



European  
Commission

# Study on **prevention**

initiatives on trafficking  
in human beings

*Final report*



Migration and  
Home Affairs



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This study was carried out for the European Commission by **Deloitte**.

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## Executive summary

The EU has undertaken numerous efforts to address trafficking in human beings based on a comprehensive, victim-centred and gendered approach, and by focusing on three **key principles**: (1) the prevention of trafficking activities, (2) the protection and support of victims and (3) the efficient prosecution of perpetrators.

The **EU Directive on trafficking in human beings** <sup>(1)</sup> defines trafficking in human beings as ‘the recruitment, transportation, transfer, harbouring or reception of persons, including the exchange or transfer of control over those persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation’ <sup>(2)</sup>.

The **EU Directive on trafficking in human beings** has signalled the EU’s focus on a victim-centred approach to addressing trafficking in human beings. Article 18 of the Directive notably introduces a provision directly concerned with the prevention of trafficking in human beings. It obliges Member States to take appropriate measures, such as information and awareness-raising campaigns, research and education programmes, and regular training for officials who are likely to come in contact with victims of trafficking (e.g. regarding the identification of victims), in order to discourage and reduce the demand for goods and services provided by victims of trafficking in human beings. It further urges Member States to consider criminalising those who knowingly use the services of victims of trafficking.

In June 2012 the European Commission took an additional step by adopting the EU Strategy towards the Eradication of Trafficking in Human Beings (2012-2016), with prevention as one of the five objectives of the strategy.

The objective of this study as per the EU Strategy is to **systematically evaluate the impact of anti-trafficking prevention initiatives, in particular awareness-raising activities (including online activities), as well as educational programmes, measures to reduce demand, measures specifically targeting root causes as these are directly linked to trafficking in human beings.**

Based on desk research and the available information, the study team has selected 43 prevention initiatives targeting prevention actions as per their project description, for which a minimum amount of information (e.g. responsible staff and contact details) was available online with the aim to ensure a good mix of prevention initiatives in terms of types and geographical coverage in order to be able to analyse a sample as comprehensive as possible. Of these 43 prevention initiatives analysed as part of this study, 17 were — at least partially — concerned with prevention in Romania, Bulgaria and Hungary. This corresponds to a share of 40 % of all prevention initiatives analysed. Of the total of 43 prevention initiatives, the sample also contains 10 projects that were not exclusively implemented in EU Member States but also in non-EU countries. The sample of prevention initiatives covers different types: information and awareness-raising campaigns, capacity building measures, prevention activities in research and education programmes, as well as initiatives concerning victim assistance and support. The figure shows that 38 prevention initiatives (i.e. close to 85 %) in the sample deal with information and awareness-raising measures. Capacity building and prevention activities in research and education programmes are part of 22 and 17 initiatives respectively (50 % and 42 %). Activities concerning victim assistance and support are only part of six initiatives (16 %) within the sample.

This study indicates that more can be done in terms of research and education with regard to the organised crime nexus and the supply/demand dynamics, as well as training police officers, judges and prosecutors with regard to capacity-building initiatives. Further research into the nature of this issue would enable better targeting of prevention policies, whereas additional training of stakeholders that are likely to come into contact with potential victims would enable the identification of more victims. More generally, this study has shown the importance of Member States fully implementing Article 18 <sup>(3)</sup> of Directive 2011/36/EU, by dedicating sufficient resources to implementing

<sup>(1)</sup> Directive 2011/36/EU of the European Parliament and of the Council of 5 April 2011 on preventing and combating trafficking in human beings and protecting its victims, and replacing Council Framework Decision 2002/629/JHA; See: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:101:0001:0011:EN:PDF>; Last accessed 23 March 2015.

<sup>(2)</sup> Article 2(1), Directive 2011/36/EU on preventing and combating trafficking in human beings and protecting its victims.

<sup>(3)</sup> Article 18 stipulates that the Member States have to take necessary actions to prevent trafficking in human beings, including by discouraging demand and taking measures to establish as a criminal offence the use of services which are the objects of exploitation.

prevention initiatives in order to contribute to addressing trafficking in human beings. In this context, the prevention initiatives should promote and support the implementation of the legislation in place in the different Member States that notably targets the reduction of demand and promote a zero tolerance culture to exploitation of all forms.

One of the key findings of this study is in fact that a comprehensive system needs to be in place to ensure that prevention initiatives complement each other. For instance, an initiative designed to provide assistance to victims has dimensions related to prevention of re-trafficking. An initiative is **therefore only successful if integrated within a comprehensive support system covering prevention, protection and prosecution.**

At the level of individual projects, this study has shown that the effectiveness of prevention of trafficking in human beings depends on a variety of **external factors** that need to be defined within the boundaries of each initiative's own playing field, together with the relevant stakeholders. Project promoters are often confronted with a number of issues in the design or implementation of their initiatives, some of which are making an efficient use of needs analysis and defining objectives in order to be able to more carefully reflect on the given circumstances and to take better decisions. Additionally, it was assessed that networking between relevant stakeholders could be improved, and that project-specific evaluations mostly fall short in terms of grasping results and impacts, as they cannot easily be observed within a narrow time span. **Hence, project promoters apply what they perceive as an evaluation rather as a monitoring and a review of outputs than an analysis of results and impacts.** This said, the lack of evaluation is neither something that can be easily overcome within a short time frame, nor at the level of individual prevention initiatives. It is, however, possible to evaluate the overall impact of prevention from a macro-perspective in complementarity with specific contributions of initiatives.

When taking funding decisions about prevention initiatives, it is **therefore critical to take into consideration the context in which they are being carried out.** Factors such as the socioeconomic environment, the population, demographics, education levels or the types of stakeholders which are targeted, as well as migration policy, have a preponderant influence on the results of an initiative. There is **no universal gold standard** for anti-THB initiatives to be implemented in a particularly effective and impactful fashion. Initiatives that properly reflect external dimensions and factors as part of their development and implementation process are expected to yield 'better' (not necessarily more tangible) results than initiatives that have been implemented for the sake of it without relation to their environment.

The **decision to fund a specific initiative should be taken based on the process it has followed**, which includes answering questions such as:

- Has a comprehensive needs analysis been carried out to ensure that the actions proposed are appropriate?
- Are the expected outputs relevant to effectively reach the targeted audience and generate results? Is there a specific plan on how this will be achieved and monitored?
- Has the initiative reviewed what has been developed by other initiatives, in order to capture lessons learned and potentially reuse specific approaches or deliverables?
- Has the initiative foreseen a specific approach to ensure that project outputs and results will be sustainable beyond the project end?
- As from the beginning of the initiative, is an evaluation mechanism foreseen to ensure whether the initiative will be successful over time in the particular context in which it was deployed?

A step-by-step model for prevention initiatives was thus developed within the scope of this study to guide project promoters in the design of their initiatives.

This study has shown that funders should remain **flexible** when deciding upon which types of initiatives to fund, as all types of initiatives can potentially generate results and contribute to addressing trafficking in human beings, if they are designed adequately and implemented efficiently. Apart from contextualising each initiative, funders should consider that their expectations are proportional to what can be achieved.

At the strategic level, in addition to ensuring that a **comprehensive system** is in place so that initiatives do not operate in a vacuum within their given context, the existing database of projects in the horizontal EU anti-trafficking website (<http://ec.europa.eu/anti-trafficking/>) could be further developed to actively guide project promoters to reusing relevant deliverables. This would ensure that projects do not reinvent the wheel.

Finally, a **central communications strategy around the EU's response to THB** could be designed, as currently many brands and logos are used across the EU. The Commission could sponsor an EU-wide awareness-raising campaign, providing this could be adequately funded, had a clear intervention logic and could be sustained over a period long enough to make an impact. The tool(s) or channel(s) to be used in this campaign will have to depend on what is appropriate in the local context and given the target group.



