



# END CHILD SLAVERY WEEK

## CAMPAIGN PLAN

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### **I. INTRODUCTION**

End Child Slavery Week 2014 will launch the boldest and most influential campaign of our time, providing a commanding platform upon which stakeholders and global citizens alike can truly unite to put the suffering of children in slavery in the brightest of spotlights on the world stage, and collectively take action to bring a complete end to child slavery.

Much more than a high profile advocacy campaign, End Child Slavery Week (ECSW) is envisioned to be a revolutionary movement that for the first time ever, will unite concerned organisations around the world and truly empower all citizens of the planet to be an agent of change.

Through ECSW, everyone will have the opportunity to demand immediate action by the UN, governments and businesses to make the atrocity of child slavery an urgent priority in national and international legislation, policies and programmes.

### **II. ECSW RATIONALE**

Despite the growing and widespread attention given to combating modern day slavery and substantial progress on a number of fronts, the fact that so few victims are effectively assisted points to weaknesses in the scale of our contemporary response to slavery, as well as in many of the measures adopted. Hence there are no states anywhere in the world where modern day slavery has been eradicated altogether.<sup>i</sup>

A credible and proportionate response to contemporary slavery demands that diverse actors and approaches convene around the common goal of reducing the number of people trapped in modern day forms of slavery.<sup>ii</sup>

The failure to identify victims follows through to a failure to identify and take appropriate action against perpetrators, an inability to generate sufficient information on criminal networks and a lack of information to inform prevention efforts. That the vast majority of slavery victims remain in the shadows of our societies despite our current efforts provides clear evidence that our activities to end this human rights abuse are failing and improved, more far-reaching strategies need to be devised and implemented.<sup>iii</sup>

### **III. THE SITUATION**

Many people believe that slavery ended in the late 1800's, and even if they are aware that it still exists, they acknowledge it as a terrible thing that should not be happening in today's modern world, but feel that as an individual they cannot do anything about it. Furthermore, most people do not see slavery as an issue that is directly relevant to them.

The fact is, slavery is at an all time high, and globalisation makes it relevant to every one of us. Slave labour generates higher annual profits today than the tobacco industry, Google, big oil and even the U.S. banking system.<sup>iv</sup> It has recently been estimated that the total profit obtained from the use of forced labour in the private economy worldwide amounts to US\$ 150 billion per year - three times more than previously estimated, with almost two-thirds generated from sex trafficking and exploitation.<sup>v</sup>

With an estimated 21 million in forced labour across the globe, there are more slaves in the world today than at any other point in human history. A minimum of 5.5 million children are enslaved, 85 million children are engaged in hazardous work<sup>vi</sup> and 168 million child labourers are in need of immediate and urgent help.<sup>vii</sup>

Every day, innocent children are exposed to threats, violence and horrific abuse, helplessly caught in the evil web of trafficking, debt bondage and other forms of forced labour (e.g. agriculture, fishing, factories, construction, brick kilns, mines, bars, restaurants, domestic servitude and tourist environments), prostitution, pornography, forced recruitment for armed conflict (e.g. child soldiers, porters and girls taken as "wives" for soldiers and militia), illicit activities (e.g. forced begging, petty theft and the drug trade) and child marriage.<sup>viii</sup>

The figure of 5.5 million children in forced labour is a conservative estimate, with governments identifying only a small fraction of all victims and bringing few perpetrators to justice.

### **IV. THE SOLUTION**

To end child slavery requires serious introspection, complete ownership of the fact that we are miserably failing the children of our world suffering in slavery, a visionary perspective that looks beyond personal or professional agendas, and an unwavering faith that together we can achieve this goal.

As consumers, we must learn more about modern day slavery and human trafficking, demand government regulations and the enforcement of laws that protect all people from slavery, demand supply chain transparency and boycott those companies that do not implement best practices relating to human rights. We should reward the companies that genuinely investigate the possibility of slavery in their value/supply chain and genuinely seek to redress it. We can do this through brand switching and positive messaging via powerful social media platforms.

