



# ANTI-SLAVERY WEEK 2023

16th-22nd October 2023

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Modern slavery awareness  
Digital Pack



Introduction

# Anti-Slavery Week

## Resources

Thank you for your interest in using Anti-Slavery Week 2023 to raise awareness among your staff, customers, clients or partners about the devastating issue of modern slavery.

This pack contains a wide variety of downloadable resources and graphics for your use in the lead to up the event and during Anti-Slavery Week itself. You may wish to select just one set of materials, or you may prefer to make use of multiple sets in different scenarios or on different days. We would be happy to discuss your requirements and ideas with you!

# MODERN SLAVERY STILL EXISTS.

There are **49.6 million** trapped  
in slavery worldwide. This is an  
increase of nearly **10 million** in  
**5 years**

Source: International Labour Organisation



## Introducing your audience to the issue of modern slavery

Your audience may be hearing about the issue of modern slavery for the first time, so this statistic is a highly impactful conversation opener. Why not use this resource to share your knowledge of what modern slavery is and then as a jump-off to explore the issues further, with support from the resources in this pack.

[Link to download graphics](#)

## Breaking down the definition

These graphics go into more detail, including the legal definitions, and so are aimed at audiences who may already have a higher awareness level or who have already seen the introductory graphics in another context. They also explain more about forms of

trafficking that are less common in the UK but are a significant problem globally, including domestic servitude and forced marriage.

[Link to download graphics](#)

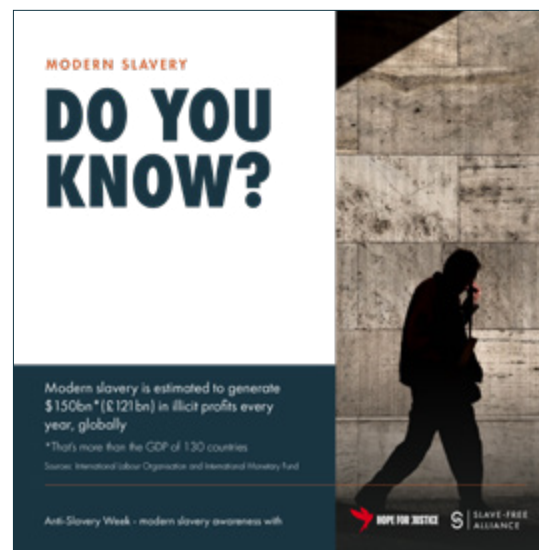


## Infographics

This set of graphics contains more visual elements and thought-provoking facts and comparisons to get your audience and stakeholders talking and thinking about the issue of modern slavery. They also raise awareness of the extent to which trafficking and modern slavery affects not just foreigners but also British nationals (especially children and teenagers).

The first graphic makes clear that human trafficking is not just about the sex trade; it is very much about exploitation in the supply chains of large, reputable companies.

[Link to download graphics](#)





## Modern Slavery and the ESG agenda

Modern slavery sits firmly in the 'S' of the ESG agenda and we want to help you talk about it, so we have created suggested commentary found next to each graphic for you to post together.



### What can you do?

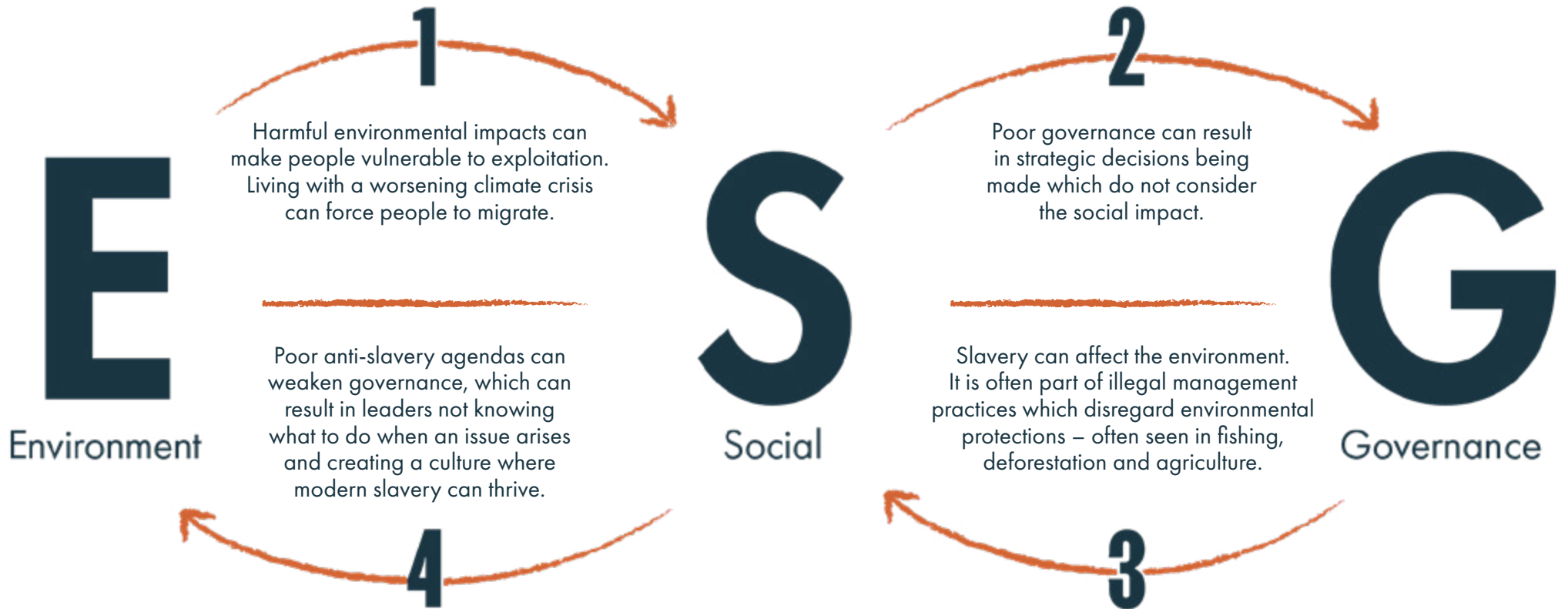
Have open and regular anti-slavery communications in your workplace. This can build trust with your workforce, attract collaboration and deter traffickers.

