

STOP SEX TRAFFICKING OF CHILDREN AND YOUNG PEOPLE CAMPAIGN

Project Title

Stop Sex Trafficking of Children
and Young People campaign

Category

13.0 Design for Society

Client company

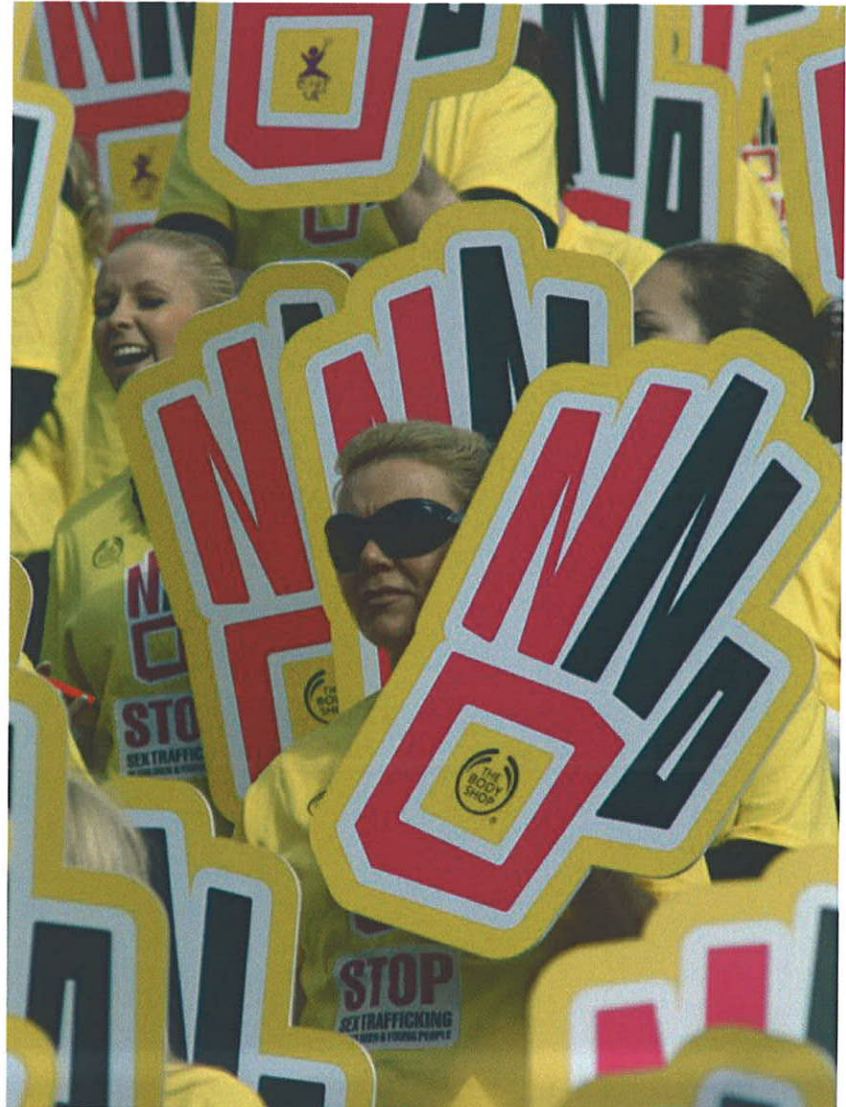
The Body Shop

Design consultancy

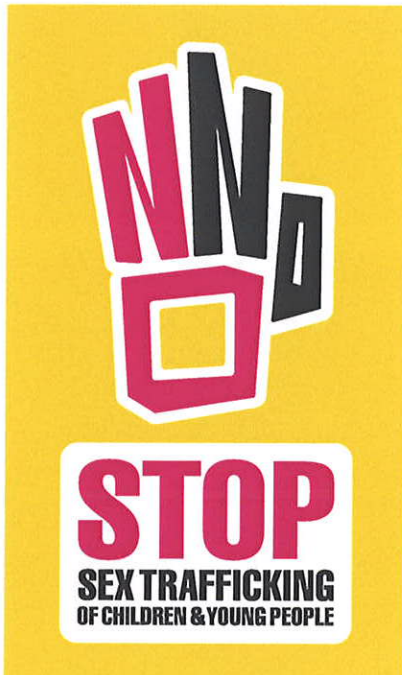
300million

Current date

8 July 2011



EXECUTIVE SUMMARY



The groundbreaking campaigns for change by The Body Shop are legendary, but in recent years other companies have been moving in to this area.

2009 saw the launch of Stop Sex Trafficking of Children and Young Children, a three-year global campaign in partnership with NGO ECPAT, the international network of children's rights organisations, that aims to put an end to the trafficking of children and young people, guarantee their rights to be protected from exploitation and inspire long-term change to strengthen the protection offered to these children and young people.