As concerned stakeholders and ECSW partners, we must cultivate a dramatic shift in global consciousness and inspire individual activism that goes way beyond signing a petition or liking a Facebook post. Together, we must provide an effective framework for all citizens to demand a whole new level of accountability and action from both governments and the private sector.

To have a real and lasting impact on the lives of children trapped in the living hell of slavery, nothing less than a revolution in thinking and behavior is required by all. ECSW is about everyone taking responsibility for the world's children who live in fear every night and suffer beyond our imagination at the hands of slave masters.

For one week every year, ECSW needs to remind as many people as possible on the planet that millions are forced into slavery, girls are sexually exploited and children are forced to do hard labor - all for the sake of profits.

For one week every year, ECSW needs to give everyone the opportunity to protest against this abominable crime that violates every basic human right and destroys justice, security, economic development and the well-being of future generations.

As an ECSW 2014 partner you play a critical role in bringing about the birth of a global movement, that should we truly unite as one community, has the potential to change the destiny of millions of children, whose futures otherwise look bleak, if not hopeless.

With children being the most vulnerable victims of modern day slavery, the first step to ending this travesty of justice is to work together in solidarity to make the end of child slavery a global priority.

Welcome to the End Child Slavery Week team.

Together we WILL end child slavery!

## **V. OVERALL STRATEGY**

- **strong partnerships** with civil society organisations around the globe,
- **streamlined campaign coordination** combined with a framework of action groups, all working towards the same global anti-slavery goal,
- one specific matter in need of reform forming the basis of **one overarching demand each year**, with pressure maintained on that matter until it is addressed\*,
- **mass mobilisation** involving events, activities and meetings in participating countries and/or physical marches organised by both ECSW partner organisations and individuals within their own communities, and **innovative social media campaigning** to facilitate public pressure and real action,
- **active engagement** with stakeholders at the highest level of government and business,
- **specific and time-bound action** by government and the private sector,
- **clearly defined long term objectives shared by all stakeholders** communicated through various channels in line with already established international goal posts including the UN's global commitment for Universal Primary Education by 2015 and the ILO's Roadmap for Eliminating the Worst Forms of Child Labour by 2016.

\* should the overarching demand for one year not be achieved it will be carried over and added to the following year's overarching demand if possible.

ECSW is not intended to be a resource intensive campaign, but one that consolidates the efforts of many to achieve one ultimate goal which would otherwise not be realised.

ECSW partners are able to choose their level of involvement each year depending on their individual capacity. For some partners, participation could mean rallying petition signatures in support of the overarching demand for that year, for others, it could mean coming together with other ECSW partners in country to organise events, activities, meetings and/or high profile marches to further engage citizens, raise awareness about local demands and secure maximum media coverage during the week of action.

All partners, regardless of their level of participation are invited to deliver petition signatures, a joint letter and memorandum of country specific demands as one united group to the head of state in participating countries to help achieve both the specific demand for that year, as well as long term national and international objectives relating to slavery and education.

With a team of highly committed international partners, all with influential networks at their disposal, ECSW has the potential to be a game changer in the fight against child slavery.

There is power in numbers and the time has come to unite in solidarity to put into immediate action a highly effective, far reaching strategy with its roots in equality and justice to steer children out of slavery, ensure their right to education and their integration into mainstream society.

