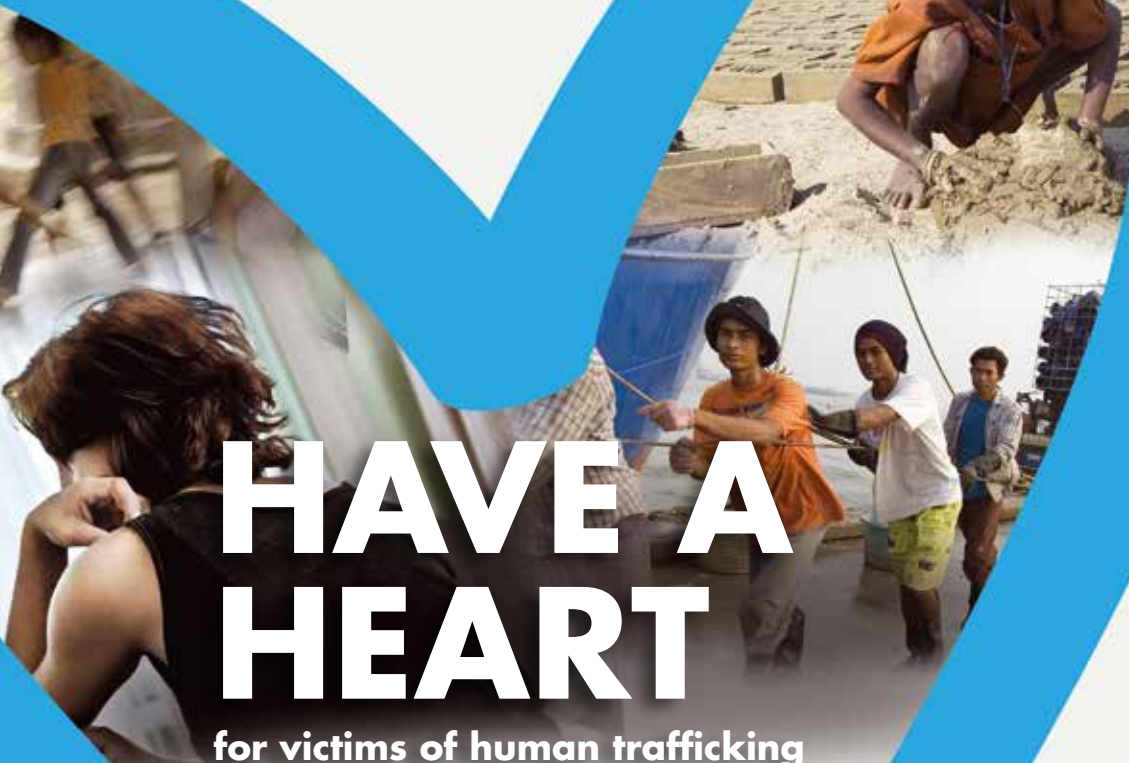




# BLUE HEART

CAMPAIGN



# HAVE A HEART

for victims of human trafficking



SUSTAINABLE  
DEVELOPMENT  
GOALS



# BLUE

# HEART

C A M P A I G N

Have a heart  
for victims of  
human trafficking

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 fall into the hands of traffickers, lured by fake promises and deceit. To rally world public opinion against human trafficking, the United Nations Office on Drugs and Crime (UNODC) launched the Blue Heart Campaign. Everyone, States, civil society, the corporate sector and individuals alike are encouraged to join and wear the Blue Heart as a symbol of their support to help prevent 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.

The Blue Heart is increasingly recognized as the 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.

## How can I show my support?

To take part and use 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 pos-



Students' wall paintings as part of a UNODC awareness raising programme in Colombia.



Race against human trafficking in Mexico.



Blue Heart banner in front of United Nations Headquarters, New York.

sible 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 adding the Blue Heart to your Facebook profile.
- Visiting the campaign's website and displaying the Blue Heart on your site or on your awareness-raising materials ([www.unodc.org/blueheart](http://www.unodc.org/blueheart)).
- Having a link to the campaign on your website and in social media posts, and using the Blue Heart in your newsletters, on your websites and social media channels.
- Making and wearing your own Blue Hearts to raise awareness (you can download the specifications from our website).
- Spreading the word about the campaign through your own networks and contacts.
- Using the Blue Heart logo when organizing and participating in awareness-raising activities around the world to mark key anti-human trafficking related dates, e.g. the World Day against Trafficking in Persons on 30 July, or the EU Anti-Trafficking Day on 18 October.
- Donating funds, which support the United Nations Voluntary Trust Fund for Victims of Human Trafficking, or making in-kind contributions to the campaign and related events.

## What is the link between the Blue Heart and the SDGs?

The 2030 Agenda with its 17 Sustainable Development Goals (SDGs) is a "plan of action for people, planet and prosperity that seeks to strengthen universal peace in larger freedom."

UNODC assists States in their efforts to implement the Trafficking in Persons Protocol, and so directly contributes to achieving the following SDGs to:



eliminate violence against women and girls, including trafficking and sexual exploitation;



end forced labour, modern slavery and human trafficking and eliminate child labour;



facilitate orderly, safe, and responsible migration and mobility of people;



end abuse, exploitation, trafficking and violence and torture against children, as well as to combat organized crime.

The Blue Heart Campaign is UNODC's global call to mobilize help for human trafficking victims.



# BLUE HEART CAMPAIGN

Have a heart  
for victims of  
human trafficking



Join the UNODC-led Blue Heart Campaign and speak out against human trafficking by wearing the Blue Heart wherever possible. Find out more online, on Twitter or on Facebook.

Help build a better tomorrow for those victimized and exploited by human traffickers. By donating to the United Nations Voluntary Trust Fund for Victims of Human Trafficking, your money can and will assist survivors of this crime in taking back their lives and rebuilding their futures.

## Visit us on:

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

## Join us on:

 @BlueHeartHT  
 @BlueHeartHT

## Have a heart for victims of human trafficking

### DONATE TODAY:

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PO Box 500, 1400 Vienna, Austria



# UNODC

United Nations Office on Drugs and Crime