



**IT'S A
PENALTY**

UEFA WOMEN'S EURO 2025

HUMAN TRAFFICKING PREVENTION CAMPAIGN

COMMUNICATION GUIDELINES

THANK YOU FOR JOINING FORCES WITH US FOR THE IT'S A PENALTY CAMPAIGN IN THE LEAD-UP TO AND DURING THE UEFA WOMEN'S EURO 2025 FOOTBALL TOURNAMENT. THIS DOCUMENT PROVIDES ESSENTIAL GUIDELINES ABOUT THE CAMPAIGN'S SCOPE, ACTIVITIES, AND HOW YOU CAN SUPPORT OUR CAUSE.



THE CAMPAIGN

INTRODUCTION THE CAMPAIGN

It's a Penalty harnesses the power of sport to raise awareness and educate about human trafficking and exploitation in order to prevent it.

In the lead-up to the UEFA Women's EURO 2025, It's a Penalty will launch a multiplatform Human Trafficking Prevention Campaign uniting high profile footballers, leading travel and hospitality brands, and NGOs to raise awareness and drive action against human trafficking. Timed to coincide with the tournament (2–27 July), the campaign will run from June through August, reaching millions across Switzerland and Europe.

Human trafficking involves exploiting a person through force, fraud or coercion for profit, a human rights violation affecting individuals of every age, gender, race, and nationality. It's the fastest growing & second largest criminal industry in the world and shows no signs of slowing down. According to the ILO, an estimated 50 million people are trapped in modern slavery, worldwide, with increasing prevalence across Europe. **Due to its hidden nature, the full scope and scale of human trafficking is difficult to measure - but its impact is widespread and devastating**

The campaign aims to educate, equip, and empower the public to recognise and report signs of exploitation, in Switzerland and across Europe.

THE CAMPAIGN

WHY RUN A CAMPAIGN DURING A MAJOR SPORTING EVENT?

Major sporting events, such as the UEFA Women's EURO, present unique opportunities to unite communities, foster cross-sector collaboration, and raise awareness about human trafficking—leaving a lasting, positive legacy.

While these events do not cause trafficking, they can amplify existing patterns and displace them geographically. With large crowds and increased visibility, the heightened attention created by such events enable powerful platforms and opportunities to highlight the year-round prevalence of trafficking and push for systemic change.



OUR PARTNERS

HEADLINE PARTNER

Booking.com

SUPPORTING PARTNERS



Uber



FRIENDS



British Embassy
Berne

PARTICIPATING AIRLINES



SPOTLIGHT PARTNER



NGO PARTNER



OUR AMBASSADORS

Seven elite footballers – each representing a nation participating in the UEFA Women's EURO – have come together to raise awareness about human trafficking.



Seraina Piubel - Switzerland

"As a football player, I know that my voice can go far beyond the four lines of the pitch. Human trafficking is a cruel wound in our society, and it must be fought with urgency."

Celin Bizet Ildhusøy - Norway

"As players, we have a voice that reaches far beyond the pitch. I believe it's important that we use it to protect and support vulnerable people especially young girls who deserve to feel safe, seen, and heard."



Leila Ouahabi - Spain

"Human trafficking is a serious global problem and it's happening in Europe too, all year round. Everyone deserves to live free and safe. I'm proud to working with It's a Penalty ahead of the UEFA Women's EURO 2025 to raise awareness across Europe. It's up to all of us to speak out, take action, and help create a world where no one is exploited."

OUR AMBASSADORS



Jill Roord - Netherlands

"As an ambassador of It's a Penalty, I'm committed to using my voice to shine a light on human trafficking. Sport unites us all, and together we have the power to protect those who are vulnerable and create a safer future for everyone."

Jess Fishlock - Wales

"Sport has given me a platform, and I'll always use it to stand up for what's right. Human trafficking is a global issue—but through awareness and action, especially at major events, we can make a difference and protect lives."