## **VI. LONG TERM OBJECTIVES**

1. to end all forms of slavery,
2. the adoption of a special resolution to end child slavery by the UN General Assembly\*,
3. an official definition of child slavery,
4. more knowledge and an accurate estimate of child slaves in various forms of modern day slavery,
5. expeditious ratification by all countries of the:
  - International Convention for the Abolition of Slavery and the Slave Trade (1926),
  - UN Supplementary Convention on the Abolition of Slavery, the Slave Trade, and Institutions and Practices Similar to Slavery (1956),
  - ILO Conventions on forced labour and worst forms of child labour (C 29, 105, 138 and 182),
  - Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children (Palermo Protocol, 2000),
  - Forced Labour Protocol (2014),
6. full implementation of existing laws by enforcement agencies in all countries, with robust accountability mechanisms to meet national commitments for ratified treaties,
7. budgetary allocation by all governments for evidence based research and data

collection on the incidence of child slavery,

8. the allocation by all countries of the necessary financial and human resources to abolish all forms of slavery within their borders and beyond,
9. a commitment by all countries to a zero tolerance stance on slavery in their public procurement policies,
10. a commitment by businesses to investigate the possibility of slavery in their value/supply chain and if found, ensure the rehabilitation and reintegration of all affected individuals,
11. the development and effective implementation by all governments of a National Action Plan to abolish child slavery, a commitment by all governments to prevent and eliminate all forms of violence against children,
12. a commitment by all governments that every child, regardless of circumstance, complete basic primary education,
13. the development and effective implementation of social protection programs and decent work for parents of all children,
14. attendance by all heads of state at a biennial State of Modern Day Slavery Conference to review the progress of a strategic international framework as developed and overseen by an expert anti-slavery task force.

\*as proposed during the Round Table on Child Labour attended by over 200 representatives from government, UN agencies and global civil society. This discussion was convened by Mr. Gordon Brown during a series of events planned in conjunction with the IMF World Bank Development Committee in Washington DC on 19 April 2013.

## **VII. ECSW PARTNERS**

The ECSW partnership base will include civil society organisations - child rights organisations, human rights groups, anti-trafficking agencies, UN agencies, inter-governmental bodies, development agencies, local, national and international NGOs, trade unions, consumer groups, education rights groups, teachers unions, universities, women's groups, youth groups, faith based groups, agricultural cooperatives and associated organisations, financial institutions, corporations and small enterprises; as well as global leaders, eminent persons, celebrities, the general public/consumers, the media and international newswire services.

## **VIII. ECSW PARTNER PARTICIPATION**

1. endorsement of ECSW and the demand for action,
2. promotion of ECSW and any associated action amongst networks and supporters,
3. allocation of organisational resources where possible to ensure the successful rollout of ECSW in associated countries,
4. collaboration with other members of the global anti-child labour and anti-slavery community, education and decent work campaigners as well as public and private sector leaders in planning and undertaking initiatives to draw attention to the issue of child

slavery and the demand for action.

## **IX. ECSW 2014 DEMAND**

That the abolition of child slavery be incorporated into the post-2015 Development Agenda.

## **X. ECSW 2014 DEMAND RATIONALE**

The report of the High-Level Panel on the post-2015 Development Agenda does not mention child labour within the context of violence against children or as an obstacle to Education For All. It is also absolutely silent on child slavery. Should the abolition of child slavery be overlooked in the post-2015 Development Agenda, the lives of millions of children over the next fifteen years will be in jeopardy.

## **XI. ECSW 2014 OBJECTIVES**

1. to ensure the incorporation of the abolition of child slavery into the post-2015 Development Agenda,
2. to put the desperate plight of children in slavery on the world stage,
3. to establish a highly influential global movement against child slavery.

## **XII. ECSW 2014 TIMING**

ECSW will run from Thursday 20 November - Wednesday 26 November to coincide with both the official ECSW launch at the Trust Women's Conference in London on 19 November, and the 25<sup>th</sup> Anniversary of the Convention on the Rights of the Child and Universal Children's Day, which both fall on 20 November.