# 1 Introduction

## 1.1 Introduction and Purpose

The Commission's Directorate-General for Home Affairs (DG HOME) has mandated Deloitte to conduct a study on prevention initiatives on trafficking in human beings (hereafter: THB) following Invitation to Tender No HOME/2013/ISEC/PR/014-A2 Lot 4.

The present exploratory study involves work (covering the period 2010–2013) which will feed into the implementation of the **EU Strategy towards the Eradication of Trafficking in Human Beings (2012–2016)** <sup>(4)</sup> (hereafter: the Strategy).

## 1.2 Objectives and approach of the study

The **EU Directive on trafficking in human beings** <sup>(5)</sup> defines trafficking in human beings as 'the recruitment, transportation, transfer, harbouring or reception of persons, including the exchange or transfer of control over those persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation' <sup>(6)</sup>.

The EU has undertaken numerous efforts to address trafficking in human beings based on a comprehensive, victim-centred and gendered approach, and by focusing on three **key principles**: (1) the prevention of trafficking activities, (2) the protection and support of victims and (3) the efficient prosecution of perpetrators.

This study focused on the first key principle: **the prevention of trafficking activities**. The terms of reference define its objectives as follows:

*The aim of the study is to systematically evaluate the impact of anti-trafficking prevention initiatives, in particular awareness-raising activities (including online activities), as well as educational programmes, measures to reduce demand, measures specifically targeting root causes as these are directly linked to trafficking in human beings.*

[...]

*The study will thus provide the Member States, the European Commission and other stakeholders with the necessary knowledge on the impact of trafficking in human beings prevention activities and must provide recommendations for implementing future prevention activities.*

<sup>(4)</sup> COM(2012) 286.

<sup>(5)</sup> Directive 2011/36/EU of the European Parliament and of the Council of 5 April 2011 on preventing and combating trafficking in human beings and protecting its victims, and replacing Council Framework Decision 2002/629/JHA; See: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:101:0001:0011:EN:PDF>; Last accessed 23 March 2015.

<sup>(6)</sup> Article 2(1), Directive 2011/36/EU on preventing and combating trafficking in human beings and protecting its victims.

In order to reach these objectives, we carried out the study in three phases:

1. The **Inception phase** allowed our team to structure the study according to the Commission's specific requests and in line with the general and specific objectives stipulated in the Terms of Reference (ToR). This phase ended with the submission and validation of the Inception Report. This phase served mainly to develop the methodological tools we used to structure the assignment.
2. The study's **Data gathering phase** aimed to collect data/information:
  - i. from desk research (legal documents, existing studies on the subject, official websites, etc.);
  - ii. on a selection of prevention initiatives (a sample of 43 projects selected through a survey of prevention initiatives stakeholders), through interviews with the project promoters and analysis of the available project documentation in order to identify the 'impacts' of the projects, good or bad practices and to understand the way these initiatives were set up, implemented and evaluated;
  - iii. from the National Rapporteurs or Equivalent Mechanisms, to have their expert views on the prevention initiatives and suggestions for the future; and
  - iv. from three academic experts on THB, to incorporate their reflections on the role of prevention initiatives in tackling trafficking.
3. During the **Analysis, evaluation and reporting phase**, we conducted a horizontal analysis of the information collected and the evaluation of the impacts and role of various types of initiatives in preventing trafficking in human beings. Finally, we prepared key considerations for future prevention initiatives. This report presents the results of these analyses.

### 1.3 Structure of the report

We have structured the report in four interlinked parts:

1. Chapter 2 presents contextual elements on the nature and scale of trafficking in human beings (THB);
2. Chapter 3 introduces strategic, legal and contextual elements of prevention of THB in the EU context;
3. Chapter 4 presents our analysis of the 43 THB sample initiatives and the information collected through our contacts with the THB prevention initiatives stakeholders;
4. Chapter 5 develops key considerations for EU prevention initiatives in the future.

The annex presents notably a brief description of the THB prevention initiatives analysed and an overview of EU and international legislative instruments in the field of THB.

## 2 Nature and scale of trafficking in human beings

In this chapter, we discuss the nature and scale of trafficking in human beings. Why does it happen and how is it done? Who is affected and what is the impact on victims? What is the scale of the problem? The chapter provides a foundation of knowledge and statistics about the issue as such and thus can be seen as an introduction to the issue with which preventive action has to deal with in practice.

### 2.1 Nature and types of trafficking

The **EU Directive on trafficking in human beings** <sup>(7)</sup> defines trafficking in human beings as ‘the recruitment, transportation, transfer, harbouring or reception of persons, including the exchange or transfer of control over those persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation’ <sup>(8)</sup>. This definition closely parallels the definition provided in the 2000 UN Protocol to Prevent, Suppress and Punish Trafficking in Persons <sup>(9)</sup>.

Trafficking in human beings is the trade in humans. As identified in the Commission’s Impact Assessment for the Directive <sup>(10)</sup>, trafficking in human beings is **one of the most serious crimes worldwide**, and a gross violation of human rights. Trafficking in human beings (THB) has a strong gender dimension, and involves the infringement of fundamental rights through illicit means such as coercion, deception or abuse of a position of vulnerability at different stages of the trafficking process.

#### 2.1.1 About the issue

Trafficking in human beings is a complex, multifaceted phenomenon that requires multi-level and transnational action. A slightly adapted version of the problem tree is provided below. The EU Strategy towards the Eradication of Trafficking in Human Beings (2012-2016) <sup>(11)</sup> will be examined in detail further below.

<sup>(7)</sup> Directive 2011/36/EU of the European Parliament and of the Council of 5 April 2011 on preventing and combating trafficking in human beings and protecting its victims, and replacing Council Framework Decision 2002/629/JHA; See: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:101:0001:0011:EN:PDF>; Last accessed 23 March 2015.

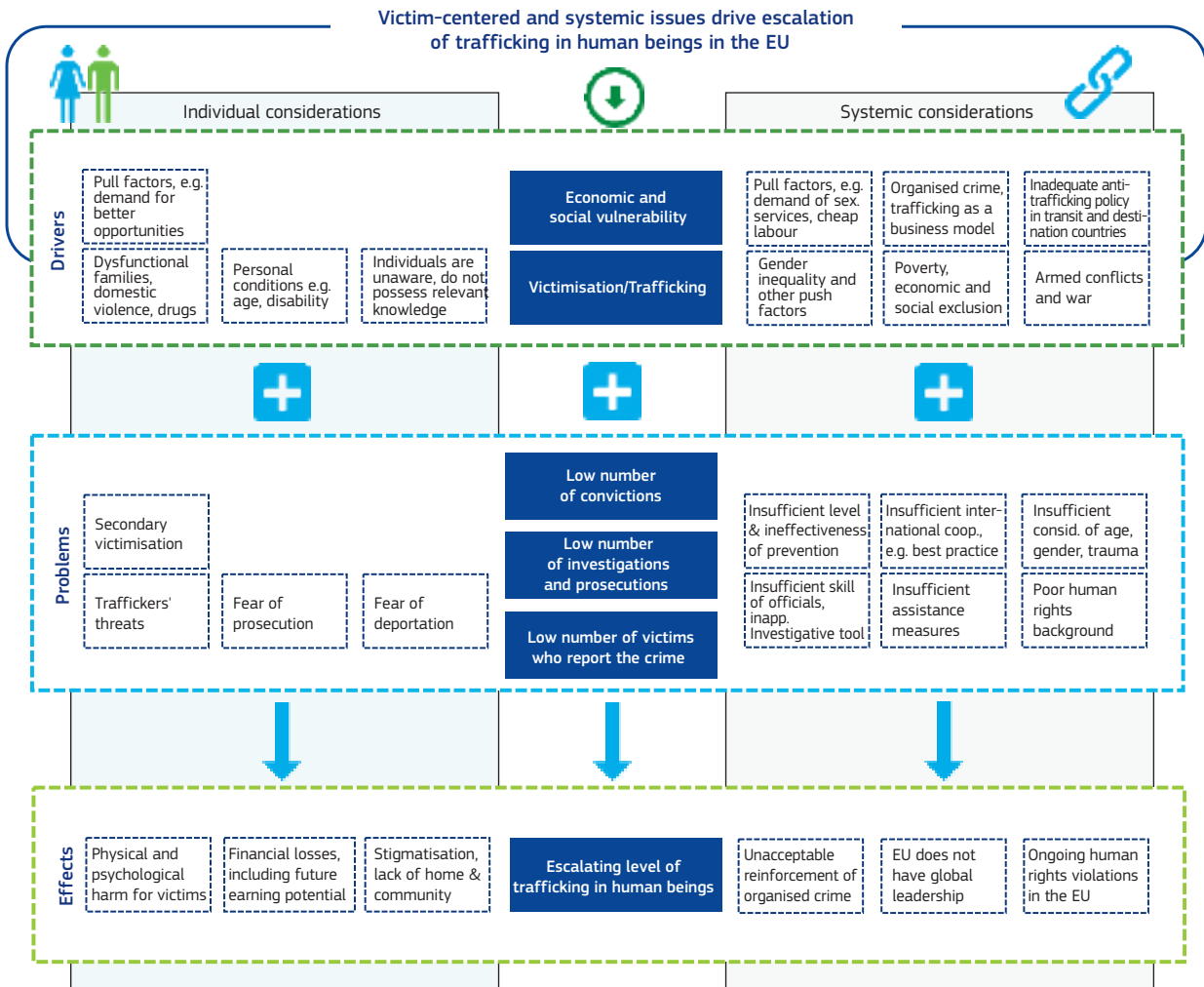
<sup>(8)</sup> Article 2(1), Directive 2011/36/EU on preventing and combating trafficking in human beings and protecting its victims.

