

2022

HOW TO TAKE ACTION



FREEDOMUNITED
LET'S END MODERN SLAVERY TOGETHER

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INTRODUCTION

We're sharing this guide to support your campaigning in 2022. We know conversations about social justice, our personal shopping habits and the ever present question "what can I do?" can sometimes be hard to navigate, particularly when immediate solutions to these problems aren't always straight forward. So, for the year ahead we've put together a handy guide with clear steps on how you can take action as part of the Freedom United community.

Use this guide in your campaigning efforts and share it with your networks!

This guide is just a starting point with suggestions on how you can get involved, but there are so many ways you can take action and share your skills as part of the Freedom United community:

- Is there someone you'd like to have a conversation about modern slavery with? Record it, share it with us and we'll post it on our social platforms!
- Propose a new campaign idea
- Hold a public meeting with your networks
- Make a TikTok video
- Host an Instagram live
- Are you skilled at design? Draw, design and animate visual assets!
- Share a written piece on our Speak Free blog
- Translate content into other languages

Reach out to us at info@freedomunited.org with more ideas on how you'd like to take action. All we require is that contributions follow the [My Story, My Dignity guidelines](#).

Want to be a Freedom United ambassador?

We have exciting plans for 2022 including developing an ambassador training program. To register your interest in attending a training session on how to effectively campaign against modern slavery just [fill out this form](#). We'll get back to you with more details!

Campaign talking points:

- People belonging to ethnic, cultural, and religious groups in northwestern China, including Uyghurs, Kazakhs, Kyrgyz, and Hui, are currently the target of the largest organized detention of an ethno-religious minority the world has seen since World War II.
- Since 2017, over one million have been detained.
- Survivor accounts, leaked official documents, and satellite imagery confirm that the Chinese government is subjecting hundreds of thousands of Uyghurs, Kazakhs, Kyrgyz, Hui, and other Turkic and Muslim people to systematic forced labor in detention camps, prisons, and factories.
- Countless Western companies are also profiting from this system of forced labor in their supply chains. Over 20 percent of the global apparel's cotton supply is grown in Uyghur Region, 14 with 84 percent of China's supply grown in the province. Recent reports implicate at least 83 companies, in numerous different industries, in profiting from the forced labor.
- Although the Chinese government continues to deny any wrongdoing, we can draw attention to the issue and put pressure on them to end the use of forced labor. Western governments and corporations must end their involvement in implicated factories. By making it neither economically nor politically advantageous for the Chinese government to continue its current treatment of these people, we can make a difference.

How to get involved:

- Sign the petition calling on the Chinese government to free Uyghurs from forced labor: <https://www.freedomunited.org/advocate/free-uyghurs/>
- Write to fashion brands asking them to exit the Uyghur Region: <https://www.freedomunited.org/advocate/forced-labour-fashion/>
- Write to Apple's CEO asking Apple to end relationships with suppliers that support and participate in the Uyghur forced labor system: <https://www.freedomunited.org/advocate/forced-labour-tech/>
- Sign the petition telling world leaders that clean energy must be free of forced labor: <https://www.freedomunited.org/advocate/free-uyghurs-solar/>

How to become a campaign ambassador:

Share a message on social media about systemic Uyghur forced labor to help increase global public awareness and mobilize future advocates calling for societies free from modern slavery!

Just post a photo and message of solidarity on Instagram, Twitter or Facebook and offer your followers an opportunity to take action and demand change. Tag us @freedomunitedHQ so we can amplify you as a campaign ambassador!



Amplify the campaign on social media:

Speak another language? Go ahead and post a translated version of these posts!