Melvine Malard - France

"Football has the power to bring people together—and with that power comes responsibility. By standing up against human trafficking with It's a Penalty, we can use our platform for real change."

Mary Earps - England



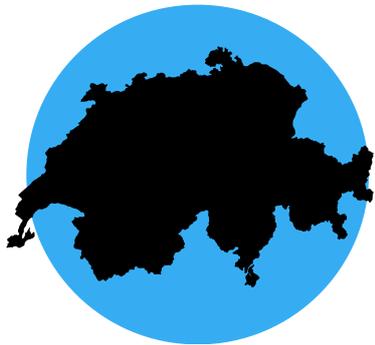
THE PROBLEM



Facts & figures EUROPE

*The rise in recorded cases is likely due to improved detection and victim identification by authorities.

- In 2021, an estimated 6.4 million people were living in modern slavery across Europe and Central Asia. Source: Global Slavery Index.
- Global conflicts and climate change have exacerbated existing vulnerabilities, in particular economic insecurity and displacement. These 'enabling factors', intensify human trafficking risk, making individuals at risk of being targeted for exploitative purposes. Source: Global Slavery Index.
- In 2023, the EU recorded 10,793 victims of human trafficking, marking a 6.9% increase from 2022 and the highest number since 2008* Source: Eurostat.
- Of the EU figures 63% of registered trafficking victims were women or girls. Source: Eurostat.
- There was a notable increase in victims trafficked for forced labour in the EU. Source: Eurostat.



Facts & figures SWITZERLAND

The following information regarding Switzerland has been provided by FIZ Fachstelle Frauenhandel und Frauenmigration and Plateforme Traite (the Swiss Platform Against Human Trafficking).

- Sexual and labour exploitation identified in Switzerland. Affected sectors are domestic work, caregiving, construction, and hospitality.
- Forced criminality and forced marriages, especially affect migrants in precarious situations.
- The Swiss Platform against Human Trafficking supported 488 survivors in 2023, 75% of whom were women. Of the 488, 53% were victims of sexual exploitation, and 47% victims of labour exploitation and forced criminality. Current figures are expected to be much higher. Consulting Statistics - Plateforme Traite.
- Survivors are mainly from Eastern Europe, Africa, Latin America, and Asia. Individuals in the asylum process are also targeted for exploitation.
- Traffickers recruit victims through deception, threats, coercion, and exploitation of vulnerabilities, often luring them with false promises of better opportunities and living conditions, before using psychological and emotional control methods to exploit them.
- *While the figures indicate human trafficking is on the rise the increase may be due to greater knowledge amongst the public to report, or law enforcement being able to detect more efficiently.

SUGGESTED SOCIAL MEDIA COPY

- Human trafficking thrives in silence. Join us and @its_apenalty to learn the patterns and behaviors and take a stand.
- We're joining @its_apenalty to fight exploitation and human trafficking - because awareness saves lives.
#TeamUpAgainstHumanTrafficking
- No one can tackle human trafficking alone. We're teaming up to make a difference with @its_apenalty.
- Ending human trafficking takes teamwork. We're honored to partner with @its_apenalty to spread awareness and protect communities.
- It takes a global effort to stop human trafficking. We're proud to do our part alongside @its_apenalty.
- Every survivor's story matters. We're proud to stand alongside @its_apenalty to protect the vulnerable and prevent human trafficking.
#TeamUpAgainstHumanTrafficking



SOCIAL MEDIA ASSETS

Campaign Announcement

It's a Penalty's official campaign announcement, detailing campaign aims, objectives and activities during the tournament.

[DOWNLOAD HERE](#)



Europe & Switzerland Facts & Figures

Share further information with your audiences about the prevalence of human trafficking in Switzerland and across Europe.

