



**IJM**

# **FASHION FOR FREEDOM**

## **EVENT KIT**



January 2021

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# WELCOME

**THANK YOU SO MUCH FOR HOSTING A FASHION FOR FREEDOM EVENT** to raise awareness about slavery within supply chains and to raise funds for IJM. We are delighted that you are joining the movement to make #SlaveFree normal. You can find out more online at: [IJMUK.org/SlaveFree](https://IJMUK.org/SlaveFree)

We come into contact with slavery every day without realising it - through our morning coffee, the technology we use, or the clothing hanging in our wardrobes. Too many everyday products we buy are made by people trapped in slavery. In fact, of the 40 million people estimated to be trapped in slavery, over 25 million are thought to be in forced labour, working in quarries, farms, warehouses, and factories all over the world.

**Modern slavery is quite literally woven into the fabric of our everyday lives.** The clothing industry is one of the biggest drivers of modern slavery across the globe, with fast fashion brands creating a false sense of urgency to own the latest trends. One item could include materials from many different places, so tracing supply chains can be very difficult.

From rock quarries, to rice fields, garment factories, and fishing villages, IJM is working on the ground across the world to find out where slavery is happening. We conduct rescue operations with local police to bring those trapped in forced labour to safety and walk with them on their road to recovery. We then support the police with investigating, arresting and charging slave owners and abusers with crimes. When laws are enforced, slave owners can no longer get away with their crimes - it becomes legally and financially impossible for slavery to continue. IJM is working to transform justice systems to effectively protect the poorest and most vulnerable people from violence and oppression across the world.

It can be overwhelming when we first learn about the risk of slavery in our clothing. Our reaction could easily be a feeling of guilt or shame, or a desire to throw out our wardrobe and start again. But we want to encourage you to take action another way. Our hope is

that through hosting a Fashion for Freedom event you will be inspired as you learn about conscious consumption and that you will be equipped in sharing about modern slavery with your community.

Your Fashion for Freedom event will be a great way to gather your community to discuss how we can all have a part to play in ending modern slavery in our lifetime. We hope this resource helps you as you seek to raise awareness of slavery in supply chains, encourage others to shop ethically and raise funds to help IJM stop slavery at source.

## What is Fashion for Freedom?

Fashion for Freedom is a clothes swap event – free your wardrobe of clothes you don't wear and fundraise for IJM's work restoring freedom to those trapped in cycles of slavery and violence. You can host it online, or, when possible, in person. **Let's use *Fashion for Freedom!***

## What is a clothes swap?

Do you love fashion, and want to be part of making it more sustainable? Do you want to help bring freedom to those held in slavery?

A clothes swap is a really simple and fun way to take a stand against fast fashion. Instead of buying new clothes, you swap items of clothing you already own with others in your community, and support IJM's work in stopping slavery at source by making a donation.

### **Here's how it works:**

- Invite your friends to find clothes that they love but no longer wear.
- Host an event for your community to swap clothing items and update their wardrobes. Ask for a donation to IJM as entry fee for all your guests.
- Give tokens out for the number of items each person brings – these tokens can then be swapped for new clothes.
- Share about issues of slavery in the supply chains of products we love, and IJM's solution for eradicating forced labour slavery.
- Invite them to join the movement to Make #SlaveFree Normal.

# Facts and Figures

There are an estimated **40 MILLION PEOPLE** held in slavery **TODAY** (*Global Slavery Index 2018*), more people than at any other point in history.

**77%** of UK companies believe there is a likelihood of slavery somewhere in their supply chain (*Ethical Trading Initiative 2016*).

Around **200,000 GIRLS** work as enslaved people in the fashion industry in the Tamil Nadu area of India alone (*Safia Minney, 2017*).

The UK imports **\$9,289,350** worth of apparel, every year; while slave labour sneaks into the fashion industry in myriad ways - from children who are lured in with promises of free education to cotton pickers kept in debt bondage.

The Guardian estimated that on average every garment is touched by **100 PAIRS OF HANDS**.

The UK imported an estimated **£14 BILLION** worth of goods at risk of slavery in their **SUPPLY CHAINS** in 2018 alone.

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# HOW TO: HOST A GREAT FASHION FOR FREEDOM EVENT

# An Event Together

If you're able to meet together in person, then here is a suggested timeline and schedule. If you are holding a virtual event please see [page 9](#).

## Pre-event

### 1. Choose your location, date and time.

- a. Whether it's your home, local church, community centre or other venue, choose somewhere with space to display clothes, try pieces on and for guests to mill around.

### 2. Get the word out.

- a. Create an event on Facebook, Eventbrite or a similar platform. Include relevant details regarding registration, clothing collection/drop-off, prices (suggested £5), themes (see [Idea and Inspiration](#) on page 17) and, of course, why you're doing it. (see [How To](#) on page 12)
- b. Invite friends, local churches and any other societies or groups through your chosen mode of communication - social media, email, text, leaflet, owl... the choice is yours.
- c. Build momentum in the lead up (reminders, countdowns, blogs etc.)
  - i. See Appendix for templates for Facebook Event headers, Instagram posts/stories etc.
  - ii. Include captions about modern day slavery and IJM's work to see it end, for good. (See [Appendix for Facts and Figures](#) on page 22.)
  - iii. Make sure you tag @IJM\_UK and hashtag #FashionforFreedom in your posts so we can share your support.

