

# Before You Go



## Dissemination and promo kit

# Before You Go Campaign

Want to contribute to making working abroad as safe as possible? Become a campaign ambassador and help us spread the #BeforeYouGoCampaign.

## About the campaign

In the Baltic Sea Region, labour exploitation and human trafficking for forced labour is still prevalent in a number of industries, especially in construction, hospitality, berry picking and domestic services.

The “Before You Go” information campaign aims at informing labour migrants and displaced persons about the **risks of labour exploitation** and how to avoid them, and about the rights they have as workers.

The campaign was jointly developed by the Council of the Baltic Sea States (CBSS) and the Swedish Gender Equality Agency. It was launched on 15 November 2022.

Specifically geared towards people from **Ukraine, Bulgaria, Poland and Romania** who plan to work in Sweden, the campaign features a video with advice, to their compatriots, from people who have already settled in there.

Additional guidance on how to avoid the pitfalls of labour exploitation and on the rights of labour migrants is also published on an information page on the Swedish Gender Equality Agency’s website.

## Campaign website

<https://swedishgenderequalityagency.se/men-s-violence-against-women/prostitution-and-human-trafficking/before-you-go/>



# How to promote the campaign?

Share information about the „Before You Go“ **campaign and the video** on your social media channels.

Use the **campaign video teaser** or social media postcards to promote the campaign.

**Publish the news release** or some extracts on your website or blog.

**Inform friends and people you know** who may want to know more about avoiding forced labour.

**Share the campaign communication kit** further.

Use the official **hashtag** to promote the campaign.

**#BeforeYouGoCampaign**

Display the **QR code and posters** at your **place of work** or wherever interested people may see it.

Include the **campaign video and QR code** in your own presentations, schoolwork etc.



**#BeforeYouGoCampaign**



# Before You Go...

In the Baltic Sea Region, you can still become a victim of labour exploitation, especially in construction, hospitality, berry picking and domestic services. Before you go, follow our advice.



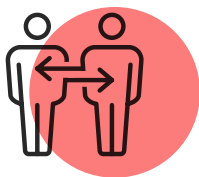
Have you **familiarized yourself with the labour market of the country you intend to work in**, including the level of salaries. For Sweden, read more about its labour market here, at <https://arbetsformedlingen.se> and here, at <https://www.informationsverige.se>.



Are there any **official employment agencies and services** in your country that offer similar jobs? Remember that these are often safer than finding a job through social media, a relative or a friend.



Have you signed a **contract in a language you understand**, and do you understand the content of what you are signing? Do you know the name of the employer, the workplace and the address?



Do you have any **friends, family or network to assist you** in Sweden or the country you intend to work in if you were to run into problems?



Find out more about your employer, always ask for a **written contract**, and **never accept coercion, threats or violence**.



Have you checked out the **“Before You Go”** campaign? <https://swedishgenderequalityagency.se/men-s-violence-against-women/prostitution-and-human-trafficking/before-you-go/>

**#BeforeYouGoCampaign**

 SWEDISH GENDER  
EQUALITY AGENCY



# Your rights as a worker in Sweden

- \* In Sweden you never need to accept violence, threats and abuse at your job from the employer or your colleagues.
- \* You as a worker always have labour rights at your job which need to be respected by your employer – even if the Swedish law says that employers cannot hire workers without work permits. Contact the Trade Union Center for the Undocumented if you need help with labour rights at your job: <http://www.fcfp.se/>
- \* Your employers must always ensure your safety at work and you must receive information about work environment, equipment and regulations.
- \* The normal working hour in Sweden is 40 hours per week. If you work more than this, your employer should compensate you. Working overtime always requires your consent.
- \* You should not work an entire week without days off/time to rest and recover. The days off should not be deducted from your salary.
- \* You need to have a written contract and you should not be expected to do work which you have not agreed to or that is not written in the contract.
- \* On your free time (outside work) you are allowed to move freely and do what you want to.
- \* As a worker you have the right to join a trade union in Sweden.

## More about working in Sweden:

Sweden's Public Employment Service  
Arbeta i Sverige - Arbetsförmedlingen  
<https://arbetsformedlingen.se>

Informationsverige - Being employed  
<https://www.informationsverige.se>

## Specific Information about children

- \* There are certain rules if the person working is under 18 years old. No one under 18 is allowed to work long hours, at night, or in dangerous work. Work should not interfere with school.
- \* Children under 13 may not work at all, except with some very limited exceptions.
- \* Children between 13 and 15 can have work that is very light and non-dangerous.
- \* Children that are 16 or 17 years old can have normal jobs if the work is non-dangerous.
- \* Children that are asylum seekers, are undocumented, have permanent or temporary residence permits have the right to go to school and receive health care in Sweden for free. Children that are EU citizens and are in Sweden temporarily usually also have this right, but there are a few exceptions.
- \* All children also have the right to get help from social services.

## More information about minors working in Sweden:

<https://www.av.se/en/work-environment-work-and-inspections/the-employers-responsibility-for-the-work-environment/for-employers-of-young-people-in-working-life/working-tasks-for-young-people/>



# News release

You can use the entire news text below or any extracts for your own website, blog or social media channel – or wherever else you want.

