

Lega calcio Serie A and WeWorld join forces to give #unrossoallaviolenza

20 November 2025

Source : Lega Serie A

Translated from original publication: [LEGA CALCIO SERIE A E WEWORLD IN CAMPO INSIEME PER DARE #UNROSSOALLAVIOLENZA | News](#)

On the occasion of the 12th matchday, the Serie A Enlive pitches turn red to promote the campaign by Lega calcio Serie A and WeWorld against violence against women.

Lega calcio Serie A and WeWorld have renewed their commitment again this year by promoting the 9th edition of their national awareness campaign #unrossoallaviolenza, aimed at opposing and combating all forms of violence and abuse — physical and psychological — against women.

Violence often grows in the silence and indifference of society: it can manifest through silence, control, physical aggression or economic dependence. Recognising it is the first step towards eliminating it, and everyone is called to act and give a clear and unequivocal “red card” to a dramatic phenomenon that continues to afflict our society.

- 7 million women (1 in 3) in Italy have experienced some form of harassment or violence in their lives
- 1 in 2 women (49%) reports having experienced at least one episode of economic violence
- 111 women were killed in Italy in 2024, 96 of them in family or intimate settings
- 73 women were killed in Italy in the first nine months of 2025, 60 of them in family or intimate settings
- the most serious forms of violence are committed by partners, ex-partners, relatives or friends

(Data: ISTAT, WeWorld, Ministry of the Interior – Italy, 2024/2025)

“Lega calcio Serie A renews its determined commitment to supporting women who are victims of violence and once again stands at their side to fight every form of abuse against women,” said Ezio Simonelli, President of Lega calcio Serie A. “The red mark we will see painted on the faces of players and referees this matchday is not just a symbol: it expresses Serie A’s commitment to maintaining strong attention on a dramatic and unacceptable phenomenon in a civil society. I would like to thank our clubs and match officials for supporting our #unrossoallaviolenza campaign — an initiative that unites

clubs, players, referees and fans in a strong, collective condemnation of violence against women.”

“With the #unrossoallaviolenza campaign, we have the opportunity to speak directly to a large male audience, inviting them to reflect on their role in preventing gender-based violence,” commented Marco Chiesara, President of WeWorld. “It is time to shift the focus away from the responsibility of victims and towards those who can truly make a difference: those who observe and those who act. We must say NO to the normalisation of unacceptable behaviour and promote a culture based on respect and trust. For 15 years, we have been working to combat gender-based violence, directly supporting people at risk and complementing this work with research and awareness campaigns such as this one. Initiatives like #unrossoallaviolenza allow us to step outside our usual circles and bring this message to everyone, helping build a fairer and more inclusive society.”

On the 12th matchday of Serie A Enilive, coinciding with the International Day for the Elimination of Violence Against Women on 25 November, all stadiums will turn red. The symbol of the #unrossoallaviolenza campaign evokes the red card, conveying a strong message of solidarity with women victims of abuse and supporting them on their path to safety — fighting together the fear they live with every day.

Many activities are planned across the pitches to support the initiative:

- players and match officials will enter the pitch with a red mark painted on their faces
- captains of all teams will wear a dedicated armband
- before kick-off, a dedicated #unrossoallaviolenza graphic will appear on screens
- in every stadium, the match ball podium, line-up arch and substitution board will feature campaign branding
- the campaign video will be shown on giant screens, and stadium announcers will read a message to raise awareness among fans
- before and after the match, club directors, coaches and players appearing for interviews will wear the #unrossoallaviolenza badge, and coaches will read a statement expressing support for women and condemning all forms of violence
- for the first time, the children accompanying players and referees onto the pitch will wear kits dedicated to the campaign

On the @SerieA social accounts and on Radio TV Serie A, the #unrossoallaviolenza video will be broadcast, focusing on the idea of “creating a network” between people — encouraging everyone to intervene and support victims, helping interrupt the cycle of violence and create a safe environment for all. The video emotionally engages viewers by showing everyday scenes of silence and discomfort, broken only by a clear signal to stop abuse: the red mark on the face. The aim is to inspire the public to play an active role by recognising even the less visible signs of violence, which is not only physical. Creating an

“aware community,” in which no one remains invisible and every sign of suffering is noticed, is essential to ending violence against women.

Powerful testimonies will also come from social media, with players posting photos alongside their partners, wives or daughters — and with other ambassadors who, alone or in pairs, will pledge their support by sharing a photo with the red mark on their face, urging their followers to do the same using the hashtag #unrossoallaviolenza.