World Day against the Death Penalty. You can call them for the first contact, but it is advisable to also send an email with information about the theme of the World Day, your organization, the purpose of such a program, etc. Local radio stations may be particularly interested. Plan this step at least 4 weeks in advance of your intended event.



Prepare what you will say in your segment in relation to the abolition of the death penalty. You can adapt it to your national context to make it more relevant as the more accessible your segment is, the more awareness it will create amongst people listening or watching.



After participating in the television or radio program, ask the organizers to give you the **program's recorded file**. Share the program on your social networks.



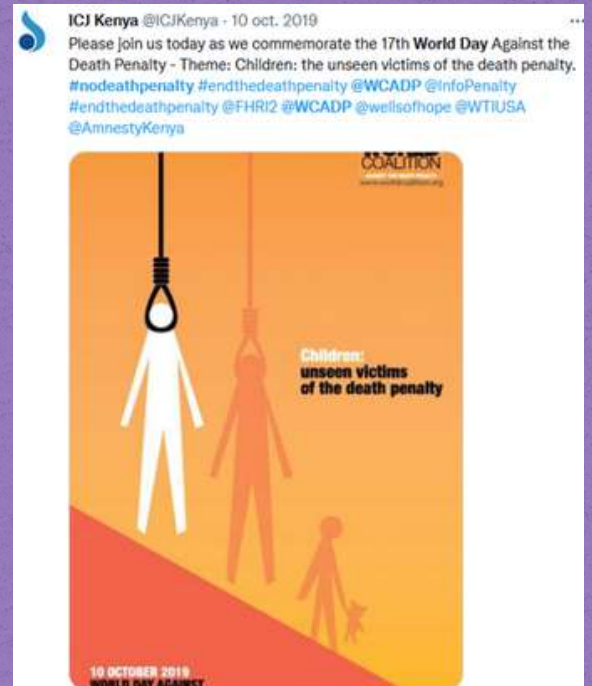
WORKSHEET 6 SOCIAL MEDIA PROMOTION

Starting from 1 October, **post loads of messages!**

Use Facebook, Instagram, LinkedIn, WhatsApp, X (formerly Twitter) or any other social media platform that is safe for you to use to **disseminate the information** with your friends, **share testimonies**, publish **photos, videos, infographics** that raise awareness, **call your public to action** (e.g. tag decision-makers in the comments, consult your website, attend your event, share widely, etc.), or **know more** about the events around you.

Here are a **few examples** of messages you can write to promote the online campaign.

- "What does the death penalty mean to you? Learn from a new perspective and share your story! www.facebook.com/worldcoalition
- "Check out the World Day against the Death Penalty. Download posters and tools, share with friends, have your say and more. <https://worldcoalition.org/worldday>"
- "Let's end the death penalty! What are you are doing to combat this inhumane treatment? Join the discussion and the event on Facebook page."
- "Spread the word! The World Day Against the Death Penalty is on 10 October <https://worldcoalition.org/worldday>. #nodeathpenalty"
- "What does the #deathpenalty mean to you? Learn from a new perspective, share with friends, have your say and more <https://worldcoalition.org/worldday>"



Tweet from ICJ Kenya for World Day 2019

Use **#nodeathpenalty** and other hashtags linked to the World Day theme.

Call out decision-makers and opinion leaders by mentioning them with the @ to their official account. Always show respect in your message, without insult or violence.

Here are **some tips** to make your publications more attractive and impactful:

- Add a **small description**: a short text, a quote, a figure to give context avec invite viewers to learn more.
- Be aware of the **quality of the photograph**.
- **Do not use too much text** in your visuals otherwise people won't read. **Make your main messages clearly visible** through size, font, and colour. Add the most relevant information in short and simple sentences and **encourage viewers to visit your website** or other resources to know more.
- **Use a "hook"**: a catch-phrase that will incite viewers to click and stay on your video.
- **Be aware of the length** of the video and the post. A 1-minute-long video has more chances to be watched and shared.
- If feasible, **add subtitles** to the video to enhance accessibility.
- **Share your content in your story** and ask your followers to share the publication.



Always respect the right to the image relative to the legislation of the country where you took the photo or filmed the video.

