

Background note on the Blue Heart Campaign for the Deputy Secretary-General's meetings in Ethiopia

Blue Heart Campaign against Human Trafficking

The Blue Heart Campaign is a flagship advocacy campaign of the UN Office on Drugs and Crime. It aims to raise awareness of human trafficking and thereby support the fight against this crime and its impact on society. It shows the international community's commitment to ending this crime.

The Blue Heart is a powerful symbol reminding people that we all have a role and responsibility in preventing and combatting human trafficking. 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 Campaign helps to highlight the fact that vulnerable women, men, and children are trafficked everywhere in the world. Its target audience are stakeholders potentially willing to engage against human trafficking, including governments, the private sector, non-profit organizations, and individuals.

In 2018 UNODC changed the [Campaign Engagement Guidelines](#) to make it easier for parties to join the initiative and drafted [suggested actions](#) for governments, the aviation sector, and for the broader public to show their support for this cause. In order to join the Campaign, parties need to commit to raising awareness to help stop human trafficking.

Currently 30 countries are officially supporting the Campaign

The number of supporting countries has doubled in 2019 from 15 to 30, namely:

Australia, Belarus, Belgium, Bolivia, Brazil, Costa Rica, Dominican Republic, Ecuador, Egypt, El Salvador, France, Guatemala, Honduras, Israel, Italy, Jamaica, Lebanon, Mexico, Panama, Peru, Philippines, Portugal, Romania, Serbia, Spain, Sudan, Sweden, Switzerland, Tunisia, Zimbabwe.

Blue Heart Campaign support by the aviation sector

As air transport is a widely used mode of transportation by traffickers, UNODC is working on building partnerships with the aviation industry, including with the International Air Transport Association (IATA) which represents around 80 per cent of the world's air traffic. UNODC also jointly worked with IATA on its [Guidance on Human Trafficking](#).

A number of Latin American Airlines have joined the Campaign, namely TAME EP (Ecuador,), AEROMEXICO (Mexico), COPA Airlines (Panama). UNODC has also published articles about human trafficking and the Campaign in Brussels Airlines' Inflight Magazine through its Goodwill Ambassador for human trafficking in Belgium, the musician Ozark Henry. Airports in Mexico and Japan (Narita airport) have also promoted the Campaign.

Hospitality sector's involvement in the Blue Heart Campaign

UNODC has reached out to the hospitality sector and engaged in preliminary discussions with hotel chains in the past year to involve them in the Campaign. Several UNODC field offices are providing anti-human trafficking training to hotels, and the Renaissance hotel chain by Marriott used the Blue Heart while marking the 2019 World Day against Trafficking in Persons (30 July).

UN Voluntary Trust Fund for Victims of Trafficking, Especially Women and Children

Created in 2010 and managed by UNODC, the Trust Fund provides humanitarian, legal and financial aid to victims of trafficking in persons through established channels of assistance, including governmental, intergovernmental and non-governmental organizations.

It is the only UN Trust Fund with a specific focus on helping women and girl victims of human trafficking become survivors. It ensures that each contribution – which includes donations to the Blue Heart Campaign – goes towards providing direct assistance to victims.

The Trust Fund has provided USD \$3.4 million in grants to 62 NGO projects worldwide providing essential assistance in over 40 countries to around 3,500 trafficking survivors every year.