[DOWNLOAD EUROPE ASSETS HERE](#)

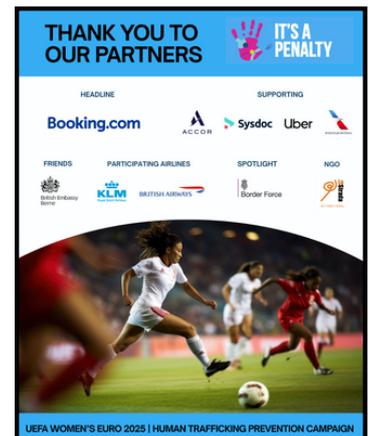
[DOWNLOAD SWITZERLAND ASSETS HERE](#)



Partner Announcement

Announce your collaboration with the campaign alongside all of our other partners to your networks!

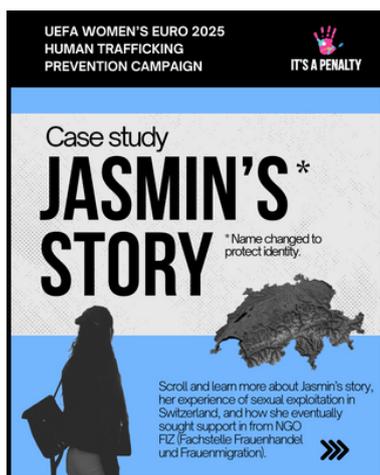
[DOWNLOAD HERE](#)



Jasmin's Case Study

Share a real-life case study of a young woman trafficked into Switzerland and forced into sexual exploitation. The story is shared with permission from the supporting NGO, and the woman's name has been changed for her protection.

[DOWNLOAD HERE](#)



Ambassador Spotlight

Seven elite footballers, each representing a nation competing in the UEFA Women's EURO, have united to raise awareness about human trafficking. Share their powerful messages. Explore the Ambassador posts featuring their personal quotes and calls for change.

[DOWNLOAD HERE](#)

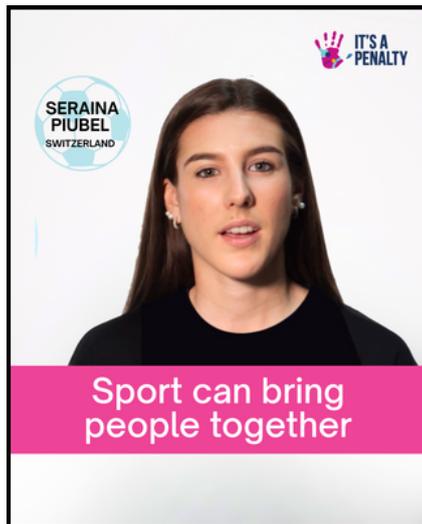


SOCIAL MEDIA ASSETS

Reminder: 1 day till launch!

Join our countdown to the campaign launch!

[DOWNLOAD HERE](#)



Campaign launch film

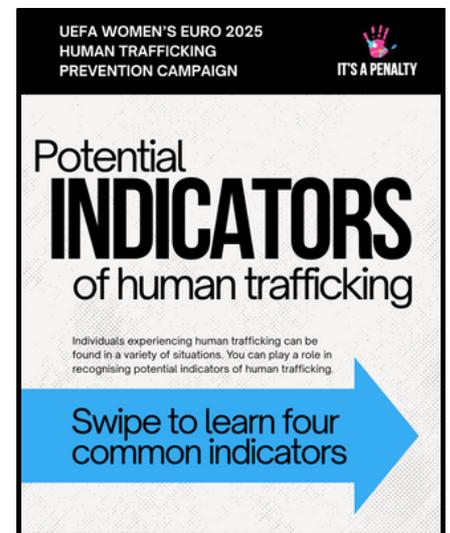
*Under Embargo until
Wednesday 25th June 9am CET*

Mark the official campaign launch! Share the campaign film, featuring the seven football ambassadors, across your social media platforms. It will be available on our You Tube channel [here](#).

Indicators of human trafficking

Human trafficking can occur in many situations. By recognising the signs and reporting concerns, you can help identify and prevent exploitation in your community. Share the indicators, listed by NGOs working on the ground in Switzerland and Europe.