A strong campaign brand, visual identity and campaignable ideas were designed by 300million to fund the campaign, drive petition signatures and help The Body Shop regain its authority in campaigning for change.

Two years in and the results speak for themselves:

- Donations to ECPAT to fund the campaign exceed objective by 200%
- Biggest campaign ever for The Body Shop with 6.6 million signatures on petitions worldwide
- More markets launch the campaign than any other preceding campaign
- Largest ever human rights petition was presented to the EU commission
- Already inspiring governments to create change in 8 countries

Not only this, but former president Bill Clinton lauded the campaign as "an exemplary approach to addressing a specific global challenge."

Read on for more details on this extraordinary story...

PROJECT OVERVIEW

The three-year campaign aims to put an end to the trafficking of children and young people.



Outline of project brief

The Stop Sex Trafficking of Children and Young People campaign is a global partnership in over 50 countries between The Body Shop and NGO End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT), an international network of 70 charities.

The three-year campaign aims to put an end to the trafficking of children and young people, guarantee their rights to be protected from exploitation and inspire long-term change to strengthen the protection offered to these children and young people.

300million was asked to create a campaign brand, visual identity and campaignable ideas that would:

- Drive sales of The Body Shop's specially created Soft Hands Kind Heart hand cream, with a target of £1 million in profits on sales over 24 months to be donated to ECPAT to fund the campaign
- Receive 6 million signatures on petitions worldwide by the end of year two to create the largest campaign petition in The Body Shop's 36-year history and to help it regain its authority in campaigning for change
- Encourage as many local markets and franchisees to participate in the campaign as possible and make it worth them giving up a window, since shops sell volume of product on a daily basis, based on what's in the window





Description

The Body Shop changed the way the world looks at beauty. Founded by Anita Roddick in 1976, it pioneered ethical business practice and initiated the trend for naturally inspired and ethical products. The brand continues to build on this heritage.

The company's strategy is to bring naturally inspired, sensorial products to its millions of customers worldwide while practicing its belief in business as a force for good. Activism is part of The Body Shop's DNA and continues to be key to its strategy. Global customer research, commissioned by the company in 20 countries with more than 15,000 people, supports this approach.



The groundbreaking values campaigns developed by The Body Shop are legendary and focus on inspiring long-term change. Campaigns are forged from a unique set of values – Defend Human Rights; Against Animal Testing; Protect Our Planet; Activate Self Esteem and Support Community Fair Trade.

With more than 2,600 stores in 63 countries worldwide, and a growing presence in new markets such as India and Russia, the brand has an ideal, ready-made environment that it leverages to bring these issues to public attention and inspire change.

The most recent campaign is Stop Sex Trafficking of Children and Young People. This campaign aims to increase public awareness and mobilise people to petition their governments to take action for long-term help and protection for children at risk. The Body Shop stores tell the campaign story, its people donate their time for on-the-ground campaigning, and a 'Soft Hands Kind Heart' hand cream was specially developed to fund the campaign – profits on sales are donated to NGO partner, ECPAT International.



Year One (2009-2010)

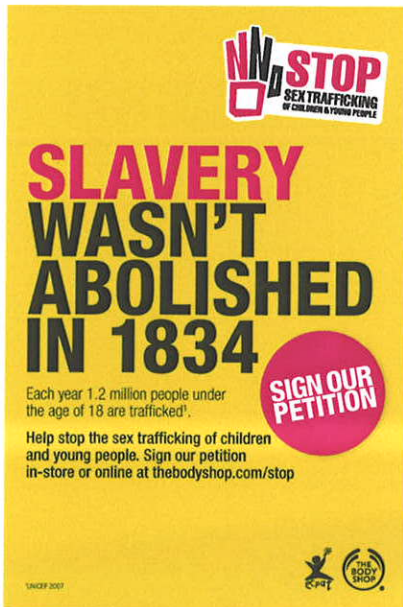
- Raise awareness of the issue of sex trafficking and a focus on getting people to buy the Soft Hands Kind Heart hand cream to fund the next year's activities. For example, in the UK, ECPAT UK receives £2.06 and ECPAT International receives £0.30 for each product sold.

Year Two (2010-2011)

- Continue to sell products to fund year three activities, but the priority is to encourage as many people as possible to make their mark by signing national petitions in-store and online. These petitions will be presented to national governments, calling for them to take action to create long-term change to protect children at risk and help those affected.

Year Three (2011-2012)

- Focus on presenting petitions to national governments and to the United Nations Human Rights Council in Geneva, as well as working closely with governments to ensure they keep their promises.