## **XIII. ECSW 2014 STRATEGY**

ECSW would focus on the following elements/action:

- **joint letter on behalf of ECSW partners sent to heads of state in all countries**, urging them to demand that the abolition of child slavery be included as a priority and matter of utmost urgency in the post-2015 Development Agenda,
- **emotive video and engaging social media campaign**,
- the capture of a minimum **5.5 million signatures** (representing the minimum 5.5 million children in slavery) by way of a global online petition, petitions at events/marches/universities,
- local, national, regional and international **media coverage**,
- **high profile marches** as organised by ECSW partners on **Saturday 22 November** (of any distance, at any time, in any location) and by ECSW supporters within their own communities,

- **events, activities and meetings during the week of action**, with a focus on both the overarching demand for 2014 as well as national demands relating to slavery and education,
- **presentation of petition signatures** and a joint letter on behalf of ECSW partners to the **UN Secretary General** in a prearranged meeting,
- **presentation of global petition results** (by way of a letter as provided by ECSW Secretariat) **and a memoranda of country specific demands** (as agreed by ECSW partners) **to the head of state** by a senior representative from ECSW partner organisations in participating countries as one united group, preferably in a prearranged meeting.

#### **XIV. CAMPAIGN SUPPORT MATERIALS & TIMINGS**

- ECSW video available for circulation amongst networks on the ECSW website,
- ECSW website open to confirmed partners for registration of events, activities, meetings and/or marches,
- ECSW promotional artwork available for download on the website.  
[www.endchildslaveryweek.org](http://www.endchildslaveryweek.org)

#### **XV. POSSIBLE PARTNER PARTICIPATION - ECSW 2014**

##### **Preparation and promotion -**

1. **post an announcement** about ECSW on organisation homepage,
2. **circulate the ECSW Summary Concept Note and ECSW Joint Letter** amongst networks to help rally as many ECSW partners as possible,
3. **contact possible ECSW ambassadors** - national/international celebrities and eminent persons across politics, religion, human rights advocacy, music, sport, the media, business & technology, academia, the arts and fashion,
4. **circulate the ECSW video** amongst networks and possible ambassadors,
5. **plan events, activities, meetings and/or marches**,

##### **Coordination and promotion -**

6. **contact other confirmed ECSW partners in country** to share plans and discuss country specific demands relating to slavery and education for presentation to the head of state after ECSW,
7. **register planned events, activities, meetings and/or marches** via the ECSW website,

8. **follow up the joint letter** sent to the head of state to enlist their support of the 2014 demand by way of:
  - a public statement to be posted on the ECSW website/released to the media,
  - participation in a high profile march,
  
9. **follow up possible ambassadors** to secure their support of the 2014 demand by way of:
  - sending in a message of solidarity (statement or video message) for posting on the ECSW website and social media platforms,
  - signing the petition,
  - tweeting #endchildslaveryweek and messages of support,
  - participating in a high profile march on Saturday 22 November,
  
10. **promote ECSW** - include a promotional banner linked to the ECSW website on organisation home page, post regular updates on social media platforms and feature ECSW in newsletters/other communication material to engage and enlist as many supporters as possible to:
  - share the ECSW video and website link,
  - sign the petition,
  - participate in a high profile march as organised by an ECSW partner organisation on Saturday 22 November, or organise a march within their own community,
  
11. **coordinate events, activities and/or meetings** to take place during the week of action, such as:
  - press conferences, media events and/or radio and TV interviews,
  - rescue operations, public hearings and/or victims' tribunals,
  - parliamentary debates and/or congressional hearings,
  - moderated dialogue between concerned stakeholders,
  - corporate events,
  - music concerts,
  - school, college/university and/or youth group events,
  - mobile caravans and/or street plays,
  - human chains and/or symbolic actions,
  
12. **coordinate a march/marches** (of any distance, at any time, in any location) to take place in associated countries on Saturday 22 November,
  
13. **provide ECSW Secretariat with updates, photos and video footage** of events, activities, meetings and/or marches in associated countries leading up to/during ECSW for posting on the ECSW website and social media platforms,

14. **organise a press conference and/or generate media coverage** – preferably one before the official ECSW launch on 19 Nov and one post the ECS Week completion (after 26 Nov),

**Petition delivery and feedback - Thursday 27 November – Friday 5 December**

15. **present global petition results and memoranda of country specific demands to the head of state,**
16. **provide a summary of activity** in associated countries leading up to/during ECSW and **campaign feedback** to ECSW Secretariat,

**Ongoing engagement - w/c 8/12 – ECSW 2015**

17. **provide updates on developments** in associated countries throughout the year for sharing amongst ECSW stakeholders and supporters,
18. **promote ECSW throughout the year** at local, regional, national and international conference/events.

