

#FREEDOMTOUR

Project Description:

#FREEDOMTOUR is a 37-day tour around Romania to raise awareness of human trafficking.

The #FREEDOMTOUR will be traveling through 16 cities over a period of 896 hours - one hour for each officially identified trafficking victim in 2013. The tour will start on September 11th, and end on the annual European Union Anti-Trafficking Day and the Run4Freedom relay organized by BANCPOST on October 18th.

#FREEDOMTOUR is a question addressed to civil society regarding one of the worst crimes and social phenomena of the 21st century, as well as a journey of discovery of human trafficking on a national and local level.

The European Union states that Romania is the main source country for victims of human trafficking within the EU. National statistics tell us that trafficking is happening all around us, so we want to see the different forms it takes as well as the reaction of the general public. We want to talk to those people who are doing something about it and to share their experiences with others.

Objectives:

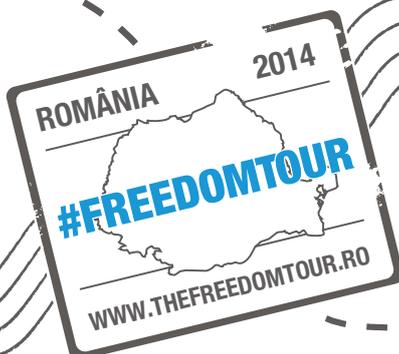
#FREEDOMTOUR will raise awareness and empower civil society to prevent human trafficking & sexual exploitation in their own communities.

Through events in each community, we will target young people between the ages of 13 and 26, as well as parents, teachers, business owners, religious leaders, and representatives from the local media, in order to help them better understand the phenomenon of human trafficking and the roles that everyone can play in preventing it.

We will encourage people to join the fight against trafficking by becoming a Freedom Fighter. As Freedom Fighters, they will receive monthly emails highlighting steps they can take to help prevent trafficking.

We will promote the annual European Union Anti-Trafficking day, October 18th, and encourage people to use the website, 18octombrie.ro as a platform to find and host their own events in an effort to unify the movement.

We will identify local NGO's in each community in order to learn from them and promote their activities both locally and nationally to further their reach and impact.



Objectives:

We will create mass awareness and fuel online engagement by urging people to use the #FREEDOMTOUR hashtag. All postings with the hashtag will be compiled on our website at thefreedomtour.ro/en/live.

We will be filming the entire tour so upon completion we can create a 20-30 minute documentary which will be available online for anyone to use, free of charge, for prevention campaigns across the country.

The #FREEDOMTOUR van will be equipped with a GPS device that can be tracked at thefreedomtour.ro/en/gps.

Join the #FREEDOMTOUR! Get involved in the fight against human trafficking. Use the #FREEDOMTOUR hashtag on [f](#) [t](#) [i](#) [p](#) and use Twibbon to update your social media platforms with our branding - twibbon.com/support/freedomtour.

Partners:



This project is made possible by the generous support of the American people through the United States Department of State. The contents are the responsibility of eliberare and do not necessarily reflect the views of the Department of State or the United States Government.

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