Tweet:

I urge the Chinese government to end the #forcedlabor of Uyghurs and other Turkic and Muslim-majority ethnic groups, and to immediately release and return them home. #FreeUyghurs @FreedomUnitedHQ
<https://www.freedomunited.org/advocate/free-uyghurs/>

Post on Facebook:

☞Stand up for #Uyghur rights! ☞
I'm calling on the Chinese government to end the #forcedlabor of Uyghurs and other Turkic and Muslim-majority ethnic groups, and to immediately release and return them home. #FreeUyghurs @FreedomUnitedHQ

Join me today and demand an end to the abuse!
<https://www.freedomunited.org/advocate/free-uyghurs/>

Post on Instagram:

☞Stand up for #Uyghur rights! ☞
I'm calling on the Chinese government to end the #forcedlabor of Uyghurs and other Turkic and Muslim-majority ethnic groups, and to immediately release and return them home. #FreeUyghurs @FreedomUnitedHQ

Join me today and demand an end to the abuse!

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Campaign talking points:

- News of slave markets in Libya are shocking and cases of modern slavery, slave trade and slave auctions in Libya continue to evolve considerably. And they are all linked back to migrant detention centers and the money and power fueling their existence.
- In a bid to prevent refugees and migrants from reaching the shores of Europe, the Libyan Coastguard has increased its interception of boats in the Mediterranean Sea, returning those on board to Libya and locking them up in migrant detention centers.
- Conditions in these detention centers are horrific. Reports of torture, forced labor, and extreme physical abuse are rampant.
- We know racism within Libya is contributing to the problem as well; black and dark-skinned refugees and migrants from Sub-Saharan African are the majority of those trafficked and subjected to forced labor. The United Nations even reported that “a commonly used word to refer to black people in Libya is ‘abidat’, which translates to “slaves.”
- The E.U. is complicit in the atrocities committed against people forcibly returned to Libya by continuing to fund the Libyan Coastguard.
- Call on EU governments to:
 - Cease funding for the Libyan Coastguard
 - Push to close all migrant detention centers in Libya, release and evacuate of all men, women and children currently detained there
 - Set up of a disembarkation and relocation mechanism for people rescued in the Mediterranean Sea not tied to the Libyan Coastguard

How to get involved:

- Sign the petition calling on the European Union to cease funding the Libyan Coastguard and play its role in ending slavery in Libya:
<https://www.freedomunited.org/advocate/tell-the-eu-to-end-slavery-in-libya/>

How to become a campaign ambassador:

Share a message on social media about the E.U.'s role in perpetuating slavery in Libya to help increase global public awareness and mobilize future advocates calling for societies free from modern slavery!

Just post a photo and message of solidarity on Instagram, Twitter or Facebook and offer your followers an opportunity to take action and demand change. Tag us @freedomunitedHQ so we can amplify you as a campaign ambassador!



Amplify the campaign on social media:

Speak another language? Go ahead and post a translated version of these posts!

Tweet:

Human trafficking. Forced labor. Disappearances. Libya's migrant detention centers are rife with abuses. I'm urging the EU to take a stand!
@freedomunitedHQ <https://www.freedomunited.org/advocate/tell-the-eu-to-end-slavery-in-libya/>

Post on Facebook:

📢Demand action against #LibyaSlavery! 📢
Human trafficking. Forced labor. Disappearances. Libya's migrant detention centers are rife with abuses. I'm urging the EU to take a stand!
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Campaign talking points:

- Criminals are profiting from the trafficking and abuse of children in orphanages around the world. Traffickers, attracted by the funding orphanages receive from donations and organizations offering 'voluntourism' placements, effectively turn children into commodities by ensuring there is a constant supply of children available to attract funding.
- Poor families are vulnerable to being duped into giving up their children to orphanages with false promises of better care and an education. Instead, these children are often exploited, abused, malnourished, forced to work and sometimes re-trafficked to other orphanages to repeat the cycle and bring in more funds. Child trafficking into and across orphanages is a global problem.
- 'Voluntourism' – the practice of combining voluntary work with tourism – has become a popular trend,¹ creating a boom in vacation packages involving volunteer work. It's clear that organizations offering orphanage placements can play a role in ending the cycle of abuse fueled by demand for volunteer placements, which traffickers are exploiting to profit from the mistreatment of vulnerable children.
- Ask volunteer tour operators to help stop orphanage trafficking by removing the financial incentive and making a strong statement against orphanage trafficking.
- Call on them to: stop offering orphanage placements to volunteers; publish a statement outlining their commitment to end orphanage child trafficking; join the worldwide movement to ensure children are raised in safe families empowered to care for their own children with the support of partners experienced in child protection.