Overview of market

The United Nations estimates that over one million children and young people are trafficked and sexually exploited and trafficking exists in every country across the world. Prior to The Body Shop's involvement, ECPAT had been doing on-the-ground work to help victims. As a small NGO by world standards, focussing on an issue which has low awareness and is, in many ways, a taboo subject, was a difficult task to undertake. It wasn't until The Body Shop stepped in as a partner that ECPAT was able to raise awareness of their own existence and use the significant public platform and high profile support to further its goal in protecting children.

Campaigning for change has always been central to The Body Shop's core values. Although the retailer has a rich heritage in successful campaigning, especially its high profile campaigns in the 1980s and 1990s such as Save the Whale and Stop Animal Testing, in more recent years other companies were beginning to move into this area. The Body Shop needed a high profile campaign to re-establish its credentials amongst consumers as a leader in campaigning for change.

From a commercial perspective the campaign needed to be substantial enough to get franchisees on board and make it worth giving up a window, since shops sell volume of product on a daily basis, based on what's in the window.

Project launch date

April 2009

Size of design budget

£10,000





Outline of design solution

300million not only designed a campaign identity, but created a campaign brand and campaignable ideas – a creative solution that reaches way beyond a logo in the corner of a poster or the logo on a hand cream pack. This difficult and distressing subject needed to be engaging in a retail setting to encourage people into shops to buy products, sign petitions and actively participate in the campaign, not turn them away. The brand idea also needed to stretch to support the campaign when it came to lobbying governments and potential partner organisations.

The main design challenge was how to turn 'look away' into 'look at me'. Thus was born the central idea around the campaign brand: to turn this terrible crime into a positive message – their future is in our hands. The facts and the case for change are so compelling with this subject that they don't need any dressing up. So the aim was to catch the eye, set the agenda, and start the dialogue.

A strong graphic hand print symbol with layered messaging anchors the campaign – people connect with it on various levels and it works powerfully at any size, across all media and markets. The logo also serves as a link to the Soft Hands Kind Heart hand cream. It provides people with a sense of positivity and giving something back, delivering a feel-good factor, while still carrying the campaign vehicle.



Bold typography is another key element, as is a writing style that is flexible enough to engage audiences ranging from The Body Shop customers to politicians and policy-makers.

Colours were carefully selected. Yellow with black is the most eye-catching colour combination to the human eye and is universally recognised to mean danger, but the injection of bright magenta represents a positive can-do attitude, appeals to feminine sensibilities and fits within a retail beauty environment.



A brand look and feel was developed beyond the logo, which is based on layered information.

A set of guidelines allows The Body Shop's in-house design team and local stores to implement the brand across all communications and activities.

300million and The Body Shop's in-house design team also worked together to create activation ideas around social media, active engagement with stars and celebrities, launch concepts for retail environments (for example, getting people to sit in windows and putting their own handprints on the windows to show their support), viral campaigns, digital media, PR and countless other activities.



The result is a flexible system that can be implemented in a relevant way on a market-by-market basis.

SUMMARY OF RESULTS

Donations to ECPAT exceeded objectives by 200%

After 24 months, profits of Soft Hands Kind Heart hand cream generated just over £3 million in donations to ECPAT to support projects to protect those at risk or affected by sex trafficking and work with governments to advocate for long-term change.

This is an astounding 200% more than the objective of £1 million.

Some of the projects funded by the hand cream sales include:

- Mexico: research on commercial sexual exploitation and trafficking of boys in popular tourist spots
- Guatemala: research on commercial sexual exploitation and trafficking of boys in high-risk areas
- Chile: research on the quality of care that boy victims of trafficking and commercial sexual exploitation receive
- Cambodia: The Global Youth Partnership Project works to empower child survivors and at-risk youth to take action against child trafficking and commercial sexual exploitation. Four additional schools and a shelter have been recruited to reach more at-risk children
- South Asia: youth-led surveys to study vulnerabilities of young people in high risk areas such as slums in Bangladesh, red light areas of Kolkata and dance bars and massage parlours in Nepal



PROGRESS
MALTA TAKES ACTION

Find out more in-store or online at thebodyshop.com/stop

Biggest campaign ever – 6.6 million signatures on petitions worldwide



By the end of Year Two, the campaign achieved over 6.6 million petition signatures worldwide, surpassing the 6 million target by 10% and firmly enshrining this as The Body Shop's biggest campaign ever.

