

HUMAN TRAFFICKING AWARENESS GUIDELINES:

A GUIDE FOR BUSINESSES EDUCATING EMPLOYEES AND CONSUMERS ABOUT HUMAN TRAFFICKING

NOT FOR SALE 

Samikia
FOUNDATION



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INTRODUCTION | HUMAN TRAFFICKING: A HIDDEN ISSUE

There are more people enslaved today than at any other point in history. Today, we call this enslavement “human trafficking”. Men, women, and children are exploited through force or manipulation to work for someone else’s benefit. They are forced to pick the cotton for our clothes, to mine the metal for our phones, and to sell their bodies for sex. An estimated 30 million¹ people globally are victims of human trafficking, with women and girls representing the greater share².



Human trafficking is a hidden crime. It hides in complex supply chains, in brothels, and in private homes. However, even when taking place in plain site, human trafficking often remains unseen due to low societal awareness. This lack of awareness prevents victims from being detected, rescued and understood. It also creates a safe space for traffickers to operate with low risk for any serious consequences, generating over \$150 billion in illegal profits every year³. Hence, in order to end human trafficking, it is critical that people around the globe are aware and attentive to this issue and how they can be part of the solution.

Companies, reaching billions of consumers each day, can play a crucial role in raising awareness and educating consumers about human trafficking. Their messages transcend geographical borders and cultural barriers, and reach areas where television and internet have not yet travelled -- areas where trafficking can be most prevalent. Internally, corporations are incubators of innovative and continued learning. They are experts on efficiently educating large numbers of people from various backgrounds. This expertise, combined with their communication reach, makes companies uniquely positioned to build understanding of what human trafficking is and how it can be addressed.

The aim of these Awareness Guidelines is to be a tool for companies that wish to support the fight against human trafficking by raising awareness among consumers and employees. The guide provides examples of how businesses can communicate externally about trafficking through product packaging, social media, endorsement, campaigns, and in-store communication. It also highlights examples of how companies can work to educate employees internally by offering online training, organizing internal workshops, and participating in external forums. Each area is illustrated by an example of how companies work, or have worked, to raise awareness about human trafficking.

The Awareness Guidelines are part of the *Business Against Slavery Project*, developed by Not For Sale and the Samilia Foundation with financial support from the European Commission. This project seeks to develop a toolkit for companies looking to address the issue of human trafficking. You can access all the tools at businessagainstsavery.org.

¹ Estimates of the number of human trafficking victims range from 21 million (ILO) to 36 million (Walk Free) people. The wide range illustrates the difficulty of knowing exactly how many people are affected, and is a consequence of the hidden nature of the crime. ILO: <http://www.ilo.org/global/topics/forced-labour/lang--en/index.htm> Walk Free: <http://www.walkfree.org/>

² http://www.ilo.org/wcmsp5/groups/public/---ed_norm/---declaration/documents/publication/wcms_243391.pdf

³ <http://www.ilo.org/global/topics/forced-labour/lang--en/index.htm>

RAISING AWARENESS | TO CONSUMERS

Corporations reach billions of consumers each day through product messaging and marketing. By including a short message about human trafficking on products, on marketing materials, or on in-store communication, companies can help normalize the issue and make millions of consumers more attentive to its existence. Below are examples of how businesses can raise awareness to consumers through awareness campaigns, co-branding and product messaging, endorsements, websites, and in-store communication.

AWARENESS CAMPAIGNS

By strategically using its business assets and communication reach, a company can team up with an organization to amplify its awareness efforts through a targeted campaign. Millions of customers can be reached through innovative and strategic communication activities, happenings, and events.

Mariott International: Awareness Campaign

In 2014, Marriott International joined the global campaign [Your Actions Count: Be a Responsible Traveler](#) created by the UNWTO, UNODC, and UNESCO to urge travelers to support the fight against human trafficking. Along with website campaigning and educating internal staff in more than 70 countries, Marriott shared the campaign message through email confirmations making millions of customers aware that their actions count in the fight against trafficking.