<sup>(9)</sup> Article 3, paragraph (a) of the Protocol to Prevent, Suppress and Punish Trafficking in Persons defines Trafficking in Persons as the recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs. Last accessed November 17, 2013. <http://www.unric.org/en/human-trafficking>.

<sup>(10)</sup> Commission Staff Working Document. Proposal for a Council Framework Decision on preventing and combatting trafficking in human being, and protecting repealing Framework Decision 2002/629/JHA. Last accessed 17 November 2013, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=SEC:2009:0358:FIN:EN:PDF>.

<sup>(11)</sup> COM(2012) 286. <http://ec.europa.eu/anti-trafficking/download.action?nodePath=%2FEU+Policy%2FThe+EU+Strategy+towards+the+Eradication+of+Trafficking+in+Human+Beings+2012-2016.pdf&fileName=The+EU+Strategy+towards+the+Eradication+of+Trafficking+in+Human+Beings+2012-2016.pdf&fileType=pdf>.

Figure 1: The problem of trafficking in human beings — causes, problems and effects (12)



Source: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=SEC:2009:0358:FIN:EN:PDF>

Source: Deloitte.

### 2.1.2 Why it happens and who it impacts

It is difficult to imagine the psychological and emotional make up of a person who would actively seek to enslave other human beings. Regardless of their secondary motivations, it is evident that the horrible dehumanising acts committed by human traffickers are driven by a tremendously profitable enterprise. This market or profit-making logic can also be seen as one of the root causes of trafficking in human beings (see further section 2.2.4). One study<sup>(13)</sup> notes that, ‘within 10 years, crime experts expect trafficking in human beings to surpass drug and arms trafficking in its incidence, cost to human well-being and profitability to criminals’. Profitability of the enterprise relates to supply factors, such as the abundance of vulnerable populations, as well as demand factors leading to growing markets for traffickers. Common forms of exploitation specific to trafficking in human beings include:

<sup>(12)</sup> Commission Staff Working Document. Proposal for a Council Framework Decision on preventing and combatting trafficking in human beings, and protecting repealing Framework Decision 2002/629/JHA. Last accessed 17 November 2013. <<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=SEC:2009:0358:FIN:EN:PDF>>.

<sup>(13)</sup> Edward J. Schauer and Elizabeth M. Wheaton (2006). ‘Sex Trafficking into the United States: A Literature Review’, *Criminal Justice Review*, Vol. 31, pp. 146-169.



- Labour exploitation and domestic servitude;
- Sexual exploitation, prostitution and exploitation for the production and distribution of pornographic material;
- Organ removal;
- Drug smuggling;
- Forced begging;
- Illegal adoption;
- Marriage of convenience/sham marriage;
- Kidnapping to obtain a ransom; and
- Other types of criminal activities.

## 2.2 Scale of the problem and trends

### 2.2.1 The challenge of quantifying the issue

Due to the innately hidden nature of this crime, the number of trafficking victims in the world and in the European Union is challenging to calculate, and beyond the scope of this study. There are additional difficulties in estimating the number of trafficking victims and associated profits stemming from differing definitions of trafficking in human beings and the methodological challenges of estimating hidden populations<sup>(14)</sup>. Even with these challenges, few would disagree that a common goal for the governments of all EU Member States is to prevent, protect and assist victims of trafficking.

According to available data and estimates, a 2014 UN Global Report on Trafficking in human beings<sup>(15)</sup> covering 124 countries identified that a total of 16 718 victims were detected and solved between 2010 and 2012 in western and central Europe. Furthermore, the EU statistical data collection report on trafficking in human beings<sup>(16)</sup> indicates that there was a total of 10 998 identified and presumed victims of trafficking in human beings in the EU in 2012, while from 2010 to 2012 a total number of 30 146 victims was registered in the 28 Member States<sup>(17)</sup>. However, it can be expected that the number of undetected cases is considerably higher. For example, the UNODC's report on Trafficking in Persons to Europe for sexual exploitation estimates that there are around 140 000 victims of trafficking for sexual exploitation per year, with 70 000 of them being new victims (distinguished from those who are re-trafficked)<sup>(18)</sup>. These varying estimates are only a few examples that serve to illustrate the challenge of accurately quantifying the wide array of data and statistics related to trafficking in human beings.

### 2.2.2 Identifying the victims

**Victims of trafficking** include women, men and children in vulnerable positions, who are often recruited, transported or harboured by force, coercion or fraud in exploitive conditions.

Available data suggests that trafficking is a **gendered** phenomenon. According to the 2014 UN Report on Trafficking in human beings and Eurostat data, the majority of victims are women and girls, estimated to account for approximately

<sup>(14)</sup> EU Serious and Organized Crime Threat Assessments. Last accessed 17 November 2013. <https://www.europol.europa.eu/content/eu-serious-and-organised-crime-threat-assessment-socta>.

<sup>(15)</sup> 'Global Report on Trafficking in Person.' UNODC. Last accessed 18 February 2015.

<sup>(16)</sup> 'Trafficking in Human Beings.' Eurostat. Last accessed 18 February 2015, [http://ec.europa.eu/dgs/home-affairs/what-is-new/news/news/docs/20141017\\_working\\_paper\\_on\\_statistics\\_on\\_trafficking\\_in\\_human\\_beings\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/what-is-new/news/news/docs/20141017_working_paper_on_statistics_on_trafficking_in_human_beings_en.pdf).

<sup>(17)</sup> However, as already mentioned, these numbers have to be treated carefully, as the identification of victims of trafficking in human beings and thus counting them is widely considered to be one of the challenging aspects in addressing the issue. A comprehensive overview of the identified and presumed number of victims is provided in the Annex.

<sup>(18)</sup> 'Trafficking in Persons to Europe for sexual exploitation.' UNODC. [http://www.unodc.org/documents/publications/TIP\\_Europe\\_EN\\_LORES.pdf](http://www.unodc.org/documents/publications/TIP_Europe_EN_LORES.pdf).