See Appendix 1 - ECSW Timeline (attached)

## **XVI. MEDIA STRATEGY**

- ECSW Secretariat to distribute press release templates to be adapted by ECSW partners to include planned in country events, activities, meetings and/or marches and the national phone number for SMS/text message petition signatures,
- ECSW partners to distribute tailored press releases to media/PR agencies and related websites in associated countries, with a focus on journalists specialising in slavery, trafficking, child labour and/or and education issues,
- other releases would include public statements in support of the 2014 demand from heads of state and ECSW ambassadors (also distributed by their PR agents),
- ECSW Secretariat to contact all international newswire services to ensure maximum media coverage leading up to/during ECSW,
- ECSW partners to provide feedback to ECSW Secretariat on media coverage in associated countries where possible.

## **XVII. MEASURABLE CAMPAIGN OUTCOMES BY 27 NOVEMBER 2014**

- petition signatures,
- total number of ECSW partner organisations,
- public statements received from heads of state in support of the 2014 demand,
- national and international ECSW ambassadors,
- messages of solidarity received from ECSW ambassadors in support of the 2014 demand,
- local, national, regional and international media coverage,
- physical marches around the world,
- #endchildslaveryweek tweets, Facebook likes, YouTube views and other social media success indicators.

## **XVIII. POSSIBLE PROGRESS INDICATORS NOVEMBER 2014 – NOVEMBER 2015**

- **the abolition of child slavery incorporated into the post-2015 Development Agenda** (to be announced in September 2015),
- the adoption of a special resolution to end child slavery by the UN General Assembly,
- an official definition of child slavery,
- published research papers/reports on child slavery,
- ratification by governments of the anti-slavery, anti-trafficking, anti-child labour and anti-forced labour conventions and protocols,
- children rescued, arrests made and perpetrators prosecuted,
- funding allocated by governments to abolish child slavery within their borders and beyond,
- child protection and public procurement policies reviewed and improved,
- a commitment from businesses to investigate the possibility of child slavery in their supply chain by way of a public statement to be published on the ECSW website,
- National Action Plan to end child slavery drafted by governments for publishing on the ECSW website,
- the first State of Modern Day Slavery Conference announced.

## **XIX. ADDITIONAL INFORMATION**

- quarterly e-newsletter including progress on the ECSW 2014 demand and other developments throughout the year to be written in collaboration with ECSW partners and distributed by ECSW Secretariat,
- progress report card for each country to be published on the ECSW website in May 2015,
- ECSW will be followed by a series of specific and time-bound action points each year with campaign performance judged against mutually agreed upon indicators and periodic reporting of progress disseminated to all stakeholders.

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i From Experience: How to Combat Slavery in Our Generation – A Discussion Paper 2014, The Anti Slavery Think Tank  
[http://libertyasia.org/sites/default/files/how-to-combat-slavery-in-our-generation\\_anti-slavery-think-tank\\_final-23feb2014.pdf](http://libertyasia.org/sites/default/files/how-to-combat-slavery-in-our-generation_anti-slavery-think-tank_final-23feb2014.pdf)

ii Ibid

iii Ibid

iv [http://www.huffingtonpost.com/2014/05/22/modern-slavery-profits-big-oil\\_n\\_5365220.html](http://www.huffingtonpost.com/2014/05/22/modern-slavery-profits-big-oil_n_5365220.html)

v Profits and Poverty – The Economics of Forced Labour ILO Report – March, 20th , 2014

vi proxy for worst forms of child labour

vii ILO

viii Anti-Slavery International