

**END CHILD
SLAVERY**
week

TOOLKIT

1. Campaign Background

End Child Slavery Week (ECSW) is the boldest global campaign of our time, providing a platform upon which stakeholders and global citizens alike can truly unite and collectively take action to bring a complete end to child slavery.

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.

About Slavery

Many people believe that slavery ended in the late 1800's. But the bitter reality is that with an estimated 21 million slaves, of which 5.5 million are children, there are more slaves in the world today than at any other point in human history.

Even if some people are aware that slavery still exists and acknowledge it as a terrible thing that shouldn't be happening in today's modern world. Furthermore most people don't 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. Forced labour is estimated to contribute **US \$ 150 billion** per year of profits in the private economy worldwide - three times more than previously estimated, with almost two-thirds of total profits coming from sex trafficking and exploitation.¹

1.1 Joint Initiators

This campaign has been jointly initiated by organisations committed to uniting in the fight against child slavery, namely Anti Slavery International, Educational International (EI), Global March Against Child Labour, International Trade Union Confederation (ITUC), KidsRights Foundation and Thomson Reuters Foundation.

1.2 Stakeholders

As consumers we need to 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 need to endorse brands and companies that seek to eliminate child slavery in their supply chain.

As concerned stakeholders and ECSW partners we need to 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 need to provide an effective framework for all citizens to demand a whole new level of accountability and action from government, UN agencies and the private sector.

¹ Profits and Poverty – The Economics of Forced Labour ILO Report – March, 20th, 2014

For the common man, ECSW is envisioned to be a revolutionary movement that will empower each of us to be an agent of change.

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

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

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.

2. Important Facts and Figures

- There are an estimated 21 million people in forced labour globally.²
- Globally, 1 in 6 children work.³
- 5.5 million children today are enslaved.⁴
- Slave labour generates \$150 billion a year.⁵
- In 1850, a slave in the US South cost \$ 40,000. Today it costs \$90.⁶
- Debt bondage, bonded labour, forced labour, child marriages and human trafficking all form a part of modern day slavery.
- 300,000 children younger than 18 years old, are trafficked to serve in armed conflicts worldwide.⁷
- 22 million children die annually due to the hazardous conditions in the sweatshops.⁸
- 55% of slavery victims today are women and girls.⁹
- Girls and boys are being sold at prices less than that of cattle in domestic servitude.
- It would cost \$760 billion over a 20-year period to end child labor.¹⁰

² International Labour Organisation (ILO)

³ Ibid.

⁴ ILO- Proxy for worst forms of child labour

⁵ Profits & Poverty – The Economics of Forced Labour ILO Report- March 20, 2014

⁶ [Bales 1999](#)

⁷ UNICEF

⁸ [Canadian Labour Congress](#)

⁹ International Labour Organisation (ILO)

3. Campaign Objectives

- i) to mobilise worldwide efforts to end all forms of slavery,
- ii) the adoption of a special resolution to end child slavery by the UN General Assembly*,
- iii) an official definition of child slavery,
- iv) more knowledge and an accurate estimate of child slaves languishing in various forms of modern day slavery,
- v) expeditious ratification by all countries of the:
 - a. International Convention for the Abolition of Slavery and the Slave Trade (1926),
 - b. UN Supplementary Convention on the Abolition of Slavery, the Slave Trade, and Institutions and Practices Similar to Slavery (1956),
 - c. ILO Conventions on forced labour and worst forms of child labour (C 29, 105, 138, 182),
 - d. Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children (Palermo Protocol),
 - e. Forced Labour Protocol (2014),
- vi) full implementation of existing laws by enforcement agencies in all countries, with robust accountability mechanisms to meet national commitments for ratified treaties,
- vii) budgetary allocation by all governments for evidence based research and data collection on the incidence of child slavery,
- viii) the allocation by all countries of the necessary financial and human resources to abolish all forms of slavery within their borders and beyond,
- ix) a commitment by all countries to a zero tolerance stance on slavery in their public procurement policies,
- x) a commitment by businesses to completely remove slavery in their supply chain and ensure adequate rehabilitation and reintegration of all affected individuals,
- xi) the development and effective implementation by all governments of a National Action Plan to abolish child slavery,

¹⁰ ILO, Investing in Every Child, 2003

- xii) a commitment by all governments to prevent and eliminate all forms of violence against children and ensure that every child, regardless of circumstance complete basic primary education,

** As proposed during the roundtable 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 to the IMF World Bank Development Committee in Washington DC on 19 April 2013.*

4. Strategies for Change

- i) **strong partnerships** with civil society organisations around the globe,
- ii) **streamlined campaign coordination** combined with a framework of action groups around the world all working towards the same global anti-slavery goal,
- iii) 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,
- iv) **mass mobilisation** involving events/activities/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,
- v) **active engagement** with stakeholders at the highest level of government and business,
- vi) **specific and time bound action** by government and the private sector,
- vii) **clearly defined long term objectives shared by all stakeholders** communicated through various channels in line with already established international goal posts including the ILO's Roadmap for Eliminating the Worst Forms of Child Labour by 2016, and global commitments for universal primary education by 2015 and the abolition of child labour by 2020.