How to get involved:

- Write to volunteer tour operators asking them to stop offering placements in orphanages:
<https://www.freedomunited.org/advocate/end-orphanage-trafficking/>

How to become a campaign ambassador:

Share a message on social media about orphanage child trafficking to help increase global public awareness and mobilize future advocates calling for societies free from modern slavery!

Just post a photo and message of solidarity on Instagram, Twitter or Facebook and offer your followers an opportunity to take action and demand change. Tag us @freedomunitedHQ so we can amplify you as a campaign ambassador!



Amplify the campaign on social media:

Speak another language? Go ahead and post a translated version of these posts!

Tweet:

.@LoveVolunteers @PlanMyGapYear I'm concerned about #OrphanageTrafficking - will you respond to @freedomunitedHQ campaign and stop offering volunteer placements in orphanages?
<https://www.freedomunited.org/advocate/end-orphanage-trafficking/>

Post on Facebook:

.@LoveVolunteers @PlanMyGapYear I'm concerned about #OrphanageTrafficking - will you respond to @freedomunitedHQ campaign and stop offering volunteer placements in orphanages?
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Time	Destination	Status
20:21	Love Volunteers	Delayed
20:21	Plan My Gap Year	Delayed
20:21	Go Overseas	Delayed

#EndOrphanageTrafficking

Campaign talking points:

- Child slavery and child labor have plagued the cocoa industry in Côte d'Ivoire and Ghana—which produce 60% of the world's cocoa—for decades. Despite promises from the world's largest chocolate companies to eradicate the problem, evidence reveals that they have fallen far short of achieving their goal.
- According to the 2020 United States Trafficking in Persons Report, young boys laboring on cocoa farms in Côte d'Ivoire and Ghana find themselves subjected to human trafficking and forced labor with victims forced to perform back-breaking, hazardous work that threatens their well-being. Some are trafficked from neighboring West African countries, such as Burkina Faso and Mali, and controlled by a “big boss” who exploits them.
- The world's top chocolate companies must take concrete steps to address the gaps in protection and the underlying drivers of child slavery and child labor in the cocoa sector.
- This means paying impoverished cocoa farmers living incomes, ending dangerous pesticide use—noting the high prevalence of child laborers and huge environmental toll—scaling up child labor monitoring and remediation systems, enactment of human rights due diligence measures, increasing traceability, and ending deforestation.

How to get involved:

- Sign the petition calling on chocolate companies to help end child exploitation: <https://www.freedomunited.org/advocate/chocolate-companies/>

How to become a campaign ambassador:

Share a message on social media about child exploitation in cocoa to help increase global public awareness and mobilize future advocates calling for societies free from modern slavery!

Just post a photo and message of solidarity on Instagram, Twitter or Facebook and offer your followers an opportunity to take action and demand change. Tag us @freedomunitedHQ so we can amplify you as a campaign ambassador!



Amplify the campaign on social media:

Speak another language? Go ahead and post a translated version of these posts!

Tweet:

Enough is enough! I am demanding that the world's top chocolate companies step up to fully tackle #ChildExploitation in West African cocoa once and for all. @freedomunitedHQ <https://www.freedomunited.org/advocate/chocolate-companies/>

Post on Facebook:

Enough is enough! I am demanding that the world's top chocolate companies step up to fully tackle #ChildExploitation in West African cocoa once and for all. @freedomunitedHQ <https://www.freedomunited.org/advocate/chocolate-companies/>

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Campaign talking points:

