



**UNODC**

United Nations Office on Drugs and Crime

"Wear" the Blue Heart on your website, your Facebook profile, your products, your publications – above all "wear" it on your heart! Don't let us forget those without a voice.

 *blue heart campaign*  
against **Human Trafficking**

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An international campaign against a modern form of slavery

Human trafficking is a crime that strips people of their rights, ruins their dreams, and robs them of their dignity. It is a crime that shames us all. Human trafficking is a global problem and no country is immune. Millions of victims are entrapped and exploited every year in this modern form of slavery. To rally world public opinion against human trafficking, UNODC has launched the **Blue Heart Campaign**. It is open to all those who want to participate and wear the **Blue Heart** as a symbol of their support for this campaign.

*Join with us in this fight!*

For more information on what you can do to support the campaign and "wear" the **Blue Heart**:

[www.unodc.org/blueheart](http://www.unodc.org/blueheart)

Photos: Kay Chernush for the U.S. State Department

Printed in Austria  
April 2009



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In the same way that the red ribbon has become the international symbol of HIV/AIDS awareness, this campaign aims to make the **Blue Heart** into an international symbol against human trafficking. By “wearing” the **Blue Heart** you will raise awareness of human trafficking and join the campaign to fight this crime.

## What is the Blue Heart Campaign?

- An awareness raising initiative to fight human trafficking and its impact on society.
- The **Blue Heart** Campaign seeks to encourage involvement and inspire action to help stop this crime.
- The campaign also allows people to show solidarity with the victims of human trafficking by wearing the **Blue Heart**.

## And the Blue Heart?

The **Blue Heart** represents the sadness of those who are trafficked while reminding us of the cold-heartedness of those who buy and sell fellow human beings. The use of the blue UN colour also demonstrates the commitment of the United Nations to combating this crime against human dignity.

## How can I “wear” the Blue Heart and show my support?

To take part and “wear” the **Blue Heart**, you will only have to follow a few simple rules on our website concerning the use of the **Blue Heart** logo. We would like to encourage as many awareness-raising activities as possible around the globe and invite individuals, non-profit organizations, the private sector, intergovernmental organisations and Member States to become part of the **Blue Heart** campaign by:

- Joining the **Blue Heart** Facebook group and “wearing” the Blue Heart on your Facebook profile.
- Visiting the campaign’s website and “wearing” the Blue Heart on your site or on your awareness-raising materials ([www.unodc.org/blueheart](http://www.unodc.org/blueheart)).
- “Wearing” a link to the campaign on your website and “wearing” the **Blue Heart** in your newsletters, websites and blogs when you inform about the campaign.
- Making and “wearing” your own **Blue Hearts** to raise awareness (you can download the specifications from our site).
- Spreading the word about the campaign through your own networks and contacts.
- “Wearing” the **Blue Heart** when organizing and participating in awareness-raising activities around the world to mark key anti-human trafficking related dates, e.g. in Europe to mark the EU anti-trafficking day on 18 October or one of the international days related to slavery, women or children.
- Donating funds or making in-kind contributions to the campaign and related events.