### 3. Gather clothing.

- a. Arrange a collection or drop-off of clothes beforehand.

**\*TOP TIP** If you do this a week before, this will give you the chance to organise them into sizes, types and colours beforehand.

- b. You may want to think about borrowing or hiring some clothing racks.
- c. Some people may still bring clothing on the day, so maybe think about having a system in place to get these extra clothes onto the racks throughout the event.

### 4. What are you going to say?

- a. Take some time to prepare what you are going to say on the day (see [How To](#) on page 12).

### 5. Final event preparations...

- a. Connect with the IJM UK team at [contact@IJMUK.org](mailto:contact@IJMUK.org) letting us know when you're holding the event and whether you need any leaflets or other resources (make sure to leave enough time for posting.)
- b. Gather your final bits: a cash float for the door, tokens to exchange for clothing, and any refreshments or other ideas taken from [Ideas and Inspiration](#) on page 17.

## During

### 1 hour before

- Set up your space. Display the clothes you have already collected and be sure to leave some room for any on-the-door editions.
- Set up your refreshments, any IJM information and technology you might be using.

### Allow 15 mins

- Guests arrive! Have someone on the door to greet guests and collect donations (suggested £5 – what a bargain for a fab event, some new clothes and helping stop slavery at source).
- If you're using tokens, give guests the appropriate amount according to clothes brought.
- Encourage your guests to mingle and enjoy the refreshments.

### 5 mins

- Introduce yourself and welcome your guests. Thank them for coming.
- Briefly explain why you are hosting the event, and how it will work.

### 30-45 mins

- Guests browse the clothes, try them on and enjoy the refreshments.

### 20 mins

- **You may choose to share this at the start of the event, or the end, depending on when most people are in attendance.** Take this moment to draw your guests together and share about the issue of slavery in supply chains, and the role we have in shaping in the industry. (See [How To](#) on page 12.)

**\*TOP TIP** Make it really easy for your guests to respond - have laptops available for people to search the '[Good on You](#)' app, have IJM resources available to become [Freedom Partners](#), familiarise yourself with our [#SlaveFree](#) resources.

### 30-45 mins

- Let your guests continue trying on clothes and chat to any guests who want to hear more about what you shared.
- Perhaps you can create a social media moment, where your guests take selfies with their new clothes?

### 10 mins

- Draw the event to a close and thank your guests for coming. Mention your calls to action again and remind your guests how they can continue on a journey with IJM.



# An Event Online

We know it's not always possible to gather as a group. With that in mind we've created an **online version** of our Fashion For Freedom event. Perhaps you've made use of your time at home by clearing out your wardrobe. Consider hosting Fashion for Freedom online and use the opportunity to share about IJM and sustainable shopping with your friends!

This online event will be a **clothing sale, rather than a swap**, with proceeds going towards the work of IJM. As a host, you will facilitate this sale by using apps like **Depop, Facebook** and **Instagram**. We don't want your event to lose the excitement of a traditional clothes swap, and so by having the role of a host you will have control of when the items go live and people can start shopping. You can also host a Virtual Launch Night before the shopping begins, where you can invite all who have contributed clothing items and their friends to hear about the issue of slavery in supply chains and IJM's work to stop slavery at source.

Below is a rough guide **to hosting your Fashion For Freedom event online**.

## Pre-event

- 1. Create a Facebook Event or Instagram account** for your Fashion for Freedom clothes sale and **invite your friends to like and follow**. A Facebook Event gives you more useful functions and makes it easier for others to contribute, but if all of your friends use Instagram you might find it to be more successful.
- 2. Share why you want to host this virtual event**, including some information on slavery in the supply chains in the fashion industry, and the work of IJM. Check out our ['How to talk about...'](#) section on page 12 to find out more on this.
- 3. Explain how the virtual clothes sale will work.** (We have included details of the apps Depop and Thrift+ in the [Appendix](#).) Whether you are just using Facebook/Instagram or also [Depop](#), be sure to explain clearly:
  - i.** What clothes you would like attendees to sell. We suggest clothes that are in good condition, clean and that you would want to buy. Be sure to wash them before posting them to their new owner.
  - ii.** How to photograph and upload photos. If using Facebook they can upload the items directly to the Event page. If using Instagram or Depop they will need to send them to you to add. Check out both [this article](#) and [this one](#) on how to take great photos of clothing that will sell quicker and for more money.
  - iii.** Gather the descriptions of the items - details of colour, size, maybe even a story behind the pieces if there is one.
  - iv.** It is up to you to decide whether you want your friends to set the prices or whether you do this when you see the clothes that have been donated.
  - v.** Make sure that you give everyone clear guidance on when you need the photos and items to be ready for.
  - vi.** Decide the date and time frame: will it just last one evening or will you keep it open for a few days after your launch event?
  - vii.** Explain how people will buy the clothes - through an app, or by commenting below a picture on a first come, first serve basis.
  - viii.** And finally, how the sellers will deliver the clothes to the buyers. If you are planning on using JustGiving or PayPal, then we suggest including postage and packing in the price for simplicity.

4. **Decide on how to collect the money.** If you are not using [Depop](#), you could share your bank details on the page, or consider using a [JustGiving](#) page or [PayPal](#). At the end of the sale all proceeds can then be transferred to IJM UK in one go (see [page 11](#) for details.)

