



30 JULY 2020 "WORLD DAY AGAINST TRAFFICKING IN PERSONS"

COOPERATION WITH THE COMPANY "BALKAN SPORT"



What is the importance of 30 July?

July 30 is " World Day Against Trafficking in Human Beings. " This day which serves to raise awareness on the situation of victims of human trafficking as well as to promote, protect their rights.

Its symbol is "Blue Heart" which represents the sadness of those who are trafficked, reminding us of the cold heart of those who buy and sell human beings.

COMMITMENT TO THE "WORLD DAY AGAINST TRAFFICKING IN PERSONS"

"Different & Equal" is an Albanian non-profit organization which since 2004 provides reintegration services for categories in need (including victims of trafficking, victims of domestic violence and victims of sexual abuse). Already for the organization July 30 has become a tradition where every year initiatives and awareness activities are undertaken. This year, in cooperation with Balkan Sport, in its 23 stores in order to raise awareness about the phenomenon of trafficking, awareness leaflets were distributed to all customers who have visited the stores. The leaflet contained information on trafficking as well as a contact number for help. Meanwhile, the store staff has placed a logo with "Blue Heart" on its uniform in order to convey the impact to customers regarding the symbolism of this day. Also through the placement of leaflets in the store, the staff says that the interest and desire of customers was high enough to learn more about this day, the phenomenon of trafficking in Albania and the reason that the company "Balkan Sport" had joined at this initiative.

Photos of the staff from some of shops with awareness tools:



INTERSPORT FIER



INTERSPORT DURRËS



INTERSPORT RING



ADIDAS VLORË



ADIDAS TOPTAN



WHO IS BALKAN SPORT?

The world well-known sports brand Adidas and the multibrand sports brand INTERSPORT under the distribution of the company Balkan Sport have been operating in the Albanian market for almost 17 years, bringing the most IN sports products of the moment. Willing to cultivate in clients the spirit of an active sports life and a regular training routine over the years have created quite a positive impact. The desire to always be where customers are, has made Balkan Sport expand its network of 23 stores in Tirana, Durres, Fier, Vlora, Shkodra, Lezha and Korca who were very cooperative to join the awareness initiative.

SOCIAL RESPONSIBILITY

As part of this initiative, Balkan Sport says that it feels appreciated that it was selected to realize this awareness initiative. Their engagement and involvement in this activity achieved its goal as the impact related to the awareness against the phenomenon of trafficking was managed to be transmitted to all clients (who were of different age groups) and moreover the initiative was extended to 7 cities of Albania exactly where the subsidiaries of the company Balkan Sport currently operate.

Intersport and Adidas over the years have collaborated and sponsored various sports activities such as the Tirana Marathon 2019, South Outdoor Festival, cooperation with the Albanian Basketball Federation or the Albanian Tennis Federation. The Adidas and Intersport team also takes care to extend the range of collaborations to social activities, events and happenings that basically have the awareness and sensitization of the general public.

Supporting such events conveys the message to many other companies in fostering an ethical spirit that makes us feel responsible to the community and especially in raising awareness of major causes such as trafficking in human beings.