Delhaize Group: Awareness Day

On the European Anti-Trafficking Day in 2015, the Delhaize Group joined forces with the Samilia Foundation and Not For Sale to distribute over 8,000 awareness bags (pictured to the right) and leaflets to consumers at Delhaize stores across Belgium. A social media campaign was launched on the same day together with efforts to educate employees internally.





CO-BRANDING & PRODUCT MESSAGING

By teaming up with an organization working to address human trafficking, companies can raise awareness through product messaging and branding. One of the most successful co-branding initiatives for a social cause is the RED-campaign: a collaboration between the Global Fund and brands such as Coca-Cola, Apple, and Starbucks to raise awareness and funds for fighting HIV.

AllSaints: Not For Sale Fashion Line

AllSaints, a British fashion designer, teamed up with Not For Sale in an international effort to raise awareness through the launch of a unique Not For Sale fashion line. The Not For Sale message was communicated through apparel and events, both in stores and on social media, to draw attention to human trafficking. Celebrities also picked up the designs and helped spread the word.

HEMA: Product Messaging & Co-Branding

Dutch retail giant HEMA and Not For Sale collaborated on the development of several lines of co-branded products for sale at HEMA stores across Europe. Each product carried a message about human trafficking and generated funds to support Not For Sale's international work. During the four-year campaign, over 200,000 co-branded soups, coffee capsules, and coffee beans were sold to consumers throughout Europe.

ENDORSEMENT

Celebrities, athletes and other public figures can draw attention to the fight against human trafficking by endorsing the work of an anti-trafficking organization. Companies can add to these efforts by joining the endorsement and providing opportunities for fundraising through product offerings, coupons, or in-kind product donations.

Belgium National Soccer Team & Alloys Nong

The Samilila Foundation collaborated with Alloys Nong and Belgian celebrities to organize a soccer event in Brussels to raise awareness about human trafficking. During the event, players from Belgium's national team played against a team of survivors of human trafficking to draw attention to the issue.



"Every professional athlete, or really anyone who has been successful in their own way, has something in common... that is the privilege to set a goal and achieve it. People in situations of slavery have no opportunity like this. Slavery steals this."

– George Bailey, Australian Cricketer

"Everybody deserves the right to say, 'One day, I'm going to become. One day, I'm going to accomplish. One day, I'm going to play.' Slavery kills that dream."

– Jeremy Affeldt, San Francisco Giants

Team Not For Sale

Professional athletes in US Major League Baseball (MLB) and the Australian Football League (AFL) teamed up to take a stand against modern slavery under *Team Not For Sale*. In an effort to educate sports fans and raise funds for the cause, athletes pledged to donate for every hit, strikeout or game to Not For Sale's work. Companies joined the effort by offering matching donations and raising awareness. See this [video](#) to learn more about Team Not For Sale.

ONLINE & IN-STORE COMMUNICATION

Companies can amplify current or new awareness efforts by communicating through their existing channels, such as their website, social media, in-store communication, and printed marketing materials. This can be done in collaboration with an anti-human trafficking organization or independently.

Delhaize Group: Awareness PSA

As part of the 2015 European Human Trafficking Awareness Day, the Delhaize Group showed an 80-second awareness PSA through their in-store TV-system to educate their employees and customers about what human trafficking is and how they can address it. The PSA, uniquely developed for store environments, is available with English and Romanian subtitles, and is open for the public to view and use via [YouTube](#).



Our supply chain is conflict-free, but many others around the world are not. That's why a portion of every purchase goes towards **NOT FOR SALE** 🇵🇸 to fight human trafficking.

Every single customer has a powerful impact.

1 SHEET SET OR THROW = **1** SAFE NIGHT OF SLEEP

Boll & Branch: Website Communication

US-based Boll & Branch, offering organic and fair trade luxury bedding, collaborates with Not For Sale to educate consumers about human trafficking and to raise funds to support the fight against it. On Boll & Branch's [website](#), customers can learn about the issue of human trafficking and how their purchases are directly supporting Not For Sale's work.