WORKSHEET 7

WRITING A PRESS RELEASE

- ☐ **Use letterheadpaper** if you have it and include the name of your organization.
- ☐ **Put the notice "For immediate release"** with the date of the public release.
- ☐ Start with a short but explicit **title**.
- ☐ Professionals recommend a **maximum of 2 paragraphs** with active links and footnotes.
- ☐ The 1st paragraph is the **introduction**. It is the most important paragraph as journalists may not read beyond it. It answers the following questions: Who, What, Where, When and should attract the attention of journalists.
- ☐ The following paragraph is an explanation of this 1st paragraph. It answers the questions why and how and **provides the context, stakes, and a brief historical background**. Where necessary, give a quote, facts and figures. It is important to give some materials, like the World Day leaflet, to the journalists. By doing so, you make their work easier and increase your chances of receiving coverage.
- ☐ Put your **contact information** at the end of the press release with your first and last name, title, email and phone number.
- ☐ Include a **link to your organization** in the press release.
- ☐ The statement **should not exceed one page**. A long press release could discourage journalists and not be read at all.
- ☐ For more information, consult the following guide : [Write a Press Release](#)



WORKSHEET 8

GUARANTEEING GOOD MEDIA COVERAGE

☐

Forge links with local journalists interested in the subject: throughout the year, follow local media coverage and find the media outlets and journalists who often raise the theme of the death penalty. Also, find out how they discuss it: what news section, what angle, etc.

☐

Contact them between July and September to tell them about the World Day Against the Death Penalty (so that they put it in their schedules) and your event as a way of making yourself known.

☐

Try to become their yardstick for the subject by always **responding quickly to journalists and providing them with reliable information.**

☐

To maximize your chances of success, **organize an event** containing one or two stories from people with real-life experience. Journalists like to use personal stories and, if you provide them with the opportunity, they will talk about your event.

☐

Send out a press release a week before your event with the exact place, date and time, the title of the event, the names of the participants, a brief description of your event and a paragraph on the World Day.

☐

Send it again the day before the event if you have not had confirmation from journalists who might be interested.

☐

Specify that **participants will be available for interview** at the event.



WORKSHEET 9 ENGAGING WITH TRANSFORMATIVE PRACTICES

☐

Educate yourself about local practices that already exist for addressing harm, accountability, and community healing. Attend workshops, seminars, or training sessions on peacebuilding, mediation, and restorative and transformative justice to deepen your understanding and develop practical skills.

☐

Make connections with individuals and organizations that are actively engaged with these practices. Collaborate with community members to create support networks and resources for survivors.

☐

Talk about the root causes of harm and violence, including systemic oppression, inequality, and trauma. Commit to ongoing development of all members of your community, and the community itself, to transform the political conditions that reinforce oppression and violence.

☐

Involve survivors of harm and violence. Listen to their experiences, validate their feelings, and support their agency in the process of seeking justice and healing.

☐

Encourage those who cause harm to take responsibility for their actions and engage in meaningful accountability processes. Emphasize learning, growth, and restitution rather than punishment.

☐

Practice self-reflection and learning about your own biases, privileges, and contributions to systems of harm and oppression. Commit to personal growth and accountability in your actions and relationships.



If you would like to learn more about how you can promote peace and security in your community, **here are some resources:**

- **[TransformHarm.org](#)**: Resource hub for transformative approaches to end violence. (Website in English)
- **[AccountableCommunities.org](#)**: Video series that promote non-punitive responses to harm. (Videos in English with translated subtitles)
- **[Creative Interventions Toolkit](#)**: A practical guide to stop interpersonal violence. (Available in English, Spanish and soon in French and German)
- **[Youth4Peace](#)**: Training toolkit on peacebuilding, conflict transformation, and creating peaceful narratives. (Available in English, French, Arabic and Spanish)
- **[Peace Education](#)**: Handbook for educators wishing to create a culture of peace. (Available in English, French, Arabic, German, Hebrew and Spanish)



WORKSHEET 10 COLLABORATING WITH MINORITY GROUPS' RIGHTS ORGANIZATIONS

☐

Identify the organization in your region you want to collaborate with.

☐

Request a short meeting. Reach out to the organization and include information about the World Day theme and its relevance to their work as a minority group's rights organization.

☐

Invite them to your activity. Invite a representative from that organization to attend the World Day event you are organizing, share the livestream link, the press release, demonstration information, radio show information, or any other relevant materials.

