



The Doha Declaration:
PROMOTING A CULTURE
OF LAWFULNESS



PRISONER
Rehabilitation



PRISONER REHABILITATION

PRISONER

**HOW CAN PRISON BRANDS SUPPORT
PRISONER'S REINTEGRATION?**

20 MAY 2021 | 14:10 - 15:00 CEST

REGISTRATION | ACCESS EVENT



About the Event

The provision of purposeful activities in prisons, including education and vocational training programmes as well as the possibility to work, are key to ensure the effective reintegration of prisoners into the community and achieve the primary purposes of a sentence of imprisonment – namely, the protection of society against crime and the reduction of recidivism.

Work programmes in prisons are sometimes associated with the creation of a brand of prison products or services. This is a measure that has been found to be of value in raising awareness in the general public of the fact that prisoners are a continuous part of society, and in reducing the social stigma associated to imprisonment and enhancing prisoners' self-esteem and income, while at the same time meeting consumers' demand for products that contribute to positive social goals.

Under the Global Programme for the Implementation of the Doha Declaration, and its pillar on the social reintegration of prisoners, UNODC has developed the "Practical Guide to Creating a Brand of Prison Products" aimed at helping Member States interested in developing or enhancing a brand of prison products or services, in full compliance with international standards and norms applicable to prison-based work programmes and prisoners' working conditions.

The objective of this side event is (i) to present UNODC's publication and (ii) to showcase on how some countries have created and developed their national brands of prison products and its positive impact on the social reintegration process of prisoners.

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