**\*TOP TIP Stay on track with payments and postage!** If you're not using Depop or an equivalent, it can be hard to keep track of orders. We recommend using a simple spreadsheet listing who is selling what, at what price, and who buys each of those items. This way you can see what's available, and the seller can update the sheet once they have been 'paid', when they then mark the item as 'sold'. This will also make it clear if anyone is late with their payment. Don't be afraid to message people directly to remind them or you could request money directly through PayPal. It's important to keep your payment details safely 'pinned' or easily available for your buyers to see.

**Shipping is easy, and it only gets easier the more you do it.** Include postage in the price of your clothing item to keep it simple. Don't forget to keep proof of postage just in case something goes wrong. You can even do postage online with Royal Mail - easy! For help, advice and costs of parcels see: <https://parcel.royalmail.com/>

5. **Set a date to host your Virtual Launch Night** and decide what platform you are going to use: Zoom, Skype, Facebook Live, Instagram Live etc.
6. **Share the time and details of the event on your social media accounts.** We recommend doing this in a way that others can also share the details - Instagram posts are easier for friends to share to their stories than stories alone. Be sure to tag @IJM\_UK and #FashionForFreedom. Don't forget about inviting people directly via Whatsapp and phone calls.
7. **In the lead up to the launch,** check that clothes are being added to Facebook, Instagram or Depop and continue to promote your Fashion for Freedom event, and Launch Night on social media. You might consider doing a countdown to the event.

## Launch Night

1. **Welcome** your guests to your Virtual Launch Night - make sure you are ready to chat as soon as people join. You could also trial playing some music in the background as people join to break the silence.
2. Use this opportunity to **share about the issue of slavery in the supply chains in the fashion industry.** Share an IJM story and encourage your friends to think about how as consumers they can help change this industry to become more ethical and sustainable. See our '[How to Guide](#)' on page 12 for more information.
3. **Open your clothes sale!** Briefly explain how your friends can buy clothes, either by claiming the ones posted on the Facebook or Instagram page, or by going onto Depop - share the links on your pages and in the chat function on your call. Remind everyone about how they will pay, how clothes will be delivered, when the clothing sale will end and that all the proceeds will be donated to IJM.
4. Check out our [inspiration and ideas](#) page on page 17 for other ideas you could add into your event.
5. Encourage your guests to **shout on social media** about the items they have purchased as part of the Fashion for Freedom clothes sale and why you have chosen to give the proceeds to IJM.

## After Event

- 1. Let us know:** We would love to celebrate with you, so do let us know how it went.
- 2. Money Raised:** If you raised money during the event, please post any cheques within a week of your event to our office, or bank transfer any cash to our account:

**Postal Address**

International Justice Mission UK  
PO Box 12251  
Witham  
CM8 9BX  
United Kingdom

**Bank Details\***

*Account Name:* International Justice Mission UK  
*Sort Code:* 60-01-31  
*Account Number:* 50554204

*\* If you're going to bank transfer, please drop us an email at [contact@IJMUK.org](mailto:contact@IJMUK.org) to let us know how much to expect, in whose name and where it's from.*

- 3. Thanks:** Thank any volunteers for their help and share the outcome of the event with your guests – thank them for the part they are playing in the fight to Make #SlaveFree Normal and feel free to encourage them to keep up with IJM UK by registering for updates at [IJMUK.org/get-updates](https://IJMUK.org/get-updates)
- 4. Do you have any leftover clothes that didn't sell?** Perhaps consider donating them to your local charity shop, sending them to [Thrift+](https://Thrift+) to benefit IJM, or hold onto them for your next 'Fashion for Freedom' event.
- 5. Enjoyed it? Become an IJM Champion!** If you loved the experience, why not explore joining the global IJM team and volunteering as an IJM Champion. Find out more at [IJMUK.org/Champions](https://IJMUK.org/Champions)

If you need to contact us at any stage:

**INTERNATIONAL JUSTICE MISSION UK**  
PO Box 12251, Witham, CM8 9BX

0203 405 9080  
[contact@IJMUK.org](mailto:contact@IJMUK.org)

[IJMUK.org](https://IJMUK.org)

IJMUK:    



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# HOW TO TALK ABOUT...

# How to Talk About IJM

**International Justice Mission (IJM)** is the largest international anti-slavery organisation in the world. We are a team of undercover investigators, lawyers, social workers, advocates - and you.

**Please familiarise yourself with this section so that you can share the work of IJM in a powerful way with your community**

## INTRODUCE THE ISSUE

Slavery is a huge issue in our world today, current estimates are that over 40 million people are forced into modern slavery - that's more than ever before in human history. Slavery can be found in every corner of the world, but it overwhelmingly affects people living in poverty. Slave owners prey on the vulnerable, forcing them into situations where they are not safe.

Over 25 million are believed to be held in forced labour slavery making items we use everyday. From the food we eat, the phones we use, to the clothes we wear, slavery can be lurking in the supply chains of many everyday products that we love. Fast fashion has further perpetuated the problem, with rising demands for the latest trends forcing companies to outsource their clothing production for the cheapest possible labour. With materials made and sourced from across the world, tracing the supply chains becomes increasingly complex and difficult. Labourers are often trapped in terrible working conditions with very little or no pay, using dangerous machinery and chemicals. Read [Chandramma](#) and [Esther's](#) stories to learn more about the reality of life in slavery.