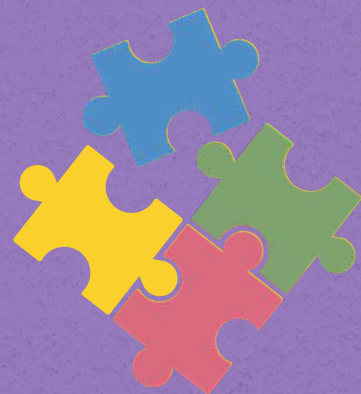
☐

Invite them to collaborate with your activity. Ask if they would like to collaborate with your event, by participating in hosting your event be it online, on the radio or an in-person seminar or demonstration.

Alternatively, a collaboration could take place by releasing a joint declaration, press release or social media campaign. Encourage communication with their networks about the topic to spread the word, perhaps develop their own working group on the topic and to get them to attend your event.

☐

Nurture your good ties with them and be willing to participate in their events if you are invited!



10 TIPS FOR A SUCCESSFUL EVENT

1

Plan your action at least a month before the event, more if you need to rent a place, invite speakers, or contact us for an art exhibition.

3

Contact local media a week in advance and again two days before the event (see [worksheet No. 7](#) and [worksheet No. 8](#))



5

Contact us to promote your event on our website and on Facebook page.

7

Be ready to counter pro-death penalty arguments (use our "[10 reasons to end the death penalty](#)" in the first part of this kit).

9

Be nice to people, even if they disagree!

2

Try to include several local NGOs or well-known people to make it a bigger event with no additional costs or efforts (including bar associations, parliamentarians, opinion leaders, etc).
To know what is organized in your city:

[click here](#)

To contact members of the World Coalition in your country: [click here](#)



4

Use the Internet and social networking tools to spread the word.

6

A few days before, advertise it in the streets (posters, leaflets with title, time and place of your event).

8

Tell everybody, your friends, your family, even your grandma!



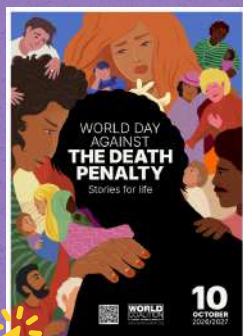
10

Take pictures and/or write a short report (and send it to us).



WORLD DAY TOOLS YOU CAN USE

Every year, the World Coalition produces tools that are shared and used by its member organizations, digitally available [on this link](#). Furthermore, the World Coalition supports events organized worldwide on 10 October as the very objective of the World Day is to support and stimulate local initiatives and actions in as many countries as possible in the world.

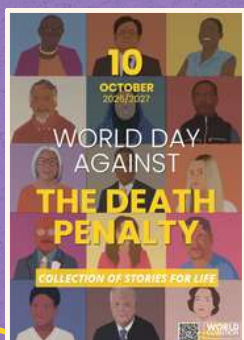
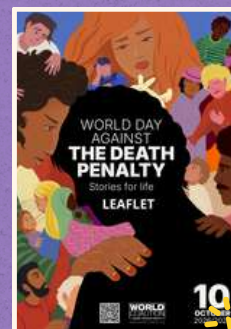


WORLD DAY POSTER

[Arabic](#), [English](#), [Farsi](#), [French](#), [German](#), [Italian](#), [Japanese](#), [Russian](#), [Simplified Chinese](#), [Spanish](#), [Swahili](#), [Tagalog](#), [Traditional Chinese](#), [Turkish](#), and [without text](#) on our [website](#)

INFORMATION LEAFLET

The 2026-2027 World Day leaflet contains an overview of the state of the death penalty worldwide, highlighting some of the progress made and situations of concerns. It also provides a clear explanation on the role of storytelling as a tool for advocacy against the death penalty. It explores the importance of recalling the humanity of all the persons impacted by the death penalty and centering their voices.



COLLECTION OF TESTIMONIALS

This tool compiles stories from people sentenced to death, victims' families, law enforcement officials, and others with personal experience of the death penalty.

GENDER AND THE DEATH PENALTY FACTSHEETS

These factsheets feature key information, case studies and testimonials that highlight the experiences of [women](#) and [LGBTQIA+](#) people who are sentenced to death.



Additional tools for professionals (lawyers, judges, media, etc) and others are also available on [the World Coalition's World Day page](#).



ADDITIONAL MATERIALS TO SUPPORT YOUR EVENTS



Browse available films on the World Coalition Against the Death Penalty's website by searching "movie", "film" or "video" in the digital library.
To view the recommended videos below, please click on the title of the videos.



