

# Get Involved Guide for workplaces



HOLOCAUST  
MEMORIAL  
DAY TRUST

Learning from genocide -  
for a better future

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. 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 HMD theme in the office foyer. The performance was accompanied by a moving visual presentation.

*'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



Antionette Mutabazi, survivor of the genocide against the Tutsi in Rwanda, shares her testimony with staff at South Yorkshire Fire and Rescue

## 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.
- It is not always possible to invite a survivor to speak to your HMD activity, but you can still include their experiences by reading a life story: [hmd.org.uk/lifestories](https://hmd.org.uk/lifestories), playing a podcast: [hmd.org.uk/podcast](https://hmd.org.uk/podcast) or showing a film of a survivor speaking: [hmd.org.uk/films](https://hmd.org.uk/films). For more information on inviting survivor speakers visit: [hmd.org.uk/speakers](https://hmd.org.uk/speakers)
- Display posters from our free HMD Poster Pack: [hmd.org.uk/posters](https://hmd.org.uk/posters)
- Order our 'About HMD' booklets – these handout booklets provide a simple way for individuals 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.
- Light up your building in purple to 'light the darkness' on 27 January: [hmd.org.uk/lightthedarkness](https://hmd.org.uk/lightthedarkness)

**Tell us about your activity and become part of the bigger picture of HMD across the UK: [hmd.org.uk/letusknow](https://hmd.org.uk/letusknow)**

## Organising an online or hybrid event

Online and hybrid events can provide an opportunity to include a wider range of speakers and to reach people who might not normally attend your event. Things to think about if you are running an online event:

- Download a virtual event platform which has all the features you will need and make sure speakers are familiar with it.
- If your event is hybrid, make sure you have all necessary equipment so online attendees can hear and see speakers clearly.
- Consider audience participation tools, such as Q&A, poll and chat functions and assign a moderator to oversee this.
- For more ideas, look through our **virtual resources** ([hmd.org.uk/virtualresource](https://hmd.org.uk/virtualresource)) and read our detailed guide to running an **online HMD event**.



## Sensitivity guidance

Events and activities exploring the Holocaust and other genocides can be complex and daunting and may cause distress unless handled sensitively. Please remember the following guidelines:

- Do ensure your content is age and audience appropriate.
- Do not use graphic images to shock audiences.
- Do not ask audiences to imagine themselves in the shoes of victims or perpetrators.
- Put relevant personal testimonies at the heart of your activities.

For more information go to [hmd.org.uk/sensitive-content](https://hmd.org.uk/sensitive-content) and [hmd.org.uk/educationguidelines](https://hmd.org.uk/educationguidelines)



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## Find out more...

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