**\*TOP TIP Perhaps take this opportunity to download the 'Good on You' app and research your favourite items. Remember, we want this event to be a learning experience for all involved - share what you've learned as you share about modern slavery. Ask yourself, now that you are more informed about your favourite brands do you think your shopping habits will change? Maybe you could have a laptop/tablet available where guests can search their favourite brands throughout the evening.**

## INTRODUCE IJM

IJM is the world's largest international anti-slavery organisation. They stop slavery at source by conducting undercover investigations to find out where people are being trafficked and forced into a form of modern slavery. They partner with local governments and police to lead rescue operations, prosecute traffickers and restore survivors. Because of the work of IJM, over 57,000 people are now living in freedom. Let me tell you one of these stories.

## TELL AN IJM STORY

At IJM we know that stories are powerful. We are privileged that many of our clients have allowed us to share their stories with supporters all over the world. Perhaps you have a favourite IJM story that you feel comfortable sharing. If sharing, do let us know in case there are more details or pictures we can share with you. If not, please consider sharing one of the following stories. We believe that either would work well within the context of your Fashion for Freedom event. There are some excellent video resources available on our YouTube channel to accompany both stories.



## ESTHER'S STORY: Ghana

When Esther\* was six years old her parents were tricked into sending her to Lake Volta to work. This is a dangerous lake where thousands of children have been trafficked into slavery in the fishing industry. The water isn't clear and so boats get stuck and nets get tangled. Some of these children cannot swim. Many of these children have been hurt by their slave owners. None of these children should be enslaved.

For nearly 10 years Esther lived as a slave on a remote island on Lake Volta. Every morning, she woke up and cleaned the mud hut where she slept as boys set out to fish. After sweeping and cleaning, she would process the fish brought in from the lake, descaling and smoking it over a fire.

In partnership with local authorities, IJM investigators found a boy called Geoffrey who had been living as a slave on Lake Volta. Geoffrey told IJM about Esther and other children in slavery - and wanted to help lead the effort to rescue them. Less than 24 hours after he was rescued, Geoffrey bravely accompanied IJM back to where he had been enslaved to guide police to rescue more children.

Esther was one of them. Once she was free, Esther was able to tell IJM about more children trapped in slavery on the lake. Based on this information, IJM and police amazingly were able to rescue another nine children working as enslaved people on Lake Volta!

Esther is now safe at an aftercare home while the trial against her trafficker is underway.

**Esther is finally getting an education and is working hard to fulfil her dream of becoming a fashion designer.**

Esther was involved in forced labour slavery. The fish she was catching and smoking were being sold at local markets in Ghana. But we know there are countless individuals who are enslaved and exploited, making the things that we buy and enjoy - things that end up in our wardrobes, our lunchboxes, our pockets.

Rice, coffee, chocolate, batteries for smartphones and tablets, clothes, jewellery. All of these products often involve slavery.

This is sadly a huge issue. Exploitation is too common, and cheap products with no questions asked are too normal. But we have the power to make a difference.

### WATCH THE VIDEOS:

- Esther Trailer: [youtube.com/watch?v=Cke80C-n8vg](https://youtube.com/watch?v=Cke80C-n8vg)
- Esther - Part 1: [youtube.com/watch?v=ca0ZXIShuDs](https://youtube.com/watch?v=ca0ZXIShuDs)
- Esther - Part 2: [youtube.com/watch?v=uoQ0Gx5\\_xR8](https://youtube.com/watch?v=uoQ0Gx5_xR8)



## CHANDRAMMA'S STORY: India

**If sharing this story in a faith setting please refer to South Asia:**

When Chandramma was barely eight years old she touched silk for the first time. This beautiful and luxurious material has tragically caused Chandramma immense suffering, having been forced to work as a slave to make this vibrant fabric.

Throughout Chandramma's childhood she, along with her sisters, worked with their parents in sericulture factories – where silkworm cocoons are harvested and spun to make silk thread. It was difficult work, where they spent hours handling worms, boiling water and running high-speed spinning mills.

Chandramma was smart and passionate but, despite wanting to attend school, she was forced to leave for years at a time to help her family earn enough money to live. She spent day after day in the silkworm factory twisting silk thread used to make Saris. Saris that she knew she could never afford to wear. The silk thread which represents so much worth and strength stripped Chandramma of her dignity and value as she was forced to work.

Chandramma was married off at just 15 years old, and quickly had her first-born son who tragically died, aged just four. She later had a second son, but, after her husband abandoned her, she was left all alone with no money and a little boy to care for. After searching desperately for jobs to make ends meet, she was forced to return to the very same silkworm factories she worked in as a little girl.

After re-marrying and having another baby, Chandramma knew the short-lived jobs were no longer enough to care for her family. When she was promised a better paying job, she felt she didn't have a choice.

Moved to another silkworm factory, Chandramma worked nonstop for 16 hours a day until her hands were swollen and cramped from handling silkworms in boiling water and spinning the silk thread. After trying to escape, the factory owner brutally locked her and her baby son in a dark cell for six months. She pleaded to be let out, but they were trapped.

Chandramma was left with the heartbreaking choice of using the two litres of water rations to either hydrate themselves to stay alive, or to bathe her baby son and prevent further painful rashes and boils.

Chandramma was so desperate she considered ending her life. But was compelled to stay alive for her son and his future. Eventually her cries for help were heard, and the IJM in partnership with local police came and opened the cell door.