80 % of the total number of reported victims <sup>(19)</sup>. More specifically, according to the 2014 Eurostat working paper on trafficking in human beings, in 2012, 80 % of the reported victims of trafficking in human beings are female (women: 67 %, girls: 13 %), while 20 % of the victims are male (men: 16 %, boys: 4 %) <sup>(20)</sup>.

In addition, a UNODC report highlighted that there is an overall increase of child victims — especially girls under 18. Nearly one third of globally detected victims between 2010 and 2012 were children, as opposed to 27 % between 2007 and 2010, as well as 20 % between 2003 and 2006. In Europe, the share of children among all victims detected in the period from 2010 to 2012 is lowest compared to other regions of the world, accounting for 18 % in Europe and Central Asia <sup>(21)</sup>.

Additional dimensions, beyond gender and age, make certain groups particularly vulnerable to trafficking. A 2011 Europol report identifies seven criteria for groups of persons under increased risk of trafficking in human beings <sup>(22)</sup>. Building on these criteria, the following figure shows risk groups and exacerbating dimensions.

Figure 2: Age, gender and level of education when coupled with exacerbating dimensions can increase the Trafficking in Human Beings risk profile

**THB At Risk Demographics**

Exacerbating dimensions	Education level 			Age 		
	Some higher education	Secondary	No education	Young adults	Women under 30	Adolescents and children
Experiencing unemployment	At risk	Moderate risk	Moderate risk	At risk	Moderate risk	At risk
Willingness and desire to migrate	At risk	Moderate risk	Moderate risk	At risk	Moderate risk	At risk
Propensity to accept risk	At risk	Moderate risk	Moderate risk	At risk	Moderate risk	Moderate risk
Previous victim of violence	At risk	Moderate risk	High risk	Moderate risk	Moderate risk	High risk
Representing ethnic minority	At risk	Moderate risk	High risk	At risk	Moderate risk	High risk
Single mother or parent	At risk	Moderate risk	High risk	Moderate risk	Moderate risk	High risk
Drug abuse	High risk	High risk	High risk	High risk	High risk	High risk
Participating in voluntary sex work	High risk	High risk	High risk	High risk	High risk	High risk

Graduated vulnerability profiles: ■ At risk ■ Moderate risk ■ High risk

Source: Deloitte, based on Europol <sup>(23)</sup>.

### 2.2.3 What are the causes — defining the drivers of trafficking in human beings

The causes of trafficking in human beings can be described as interplay between push and pull factors, such as economic hardship and the hope for a higher quality of life. For example, Europol has identified nine push and 10 pull factors that constitute root causes of trafficking in human beings that prevention initiatives aim to address.

<sup>(19)</sup> 'Global Report on Trafficking in Persons.' UNODC. Last accessed 18 February 2015.  
[http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP\\_2014\\_full\\_report.pdf](http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP_2014_full_report.pdf).

<sup>(20)</sup> Ibid.

<sup>(21)</sup> 'Global Report on Trafficking in Persons.' UNODC. Last accessed 18 February 2015.

[http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP\\_2014\\_full\\_report.pdf](http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP_2014_full_report.pdf).

[http://www.unodc.org/documents/data-and-analysis/glotip/Trafficking\\_in\\_Persons\\_2012\\_web.pdf](http://www.unodc.org/documents/data-and-analysis/glotip/Trafficking_in_Persons_2012_web.pdf)

<sup>(22)</sup> [https://www.europol.europa.eu/sites/default/files/publications/trafficking\\_in\\_human\\_beings\\_in\\_the\\_european\\_union\\_2011.pdf](https://www.europol.europa.eu/sites/default/files/publications/trafficking_in_human_beings_in_the_european_union_2011.pdf)

<sup>(23)</sup> [https://www.europol.europa.eu/sites/default/files/publications/trafficking\\_in\\_human\\_beings\\_in\\_the\\_european\\_union\\_2011.pdf](https://www.europol.europa.eu/sites/default/files/publications/trafficking_in_human_beings_in_the_european_union_2011.pdf)

**Table 1:** Push and pull factors as root causes of trafficking in human beings <sup>(24)</sup>

Push factors	Pull factors
<ul style="list-style-type: none"> <li>• High unemployment</li> <li>• Labour market not open to women and gender discrimination</li> <li>• Lack of opportunity to improve quality of life</li> <li>• Sexual or ethnic discrimination</li> <li>• Poverty</li> <li>• Escaping persecution, violence or abuse</li> <li>• Escaping human rights violations</li> <li>• Collapse of social infrastructure</li> <li>• Other environmental conditions, including conflict and war</li> </ul>	<ul style="list-style-type: none"> <li>• Improved standard and quality of life</li> <li>• Better access to higher education</li> <li>• Less discrimination and abuse</li> <li>• Enforcement of minimum standards and individual rights</li> <li>• Better employment opportunities</li> <li>• Demand for cheap labour</li> <li>• Demand for commercial sexual services</li> <li>• Higher salaries and better working conditions</li> <li>• Established migrant communities/diasporas</li> </ul>

Source: Deloitte.

Moreover, trafficking in human beings has a profit-making component to it that perpetrators seek to exploit, e.g. in order to finance other organised crime activities. Hence, it is not only the push and pull factors that drive the potential victimisation of people but also the market logic of demand and supply itself is the reason why criminals view trafficking in human beings as a profitable business.

The ILO report, *Profits and Poverty: The Economics of Forced Labour* <sup>(25)</sup>, said two thirds of the estimated total of USD 150 billion, or USD 99 billion, came from commercial sexual exploitation, while another USD 51 billion resulted from forced economic exploitation, including domestic work, agriculture and other economic activities. The UNODC report *Trafficking in Persons to Europe for sexual exploitation* shows that this is one of the most lucrative illicit businesses in Europe, where criminals are making around EUR 2.5 billion per year through sexual exploitation and forced labour.

#### 2.2.4 How it is done — perpetrators and trafficking flows

Due to its illicit nature, trafficking in human beings is often conducted in tandem with other criminal activities, such as money laundering, smuggling and labour abuses, and is therefore often not investigated and recorded as a separate crime. As such, assessments of the level of trafficking throughout the EU are based on incomplete data. This produces the challenge of having partially informed estimates based on ad hoc and fragmented approaches taken by the EU Member States <sup>(26)</sup>. Available data on the number of prosecutions within the EU-28 shows the following <sup>(27)</sup>:

- In 2012, a total 2 046 traffickers were prosecuted, compared to 1 745 in 2010;
- A share of 73 % of the prosecuted traffickers came from the EU-28 Member States; and
- The most common countries of origin of prosecuted traffickers from non-EU countries were Nigeria, China and Morocco.

According to Europol, crime groups involved in trafficking in the EU are most often ethnic Roma, Nigerian, Romanian, Albanian-speaking, Russian, Chinese, Hungarian, Bulgarian and Turkish organised crime groups.

Trafficking in human beings in the EU is typically carried out by organised crime groups that are able to quickly react to changing patterns of supply and demand. Trafficking in human beings ventures range from individual criminal actors and local gangs to tightly run, well-organised structures that operate on a competitive international basis, according to Europol <sup>(28)</sup>. Some groups control the entire process of trafficking, from recruitment to arrival at the place of destination, including transportation, the provision of documents, the execution of high-level corruption and money laundering. These groups have logistical bases and contacts in countries of origin, transit and des-

<sup>(24)</sup> [https://www.europol.europa.eu/sites/default/files/publications/trafficking\\_in\\_human\\_beings\\_in\\_the\\_european\\_union\\_2011.pdf](https://www.europol.europa.eu/sites/default/files/publications/trafficking_in_human_beings_in_the_european_union_2011.pdf)

<sup>(25)</sup> [http://www.ilo.org/wcmsp5/groups/public/-ed\\_norm/-declaration/documents/publication/wcms\\_243391.pdf](http://www.ilo.org/wcmsp5/groups/public/-ed_norm/-declaration/documents/publication/wcms_243391.pdf)

<sup>(26)</sup> [https://www.europol.europa.eu/sites/default/files/publications/trafficking\\_in\\_human\\_beings\\_in\\_the\\_european\\_union\\_2011.pdf](https://www.europol.europa.eu/sites/default/files/publications/trafficking_in_human_beings_in_the_european_union_2011.pdf)

<sup>(27)</sup> 'Trafficking in Human Beings.' Eurostat.