[DOWNLOAD HERE](#)



What to do if you suspect human trafficking

Recognising the signs of human trafficking is only the beginning. Experts from leading NGOs share advice about the steps to take if someone suspects human trafficking. Share more information with your audience.

[DOWNLOAD HERE](#)

KEY DATES TO POST

Join us in the lead-up to the UEFA Women's EURO by sharing our campaign on social media!

We've suggested a few key dates for posting or reposting our content, but feel free to share the materials anytime from June through August to help amplify the campaign throughout the tournament.

Week 1 Monday 16th June – Friday 20th June

- Monday 16th June**
Campaign Announcement
- Tuesday 17th June**
Europe & Switzerland: Facts & Figures
- Wednesday 18th June**
Partner Announcement
- Thursday 19th June**
Jasmin's Case Study
- Friday 20th June**
Ambassador Spotlight

Week 2 Monday 23rd June – Friday 27th June

- Tuesday 24th June**
Reminder: 1 day till launch!
- Wednesday 25th June**
CAMPAIGN LAUNCH - post reel of campaign film.
Under embargo for public use until 25th June 2025 at 9AM CET
- Thursday 26th June**
We will be sharing posts and quotes from the online event, please do stay tuned to our social media platforms, and share the content!
- Friday 27th June**
Indicators of human trafficking
Suspect Human Trafficking? Key advice

DIGITAL ASSETS



Seraina Piubel | Switzerland
[Download here](#)

Please download and share our campaign digital posters featuring our seven footballer campaign ambassadors.

All posters are available in French, Swiss German, Italian languages and in portrait and landscape layouts.

Click on the links below each image to access the English language, or [visit here](#) for more language options.



Jill Roord | Netherlands
[Download here](#)



Leila Ouahabi | Spain
[Download here](#)



Mary Earps | England
[Download here](#)



Melvine Malard | France
[Download here](#)



Jess Fishlock | Wales
[Download here](#)



Celin Bizet Ildhusøy | Norway
[Download here](#)

CAMPAIGN ACTIVITIES AND WAYS TO SUPPORT



SOCIAL MEDIA ENGAGEMENT: Using hashtags #TeamUpAgainstHuman Trafficking and #ItsAPenalty, ensuring you tag us in all posts so we can reshare, we aim to create a strong online presence. You can browse our social media assets [here](#).

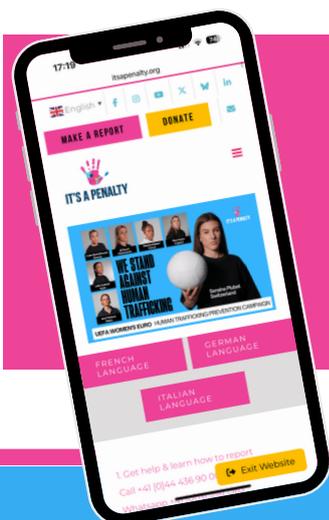


CAMPAIGN FILM: Under embargo for public use until 25th June 2025 at 9AM CET, featuring influential sports personalities. We encourage partners to share this video extensively. It will be on our [YouTube channel](#).

CAMPAIGN LAUNCH

JUNE 25TH
9 AM
CET
ONLINE

ONLINE LAUNCH EVENT: Scheduled for 25th JUNE 2025, to officially kick off the campaign. Make sure you don't miss out. To book a place, contact Amy.Derrick@itsapenalty.org



SHARE OUR CAMPAIGN LANDING PAGE: Available in French, German, Italian, and English, the page includes information about human trafficking and how to report. Public sharing is embargoed until 25 June 2025 at 9 AM CET. Available here: www.itsapenalty.org/switzerland

THE HOSPITALITY & TOURISM INDUSTRY & THE IMPORTANCE OF COLLABORATION

The hospitality and transport industries are uniquely positioned to help combat human trafficking. Hotels, motels, and short-term rentals are often exploited by traffickers for illicit purposes, including sexual exploitation and drug trafficking. These locations are frequently used because they offer anonymity and accessibility, making them a critical focus area for intervention and prevention efforts.

