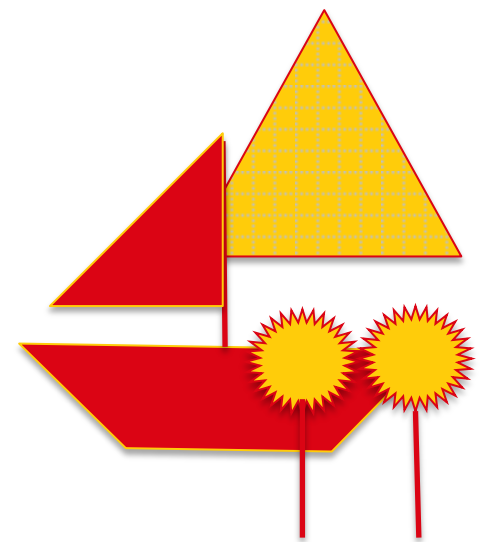


# SLAVERY TODAY... YES, REALLY, TODAY!

Slavery has been around since Biblical times—perhaps even before.

Slaves:

- Built the pyramids
- Powered navies
- Cultivated fields



**But SLAVERY still exists TODAY, even though it is ILLEGAL in ALL countries.**

RIGHT NOW there are slaves who are:

- Mining components used in your computer
- Picking beans for your coffee
- Sewing your clothes



21 MILLION\* slaves globally

6 Million\* CHILDREN

Up to **\$35 BILLION\***

Profits generated per year through slavery

\* Conservative estimates for 2014

*“While there is slavery in commodities and raw materials, the amount of each raw material or commodity that is actually touched by slavery is so small that the cost of removing that slavery shouldn’t actually touch the bottom line.”*

—Kevin Bales, Free The Slaves



## BUSINESS DRIVERS TO ADDRESS MODERN SLAVERY

### RISKS

- Reputational damage
- Loss of market share
- Legal sanctions

### BENEFITS

- Increased consumer confidence
- Improved employee morale
- Exceed legal requirements

## HOW MANY SLAVES WORK FOR YOU?

Take [this survey](#) to find out where slaves are in the products you use.

## ACTIONS YOU CAN TAKE TO BREAK THE CHAIN

- ✓ Watch this TED talk: [Photos that bear witness to modern slavery](#)
- ✓ Tell cocoa traders to [get slavery out of chocolate](#)
- ✓ Send a note to major brands telling them [you want slave-free products](#)
- ✓ When you shop, look for the Fair Trade and Rainforest Alliance logos because they work on taking slavery out of the supply chain.



*“It may sound strange but there is profit in ending slavery. When you set millions of people free to work for themselves, to buy food and clothing and shelter and education and medicine and even toys for their children, you unchain productivity. The result is a freedom dividend of significant proportions,”* says Kevin Bales