[http://ec.europa.eu/anti-trafficking/sites/antitrafficking/files/eurostat\\_report\\_on\\_trafficking\\_in\\_human\\_beings\\_-\\_2015\\_edition.pdf](http://ec.europa.eu/anti-trafficking/sites/antitrafficking/files/eurostat_report_on_trafficking_in_human_beings_-_2015_edition.pdf)

<sup>(28)</sup> Europol, OCTA 2011, p. 22, [https://www.europol.europa.eu/sites/default/files/publications/octa\\_2011\\_1.pdf](https://www.europol.europa.eu/sites/default/files/publications/octa_2011_1.pdf)

tionation, and conduct operations from cells situated in different countries, facilitating the quick transfer of a large number of victims. In some cases, victims are used to control other victims and are thus integrated into the complex structures of such networks <sup>(29)</sup>.

Additionally, Eurostat has collected data in relation to the gender of perpetrators <sup>(30)</sup>. The proportion of women involved in trafficking in human beings in Europe is at approximately one quarter between 2010 and 2012, while men account for almost 75 % of all perpetrators. Moreover, according to the UNODC, the share of women involved in trafficking in human beings is generally higher compared to other crimes. With regard to the nationality of the offenders, European countries reported a higher share of foreign nationals than for other crimes, which is linked to the fact that trafficking mainly targets migrants <sup>(31)</sup>.

Trafficking in human beings takes many different forms, which evolve with changing socioeconomic circumstances. **Trends, patterns and working methods** of traffickers change in adaptation to changing patterns of supply and demand.

For example, according to Europol, victims of sexual exploitation are moved in and around the EU, both across borders and internally, and are exploited in all environments. The active rotation of women forced into prostitution aims not only to maximise profit by supplying new 'faces' to clients and explore new markets, but also to prevent victims from establishing local relationships and, consequently, avoid law enforcement detection. Furthermore, Europol indicates that trafficking in human beings for sexual exploitation mostly occurs via air travel and often involves the use of false documents.

The recent enlargement of the EU and the lifting of restrictions on employment in a number of Member States have increased the number of forced labour cases. This is particularly relevant for the agriculture construction, manufacturing and domestic services industries <sup>(32)</sup>.

Due to their **transnational and complex nature**, it is difficult to bring perpetrators to justice through the efforts of individual countries. The 2014 UNODC report 'Trafficking in Persons: Global Patterns' provides some valuable insights in relation to the global nature of trafficking and the international trafficking flows. The report indicates that at least 152 different citizenships were trafficked and detected in 124 different countries between 2010 and 2012. During this period, about 510 different trafficking flows were identified, most of which are intra-regional (i.e. trafficking within a region), with almost three quarters of detected victims being trafficked from a country of origin in the same region as the country of destination. More than one fourth of victims (26 %) were trafficked between different regions <sup>(33)</sup>. Although most countries do not function only as a country of origin or destination, trafficking generally takes place directionally from relatively poorer to relatively wealthier regions.

In Europe, intra-regional trafficking is a significant factor and, according to Europol, the Schengen area 'provides a comfortable operating area for traffickers in human beings' <sup>(34)</sup>. EU Member States are countries of origin, transit and destination <sup>(35)</sup>. Only 35 % of western and central European victims were detected outside the region, with the remaining 65 % of victims from western and central Europe remaining within Europe. One quarter of victims detected in central and eastern Europe were trafficked domestically. The greatest variety of victims' country of origin was reported in western and central Europe, with 112 different nationalities from all regions of the world <sup>(36)</sup>.

In this regard, the UNODC's Global Report provides an overview of the transnational flows of victims of trafficking in human beings <sup>(37)</sup>. The figure shows that countries in western and central Europe are main destinations for victims of trafficking. The majority of victims trafficked to Europe come from Sub-Saharan Africa (17 %), East Asia (6 %), South America (6 %), eastern Europe and Central Asia (4 %) and South Asia (1 %).

<sup>(29)</sup> Europol, OCTA 2011, pp. 25-26, [https://www.europol.europa.eu/sites/default/files/publications/octa\\_2011\\_1.pdf](https://www.europol.europa.eu/sites/default/files/publications/octa_2011_1.pdf)

<sup>(30)</sup> 'Trafficking in Human Beings,' Eurostat.

[http://ec.europa.eu/anti-trafficking/sites/antitrafficking/files/eurostat\\_report\\_on\\_trafficking\\_in\\_human\\_beings\\_-\\_2015\\_edition.pdf](http://ec.europa.eu/anti-trafficking/sites/antitrafficking/files/eurostat_report_on_trafficking_in_human_beings_-_2015_edition.pdf)

<sup>(31)</sup> UNODC 'Trafficking in Persons: Global Patterns', p. 55, [http://www.unodc.org/documents/data-and-analysis/glotip/Trafficking\\_in\\_Persons\\_2012\\_web.pdf](http://www.unodc.org/documents/data-and-analysis/glotip/Trafficking_in_Persons_2012_web.pdf)

<sup>(32)</sup> Frontex Annual Risk Analysis 2012, p. 56, available at:

[http://frontex.europa.eu/assets/Attachment\\_Featured/Annual\\_Risk\\_Analysis\\_2012.pdf](http://frontex.europa.eu/assets/Attachment_Featured/Annual_Risk_Analysis_2012.pdf)

<sup>(33)</sup> UNODC 'Trafficking in Persons: Global Patterns',

[http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP\\_2014\\_full\\_report.pdf](http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP_2014_full_report.pdf).

<sup>(34)</sup> Europol, SOCTA 2013, <https://www.europol.europa.eu/sites/default/files/publications/socta2013.pdf>

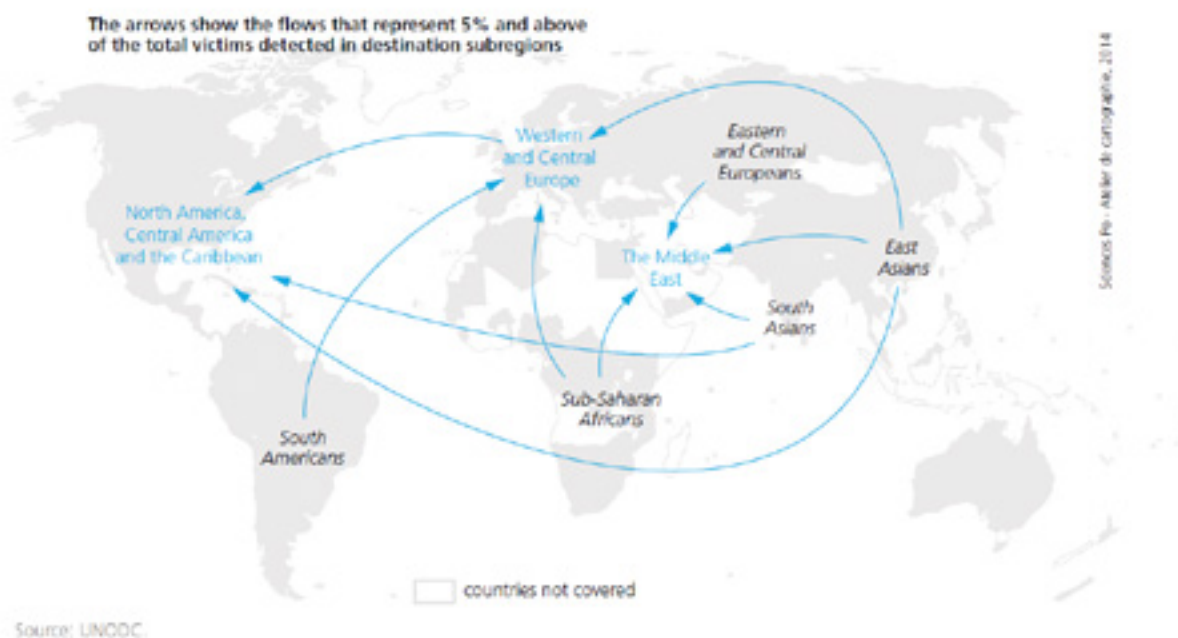
<sup>(35)</sup> Europol, SOCTA 2013, <https://www.europol.europa.eu/sites/default/files/publications/socta2013.pdf>

<sup>(36)</sup> UNODC, 'Trafficking in Persons: Global Patterns', [http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP\\_2014\\_full\\_report.pdf](http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP_2014_full_report.pdf).