FICTIONS

- Night train (China), 2007 (1h34): A woman employed performing state-sanctioned executions unknowingly becomes romantically involved with the husband of the last woman she executed.
- Shepherds and Butchers (South Africa), 2016 (1h46): A lawyer takes on a case of a prison guard in South Africa who is traumatized by the executions he's witnessed.
- There is no evil (Iran), 2020 (2h30): *The four stories that comprise There Is No Evil are variations on the crucial themes of moral strength and the death penalty that ask to what extent individual freedom can be expressed under a despotic regime and its seemingly inescapable threats.*
- All your faces (France), 2023 (1h58): A lawyer takes on a case of a prison guard in South Africa who is traumatized by the executions he's witnessed.

NON-FICTIONS

The Resurrection Club (USA), 2016 (26 minutes)

This short tells the story of four men who were exonerated after spending years on Death Row for crimes they did not commit. Once freed, they promised the friends left behind that they would work to end the death penalty. Traveling across America in the 'Witness to Innocence' tour, they educate people on the realities of death row.

Lindy Lou, juror number 2 (USA), 2017 (1h25)

Documentary about the jurors in a murder trial who handed out the death sentence to the defendant, and how their attitudes have changed 20+ years later.

Je ne te voyais pas (Switzerland), 2019 (75 min)

This film explores the difficult connection between victims trying to rebuild their lives and perpetrators disposed to taking responsibility.

Sweet Destiny (Iran), 2021 (55 minutes)

An animated film filled with poignant music that takes the audience on a journey through the history of Iran since 1853 and highlights the issues surrounding the death penalty and human rights in the country.

WEBSITES

World Coalition Against the Death Penalty's website:
www.worldcoalition.org

Worldwide database on the use of the death penalty:
www.deathpenaltyworldwide.org

Amnesty International, death penalty page:
<https://www.amnesty.org/en/what-we-do/death-penalty/>

Fédération internationale des droits de l'Homme, death penalty page :
<https://www.fidh.org/en/issues/death-penalty/>

Hands Off Cain information website:
<http://www.handsoffcain.info>

For more references, please check the World Coalition members' websites:
<https://worldcoalition.org/who-we-are/member-organizations/>

PODCASTS

Women Beyond Walls' Podcast (International)

Listen to a series of episodes amplifying the lived experiences of incarcerated women and the advocates reimagining justice through storytelling.

Commentaries of Persons on Death Row, Prison Radio (USA).
Prison Radio is an independent multimedia platform that amplifies the voices of incarcerated people to challenge mass incarceration and spark public activism.

VIDEOS

ASEAN's legacy of hope (Asia), 2017 (7min35): Using dramatic footage from famous cases, told by the priests and lawyers who experienced them, this video portrays the death penalty as a cruel and inhumane practice that persists even though weaknesses in our legal systems may mean that we kill innocent people when there is no evidence that the death penalty is a deterrent.

Failed Justice: Innocent on Death Row (USA), 2018 (3min09): This video tells the story of one prisoner, Anthony Ray Hinton, who spent 30 years on death row in Alabama for a crime he did not commit.

Voices and video from death row- Ghezelhesar mass-executions (Iran), 2015 (6min45): This film explores the difficult connection between victims trying to rebuild their lives and perpetrators disposed to taking responsibility.

Women Sentenced To Death FHRI Documentary (Uganda), 2021 (14min28): This video tells the story of Anthony Ray Hinton, who spent 30 years on death row in Alabama for a crime he did not commit.

Many other videos are available on the YouTube channel of the World Coalition



ART

Windows on death row (USA).
A Unique and collaborative art exhibit by political cartoonists and death-row inmates designed to expand the conversation on capital punishment in the U.S.A.

Songzhuang art exhibition / The judges' judgment (China).
The artist wants to express the opinion that the death penalty is the result of a mahjong game, and is not as fair, just and shocking as people think.

JOIN US

Join the movement for the universal abolition of the death penalty!

In accordance with article 5 of the World Coalition's bylaws, the Coalition welcomes organizations who are sharing the aim of the universal abolition of the death penalty. To join us, you may fill in the application form and send it to the Secretariat of the World Coalition: <https://worldcoalition.org/who-we-are/become-a-member>. Every member of the Coalition must pay an annual subscription fee of 50 to 150 euros according to the resources of the organization.

World Coalition Member list and contact:

<https://worldcoalition.org/who-we-are/member-organizations>

For further information:

<https://worldcoalition.org/>

SECRETARIAT OF THE WORLD COALITION

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