IJM's team in Bangalore had begun investigating two silkworm factories, and in a sting operation they were able to rescue 161 people, including Chandramma. Many of the workers in the silkworm factories had faced near-constant abuse and had developed skin diseases from the chemical exposure.

Today, Chandramma is a strong spokeswoman for the fight to end slavery, and a member of the local Karnataka RBLA (Released Bonded Labourer Association) - she is determined to help others find freedom too.

Chandramma works for a wedding planner - she's vowed never to go back to the silk industry and is intently focused on bringing up her boys to have a better life.

# How to Talk About Slavery in Supply Chains and Ethical Fashion

## A CALL TO ACTION

This is a great opportunity to draw the attention of your guests to what they can do to help make a difference. IJM believes that there are three things that you can do to help make [#SlaveFree](#) normal.

## SHOP ETHICALLY

That is where tonight comes in - by taking part in this Fashion for Freedom event you are taking a stand against fast fashion. Instead of buying new clothes, you are updating your wardrobe with clothes that have already been bought, worn and loved by people in your community. You can also shop ethically by checking out your local charity shops, online thrift stores, or researching some inspiring brands which are taking positive steps to help eradicate slavery. Check out the [#SlaveFree](#) page on our website to see some of the brands that we love.

## RAISE YOUR VOICE

Tell others about the 40 million people trapped in slavery. Nothing happens just because we are aware of modern slavery, but nothing can happen until we are. Your voice matters, use it to let people know that slavery still exists. You could even reach out to your favourite brands and ask them about their supply chains - you have incredible power as a consumer.

## STOP SLAVERY AT SOURCE

Slavery and exploitation in supply chains needs to be stopped at source. IJM finds out where slavery is taking place, rescues victims and prosecutes the criminals who are enslaving others. Through their work with local police and governments, IJM have seen dramatic reduction in slavery in the places where they work. You can help IJM continue this work by becoming a [Freedom Partner](#).

**THE FREQUENTLY ASKED QUESTIONS ON PAGE 25 MAY ALSO BE USEFUL AS YOU PREPARE THIS SECTION.**





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# IDEAS AND INSPIRATION

# Ideas and Inspiration

You can get really creative and tailor your Fashion for Freedom event to suit you and your friends. Whether you are hosting this with some mates in your living room, or running a full-scale event in your local church or university, take a browse of some of our ideas that might add a fun twist to your event. Or, better still, make up your own! We would love to hear what creative ideas you came up with.



**WINE AND CHEESE** - Add an air of sophistication to your clothes swap and consider making it exclusively formal attire (ball gowns, dresses, suits etc.). Pair it with an evening of wine and cheese. You never know, you could nab a new dress to impress at the event!



**AFTERNOON TEA** - Get all the star bakers you know involved and serve up some sweet treats with your favourite hot drinks alongside your clothes swap. Great for the whole family.



**BEFORE AND AFTER PICTURES** - Create some event momentum by taking before and after shots of your guests with the items they bring and then in their new clothes. A great way to highlight how to slow down the fashion industry and share about your event on social media.



**GO DIGITAL** - Check out our extensive guide on how to hold a Fashion for Freedom clothes sale online on [pages 9-11](#).



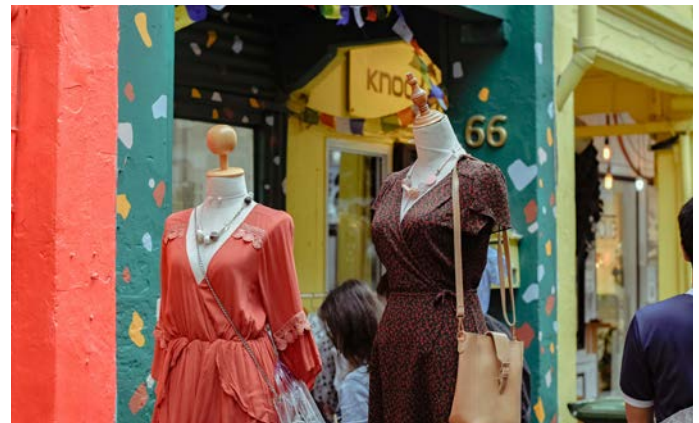
**FASHION SHOW FOR FREEDOM** - Why not take your clothes swap to the next level and turn it into a fashion show? Maybe this means 'designers' adapting clothes, models walking a makeshift catwalk and having some brilliant commentary. Make it a fun and creative way to show how we can slow down the fashion industry and raise awareness of slavery in supply chains.



**TRUE COST SCREENING** - The 2018 documentary *The True Cost* by Andrew Morgan is a powerful film that reveals who makes our clothes and what the cost of it is. Why not download it and stream it as part of your event? You will have to buy the screening rights (\$100) if you are playing it to a group.



**IJM SPEAKER** - Want to hear some powerful stories from survivors and be inspired by IJM on how you can join the fight to end slavery? Ask a member of the team to come and speak at your event or be part of a panel discussion.  
*(Subject to availability)*



**GO LOCAL** - Already aware of some brilliant local businesses who are taking steps to stop exploitation in their supply chains? Consider inviting them to be part of a panel discussion alongside your clothes swap.