<sup>(37)</sup> [http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP\\_2014\\_full\\_report.pdf](http://www.unodc.org/documents/data-and-analysis/glotip/GLOTIP_2014_full_report.pdf)

Figure 3: Global routes of victims of trafficking for sexual exploitation

### Main destination areas of transregional trafficking flows (in blue) and their significant origins, 2010-2012



Source: UNODC.

A similar overview of the global routes of victims of trafficking for sexual exploitation is provided in the Annex. In contrast to general trafficking flows it shows that trafficking to Europe for sexual exploitation involves victims primarily from south-eastern Europe, the Russian Federation and Brazil.

#### 2.2.5 The economic impact — financial analysis of trafficking in human beings

An economic analysis can help explain the factors that lead to trafficking in human beings. People searching for opportunities for economic advancement may render themselves vulnerable to labour abuse and various forms of trafficking in human beings. Simultaneously, individuals and business owners may seek opportunities for lower cost labour sources. At this junction, a market for trafficking in human beings may grow <sup>(38)</sup>.

Trafficking in human beings is an increasingly lucrative enterprise, one that generates annual profits of up to EUR 24.1 billion (i.e. USD 32 billion) according to an ILO report <sup>(39)</sup>. A study republished by the World Bank notes that a woman who is forced to work as a prostitute by her traffickers can earn a trafficker EUR 50 700 (i.e. USD 67 200) on average per year <sup>(40)</sup>. This level of capital has attracted, and will continue to entice, well-organised, professional criminal groups that incorporate trafficking in human beings into a network of illegal ventures.

<sup>(38)</sup> Wheaton, Schauer and Galli, 'Economics of Trafficking in human beings', International Organisation for Migration, accessed 11 July 2013, [https://www.amherst.edu/media/view/247221/original/Economics %20of %20Human %20Trafficking.pdf](https://www.amherst.edu/media/view/247221/original/Economics%20of%20Human%20Trafficking.pdf).

<sup>(39)</sup> [http://www.ilo.org/sapfl/Informationresources/ILOPublications/WCMS\\_090356/lang—en/index.htm](http://www.ilo.org/sapfl/Informationresources/ILOPublications/WCMS_090356/lang-en/index.htm)

<sup>(40)</sup> Koettl, Johannes (2009): Human Trafficking, Modern Day Slavery and Economic Exploitation. World Bank: Social protection and Labour. Discussion Paper 0911. <http://siteresources.worldbank.org/SOCIALPROTECTION/Resources/SP-Discussion-papers/Labor-Market-DP/0911.pdf>.



## 3 The policy context of preventing trafficking in human beings in the EU

This chapter provides a description of the relevant legal and policy framework in the EU, and thus sets out the legal ground based on which project promoters implement prevention initiatives. In particular this chapter highlights the challenges associated with the criminal offence of trafficking in human beings (as an illicit activity), the deep social and psychological factors associated with trafficking, and how the legislative and regulatory framework has evolved vis-à-vis THB.

The chapter concludes with a presentation of focused analysis and considerations on prevention developed together with leading subject matter experts in the field. These topics address some of the key challenges associated with addressing THB and provide considerations for how these issues might be addressed in the future.

### 3.1 Description of the EU legal and policy framework

#### 3.1.1 EU legislative framework

Reflecting the importance of addressing trafficking in human beings, the issue was introduced into the EU's legal framework through the Treaty of Amsterdam in 1999<sup>(41)</sup>. Today, the Treaty on the Functioning of the European Union explicitly calls for the development of measures to combat trafficking in human beings, in particular women and children (Article 79, 83 and Article 5(3) of the Charter of Fundamental Rights of the European Union establishes that 'Trafficking in human beings is prohibited').

The EU has undertaken numerous efforts to address trafficking in human beings based on a comprehensive, victim-centred and gendered approach, and by focusing on three **key principles**: (1) the prevention of trafficking activities, (2) the protection and support of victims and (3) the efficient prosecution of perpetrators. Policy measures are adopted to tackle this problem using routes of trafficking as a framework, e.g. with the following more **specific aims**:

- preventing trafficking in countries of origin;
- tackling trafficking in transit countries;
- reducing demand in countries of destination;
- investigating and prosecuting traffickers;
- supporting victims during prosecutions in the destination country;
- supporting victims to return safely and reintegrate in their country of origin; and
- ensuring law enforcement and judicial cooperation.

As trafficking often has ties with organised crime, measures to combat organised crime are highly relevant. In addition, policies related to irregular immigration and sexual exploitation of children<sup>(42)</sup> are relevant for the prevention of trafficking in human beings<sup>(43)</sup>.

<sup>(41)</sup> Article 29 Treaty on European Union, Official Journal C 340, 10.11.1997, p. 145, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:11997M/TXT:EN:HTML>.

<sup>(42)</sup> Recital (7), Directive 2011/92/EU of the European Parliament and of the Council of 13 December 2011 on combating the sexual abuse and sexual exploitation of children and child pornography, and replacing Council Framework Decision 2004/68/JHA, [http://eur-lex.europa.eu/smartapi/cgi/sga\\_doc?smartapi!celexplus!prod!CELEXnumdoc&lg=EN&numdoc=32011L0093](http://eur-lex.europa.eu/smartapi/cgi/sga_doc?smartapi!celexplus!prod!CELEXnumdoc&lg=EN&numdoc=32011L0093).

<sup>(43)</sup> The links are for example reflected in the Internal Security Strategy, the Stockholm programme and the EU Strategy.



The Council Framework Decision of 2002 on combating trafficking in human beings <sup>(44)</sup> was replaced by the **Directive on Preventing and Combatting Trafficking in Human Beings and Protecting its Victims**, adopted in April of 2011 <sup>(45)</sup>. The Directive significantly expanded the scope of the previous Framework Decision, including the definition of trafficking in human beings, and signalled the EU's focus on a victim-centred approach to addressing trafficking in human beings. With binding legislation to prevent trafficking, prosecute criminals and better protect victims, the Directive establishes common legal provisions. Furthermore, it provides additional direction regarding victim's support and prevention, focusing both on connecting victims to the support structures they need to recover from their experiences and also targeting demand in an effort to reduce the incentives to perpetrators of trafficking.

Notably, Article 18 of the Directive introduces a provision directly concerned with the prevention of trafficking in human beings. It obliges Member States to take appropriate measures, such as information and awareness-raising campaigns, research and education programmes, and regular training for officials who are likely to come in contact with victims of trafficking (e.g. regarding the identification of victims), in order to discourage and reduce the demand for goods and services provided by victims of trafficking in human beings. It further encourages Member States to consider criminalising those who knowingly use the services of victims (para. 4, Article 18). According to Article 23, para. 2, the Commission will submit a report assessing the impact of existing laws criminalising the use of victims of trafficking accompanied, if necessary, by adequate proposals.

