

## **Campaign Trafficking in Human Beings – Communication Strategy**

### **1. Launch date of the campaign**

Thursday 17 October 2019

### **2. Participating Member States**

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Iceland, Ireland, Latvia, Lithuania, Luxembourg, Malta, The Netherlands, Norway, Poland, Portugal, Romania, Slovak Republic, Slovenia and Spain.

### **3. Our message to the target group**

Our main goals are to step up the fight against this crime by informing:

- (potential) victims that they could be or become a victim of THB
- victims of THB where they can find help, protection and information
- victims of THB that they have EU-wide rights

To convey this message we use the following hashtags: #PreventHumanTrafficking and #YouHaveRights.

### **4. How to get the message across?**

#### **4.1. EUCPN channels**

- On the EUCPN website ([www.eucpn.org](http://www.eucpn.org)) you will find more information about the campaign and a link to download the general campaign material.
- A newsletter will be send out by the EUCPN.
- Starting on 17 October 2019 the EUCPN will be posting about the campaign on EUCPN's official social media profiles:

Twitter: [@EUCPN](https://twitter.com/EUCPN)

YouTube: [EUCPN](https://www.youtube.com/EUCPN)

Facebook: [EUCPN](#)

Linkedin: [EUCPN](#)

## **4.2. National level and awareness-raising material**

The campaign material consist of

- one video
- a poster
- a sticker
- one campaign image, which the European countries, partners and stakeholders can use in newsletters, as a footer on their website, ...
- a banner for email signatures or online use

This material will be send to you via a link and will be uploaded on EUCPN's website/social media as well.

## **5. Distribution methods of the participating countries and partners**

The campaign material is kept under embargo until the official launch date of the campaign, after this there are no further restrictions. It is up to each participating country and agency/organisation to promote this campaign at national level, each country is responsible for the distribution costs. The EUCPN recommends that the European countries and partners should continue using the material long after the launching date.

If the campaign is not ready to be distributed on 17 October 2019 due to the short preparation time, the campaign can be launched after this date at the national level.

### **5.1. Poster and sticker**

The most important aspect of the campaign is the printed material. The poster and sticker can be distributed at hot spots such as airports, borders, embassies, consular posts, public transportation, malls, fuel stations, ... . Furthermore, the prints can easily be displayed at public places for a longer period, to reach as many (potential) victims as possible.

## 5.2. Video

The European countries, partners and stakeholders are welcome to share the video on social media channels, websites, tv, cinema, airports, stations ... .

## 5.3. Social media posts

Please mention @EUCPN, that gives us the possibility to follow the campaign on social media.

The official hashtags of the campaign are #PreventHumanTrafficking and #YouHaveRights. Participating countries, partners and stakeholders are welcome to use further #hashtags, such as #EndHumanTrafficking, #EUagainstTHB, or to translate them.

## 5.4. Suggested social media messages

Please add the campaign image, video or poster to your post.

### 17 October 2019

Are you a victim of #humantrafficking? #YouHaveRights!

- ✓ Assistance & support
- ✓ Protection
- ✓ Compensation
- ✓ Human & labour rights
- ✓ Reflection period & Residence rights
- ✓ Reintegration

#PreventHumanTrafficking, if you need help call *number* or go to *URL*.

Are you travelling abroad for work? Do not become a victim of #humantrafficking and remember that #YouHaveRights. Watch this video before you leave to #PreventHumanTrafficking or go to *URL*.

Be aware, you could become a victim of #humantrafficking. Keep in mind that #YouHaveRights in the #EU. #EUProtects to #PreventHumanTrafficking.

#Austria, #Belgium, #Bulgaria, #Croatia, #Cyprus, #CzechRepublic, #Estonia, #Finland, #Greece, #Hungary, #Iceland, #Ireland, #Latvia, #Lithuania, #Luxembourg, #Malta, #TheNetherlands, #Norway, #Poland, #Portugal, #Romania, #SlovakRepublic, #Slovenia, #Spain and @EUCPN launch a new campaign to #PreventHumanTrafficking by informing you that #YouHaveRights → <https://eucpn.org/service/campaigns>

The #EU Member States and @EUCPN inform victims of #humantrafficking that they have EU-wide rights. <https://eucpn.org/service/campaigns>  
#PreventHumanTrafficking #YouHaveRights

Millions of people are victims of #humantrafficking. It is a crime without borders, therefore the #EU Member States and @EUCPN are working together to #PreventHumanTrafficking by informing (potential) victims of their rights #YouHaveRights.

You might not realise that you are a #victim of #humantrafficking, but you could be forced to begg, sexual exploited or labour exploited. #PreventHumanTrafficking and remember #YouHaveRights, call *number* or go to [url](#) for help.

## 18 October 2019 (EU Anti-Trafficking Day)

Today is the #EUAntiTraffickingDay! Have a look at how @EUCPN and the #EU Member States are working together to #PreventHumanTrafficking. #YouHaveRights

EU Member States are joining to prevent #humantrafficking and inform victims of their rights. #PreventHumanTrafficking #YouHaveRights

## After the THB campaign

Thank you to everyone who contributed to the #prevention campaign on #humantrafficking. Together we continue to #PreventHumanTrafficking.

### 5.5. Press

EUCPN prepared a press release. Participating Member States, partners and stakeholders may adjust this press release according to the national context.

At the national level it could be interesting to add the following information:

- Refer to the national crime statistics.
- Refer to the national website, twitter and facebook account, ...
- Refer to the national contact points
- Make clear that organizations, municipalities, ... are warmly invited to use the material without restrictions and that they can find all the campaign material on the website or that they can send email to the national contact point in order to receive all the material.
- You can also include a quote by the national contact point or a person of interest.

Press releases do not need to be approved by EUCPN. Media questions addressed to EUCPN referring to a particular country will be redirected to the national contact points.

## Example press release

European countries working together to #PreventHumanTrafficking

**Brussels – The European Crime Prevention Network (EUCPN) and the European countries launch a prevention campaign on Trafficking in Human Beings on 17 October 2019. The campaign informs citizens that they could be or become a victim, have EU wide rights and where they can find help, protection and information.**

Trafficking in human beings is a crime that all countries are combating with various actions. It is a crime without borders, that is why European countries, united in the EUCPN and EUROPOL, have joined forces to launch this initiative. It is designed to target (potential) victims, who are not often addressed.

This prevention campaign, financed by the Internal Security Fund of the European Union, will be launched on 17 October 2019. It aims to warn (potential) victims that they could be or become a victim and tell them where they can find help, protection and information. In addition, the campaign informs (potential) victims that they have EU-wide rights, which they can claim in every Member State: Assistance & support, protection, compensation, human & labour rights, reflection period & Residence rights and reintegration. The campaign consist of a poster, a sticker and a video. Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, Greece, Hungary, Iceland, Ireland, Latvia, Lithuania, Luxembourg, Malta, The Netherlands, Norway, Poland, Portugal, Romania, Slovak Republic, Slovenia and Spain have joined this initiative. The participating countries will distribute the campaign at hot spots such as airports, public transportation, embassies, malls, fuel stations, borders, ... .

For more information: [www.eucpn.org](http://www.eucpn.org) -  @eucpn -  EUCPN -  EUCPN

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## **6. EUPCN contact points**

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