Blue Heart Campaign against Trafficking in Persons
Campaign Engagement Guidelines

1. Minimum Criteria

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 and use the Blue Heart Campaign towards the goal of becoming a State Party to the Trafficking in Persons Protocol.

Moreover, governments should have begun to implement the Trafficking in Persons Protocol. National legislation and policy framework should be in conformity with the Trafficking in Persons Protocol, or the Blue Heart should be used towards bringing them into conformity.

Civil Society:

Civil Society groups must demonstrate commitment to supporting the spirit and meaning of the Trafficking in Persons Protocol. Any activities they outline 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 issues not included in the Protocol.

Corporate Sector:

Corporate Sector entities must demonstrate commitment to supporting the spirit and meaning of the Trafficking in Persons Protocol. Any activities they outline 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 issues not included in the Protocol. Corporate Sector entities wishing to use the Blue Heart or take part in the Blue Heart Campaign must also comply with the UNODC Framework for Working with the Business Community and accept the guidelines controlling the use of the Blue Heart logo. Further information can be obtained from the Co-financing and Partnership Section (CPS) and the Advocacy Section (AS) at UNODC.

Individuals:

Any individual wanting to use the Blue Heart must comply with the basic rules below on the use of the Blue Heart and must use the Blue Heart within the spirit and meaning of the Trafficking in Persons Protocol.
2. **Use of the Blue Heart**

Participants in the Blue Heart campaign are encouraged to advocate widely and express their support for the fight against human trafficking. The Blue Heart and the Blue Heart Campaign have been conceived as awareness raising tools to support activities by all those who subscribe to or support the full terms of the Trafficking in Persons Protocol and the scope and meaning of the Protocol (without exception, e.g. the definition of trafficking in persons as laid out in the Protocol). Opting into such awareness raising activities and using the Blue Heart requires those making use of the Blue Heart to commit themselves to follow a few basic principles. 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.

For such activities, the United Nations Office on Drugs and Crime authorizes participants and stakeholders to use the Blue Heart Logo. Please note that the following conditions apply for the use of the Blue Heart Logo:

- 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 page [www.unodc.org/blueheart](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 must 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 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.
- The Blue Heart symbol and logo may not be sub-licensed to any other entity without the prior written consent 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 Section 2. Use of Blue Heart Logo.
- 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.

4. **Terms of Engagement**

- 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 promote publicly the campaign messages against trafficking in human beings in line with UNODC policies.
- 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
  - campaign logo/messaging is in line with the campaign brand guidelines outlined in Section 2 – Use of the Blue Heart
  - campaign logo/messaging is in line with UNODC guidelines and policies.
- UNODC will review proposed campaign material/activity/message development by partners within 10 working days. 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 using the campaign logo as soon as possible.
- Partners agree to support the campaign evaluation by making available, in confidence and at the partner’s discretion, to UNODC key data and results of campaign activity within a year of its launch. Any such data shall be considered sensitive and confidential and shall only be used in furtherance of the campaign and not for any other purpose whatsoever.
- UNODC will – to the extent possible and pending availability of resources – send a representative to attend the launch of the campaign and provide support in the development of materials and activities as part of national Blue Heart campaigns.
5. **Pre-Campaign Adoption Checklist:**

When signing up to the Blue Heart Campaign, partners should have in place a communications strategy to be provided to UNODC prior to adoption to include following items:

- High-profile launch event with the participation of UNODC and government officials, dignitaries, celebrities, media.
- Locally adapted materials, such as brochures, pamphlets, pins, posters, website, promotional items (balloons, pens), exhibition, panels.
- A media-plan that includes media coverage of launch/major activities and dissemination of the campaigns public service announcement(s) on radio and television.
- An awareness raising activity-plan for at least one year, a report of which should be provided to UNODC a year after the launch.
- A list of partners to the campaign; these can include civil society organizations, private sector entities, media and broadcast organizations.