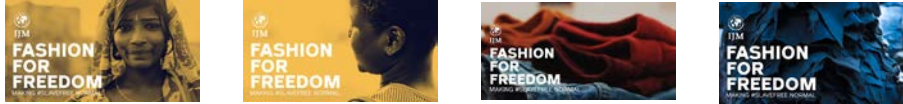


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# APPENDIX

# Social Media Promotion

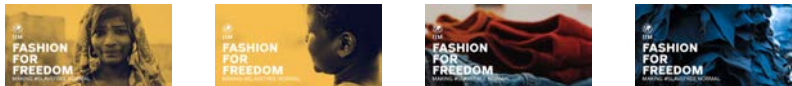
## FACEBOOK EVENT AND POWERPOINT GRAPHICS



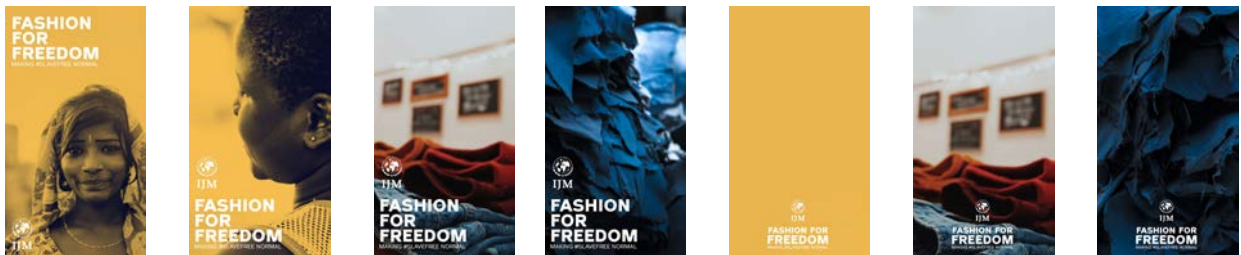
## INSTAGRAM POSTS



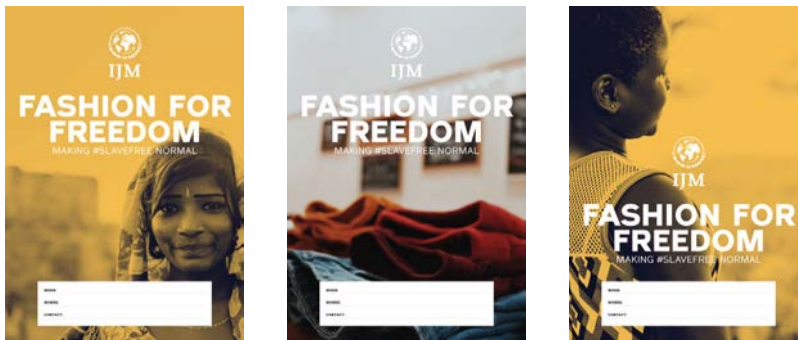
## POSTS FOR TWITTER OR FACEBOOK



## INSTAGRAM STORIES



## A4 PROMO POSTERS



## DEPOP PROFILE ICONS AND STICKERS FOR SOCIAL MEDIA AND PICTURES.



**DOWNLOAD  
ALL RESOURCES BY  
CLICKING HERE**

## Facts and Figures

There are an estimated **40 MILLION PEOPLE** held in slavery **TODAY** (*Global Slavery Index 2018*), this is more people than at any other point in history.

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Around **200,000 GIRLS** work as enslaved people in the fashion industry in the Tamil Nadu area of India alone (*Safia Minney, 2017*).

The UK imports **\$9,289,350** worth of apparel, every year; while slave labour sneaks into the fashion industry in myriad ways - from children who are lured in with promises of free education to cotton pickers kept in debt bondage.

The Guardian estimated that on average every garment is touched by **100 PAIRS OF HANDS**.

The UK imported an estimated **£14 BILLION** worth of goods at risk of slavery in their **SUPPLY CHAINS** in 2018 alone.

## How do supply chains work?

From raw materials to manufacturing, exploitation and slavery is rife in global supply chains. There's no doubt that this problem is deeply complex - one shirt could include cotton from four different places, so tracing supply chains to check for exploitation is notoriously difficult. Companies very quickly lose sight or don't actually know who their suppliers are, especially when trying to trace back to the origin of raw materials used in their products.

## How do we stop slavery?

Stopping slavery in supply chains requires a truly global response, from corporates, governments, civil society - and us. Corporates need to be proactive about checking supply chains for signs of exploitation and slave labour, going beyond tick box exercises to truly find out what's happening throughout their supply chains. They also need to know that when they report suspicious behaviour, something will be done.

Ultimately, ending slavery in supply chains requires global governments and law enforcement to seek out and stamp out the problem by enforcing anti-slavery laws and making sure criminals are held to account.