To address these challenges, our initiatives include:

- **Raising Awareness:** Distributing educational materials to hotel staff and guests that explain how to identify signs of trafficking and report suspicious activities.
- **Providing Training and Resources:** Delivering specialised training for hotel staff and equipping them with knowledge and tools. This supports efforts to identify potential victims and assist in their recovery.

Industry Risks and Vulnerabilities

This sector is considered high-risk for human trafficking due to several vulnerabilities:

- **Exploitation of Hotel Rooms:** Traffickers frequently use hotel rooms for illegal activities, including sexual exploitation.
- **Systemic Issues:** Complex operational models within the industry often create gaps in accountability for worker welfare. Market pressures and a high prevalence of low wage, low-skill jobs contribute to unfair labor practices and exploitation, which can increase the vulnerability of both workers and guests.

By addressing these vulnerabilities, providing training, and fostering accountability within the hospitality sector, we aim to make it harder for traffickers to operate while simultaneously protecting workers and guests. Equipping hotel staff with the knowledge and tools to identify and respond to trafficking is a critical step in disrupting these exploitative networks and ensuring a safer, more ethical industry.

EMAIL TEMPLATE

ANNOUNCE YOUR PARTNERSHIP TO YOUR NETWORKS

Dear [Recipient Name/Colleagues],

We're proud to partner with the It's a Penalty campaign an impactful global initiative dedicated to preventing human trafficking and exploitation.

With the UEFA WOMEN'S EURO taking place in Switzerland this summer, this campaign seeks to raise awareness, empower communities with knowledge, and inspire collective action to protect vulnerable individuals.

At [Partner Name], we're deeply committed to combating human trafficking and ensuring the safety and dignity of all individuals. As part of this campaign, we are sharing essential resources for your teams to help make a difference:

- **Awareness Materials:** Posters, social media assets, and key messages to distribute in [hotels, workplaces and other properties].
- **Educational Tools:** Facts and statistics to dispel myths and educate communities.
- **Actionable Guidance:** Tips on recognising red flags and how to report concerns.

How You Can Support This Campaign:

- Display campaign materials prominently across your locations to raise awareness among staff and guests.
- Share campaign information on your social media platforms, in newsletters, and through staff communication channels.
- Encourage conversations about human trafficking and how your team can play a role in prevention.

Learn more by visiting www.itsapenalty.org/switzerland for further details on the issue and actionable steps.

Your involvement will amplify this vital message and demonstrate our shared commitment to protecting lives and preventing exploitation.

Thank you for your support in making this campaign a success.

Together, we can create a safer world.

Best wishes,
[Your Name/Team]

ABOUT IT'S A PENALTY WORKING TO PREVENT HUMAN TRAFFICKING SINCE 2014

It's a Penalty aims to prevent human trafficking, exploitation, and abuse using sport's unifying power to drive local and global educational campaigns during major sporting events.

It's a Penalty customises these campaigns for each host location, achieving worldwide reach averaging 180 million people. The multifaceted approach includes collaboration with sectors like sports, travel, tourism, law enforcement, and NGOs. Having so far campaigned during 20 Major Sporting Events, It's a Penalty, together with partners, has facilitated the protection of over 17,028 survivors of abuse, exploitation and trafficking, and prevented thousands more from being targeted.

Parallel to our campaigns, It's a Penalty runs three core programmes:

- **CommonProtect:** advocates for legal reform in Commonwealth countries to prevent child exploitation.
- **Student Ambassador Programme:** empowers university students to combat exploitation.
- **Consultancy:** help businesses and large corporations implement best-practice tools that go beyond compliance. From supply chain training to survivor-centered policies, we support ethical action at every level.





For media inquiries and access to the full media kit, contact:

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Anisa.Easterbrook@itsapenalty.org

Amy Derrick - Communications and Engagement Manager
Amy.Derrick@itsapenalty.org

Join the conversation on social media



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