



IT'S A PENALTY

GLASGOW 2026 HUMAN TRAFFICKING PREVENTION CAMPAIGN

Campaign Snapshot | July–August 2026

85+

LAUNCH ATTENDEES

Representatives from across sport, government, transport, law enforcement and the anti-trafficking sector united to launch the campaign.

14

LOCAL COMMUNITY VENUES

Campaign materials distributed across community and street outreach locations in Glasgow and Edinburgh.

20

CAMPAIGN BUSES

Campaign messaging travelling across Glasgow through our partnership with Global Advertising.

5

FRONTLINE TRAINING SESSIONS

Specialist safeguarding training delivered across the aviation and hospitality sectors to strengthen frontline awareness.

CAMPAIGN PRESS LAUNCH



Sarah de Carvalho (IAP) and Eleanor Lyons (IASC)



IAP Team and Bronagh Andrew (TARA) and Joy Gillespie (SOHTIS)



Panel Discussion with IAP, SOHTIS, TARA, Police Scotland and British Transport Police

More than 85 representatives from across sport, government, law enforcement, transport and the anti-trafficking sector came together at the University of Strathclyde to launch our first campaign in Scotland. The event featured keynote speakers, expert panel discussions and athlete ambassador Adam Hall, launching a collaborative campaign to help prevent human trafficking and exploitation during Glasgow 2026.



Ronald Tagwireyi (Refugee Sanctuary Scotland) and Sarah de Carvalho (IAP)



Phil Batty (Glasgow 2026)



Eleanor Lyons (IASC)

CAMPAIGN DISTRIBUTION

- In partnership with Global Advertising, our campaign message is travelling across Glasgow on 20 buses.
- The Salvation Army has distributed campaign materials across 14 church, community and street outreach locations in Glasgow and Edinburgh.
- Glasgow 2026 screened our 30-second campaign film at event venues and displayed campaign posters at its Bothwell Street headquarters.
- Campaign materials are also being displayed at:
 - London Gatwick Airport
 - Glasgow Airport
 - Edinburgh Airport
 - Aberdeen Airport
 - British Transport Police offices in Glasgow and Edinburgh
 - University of Strathclyde campus
 - City centre bars and pubs
 - Scottish Government buildings in Glasgow and Edinburgh



FRONTLINE TRAINING

Bespoke training delivered to frontline professionals across the aviation and hospitality sectors, equipping them to recognise indicators of human trafficking and exploitation and respond appropriately.



Glasgow Airport Staff



Glasgow Airport Ambassadors



Glasgow Best Bar None Scheme



Gama Aviation



Signature Aviation

ENDORSEMENT AND SUPPORT

We are honoured to have received endorsements for the campaign from both Eleanor Lyons, the UK's Independent Anti Slavery Commissioner and Phil Batty OBE, CEO of Glasgow 2026.



"Sporting events like Glasgow 2026 are an exciting moment to see athletes compete but can also sadly create the conditions that allow exploitation to thrive. That's why raising vigilance and awareness through this campaign and the new toolkit we are developing will help people spot the signs of exploitation and refer victims in for support."

ELEANOR LYONS, INDEPENDENT ANTI-SLAVERY COMMISSIONER



"We're working to ensure that human rights are central to the legacy of Glasgow 2026, embedding them within our Legacy Network activities and championing them as a priority for future hosts of both the Commonwealth Games and Commonwealth Youth Games. It's brilliant to have It's A Penalty and their campaign supporting this movement."

PHIL BATTY OBE, CEO OF GLASGOW 2026

MEDIA COVERAGE

Coverage to date includes **Third Force News**, **The Glasgow Times**, **Glasgow Live**, **Go Radio** and partner social media channels.



LOOKING AHEAD

The campaign continues throughout August with our 30-second awareness film being shown on British Airways flights, extending campaign awareness to thousands of passengers travelling to and from Scotland.



Full Impact Report coming in September



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