The Directive also includes provisions to improve the information base concerning trafficking victims. Under Article 19 Member States must appoint national rapporteurs or equivalent mechanisms whose tasks include carrying out assessments of trends, measuring the impact of anti-trafficking efforts and gathering data.

The EU has taken several measures to improve coordination between public bodies and increase cooperation between relevant public agencies and civil society organisations. These measures include: the publication of Commission Communications; the adoption of Action Plans and Strategies, legislative action — in particular the recent adoption of a Directive on preventing and combatting trafficking in human beings and protecting its victims; the introduction of a European Anti-Trafficking Day; and funding of projects.

A number of **Communications** related to trafficking in human beings have been issued by the European Union since 1996 <sup>(46)</sup>. In 1999 the **Tampere European Council** explicitly called for action against trafficking in human beings, including sexual exploitation of children. Combating trafficking is also an integral part of **the Hague Programme** on freedom, security and justice, adopted by the European Council in November 2004. In the 2010 **Stockholm Programme**, the European Council underlined the importance of strengthening and enhancing the prevention of trafficking in human beings by taking into account new forms of exploitation and by adopting a broad approach that includes other relevant policy areas and cooperation with stakeholders and third countries.

Moreover, in 2011, the European Commission issued a Communication on its **Global Approach to Migration and Mobility** <sup>(47)</sup>. The Communication stresses that 'The EU policy on trafficking in human beings takes a holistic approach focusing on prevention, prosecution of criminals and protection of victims', with the aim to 'prevent this crime and give people who have been reduced to a slavery-like condition an opportunity to recover and to be re-integrated into society.'

<sup>(44)</sup> Council Framework Decision 2002/629/JHA of 19 July 2002 on combating trafficking in human beings. OJ L 203, 1.8.2002, p. 1.

<sup>(45)</sup> 2011/36/EU <http://ec.europa.eu/anti-trafficking/download.action?nodePath=%2FLegislation+and+Case+Law+%2FEU+Legislation+%2FDirective+THB+L+101+15+april+2011.pdf&fileName=Directive+THB+L+101+15+april+2011.pdf&fileType=pdf>.

<sup>(46)</sup> COM(2006)187 final. Report from the Commission to the Council and the European Parliament based on Article 10 of the Council Framework Decision of 19 July 2002 on combating trafficking in human beings and SEC(2006)525. Commission staff working document — Annex to the Report from the Commission to the Council and the European Parliament based on Article 10 of the Council Framework Decision of 19 July 2002 on combating trafficking in human beings; COM(2005)514 final. Communication from the Commission to the European Parliament and the Council — Fighting trafficking in human beings: an integrated approach and proposals for an action plan; COM(2000)854 final. Communication from the Commission to the Council and the European Parliament — Combating trafficking in human beings and combating the sexual exploitation of children and child pornography; COM(1998)726 final. Communication from the Commission to the Council and the European Parliament. For further actions in the fight against trafficking in women.

<sup>(47)</sup> COM(2011) 743 final; Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of Regions on the Global Approach to Migration and Mobility (GAMM). See: [http://ec.europa.eu/anti-trafficking/sites/antitrafficking/files/communication\\_from\\_the\\_commission\\_1.pdf](http://ec.europa.eu/anti-trafficking/sites/antitrafficking/files/communication_from_the_commission_1.pdf).



Furthermore in 2011, the Commission's Communication on Migration <sup>(48)</sup> emphasised that 'organised crime is responsible for trafficking human beings or facilitating irregular migration and it constantly adapts its methods and routes'.

In 2014, in its Communication on an open and secure Europe: Making it happen <sup>(49)</sup>, specific reference is made to the prevention of organised crime to which trafficking in human beings is related (see also section 3.2.2), through increased cooperation of law enforcement.

The importance of cooperating with countries of origin, transit and destination for effective prevention strategies was also recognised in the Council's **Action-Oriented Paper on strengthening the EU external dimension on action against trafficking in human beings** <sup>(50)</sup>. Each of these efforts calls for action in improving the EU's ability to prevent trafficking, protect victims and prosecute offenders.

As a reaction to the Communication Combating trafficking in human beings and the sexual exploitation of children <sup>(51)</sup>, **legislative action** in the form of two Framework Decisions <sup>(52)</sup> was adopted in 2002 to combat trafficking in human beings in particular by approximating Member States' criminal laws (common definitions and penalties, liability of, and sanctions for, legal persons) and criminal procedures (jurisdiction, prosecution of traffickers and protection of victims). In 2004, a Directive <sup>(53)</sup> was adopted which gave victims of trafficking the right to a residence permit if they cooperated with authorities in the investigation and prosecution of their perpetrators.

### 3.1.2 EU Policy Framework

In June 2012 the European Commission took an additional step by adopting the **EU Strategy towards the Eradication of Trafficking in Human Beings (2012-2016)** <sup>(54)</sup>. The Strategy is a set of concrete and practical measures to be implemented by 2016. It is based on five key priorities:

- identifying, protecting and assisting victims of trafficking;
- stepping up the prevention of trafficking in human beings;
- increased prosecution of traffickers;
- enhanced coordination and cooperation among key actors and policy coherence;
- increased knowledge of and effective response to emerging concerns related to all forms of trafficking in human beings.

In addition to the legislative measures and strategies referred to above, several **practical measures** play a role in the EU's anti-trafficking policy.

Since its launch in October 2007, the Commission has been organising the **annual EU Anti-Trafficking Day**. The aim is to raise awareness of the issue through activities carried out by and in the Member States. In 2013, the objective of the EU Anti-Trafficking Day Conference was to explore the Links between the Internet and Trafficking in Human Beings

<sup>(48)</sup> COM(2011) 248final: Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of Regions on Migration. See: [http://ec.europa.eu/anti-trafficking/sites/antitrafficking/files/com\\_2011\\_248\\_final\\_1.pdf](http://ec.europa.eu/anti-trafficking/sites/antitrafficking/files/com_2011_248_final_1.pdf).

<sup>(49)</sup> COM(2014) 154 final: Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of Regions on An open and secure Europe: making it happen. See: [http://ec.europa.eu/dgs/home-affairs/e-library/documents/basic-documents/docs/an\\_open\\_and\\_secure\\_europe\\_-\\_making\\_it\\_happen\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/e-library/documents/basic-documents/docs/an_open_and_secure_europe_-_making_it_happen_en.pdf).

<sup>(50)</sup> Action-Oriented Paper on strengthening the EU external dimension on action against trafficking in human beings; Towards Global EU Action against Trafficking in Human Beings, p. 8 (<http://register.consilium.europa.eu/pdf/en/09/st11/st11450-re05.en09.pdf>).

<sup>(51)</sup> Commission Communication COM(2000)854 final of 21 December 2000.

<sup>(52)</sup> Council Framework Decision of 19 July on combating trafficking in human beings (2002/629/JHA): <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2002:203:0001:0004:EN:PDF>; and the complementary Council Framework Decision 2004/68/JHA of 22 December 2003 on combating the sexual exploitation of children and child pornography: [http://europa.eu/legislation\\_summaries/justice\\_freedom\\_security/fight\\_against\\_trafficking\\_in\\_human\\_beings/l33138\\_en.htm](http://europa.eu/legislation_summaries/justice_freedom_security/fight_against_trafficking_in_human_beings/l33138_en.htm).

<sup>(53)</sup> Council Directive 2004/81/EC of 29 April 2004 on the residence permit issued to third-country nationals who are victims of trafficking in human beings or who have been the subject of an action to facilitate illegal immigration, who cooperate with the competent authorities.

<sup>(54)</sup> COM(2012) 286, <http://ec.europa.eu/anti-trafficking/download.action?nodePath=%2FEU+Policy%2FThe+EU+Strategy+towards+the+Eradication+of+Trafficking+in+Human+Beings+2012-2016.pdf&fileName=The+EU+Strategy+towards+the+Eradication+of+Trafficking+in+Human+Beings+2012-2016.pdf&fileType=pdf>.