In June 2011, the largest ever human rights petition was presented to the EU Commission. Plus fifteen countries handed their petitions to national governments by July 2011, securing commitments beyond The Body Shop's greatest hopes and expectations, with a further year of campaigning still to go. Highlights include:

- Malta: The government signed the Council of Europe Convention on the Protection of Children Against Sexual Exploitation and Child Abuse, a major international treaty which will greatly improve the protection and support for children. The Government then initiated the process to create a sex offenders register, achieving the campaign's second call to action in just eight months.
- Portugal: The Head of the Portuguese Parliament committed to ensuring the petition call for the government to ratify the Council of Europe Convention on the Protection of Children Against Sexual Exploitation and Child Abuse was fulfilled.
- South Africa: The government was called on to sign a Trafficking Bill which has been under consideration for six years, which it confirmed will be finalised "as soon as is humanly possible."
- Malaysia: The government committed to ratify the Optional Protocol to the UN Convention of Child Rights on the sale of children, child prostitution and child pornography.
- The Netherlands: The Minister of Security and Justice has given his personal commitment to increase police protection and support children affected.
- Australia: The largest petition ever in that country's history was presented.
- Norway: The government committed to new measures to identify victims and committed to working to ratify the convention.
- Switzerland: The Heads of State committed to a Trafficking Rapporteur and put all calls to action to a vote.
- Romania: The government committed to establishing a telephone helpline for victims.
- United Kingdom: the 2nd largest petition in UK political history was presented at 10 Downing Street.
- Denmark: The government committed to 3 of our petition calls to action; no longer treating victims of trafficking as criminals, total protection for victims by the law and more resources including better education of the police and authorities will provide greater support to victims as outlined in their new National Action Plan on Human Trafficking.

More markets launch campaign than ever before

A total of 65 markets launched this campaign – more than any other campaign in The Body Shop's history and further asserting this as The Body Shop's biggest campaign ever.

Accolades and Testimonials

From former US presidents and government officials around the world, through to on-the-ground campaigners, praise and accolades for the campaign over the past two years are abundant. Here are just a few:



“An exemplary approach to addressing a specific global challenge.”

Former US President Bill Clinton
(and he subsequently invited The Body Shop CEO Sophie Gasperment to participate in the Clinton Global Initiative, where global leaders convene to devise and implement innovative solutions to some of the world's most pressing challenges)

The United Nations awarded Christopher Davis, Campaigns Director at The Body Shop, with the first ever Business Leadership Award in December 2010 as a result of this campaign.

“The Body Shop is a pioneer. This campaign goes beyond corporate social responsibility.”

Luis CdeBaca, Ambassador-at-Large, Office to Monitor and Combat Trafficking In Persons, US Government, Washington, June 2011

“A very important awareness raising campaign by ECPAT and The Body Shop which is also a good example on how companies and civil society can work together.”

Cecilia Malmström, EU Commissioner

“There wasn't even a word for trafficking when we started this campaign two years ago. Now everyone knows about the issue, because of your stores.”

Rebecca Angelini, FIZ (campaign partner, Switzerland)

“This is one of the great initiatives that we have worked on together. This is definitely a success story in the different aspects of it. A case of when a public private partnership really worked. It's not just about the funds that are collected, which are great, and introducing a product which is earmarked is fantastic, but the success lies really in the raising of awareness. When we talk about child exploitation, and sexual abuse, and we notice how much local awareness has increased recently (since The Body Shop campaign began), I would like to congratulate you because part of the increased awareness was the fact that you had this campaign running in your stores.”

Dolores Cristina, Minister for Family and Education, Malta

“The format for The Body Shop campaign Stop Sex Trafficking of Children and Young People is truly inspirational and is a good practice model for other business enterprises.”

Anthony Jay, Head of Media and Communication, Task Force against Trafficking in Human Beings, Council of the Baltic Sea States, Stockholm, Sweden

“This is a movement The Body Shop is really making their own.”

CNN Anchor Andrew Stevens, Live on CNN, May, 2011

Accolades and Testimonials cont...

“The Danish government has just launched a new action plan to fight human trafficking. With this action plan the government will do even more to fight ‘modern day slavery’, as it is named by the UN Secretary-General, Ban-Ki Moon. The long-term objective of the action plan is to reduce the number of victims in Denmark. The intention is to ensure the support of the victims in the best possible way. However, the government cannot do this on its own. It is crucial that companies and NGOs participate in this fight against human trafficking, in order to raise public awareness of modern day slavery which should not exist in Denmark or globally. This is why I am very pleased that The Body Shop has done a great job getting focus on human trafficking as well as raising political awareness on this issue.”

Lykke Friis, Minister of Gender Equality, Denmark



OTHER INFLUENCING FACTORS

There is no doubt that this is an integrated campaign, incorporating the campaign branding, identity, look and feel and tone of voice in packaging, in-store promotional material, online, social media, events and much more. However, all communications are based on the campaign brand, visual identity and look and feel and 300million worked in partnership with The Body Shop to create all the campaign ideas.

There has also been much media attention as countries hand over their petitions. The petition handovers have been branded events in their own right, using the impactful and visually arresting branding to secure attention. It could be argued that without the branding, far less PR attention would have been garnered.

Research resources

The Body Shop internal data, 2009-2011
ECPAT International internal data,
2009-2011

