

# GET INVOLVED GUIDE

## for workplaces



HOLOCAUST  
MEMORIAL  
DAY TRUST

Holocaust Memorial Day (HMD) is held on 27 January each year and thousands of events and activities take place around the country on or around this date. What will your workplace do?

## Your workplace and Holocaust Memorial Day

Holocaust Memorial Day offers workplaces the opportunity to bring employees together to reflect on the lessons from the past, and how your organisation and its values ensure the working environment is an inclusive and welcoming place. Encouraging staff to take the time to reflect on the lessons of HMD can help strengthen organisational values and improve relationships between employees, customers and suppliers. HMD is a time to challenge the discrimination, intolerance, racism, and prejudice which disfigure many parts of our society.

We strongly recommend tailoring your event to the audience if you can to make it more relevant. For example, if you work in the medical profession you could reflect on Nazi Persecution of disabled people through the T4 programme: [hmd.org.uk/t4](http://hmd.org.uk/t4)

Law firms could reflect on the development of international law through the Nuremberg Trials, UN tribunals for Cambodia, Rwanda and Bosnia, and the International Criminal Court. See the life story of Raphael Lemkin who coined the word 'genocide' and helped establish the term in international law: [hmd.org.uk/raphaellemkin](http://hmd.org.uk/raphaellemkin)

## EXAMPLE ACTIVITIES



### Merseytravel, Liverpool

Merseytravel held a week-long programme of events at their Head Office to mark HMD 2016. Staff were encouraged to read the 'About HMD' booklet and the Wednesday Woollies Group (Merseytravel's workplace knitting group) knitted red triangles to represent the persecution of trade unionists during the Holocaust. At lunchtime on 27 January Merseytravel Mann Island choir performed songs relevant to the 2016 theme **Don't stand by** in the office foyer. The performance was accompanied by a moving visual presentation.

#### Digital activities

- Include information about HMD in a staff e-newsletter or intranet
- Share our films, life stories or presentations with your colleagues
- Use our screensaver for HMD
- Use big screens to spread the message of HMD

#### In person

- Organise a small event, poetry reading or short film screening
- Distribute our 'About HMD' booklets in your canteen
- Display our posters in a communal area

#### In public

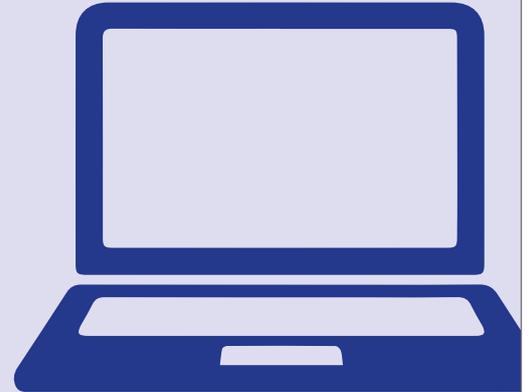
- Encourage your company to mark HMD on social media
- Reference HMD in emails to your supporters or customers

'Over two lunchtime sessions we watched the Holocaust Memorial Day film with a discussion afterwards about the issues around HMD. Around 25 people attended and it was a great opportunity to talk about discrimination and prejudice. The discussion reinforced why we are so committed to challenging racism and combating the far right.'

**Paul West, PCS Union Learning Representative, Fenland Branch**

## IDEAS AND RESOURCES

- Whether you have a lunch break, 20 minutes or barely any time at all, you can spread the message of HMD in your workplace, and we have ideas and resources to help. Our activity templates take you through what you can do in this time: [hmd.org.uk/20minutes](https://hmd.org.uk/20minutes) and [hmd.org.uk/1hour](https://hmd.org.uk/1hour)
- Invite a survivor speaker to share their story: [hmd.org.uk/speakers](https://hmd.org.uk/speakers). This can leave a lasting impact on staff as well as provide the opportunity to ask questions.
- Use our life stories and films to spark discussion. Your colleagues could then discuss what they have heard or seen and explore the contemporary connection to your workplace.
- Display posters from our free Activity Pack [hmd.org.uk/activitypack](https://hmd.org.uk/activitypack) or as flyers in the staff canteen or foyer.
- Order some free 'About HMD' booklets – these handout booklets explain HMD and provide a simple way for your staff to find out more about the Holocaust, genocide and the importance of HMD: [hmd.org.uk/handouts](https://hmd.org.uk/handouts)
- A digital action can help raise awareness of HMD. You could change your screensavers or work intranet homepage to promote HMD or send an internal email asking people to take part in our online action: [hmd.org.uk/screensavers](https://hmd.org.uk/screensavers)



## We're here to help!

We appreciate that all businesses and workplaces are busy environments and planning an activity for HMD, no matter how large or small, can take some time. If you would like to discuss your plans or find out more about any of the resources on offer, please contact us on **020 7785 7029** or email [enquiries@hmd.org.uk](mailto:enquiries@hmd.org.uk).

## Get in touch

To get your free activity pack: [hmd.org.uk/activitypack](https://hmd.org.uk/activitypack)  
To get your free handout materials: [hmd.org.uk/handouts](https://hmd.org.uk/handouts)  
To let us know about your event: [hmd.org.uk/letusknow](https://hmd.org.uk/letusknow)

**For advice and support with your event contact us:**

[hmd.org.uk](https://hmd.org.uk)  
[enquiries@hmd.org.uk](mailto:enquiries@hmd.org.uk)  
020 7785 7029

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*Learning lessons from the past to create a safer, better future*