- Alarming, survivors of modern slavery and trafficking are being detained in prison-like settings around the world. Their offense? Breaching immigration rules, often as a result of their exploitation.
- In countries such as the U.K., U.S. and Australia,¹ there's not even a time limit on how long a survivor can be held in immigration detention causing "immeasurable and unnecessary harm."
- Under the Palermo Protocol on Trafficking, the non-punishment provision³ urges states to ensure survivors are not held in detention nor prosecuted for crimes they were forced to commit as a result of their exploitation.
- Crossing a border, albeit without the right documents, doesn't inherently make someone a risk to society. In fact, immigration rules are often what makes them vulnerable to exploitation – it allows traffickers to use the threat of detention to keep victims from seeking help.
- There is no justification for putting trafficking survivors behind bars when they have already been subject to a loss of liberty and severe exploitation. Yet, this is what is routinely happening to survivors.
- We're urging governments to stop detaining survivors for not having secure immigration status, and meet international standards designed to protect survivors from further trauma and revictimization.

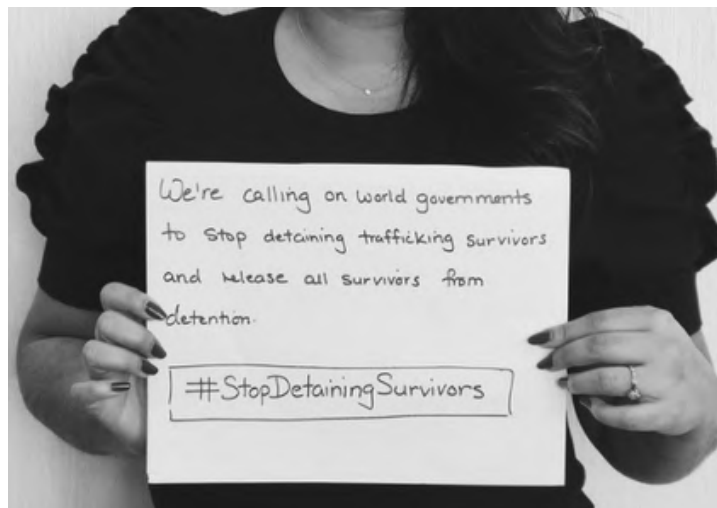
How to get involved:

- Sign the petition calling on world governments to stop detaining potential and confirmed trafficking survivors in prison-like settings: <https://www.freedomunited.org/advocate/stop-detaining-survivors/>

How to become a campaign ambassador:

Share a message on social media urging world governments to stop detaining survivors to help increase global public awareness and mobilize future advocates calling for societies free from modern slavery!

Just post a photo and message of solidarity on Instagram, Twitter or Facebook and offer your followers an opportunity to take action and demand change. Tag us @freedomunitedHQ so we can amplify you as a campaign ambassador!



Amplify the campaign on social media:

Speak another language? Go ahead and post a translated version of these posts!

Tweet:

Shockingly, trafficking survivors are being detained in prison-like settings around the world. I'm urging world governments to #StopDetainingSurvivors @freedomunitedHQ <https://www.freedomunited.org/advocate/stop-detaining-survivors/>

Post on Facebook:

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Do you like to get creative? Get involved in one of these craftivism projects!

- Make a mini placard with a message of solidarity, leave it in a public place and take a picture. Let's create a global surge of these photos to show how widespread modern slavery is and start conversations. [Send us your photos here](#) with the geographical location and we'll share them on social media!
- Sew, knit or embroider a sign with a message of solidarity. You could even send your crafted product to your local representatives asking them to act on a particular modern slavery related issue that's important to you. [Take a photo and share it with us here!](#)
- Do you have any other craft hobbies? [Let us know here](#) how else you would like to get involved in craftivism.

TRANSLATION

If you can write in another language and would like to get involved in supporting Freedom United with translations, we want to hear from you!

You can help us reach a wider global community committed to take action against modern slavery through making our English-language content accessible.

[Send us a message here](#) with the subject line "Translations" and the language that you would like to translate into. We'll then get back to you with potential opportunities.