## **“Before You Go”: information campaign highlights risks of labour exploitation**

**The “Before You Go” information campaign informs labour migrants from Ukraine, Bulgaria, Poland and Romania about the risks of labour exploitation. The campaign was jointly developed by the Council of the Baltic Sea States (CBSS) and the Swedish Gender Equality Agency.**

“Before You Go”, an information campaign to fight labour exploitation in Sweden and the Baltic Sea Region, was launched on 15 November 2022 by the Council of the Baltic Sea States (CBSS) and the Swedish Gender Equality Agency. The campaign aims at informing labour migrants and displaced persons from Ukraine, Bulgaria, Poland and Romania about the risks of labour exploitation and the rights they have as workers.

“Labour exploitation and human trafficking are serious crimes that tend to flare up in times of crisis. That is what we are currently seeing with the war and humanitarian crisis in Ukraine,” said Edi Mujaj, senior advisor on human trafficking at the Council of the Baltic Sea States. “The ‘Before You Go’ campaign will help more people find secure paths to employment,” he added.

Specifically geared towards people from Ukraine, Bulgaria, Poland and Romania who plan to work in Sweden, a CBSS member state, the campaign features a video with advice, to their compatriots, from people who have already settled in there.

Additional guidance on how to avoid the pitfalls of labour exploitation and on the rights of labour migrants is also published on an information page on the Swedish gender Equality Agency’s website.

In the Baltic Sea Region, labour exploitation and human trafficking for forced labour is still prevalent in a number of industries, especially in construction, hospitality, berry picking and domestic services.

“The CBSS has a long-time experience of tackling human trafficking in the Baltic Sea Region and beyond, both through policy recommendations and practical projects,” said Grzegorz Poznanski, Director General at the Council of the Baltic Sea States.

“The COVID pandemic and the Russian aggression in Ukraine have negatively impacted the challenges related to human trafficking, including for labour exploitation,” said Poznanski, adding that the CBSS is currently prioritizing these challenges with partners across the region.

“Launched in Sweden, the ‘Before You Go’ campaign concept may eventually spread throughout the Baltic Sea Region, with similar campaigns adapted to other national contexts,” said Mujaj.

### **Social media hashtag**

#BeforeYouGoCampaign

### **Before You Go campaign video:**

<https://youtu.be/d-aKnYDpdWk>

### **Before You Go campaign website:**

<https://swedishgenderequalityagency.se/men-s-violence-against-women/prostitution-and-human-trafficking/before-you-go/>

# #BeforeYouGoCampaign

**Before you go, familiarise yourself with the labour laws and your rights as a worker in Sweden and the Baltic Sea Region to avoid labour exploitation.**



[https://swedishgenderequalityagency.se/  
men-s-violence-against-women/  
prostitution-and-human-trafficking/  
before-you-go/](https://swedishgenderequalityagency.se/men-s-violence-against-women/prostitution-and-human-trafficking/before-you-go/)

**#BeforeYouGoCampaign**



# Graphic profile

## Font

“Tw Cen MT Std” (standard font in Microsoft Office applications)

Used in “Bold” for headlines.

Used in “Semi Medium” for standard text.

## Colours



Pink

#fc7b7b R: 252 G: 23 B: 123



Dark grey

#282828 R: 40 G: 40 B: 40

## Signature hashtag

#BeforeYouGoCampaign

**#BeforeYouGoCampaign**





# Promo material

## #BeforeYouGoCampaign

Official campaign hashtag:

### Downloads, images and other resources:

<https://cbss.org/projects-cbss/cape-ii/before-you-go-campaign/>



#BeforeYouGoCampaign



# About

## **The #BeforeYouGoCampaign**

The #BeforeYouGoCampaign aims to get information to labour migrants and displaced persons from Ukraine, Bulgaria, Poland and Romania about the risks of labour exploitation, and also the rights they have as workers. The campaign consists of an information video, which is available on YouTube, where people from the included countries who have already become established in the Swedish labour market talk about their experiences and offer advice to their compatriots. The film is supplemented with an information page for jobseekers on the Swedish Gender Equality Agency's website. The campaign aims to inform people about risks and their rights when seeking work in the Swedish labour market so that fewer people fall victim to exploitation and human trafficking.

## **Exploitation and human trafficking**

Labour exploitation is a phenomenon that includes forced labour or working under very poor conditions. In the Baltic Sea Region, exploitation occurs in berry picking, the hotel and restaurant industry, landscaping, construction work, asphalt and paving work, and within domestic services. Human trafficking is a crime that often takes place across national borders. In cases of human trafficking, several perpetrators in different countries often cooperate to recruit people from one place to another. Read more about human trafficking in the Baltic Sea Region: <https://cbss.org/priorities/safe-secure-region/anti-trafficking/>

## **Swedish Gender Equality Agency**

The Swedish Gender Equality Agency is responsible for coordinating efforts in Sweden to fight human trafficking and is tasked with contributing to the effective implementation of Swedish gender equality policies. Website: <https://swedish-genderequalityagency.se>

## **Council of the Baltic Sea States (CBSS)**

Established in 1992 by the Foreign Ministers of the Baltic Sea countries, the CBSS is an inter-governmental political forum for cooperation in the Baltic Sea Region. Today, the CBSS focuses on themes such as societal security, sustainability, research and innovation, countering human trafficking and preserving children rights. The CBSS consists of 11 members – the 10 Member States Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland and Sweden plus the European Union. <https://cbss.org>

## **Campaign contact**

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