



# ANTI-SLAVERY WEEK 2024

14TH-19TH OCTOBER 2024

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**Modern Slavery Awareness**  
Brief for Businesses



# INTRODUCTION

Thursday 18th October 2024 marks the UK's fourteenth Anti-Slavery Day. This day is a beacon of hope and a call to action, reminding everyone of their collective responsibility to raise awareness and collaborate to eradicate modern slavery and exploitation, not only from the UK, but across the globe. Slave-Free Alliance marks this event and elevates it into a whole week of content and activities to

empower businesses to learn more about what they can do to take action across their operations and supply chains.

We invite you to engage with us in our mission to raise awareness and showcase what your business, your colleagues and your suppliers are doing to build resilience against this terrible violation of human rights.

# THEME

**This year's theme, which will run alongside our awareness-raising activities, is 'Global Reach'.**

Modern Slavery is a global issue and requires a global response, particularly for businesses operating in challenging and changing contexts. This year we will explore the need for international collaboration to develop robust responses, including geography-specific legislation to address the risks of exploitation in global business operations and supply chains.

There is increasing pressure being placed on businesses to demonstrate that they are shouldering this responsibility to identify and mitigate the risk of modern slavery and exploitation in their business and supply chains, and the need to address the problems of conducting effective due diligence in challenging contexts, whether they be countries affected by

conflict, natural disasters, those affected by systematic and state-imposed violations of human rights, or where governments fail to protect the human rights of its citizens.

With so much at stake, we will explore these contexts in more detail and look at some practical examples of what businesses are doing to address these issues. We are delighted that some of our SFA global members will join us to share their experiences and strategies for operating in challenging contexts, and we look forward to some meaningful conversations and collaboration.



# ANTI-SLAVERY WEEK ACTIVITIES AND RESOURCES

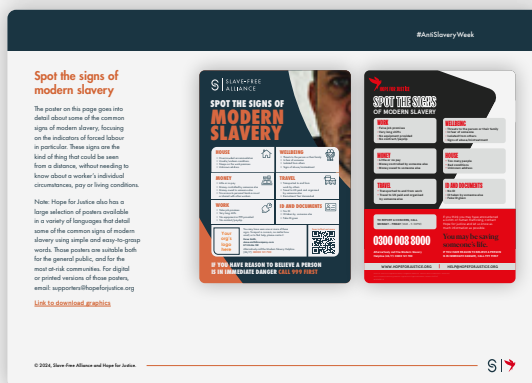
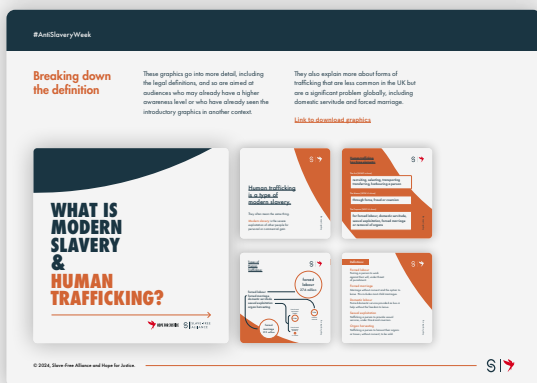
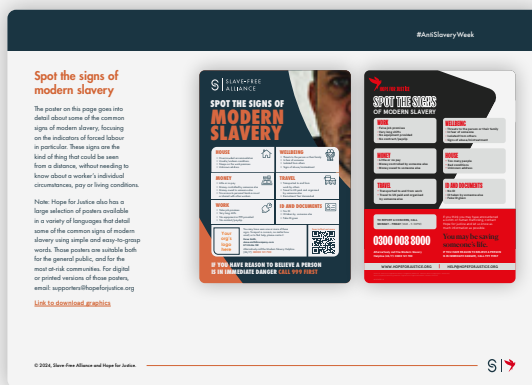
## What can your organisation do?

During Anti-Slavery Week in the UK, businesses can take proactive steps to raise awareness and combat modern slavery. You could start by organising educational workshops and activities to engage employees with the issue and educate them about the signs of modern slavery and human trafficking. Working with Slave-Free Alliance, Hope for Justice, or other anti-slavery groups to host events or fundraising campaigns can amplify the impact of your message.

Be creative and use the power of social media to showcase what your business is doing and spread your message further across your stakeholders and supply chain.

Our Digital Resources Pack has more information about modern slavery and its global impact. The downloadable resources can be used across your organisation, supply chain, and social media channels to raise awareness and get people thinking and talking.

Most importantly, join us for our online events by taking part in a "Getting Ready" webinar for more ideas, or book a place for one of our webinars to explore the topic of 'Global Reach' in more depth with one of SFA's experts.





# CASE STUDY: IM GROUP

IM Group took an active approach to Anti-Slavery Week 2023 and were delighted to share some of the activities that they organised with their 300 Head Office employees and branch staff.

