

The United Nations Office on Drugs and Crime's (UNODC) Blue Heart Campaign and the Blue Heart logo

Human trafficking is a crime that strips people of their rights, ruins their dreams, and robs them of their dignity.

The Blue Heart Campaign encourages everyone to get involved: raise awareness and inspire action to help stop human trafficking and to fight its impact on society. It also allows people to show solidarity with the victims by wearing the Blue Heart.

1. How to get involved

We would like to encourage everyone around the globe: individuals, non-profit organizations, the private / corporate sector, intergovernmental organizations and Member States alike to join the Campaign. For this, and to use the Blue Heart logo, you will only have to follow a few simple rules.

Governments

Governments should be a State Party to the Protocol to Prevent, Punish and Suppress Trafficking in Persons, especially Women and Children, supplementing the [United Nations Convention against Transnational Organized Crime](#). Alternatively, governments should have taken steps towards the ratification of, or accession to, the Trafficking in Persons Protocol. The same applies to regional economic integration organizations which became parties to the Convention.

Other international organizations which seek to use the Blue Heart should clearly indicate their support for the Protocol and the definition of trafficking in persons contained therein.

Other entities, individuals

All other entities, such as civil society or the corporate / private sector, as well as individuals must demonstrate commitment to supporting the spirit and meaning of the Trafficking in Persons Protocol. Any activities carried out within the framework of the Blue Heart Campaign must be in line with the objectives of the Protocol and not be used to support other causes not included in the Protocol.

See suggestions on how you can support or join the Campaign on www.unodc.org/blueheart/support.html

The Trafficking in Persons Protocol in a nutshell:

Adopted by the UN General Assembly in 2000, it is the first and only international instrument with an agreed definition on trafficking in persons. It supports a comprehensive approach, at international, regional and national levels, to prevent human trafficking, to punish the traffickers and to protect and assist the victims, with full respect for their human rights.

2. Use of the Blue Heart

The Blue Heart is a free symbol for anyone to use who shares the goals, and abides by the basic United Nations rules and principles of good behaviour and respectability.

Participants in the Blue Heart Campaign are encouraged to advocate and express their support for the fight against human trafficking.

For such activities, the United Nations Office on Drugs and Crime authorizes participants to use the Blue Heart logo, under following conditions:

- Because it represents the identity of the International Campaign, the branding/logo can only be used as designed and produced and as available to download from the UNODC web page (<http://www.unodc.org/blueheart>).

- Its design CANNOT be changed or edited in any way. Any deviation from this rule is subject to permission being sought from, and given by, UNODC
- When the branding is used, appropriate recognition should be given to UNODC, i.e. "international/UN campaign coordinated by UNODC" and a link made to UNODC Blue Heart campaign website where possible.
- As long as the activities, products and materials are consistent with the goals, objectives and messages of the campaign, the logo can be used without permission for the following activities or products:
 - Information and promotional campaigns
 - Awareness-raising activities, newsletters and journal articles
 - Web sites, radio and television programmes, or advertisements
 - Conferences and seminars
 - Promotional items
- The international anti-human trafficking campaign and branding should not be used to endorse commercial products or services without explicit UNODC written permission. Thus, the name, slogan and branding/logo cannot be used in any manner that suggests a direct product and services endorsement.
- Likewise, the slogan and branding/logo should not be used in any way which misrepresents the objectives of the campaign or which undermines the corporate image or policies/activities of UNODC.

3. Partner Responsibility

Blue Heart Campaign Partners agree to:

- Avoid bringing the Campaign into disrepute.
- Observe and abide by the use of the Blue Heart Logo as per this Section 2. "Use of Blue Heart".
- Accept that being part of this Campaign does not entitle them to claim that UNODC endorses their product, services and activities in any way, nor to use the campaign for lobbying purposes.
- Campaign membership will entitle partners to carry the brand logo and campaign message as well as make use of existing campaign materials (leaflet, fact-sheet, video spot, etc) which can be translated and adapted to local contexts.
- Partners must be prepared to actively and publicly promote the campaign messages against trafficking in human beings.
- Campaign partners will have freedom to develop their own campaign materials to suit their local context and needs provided:
 - activity/messaging supports campaign goals and support the spirit and meaning of the Trafficking in Persons Protocol (see box under Section 1. "How to get involved");
 - campaign logo/messaging is in line with the campaign brand guidelines outlined in Section 2. "Use of the Blue Heart".
- UNODC is ready to advise on proposed campaign material/activity/message development by partners. If UNODC decides these are unsuitable, the partners must agree that they will not be used.
- If UNODC requires any partner to cease partnering with the campaign, it shall have immediate effect and the partner shall cease to use the campaign logo.

4. Contact:

If you have any questions, please contact the UNODC Advocacy Section.
Email: unodcadvocacysection@un.org