



**ZERO TOLERANCE
COMMUNITY**

Executive Summary

ORGANIZATION INFORMATION:

Not For Sale
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DESCRIPTION OF NOT FOR SALE:

Not For Sale (NFS) was established in 2007 with the simple, yet bold, mission of abolishing modern-day slavery worldwide. To help accomplish this goal, NFS has developed programs and tools that focus on specific segments of society – business, academics, consumers, government, faith communities, etc. - believing that these organizations and institutions hold the key to eradicating modern-day slavery.

THE ZERO-TOLERANCE COMMUNITY INITIATIVE:

The Zero-Tolerance Community (ZTC) initiative is a comprehensive, systems-oriented approach to eliminating and preventing human trafficking and slavery in individual communities.

ZTC is designed to create a coordinated community response to equip and mobilize communities with the knowledge and tools needed to abolish human trafficking and modern-day slavery in their local area.

The ZTC is initiated and guided by leaders currently working within Not For Sale platforms such as the Community Abolitionist Network, the Abolitionist Faith Community and the Student Abolitionist Movement. These programs work in harmony with community stakeholders, including: local government agencies, elected officials, law enforcement, prosecution, victim service agencies, community leaders, businesses, faith groups, civic organizations and local federal government operations.

Comprised of a six-pronged strategy, a ZTC initiative includes:

- 1) Gathering local Not For Sale leaders and other community stakeholders to direct and empower ZTC actions.



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- 2) Evaluating the local community by using the NFS ZTC metrics tool to calculate current and projected anti-trafficking efforts within the community.
- 3) Providing customized Not For Sale Abolitionist Academy training for each stakeholder community.
- 4) Developing and executing strategic and timely action steps with specifically trained community groups.
- 5) Reporting to the community on progress of the initiative and engaging newly identified stakeholders that are identified throughout the process.
- 6) Following-up with evaluation, continuing education and adjusting action steps throughout the initiative.

The second phase of a ZTC includes bringing together entrepreneurs, investors and innovative business leaders to advance creative enterprises and opportunities for the local community. Through these futures the community will create markets for manufacturing ethical goods while providing locally and survivor made products to consumers.

SUCCESS FACTORS:

Many factors are involved in a successful ZTC initiative. No one thing makes a ZTC successful and results are not measured overnight. NFS has developed specialized educational programs, suggested timeline of activities and action steps as well as a metrics system to evaluate the effectiveness of local ZTC initiatives.

Many ZTC objectives are centered on long-term goals that change community and individual attitudes, actions and practices. This may include:

- Streamlining coordinated community efforts,
- Understanding the complexities of trafficking and slavery,
- Increase in prosecution of perpetrators,
- Providing more comprehensive services for survivors,
- Bringing in ethical businesses and implementing zero-tolerance business practices,
- Effecting better consumer habits,
- Creating a market for ethically produced goods,
- Enforcing advanced laws and policies, and
- Creating futures for communities at risk for trafficking and slavery.

The overall goal of a ZTC is to create an atmosphere where human trafficking and slavery cannot thrive.



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THE NFS ABOLITIONIST ACADEMY for ZTC:

The NFS Abolitionist Academy provides specialized, customized training for ZTC initiatives for each stakeholder and specialized community group. Not For Sale believes that the education and training of various community groups in the “what’s” and “how to’s” of modern-day slavery can lead to an end to these horrific crimes.

These intensive educational sessions help community groups understand the dynamics of the human trafficking and what they can do as individuals and specialized groups to eradicate and prevent factors that lead to these crimes.

COST:

The cost of each ZTC initiative varies. Budgets are calculated on a variety of factors including the scope of the project, size of the community that is conducting the initiative, number of people who need to be trained and the number of educational tracks offered to the various community groups. A more detailed budget and breakdown of costs will be provided during the planning phase.

HOW TO GET STARTED:

We suggest that you contact NFS leaders and other stakeholders in your community to talk about the issue of human trafficking and ways that each segment of your community can and should get involved. You should then contact NFS faculty at ztc@notforsalecampaign.org to let us know that you are interested and what steps you’ve taken to assemble your local stakeholders.

NFS faculty will contact you with more detailed information on the initiative and set up a call with you and your stakeholders. The ZTC initiative is a long-term, engaged process that does not provide results overnight. This ensures that your community is committed to long-term solutions and is fully devoted to practicing zero tolerance attitudes and actions toward all forms of trafficking and slavery.