

An aerial, high-angle view of a dense city skyline, likely New York City, with numerous skyscrapers and buildings. The image is in a dark, monochromatic blue-grey tone, serving as a background for the text.

# **TURN KIDAB CRIME**

Global awareness campaign



**GLOBAL**

**AWARENESS**

**CAMPAIGN**







## ABOUT THE CAMPAIGN

# Together, we can turn back crime

Turn Back Crime is a global awareness campaign developed by INTERPOL. Using a variety of media channels – including video, website and social networks – the campaign highlights issues related to organized crime, provides a platform for a cross-sector response and offers advice on how to stay safe.

Turn Back Crime brings together police, the general public, businesses and governments in a combined global effort to reduce the impact of organized crime.



## ISSUES

# Organized crime affects every one of us

It is clear that transnational organized crime networks are behind the trafficking of various commodities, such as illicit goods, fake medicines, drugs, arms, or even people. These, and other seemingly unconnected crimes – as varied as cybercrime, fraud, crimes against children and corruption in sport – are in fact interconnected, as profits from one area are used to fund another.

Organized criminal networks exploit new technology and legitimate financial and transport systems for their own gain, while taking advantage of differences among national regulatory regimes.

As well as affecting the global economy, organized crime puts individuals at risk. Their health is endangered by poor quality counterfeit products; their financial safety is compromised by attempts to steal their personal data; and children face threats such as online grooming and sexual abuse.





## OBJECTIVES

Create awareness  
Generate engagement  
Encourage action

- **RAISE PUBLIC AWARENESS OF THE NATURE OF ORGANIZED CRIME**
- **INFLUENCE CONSUMER BEHAVIOUR**
- **ENCOURAGE BEST PRACTICE IN THE BUSINESS SECTOR**
- **INFLUENCE POLICY-MAKERS**
- **INCREASE PARTNERSHIPS**
- **PROMOTE THE ROLE OF INTERPOL AND THE WORLD'S POLICE IN COMBATING CRIME**

The ultimate goal is to drive a cross-sector response to the issues and support the global police community in making the world a safer place. This will only be possible if all stakeholders understand the issues and have a clear view of the part they can play.





Far from being limited to the law enforcement community, there is an urgent need for action from all sections of society to help turn back crime.

## AUDIENCES

# Mobilizing support across borders and sectors



It is essential to reach beyond the traditional police audience, to connect with a wide variety of supporters: families, students, teachers, consumer groups, companies, industry regulators and policy-makers.

The campaign is designed to attract as broad a range of supporters as possible — the general public, businesses and governments alike — and to empower them to become actors in our collective efforts to turn back crime.





## MESSAGES

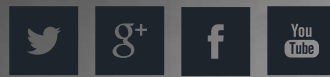
"Organized crime starts with money; don't let it be yours"

The campaign highlights the way in which personal choice impacts the safety of our world. For instance, a consumer who buys a fake mobile phone might be getting a cheap deal, but the money could be fuelling the illegal drugs or arms trade.

The same choice can also have an effect on the safety of the individual. The mobile phone, while looking like the genuine product, is likely to fall below regulatory standards and could be dangerous.

"Know the risks, stay safe"





# #TurnBackCrime #TogetherWeCan

Turn Back Crime is a global, integrated campaign that will harness the following media in order to drive awareness:

- **WEBSITE**

**www.turnbackcrime.com** – will be the reference point for campaign information and materials

- **PUBLIC SERVICE ANNOUNCEMENTS**

a series of videos will convey public awareness messages in a visual and memorable way

- **SOCIAL MEDIA**

the latest news and updates via Twitter, Facebook, Google+, YouTube and Instagram

- **PRINT PUBLICATIONS**

information packs, brochures and posters will be available to all stakeholders to help spread the word and to support events

- **MERCHANDISING**

wristbands, T-shirts, hats, pens and notepads will reinforce the campaign identity





# BENEFITS

## An integrated approach

Turn Back Crime presents complex issues in simple language with bold imagery and a distinctive brand. The campaign materials can be used by all stakeholders to promote their activities and areas of concern, and enables them to communicate with a ready-made, international supporter base.

With heightened visibility of the issues, we can attract patronage from sponsors and benefactors. This, in turn, will generate new crime prevention and awareness initiatives on the major threats facing the world today.

The campaign will mobilize support across all sectors of society to make the world a safer place.







TURN BACK DRUGS

TURN BACK CRIMES AGAINST CHILDREN

TURN BACK ENVIRONMENTAL CRIME

TURN BACK TERROR

TURN BACK ILLICIT TRADE

TURN BACK CRIME

TURN BACK CYBERCRIME

TURN BACK CORRUPTION IN SPORTS

TURN BACK TRAFFICKING

TURN BACK FINANCE

TURN BACK

TURN BACK HUMAN

TURN BACK ORGANIZED

TURN BACK

TURN BACK COUNTERFEITING

TURN BACK

TURN BACK

TURN BACK

TURN BACK





The Turn Back Crime campaign will continue to evolve to meet the needs of our diverse range of stakeholders and audiences. It will be presented at events held around the world.

We would be interested in hearing your feedback or ideas.

You can email us at:

**TURNBACKCRIME@INTERPOL.INT**

**#TURNBACKCRIME**