RAISING AWARENESS | TO EMPLOYEES

Companies employ and educate millions of people around the world. From training on a company's mission and standards, to periodic newsletters and professional development, companies are continuously educating their employees. As part of this training, some companies have started to incorporate education on wider social issues connected to their business operations. Below are some examples of how businesses can raise awareness about human trafficking among their employees through internal workshops, external forums, and online training courses.

INTERNAL WORKSHOPS & EMPLOYEE ENGAGEMENT

By incorporating information about human trafficking into internal communication channels, professional development activities, and employee engagement opportunities, companies can raise awareness among employees in a natural and engaging way.

Delhaize Group: Internal Workshops

The Samilia Foundation organized a series of internal *Business Against Trafficking* workshops for Delhaize employees in Belgium, Greece, and Romania. The workshops addressed human trafficking generally, as well as highlighted specific cases in each country and what companies can do to support the fight against it. The trainings were primarily offered

to employees working in human resources, sustainability, communications, and procurement.

If you are interested in hosting a workshop at your company, please reach out to the Samilia Foundation (samilia.org).



Juniper Networks: Summer Freedom Event

Juniper Networks, a global technology company, and Not For Sale jointly organized a *Summer Freedom Event* to increase engagement and awareness about human trafficking among employees. Through a variety of activities, such as a volleyball tournament, raffles, food stands, and speeches, employees had the opportunity to learn more about the issue of modern slavery and Juniper's partnership with Not For Sale.





EXTERNAL FORUMS

Through forums, conferences, and design-thinking workshops, businesses and anti-human trafficking organizations can gather to exchange knowledge and develop innovative solutions to jointly address trafficking issues. These forums can be general or focus on a specific issue, region, or industry.

Conference: Business Against Slavery

In 2015, leaders from European business and non-profit communities gathered in Bucharest to discuss the role of business in addressing human trafficking. Through a series of creative design-thinking workshops and panel discussions, participants from 12 countries developed action plans for how companies can address human trafficking through awareness raising, supply chain responsibility, and the training and employment of survivors. The two-day conference was organized by Not For Sale and the Samilia Foundation, with financial support from the European Commission.



Montara Circle

Not For Sale has organized a series of innovative design-thinking workshops called *Montara Circles*. The Montara Circles bring together experts, businesses, and successful innovators from different spheres in society to generate radical ideas and develop actionable solutions to end modern slavery. Not For Sale conducts a SWOT analysis on a human trafficking issue and asks participants to design an innovative, replicable solution that leverages strengths and mitigate weaknesses. To learn more about the Montara Circles, watch this [video](#).