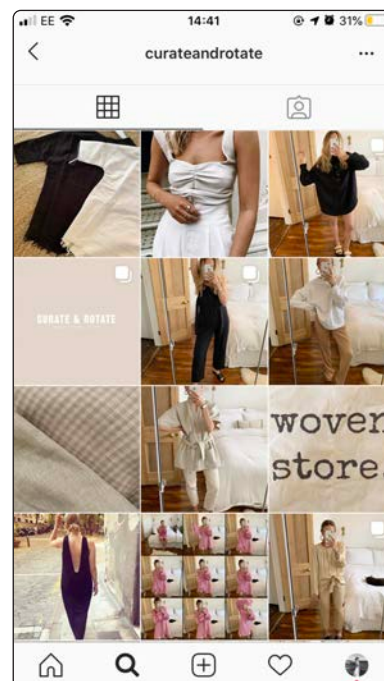
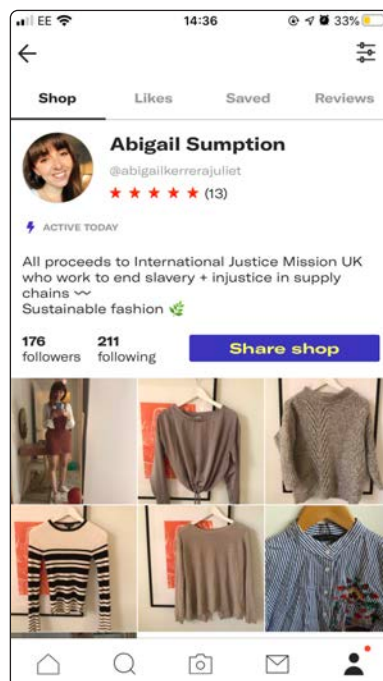
Read about IJM's partnership with Walmart in Thailand to help stop slavery in the prawn industry: [IJMUK.org/news/anti-slavery-organization-international-justice-mission-announces-grant-from-walmart-foundation-to-address-human-trafficking-in-thai-fishing-industry](http://IJMUK.org/news/anti-slavery-organization-international-justice-mission-announces-grant-from-walmart-foundation-to-address-human-trafficking-in-thai-fishing-industry)

Download [Good on You](#). This app was developed by group of campaigners, fashionistas, scientists, writers and developers, united in seeing fashion become more sustainable and fairer, including ending human rights abuses within the industry.

Read this article by Know the Origin on how children are used in clothing factories: <http://bit.ly/KnowTheOriginChildLabour>

## How to use the Depop app for an online clothes sale

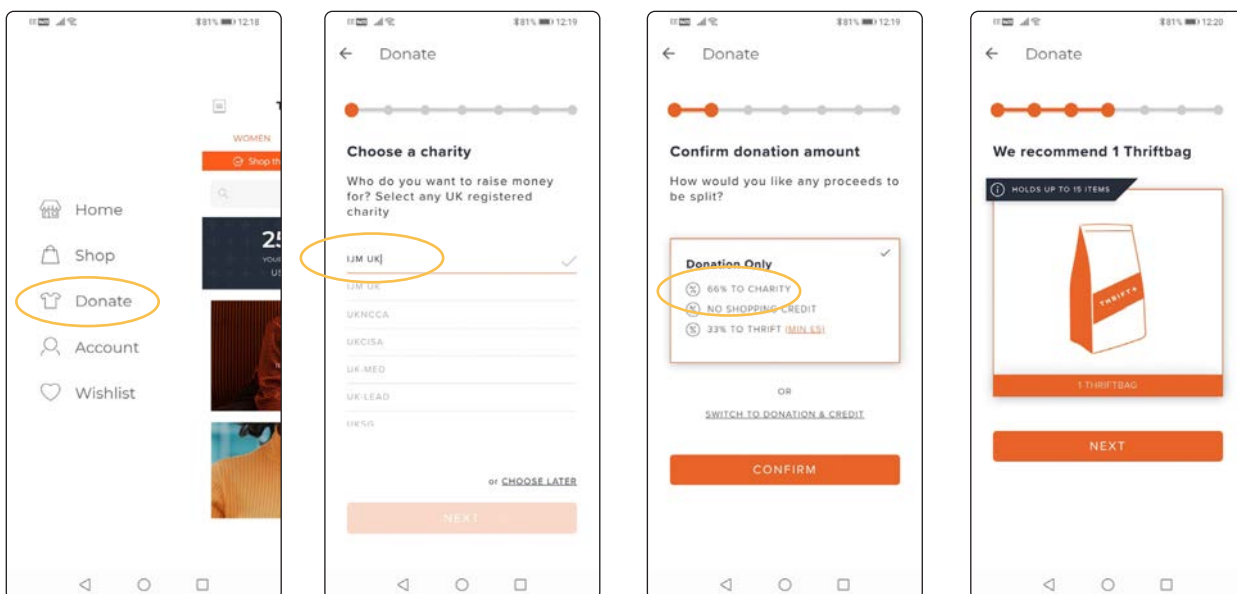
- Download the app and set up an account: [www.depop.com](http://www.depop.com)
- For this event you could set up an account exclusively for your event, that all the clothes are posted on.
- Alternatively, if many of your group are already using Depop, each seller could sell on their own Depop accounts and share the links through the Facebook/Instagram or online event.
- Take photos of the clothes you want to sell and upload them with size and the selling price. If you choose to create an account for the event, everyone should send the photos and details of the items to the organiser who will add them.



- All items purchased on Depop can list the seller as the event organiser and include their bank details. After the event has finished, the organiser can transfer all proceeds to IJM.

## How to use Thrift+ to sell any left over clothes

- Download the app and set up an account: <https://thrift.plus>
- Use the 'donate' function found on the left options panel.
- Search 'IJM UK' so that your donated clothes can help stop slavery.
- There are two donation options - if you are selling on items given to your sale we suggest the 66% option.
- Clothes are sold in Thrift Bags - select the category that best describes yours, follow the instructions and wait for your free Thrift+ bag to arrive that you will then fill and send back to them.
- Any money raised will come directly to IJM UK.