You can show your ESG transparency in your Modern Slavery Statements, sustainability reports, UK Modern Slavery Statement Registry and your social media channels.

[Link to download graphics](#)

Please feel free to use the commentary to caption the graphic on your social media channels

# E, S and G are Interlinked





## Modern Slavery in the ESG agenda

With the global demand for green technologies rocketing, it is crucial that businesses do not lose sight of the human cost of the green agenda. This graphic advocates for a balance between the E and the S agendas, so that being eco-friendly does not come at the cost of human exploitation.



Please feel free to use the commentary to caption the graphic on your social media channels

## Climate Change and Modern Slavery

As efforts to halt the climate crisis and environmental damage increase, the use of modern slavery becomes part of these activities.

### Do you know how your eco-friendly products are made?

As we work to become more eco-friendly, it is important that we remember that eco-friendly does not always mean they are free from human exploitation

[Link to download graphics](#)



## Get the facts

If you suspect that your audience or stakeholders have been misinformed about the realities of modern slavery or hold inaccurate opinions about it, this set of graphics provides the real facts.

Rather than repeating some of those commonly held misconceptions, the graphics focus just on the true picture.

[Link to download graphics](#)

# MODERN SLAVERY

Get the facts



→

**FACT**  
Citizens of all countries are affected by this crime



The UN estimates that there are 40.3 million people trapped in modern slavery globally. That's over two-thirds of the population of Italy.

**FACT**  
Human trafficking and people smuggling are different things



human trafficking  
crime against individual

people smuggling  
crime against state

People smuggling is a **service**, sought out **voluntarily**.  
Human trafficking is **involuntary exploitation**.

What they do have in common is that they are both profitable businesses involving human beings, and often involve criminal networks.

@hopeforjusticeintl

**FACT**  
Human trafficking does not require international travel



In fact a person can be trafficked in the same town or even street where they grew up.

@hopeforjusticeintl

# TAKE ACTION AGAINST MODERN SLAVERY

## 1. Learn to Spot the Signs

This makes it harder for traffickers to hide their crimes

## 2. Use your voice

Share content on social media to make others aware of this issue

## 3. Support Hope for Justice

Donate today to ensure we can see more people rescued and restored from exploitation at [hopeforjustice.org](https://hopeforjustice.org)

## 4. Partner with Slave-Free Alliance

Increase your organisation's resilience to modern slavery through our training, technical services, technology solutions and pioneering membership programme.



## Take Action!

At Hope for Justice we believe that awareness leads to action. We hope your customers, clients, colleagues and partners can use the information in these graphics to understand more about this brutal crime, but crucially will also decide to take action against it.

One way to take action is to support the work of Hope for Justice. Our award-winning, evidence-based programmes in the UK and globally are all about preventing exploitation, rescuing victims, restoring lives and reforming society.

**Contact Slave-Free Alliance to see how we can help your organisation.**

[Link to download graphics](#)



## Other materials

Hope for Justice has a wide selection of other awareness-raising materials and content available, including posters, videos, fact sheets, downloads, multilingual leaflets and more.

[Click here](#) to see what is available.



For more materials such as videos and other printed goods from Hope for Justice or for Anti-Slavery Week support and advice, email:

[supporters@hopeforjustice.org](mailto:supporters@hopeforjustice.org)

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[hopeforjustice.org](http://hopeforjustice.org)

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#antislaveryweek