*“One of our key initiatives involved placing a mannequin, dressed in office colours, in the central office's café. The aim was to see if anyone noticed and engaged with the "stranger." The mannequin held cards with statements like "I am not allowed to talk to you" and questions typical of a victim's perspective. These cards were periodically changed, and at different times, people were placed near the mannequin to encourage employees to discuss Modern Slavery Awareness (MSA) within their departments.*

*On one day, a map was displayed with a question asking employees to indicate where they think modern slavery is occurring. Employees placed pins or flags on the map, and the next day, the answers were revealed to all offices.*

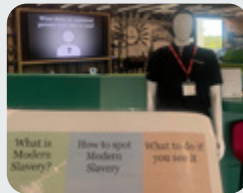
*Throughout the week, we created an immersive experience using the office's large screens, including those in key areas like the reception, to display various slides related to MSA.*

*Additionally, key facts from Slave Free Alliance (SFA), formatted like flashcards, were strategically placed around common areas such as tables, the pantry, kitchens, and even bathrooms to spark conversations and increase engagement.*

*We look forward to planning some new activities for 2024 to raise the profile of Anti-Slavery Week across all our employees.”*



Discussion points at the tables covered topics like what modern slavery is, how to spot it, and what to do about it. Answers were on the backs of laminated cards placed on tables at lunchtime.



This photo shows a series of educational displays on a screen, which change at specific times throughout the day. These displays are accompanied by laminated cards placed on tables during lunchtime, providing information on topics like “What is Modern Slavery?”, “How to Spot Modern Slavery”, and “What to Do if You See It”.



A large map was displayed, and people were asked to place stickers on the country they believed had the highest total number of people trapped in modern slavery. In another smaller office, a different map was used, where participants could place pins on countries they thought had significant issues with modern slavery.



Throughout the week, a mannequin was placed in various locations with statements either in its hands or around its neck to prompt conversations. One day, the badge on its neck read “Get some help for me,” which led participants to Jo in the café for answers. As the week progressed, details about the mannequin's name and personal story were gradually revealed to build its narrative. In smaller offices without a mannequin, a fictional character was positioned by the kettle, with daily updates providing more information on “spot the signs,” encouraging engagement and discussion about the character's backstory.



The Spitfire Property Team introduced the “Hand SOS” symbol to all team members, teaching them its meaning and how to use it. As team members demonstrated the symbol around the office, it sparked curiosity and prompted others to ask about its significance. This gesture, which signals a discreet call for help, is also included in the Spitfire packs and displayed on-site to raise awareness about its importance.

# EVENTS

## LinkedIn Polls

We will run several LinkedIn Polls in September and October to engage with businesses and learn what concerns them most about human rights in supply chains. We encourage you to take part and share your voice with other like-minded organisations.

### Businesses: How to Get Ready for Anti-Slavery Week 2024

Thursday 12th September at 11:00 BST

Join us for an open forum where you'll have the opportunity to engage with members of the Slave-Free Alliance team about how you and your organisation can participate in Anti-Slavery Week 2024. We'll discuss what modern slavery is and why a global response is essential to combat this global issue. Additionally, we'll provide information about Slave-Free Alliance's upcoming events and offer suggestions on how you can raise awareness within your organisation.

## Our Advisors Speak Out

Across Anti-Slavery Week, some of our team will present short videos about their experiences and the work of Slave-Free Alliance. The timetable for these is below, and you will be able to watch on our LinkedIn page.

Monday 14th October:	Setting the scene with Rachel Hartley — Director of Consultancy Services
Tuesday 15th October:	Robin Trenbath — Senior Advisor, Human Rights
Wednesday 16th October:	Gavin Heryng — Senior Advisor, Learning Solutions
Thursday 17th October:	Elenor Smith — Senior Advisor, Human Rights
Friday 18th October:	Lara Diskus — Business Development Manager

## Webinars

### WEBINAR (PART I)

### Global Challenges: International Supply Chains, Human Rights Due Diligence and Meaningful Collaboration

Monday 14th October 14:00 BST

Join two of our experts to explore Modern Slavery as a global issue and the difficulties businesses face when operating in challenging contexts. This webinar will present an overview of global legislation and examine how businesses can cope with modern slavery in subsidiary countries.

### WEBINAR (PART II)

### Responding to Global Challenges in Human Rights Due Diligence

Thursday 17th October 10:00 BST

In this panel discussion, we will present how different businesses have addressed the issues of modern slavery in changing contexts, including the importance of international collaboration. We are delighted that some of our members will join us to share their experiences, approaches and advice for businesses on how to navigate this highly complex issue.

# SLAVE-FREE ALLIANCE

## What we can offer your business

Have Anti-Slavery Week activities inspired your business to do more to tackle the risk of modern slavery in its operations and supply chains? Would you like to find out more about how SFA can support your business' human rights strategy?

At Slave-Free Alliance, we act as a critical friend on your organisation's journey to industry-leading human rights practices. Through a suite of tailored services, such as membership, learning solutions, technology or consultancy projects, we work with our members and clients to deliver tangible results and long-lasting change for their employees, customers, and stakeholders, at all levels of their operations and supply chains.

If you would like help to identify, address, and mitigate the modern slavery risks your organisation faces each year, please get in touch! We would be delighted to have a conversation about your human rights initiatives so far and how we can work together.

**Lara Diskus,**  
**Business Development Manager at**  
**Slave-Free Alliance**

[Email here](#)