5. Campaign Activities

a) Before End Child Slavery Week

Following the announcement for the launch of the ECSW campaign in June 2014, joint initiators and the ECSW Secretariat have been distributing the relevant information and material regularly as a build up to the campaign.

The joint initiators will continue to lobby at a global level, including a more targeted focus on key international institutions.

At the national level, the ECSW partners are encouraged to give profile to the campaign in advance of the End Child Slavery Week, making the most of existing partnerships, events or dates, regionally, nationally & internationally. This may include:

- Sharing the campaign website details to raise awareness about the issue through various social media. Urge people to replace their profile pictures on various social media sites with the ECSW logo.
- Approach important personalities to tweet, spread the word through their Facebook page and other relevant social media platforms.
- Encourage people to pledge online.
- Approaching media contacts, to encourage them to develop special features on child slavery/ child labour, including a strong focus during End Child Slavery Week.
- Sending copies of the campaign plan/material/petition to key political targets, allies and media contacts, highlighting your specific national context and demands.
- Securing meetings with respective Heads of State, ministries (Labour/Education/ Finance) to initiate advocacy with the aim of seeking commitments to be announced during End Child Slavery Week 2015 (December 2- December 8, 2015).
- Engaging with bilateral donors at national level to encourage them to make specific and measurable commitments to increase or improve financing, policies and legislation for abolition of child slavery during End Child Slavery Week (including commitments to report on progress).
- Other ideas arising from your own deliberations – you know best the power and potential of your network.

b) During End Child Slavery Week

- Alert media in advance.
- Take necessary permissions from relevant authorities for organising any event especially a public march.
- Organise a solidarity march/ sit in/ candle-light vigil/ human chain for the children trapped in slavery in a politically important area.
- Organise panel discussions, press conferences, cultural events, and any other activity as deemed appropriate, involving former child labourers now in school, child leader activists and/or school children.
- Invite a high level politician, important or famous personality to a march/ national event. Present campaign demands to them. Ask them to answer your questions.
- Identify a potential speaker with a personal story of being rescued from child labour/ child slavery to speak at an event/ march.
- Gather stories from children withdrawn or removed from child labour or slavery about their experiences and share them during the week at events.
- Intensify social media campaign with facts, figures, demands and event highlights.

c) Beyond End Child Slavery Week

The campaign will continue to run at global level until 2016 – although of course national campaigns will set their own timetable. It is crucial that pressure is maintained after the ‘public moment’ of End Child Slavery Week, through public accountability moments and through constant, ongoing tracking and engagement. The key test will be what happens after the public announcements!

ECSW Members could take the following actions:

- Record all the pledges made and publicise to your network and the media.
- Make public any pledges or commitments made, through national and local media, your own network, and the global ECSW movement. Provide the details in different local languages to community radio stations, etc. Greater scrutiny leads to greater likelihood of implementation.
- Write to the politicians involved, thanking for pledges and promising to monitor

- Agree a system within your network to track what has been pledged.
- If no pledges: write to participating politicians to demand them!
- If commitments have yet to be made, call for specific and measurable commitments to increase or improve financing and/or policies relating to abolition of child slavery and implementation of target 8.7 of the Sustainable Development Goals (SDG).
- Monitor and publicise responses of government made during parliamentary debates and government departmental discussions on abolition of child slavery, tracking whether their interventions reflect their commitments and pledges.
- Use your role in any formal education or child welfare or social welfare sector planning and review processes to test constantly whether pledges are being implemented through government plans and budgets.
- Incorporate the pledges made into any tracking of expenditure and service delivery that your coalition is conducting, at national and local level.

Importantly, please share your activities and their outcomes back to ECSW secretariat! We want to be able to publicise national successes in order to support your advocacy efforts and hold governments to account for their pledges - or lack of them.

By telling us what has happened during your End Child Slavery Week, we can let the rest of our network know and strengthen each other's campaigns around the world.