

16 Days of Action Against GBV

December 2025-January 2026



During the 2025 16 Days of Activism Against Gender-Based Violence campaign (24 November - 10 December), Bidvest Protea Coin and Gijima Sport zeroed in on the urgent issue of Gender-Based Violence (GBV). The campaign reinforced a clear and firm message: **“GBV has no place in our workspaces, homes, and communities.”**



On 20 November 2025, Gender-Based Violence was declared a National Disaster by the South African government, highlighting its devastating and long-standing impacts on our society.

In line with its commitment to creating sustainable social impacts within the communities in which it operates, Bidvest Protea Coin has consistently and consciously initiated conversations around this social ill. These efforts aim to educate young people, encourage critical engagement, and inspire individuals to take a stand against Gender-Based Violence. One of the key platforms through which this commitment is realised is Gijima Sport.



There are five Gijima Sport themes, which promote **Reading** and **Fair play**, and oppose **Gender-Based Violence**, **Littering**, and **Substance Abuse**. These themes are intentionally integrated into sport and community-based events hosted by the organisation. During the 16 Days of Activism campaign, the theme of Gender-Based Violence became a core focus and was amplified across Gijima Sport’s social media channels as well as Bidvest Protea Coin’s internal communication channels. This invited both audiences and employees to actively stand against GBV and deepened awareness around the issue.

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On 4 December 2025, Gijima Sport hosted an outdoor film screening event, featuring the animation film *STRIKE!*, which directly addresses the realities and consequences of Gender-Based Violence. The screening provided a creative and accessible platform for dialogue and reflection.



Further raising awareness, the Gijima Training Academy Drill Squad visited several Bidvest Protea Coin sites, where they distributed GBV awareness pamphlets while showcasing their discipline through formation drills. This initiative combined visibility, education, and engagement, reinforcing the message of zero tolerance for GBV.

On the final day of the campaign for the year, 10 December 2025, Bidvest Protea Coin divisions across the country gathered in solidarity against Gender-Based Violence. Participating sites included Head Office, Gijima Training Academy, Kelvin Regional Office, and Glencore Rustenburg Smelter. Employees wore all-black, took part in local walks, and created signage with unapologetic anti-GBV messages.

These actions served as a powerful reminder that the fight against GBV does not end with a campaign.



Gender-Based Violence rears its head in different shapes, but it remains a pervasive and destructive disease. It affects men, women, boys, and girls, crippling the social fabric of our country, destroying homes, and separating families.

For too long, GBV has become a part of our daily existence, normalised and unchallenged. As a society, our commitment to confronting it must be continuous and unwavering. Our fight against Gender-Based Violence does not begin or end with a campaign.