ONLINE TRAINING COURSES

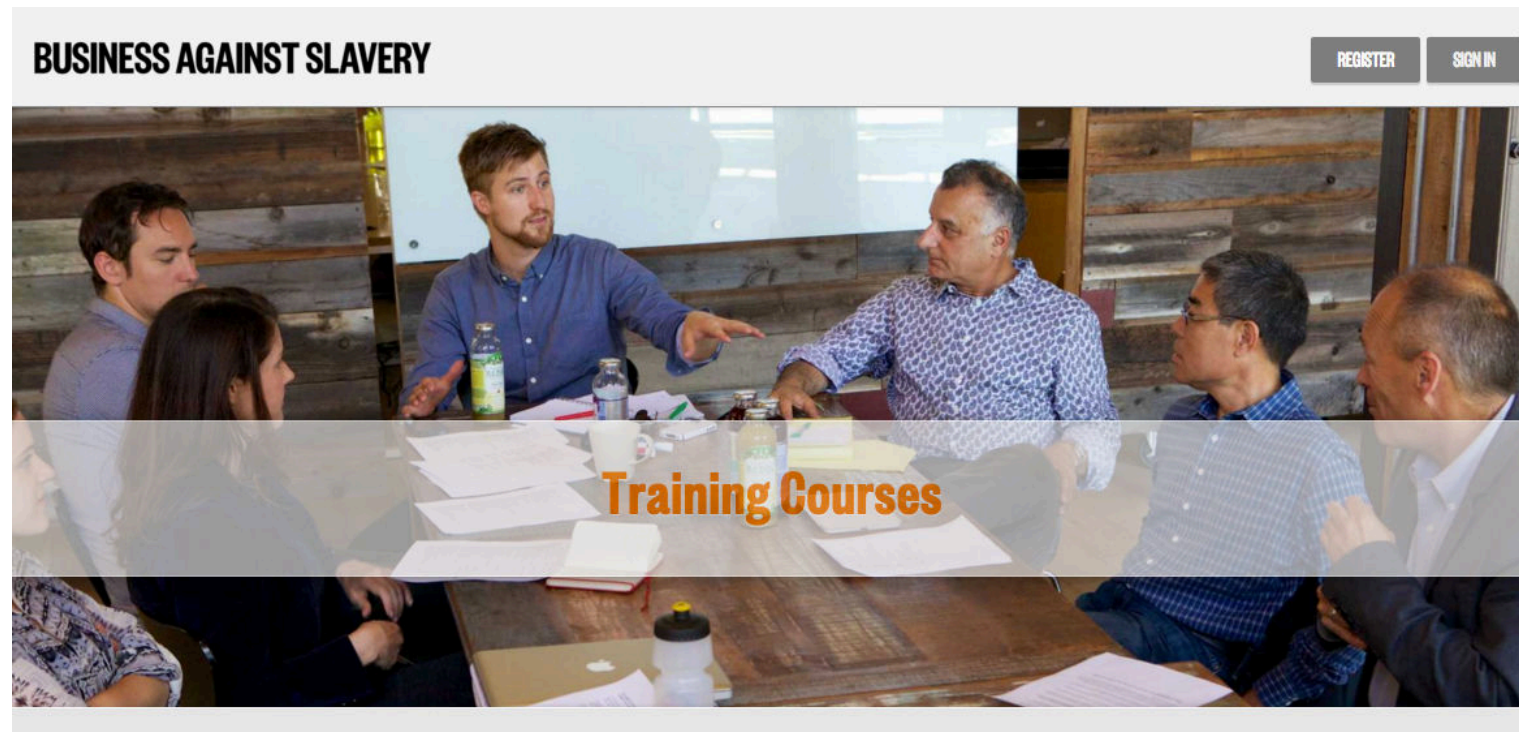
Companies can work to increase employees' awareness about trafficking and how they can safely respond to it by providing the opportunity to complete an online course on human trafficking. These courses can be general or tailored to a specific industry or group of employees.

Passport to Freedom

Sabre, a US based technology company in the travel industry, has developed an online training course called *Passport to Freedom*. The 30-minute course, now open to the public, educates employees in the travel and tourism industry on how to recognize human trafficking and safely respond to it. You can access Passport to Freedom [here](#).

Human Trafficking Awareness Course

The Samilia Foundation and Not For Sale, in collaboration with the Delhaize Group and with financial support from the European Commission, have developed an online course about human trafficking. The 30-minute course combines short tutorials with optional written material and seeks to answer three key questions: what is human trafficking, why does it exist, and how can we fight it. The training is applicable to employees in any industry, and at any level or company size. The course is available for the public at: businessagainstsavery.org/training



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NOT FOR SALE 

Not For Sale works to protect people and communities from human trafficking. The organization manages projects in Europe, Asia, and the US focused on job-readiness training for survivors and protection of children. Not For Sale collaborates with companies to address trafficking through innovative business solutions. Learn more at notforsalecampaign.org.

Samilia
FOUNDATION

The Samilia Foundation is based in Brussels and specifically targets sexual and economic exploitation through awareness raising in Belgium and through education and prevention programs in countries of origin of victims in Western Africa and Eastern Europe. Samilia also develops social inclusion programs for survivors in partnership with the private sector. To learn more, visit samilia.org.