## Frequently Asked Questions

### **IF WE STOP BUYING NEW CLOTHES, ARE WE REDUCING THE AMOUNT OF WORK FOR THOSE WHO MOST NEED IT?**

Simply stopping buying clothes won't address the problem of either low-paid exploitative work or modern slavery. Labour exploitation is best understood as a spectrum: from poor employment practices and low pay, through to debt bondage and modern slavery. Many low-paid workers are reliant on those wages even though they may be exploitative. Ensuring workers throughout the supply chain are paid a decent and fair wage is essential. That is why in order to bring about change, this must go hand-in-hand with advocating to businesses and governments for safe, fair and dignified work, where workers' rights and welfare are protected. Ethical producers and suppliers' risk being undercut by those willing to exploit workers, so there is a need to level the playing field by governments and other global organisations to protect all workers. Consumers play an important role by trying to support ethical shops and advocating for change in exploitive industries.

### **WHAT DO WE MEAN BY FORCED LABOUR SLAVERY?**

Forced labour encompasses all work that a person is forced to perform against their will. This force can come in many different forms, from outright violence and threats to more subtle forms of coercion and deception. For example, many people are held in debt bondage whereby they are told they must work to pay off a debt that, in actual fact, will never be fully 'paid off' and will continue to accumulate. People who are held in forced labour are often treated brutally by their traffickers and are ordered to do unsafe and backbreaking labour, without access to adequate safety equipment. This is especially dangerous for children. IJM has worked on cases of forced labour slavery in brick kilns, rock quarries, farms and garment factories. There are an estimated 24 million people trapped in forced labour slavery (ILO 2016), of which 10 million are children (Anti-Slavery International).

### **HOW DOES RECYCLING/UPCYCLING CLOTHES HELP STOP 'FAST FASHION'?**

Upcycling clothing helps stop fast fashion by slowing the stream of consumption on which it is dependent. By its very nature, fast fashion is dependent on the immense high demand for new and 'trendy' products at very cheap prices. This leads to pressure for companies to find and use cheap labour which can often be exploitative. Instead of contributing to this demand, upcycling clothing means that individuals can exchange their clothes without needing to buy anything new. Not only is this a more sustainable approach, but it also challenges the excessive cycle of supply and demand that is the basis for fast fashion. Whilst upcycling alone won't end slavery, when partnered with using our voice as consumers to encourage companies to ensure their clothing is made without exploitation, this is when a difference can be made. Find out how to get involved [here](#).

**WHAT ABOUT BRANDS WHO START 'CONSCIOUS' OR 'ETHICAL' RANGES FOR SOME ITEMS, BUT NOT FOR ALL CLOTHES THEY SELL?**

It's important to not paint all brands with the same brush. Some brands may be going through a transition to becoming more 'conscious' and 'ethical'. In these cases, we should try and support them. Other brands may need more of a prompt and encouragement from their customers to move this from a token gesture towards real lasting change in labour practices, in which case you can email or tweet brands asking what steps they're taking to continue the ethical journey they have begun. Either way, we should take a case-by-case approach and be able to exercise our own individual judgement in these situations.

**IS IT THE PLACE FOR WESTERN INDIVIDUALS, GOVERNMENTS AND NGOS TO DICTATE TO PEOPLE LIVING AND STRUGGLING IN POVERTY THE CONDITIONS IN WHICH THEY SHOULD BE WORKING?**

When it comes to goods we are consuming, and British businesses operating around the world, it is right to expect that they should continue to meet high standards - just as if they were sourcing/operating in the UK (although we know that even in the UK this isn't always the case). Just because they are operating around the world, perhaps in South and South East Asia, doesn't mean workers deserve any less protection than workers in Britain.

Globally, businesses have a responsibility to ensure that workers throughout their supply chains have employment which is safe and dignified, and that they receive remuneration which is fair and just. Consumers have a role to play in demanding higher standards for businesses producing the things we consume or buy. Governments have a responsibility to strengthen, protect and uphold the welfare of workers, responding to calls for enhanced protection in relation to health and safety, the freedom to leave work and decent pay.

We each have a role to play, and it is crucial that our approach is informed and led by those who have suffered exploitation or even slavery.

IJM has helped to establish the Global Survivor Network, an international group of survivors who desire and pursue safe communities through justice systems that protect the most vulnerable. The GSN calls upon all stakeholders - including governments and corporations - to listen and collectively act with survivors, drawing from their unique insight into and firsthand evidence of the methods, tools and routes traffickers utilise to perpetrate modern slavery. At IJM we are committed to ensuring that the voice of survivors is amplified to inform decisions on how we can do this most effectively. Find out more about the [Global Survivor Network](#).



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**INTERNATIONAL JUSTICE MISSION** is a global organisation that works to protect those in poverty from violence throughout the world. IJM partners with local authorities to rescue victims of violence, bring criminals to justice, restore survivors and strengthen justice systems.

Highlighted as one of 10 non-profits "making a difference" by U.S. News and World Report, IJM's innovative work has been featured by *the BBC, The Guardian, The Economist, The Financial Times, Forbes, The Oprah Winfrey Show, The Today Show, National Public Radio, CNN* and many other outlets.

*\*Pseudonyms. To protect IJM survivors, we have obscured some images and included photos that do not depict actual victims where appropriate. Consent gathered for all images.*