(under the theme ‘Cyberspace for Prevention, not Recruitment’) <sup>(55)</sup>. The specific focus of the EU Anti-Trafficking Day 2014 was to take stock of all coordinated efforts that have been made during the 2010-2014 European Commission mandate towards the goal of eradicating human trafficking. For this purpose, the European Commission has presented a mid-term report of the 2012-2016 EU strategy and other policy documents <sup>(56)</sup>.

As envisaged in the Stockholm Programme, the **EU Anti-Trafficking Coordinator** ‘is responsible for improving coordination and coherence among EU institutions, EU agencies, Member States and international actors and developing existing and new EU policies to address trafficking in human beings’ <sup>(57)</sup>. The Coordinator is also tasked to ensure that prevention initiatives at EU level make optimal use of the potential available <sup>(58)</sup>.

Alongside these targeted initiatives, the relevant **EU Agencies** — within their mandates — play an active role in the prevention of trafficking in human beings <sup>(59)</sup>. The mid-term report on the implementation of the EU strategy towards the eradication of trafficking in human beings <sup>(60)</sup> lists the cooperative and coordination work done following the Joint Statement of the Heads of the EU Justice and Home Affairs Agencies. A number of joint activities have been carried out as part of five priority areas of the EU Strategy:

- Priority A: Identifying, protecting and assisting victims of trafficking (12 joint activities);
- Priority B: Stepping up the prevention of THB (three joint activities);
- Priority C: Increased prosecution of traffickers (seven joint activities);
- Priority D: Enhanced coordination, cooperation and policy coherence (six joint activities);
- Priority E: Increased knowledge of and effective response to emerging concerns relating to all forms of THB (five joint activities).

Additionally, Europol contributes by facilitating information gathering and strategic analysis in cooperation with third countries, while Eurojust coordinates cross-border investigations conducted by Member States’ authorities in-to trafficking <sup>(61)</sup>. Both agencies participate in Joint Investigation Teams (JITs), which can significantly contribute to the prevention of trafficking in human beings through increased cross-border cooperation by means of e.g. shared procedures, knowledge and communication channels <sup>(62)</sup>. In addition, **CEPOL**, the European Police College, provides training for law enforcement officials, which includes the trafficking issue <sup>(63)</sup>. The same applies for the European Asylum Support Office.

Finally, the Commission has provided **funding** for projects to combat trafficking in human beings. The ISEC <sup>(64)</sup>, Daphne <sup>(65)</sup> and other programmes have been used for this.

The European Commission’s **anti-trafficking policy website** serves as an information hub on all of these initiatives <sup>(66)</sup>.

<sup>(55)</sup> [http://ec.europa.eu/anti-trafficking/entity.action?breadCrumbReset=true&path=Events/Seventh\\_EU\\_Anti\\_Trafficking\\_Day](http://ec.europa.eu/anti-trafficking/entity.action?breadCrumbReset=true&path=Events/Seventh_EU_Anti_Trafficking_Day)

<sup>(56)</sup> [http://ec.europa.eu/dgs/home-affairs/what-is-new/news/news/docs/20141017\\_working\\_paper\\_on\\_statistics\\_on\\_trafficking\\_in\\_human\\_beings\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/what-is-new/news/news/docs/20141017_working_paper_on_statistics_on_trafficking_in_human_beings_en.pdf)

<sup>(57)</sup> <http://ec.europa.eu/anti-trafficking/About/Coordinator/>

<sup>(58)</sup> Stockholm programme, p. 45.

<sup>(59)</sup> On the occasion of the 5th EU Anti-trafficking Day, the heads of the EU Justice and Home Affairs Agencies have, for instance, issued a joint statement concerning their commitment to address trafficking in human beings in a coordinated, coherent and comprehensive manner. See: [http://ec.europa.eu/dgs/home-affairs/news/intro/docs/20111018/joint\\_statement\\_final\\_18\\_oct\\_2011.pdf](http://ec.europa.eu/dgs/home-affairs/news/intro/docs/20111018/joint_statement_final_18_oct_2011.pdf).

<sup>(60)</sup> [http://ec.europa.eu/dgs/home-affairs/what-is-new/news/news/docs/20141017\\_mid-term\\_report\\_on\\_the\\_2012-2016\\_eu\\_strategy\\_on\\_trafficking\\_in\\_human\\_beings\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/what-is-new/news/news/docs/20141017_mid-term_report_on_the_2012-2016_eu_strategy_on_trafficking_in_human_beings_en.pdf)

<sup>(61)</sup> Stockholm programme, p. 45.

<sup>(62)</sup> Second Report on the implementation of the EU Internal Security Strategy, COM(2013) 179 final, p. 5, [http://ec.europa.eu/dgs/home-affairs/e-library/documents/policies/organized-crime-and-human-trafficking/general/docs/iss\\_second\\_report\\_com\\_2013\\_179\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/e-library/documents/policies/organized-crime-and-human-trafficking/general/docs/iss_second_report_com_2013_179_en.pdf).

<sup>(63)</sup> Commission’s Second Report on the implementation of the EU Internal Security Strategy, COM(2013) 179 final, p. 5, [http://ec.europa.eu/dgs/home-affairs/e-library/documents/policies/organized-crime-and-human-trafficking/general/docs/iss\\_second\\_report\\_com\\_2013\\_179\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/e-library/documents/policies/organized-crime-and-human-trafficking/general/docs/iss_second_report_com_2013_179_en.pdf).

<sup>(64)</sup> <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2007:058:0007:0012:EN:PDF>

<sup>(65)</sup> <http://ec.europa.eu/justice/grants/programmes/daphne/>

<sup>(66)</sup> <http://ec.europa.eu/anti-trafficking/>

## 3.2 Key considerations on the nature of THB and prevention in the EU

### 3.2.1 Addressing the organised crime nexus

#### Key issues

Trafficking in human beings is intrinsically related to organised crime. To achieve more effective longer-term prevention of trafficking, its nexus with organised crime and criminal groups must be adequately addressed by the EU, its Member States and the civil society sector. Trafficking in human beings has become more sophisticated and dangerous with the involvement of organised criminal groups, such as the Chinese Snakehead and the Albanian mafia. Their operations are more successful and difficult to detect because they have an established modus operandi and employ a variety of strategies to avoid detection, such as bribery/corruption, violence/intimidation and ‘jurisdictional shopping’. According to the United Nations Convention against Transnational Organised Crime<sup>(67)</sup>, the term ‘organised crime’ is to be understood as a serious crime committed by an ‘organised criminal group’, in turn defined as:

‘a structured group of three or more persons, existing for a period of time and acting in concert with the aim of committing one or more serious crimes or offences established in accordance with this convention, in order to obtain, directly or indirectly, a financial or other material benefit.’<sup>(68)</sup>

The Convention defines ‘a structured group’ as a group that is not randomly formed for the immediate commission of an offence but does not need to have formally defined roles for its members, continuity of its membership or a developed structure<sup>(69)</sup>. This means that both large groups, such as the Italian mafias or the Chinese Snakehead, and networks of smaller groups working together fall under the definition. A ‘serious crime’ is defined as an offence punishable by a maximum deprivation of liberty of at least 4 years or a more serious penalty<sup>(70)</sup>. The European Union adopted a similar definition under the EU Council Framework Decision on the Fight against Organised Crime<sup>(71)</sup>.

Generally speaking, what distinguishes organised crime from other ‘ordinary’ crimes is the maintenance of long-term profits. The annual profits generated from trafficking in human beings are estimated to be around USD 32 billion<sup>(72)</sup>. These are reinvested in the licit and illicit economies, and are also used to facilitate other criminal activities. The most obvious way to maintain the long-term profits is through money laundering. According to the United Nations Office of Drugs and Crime, the flow of laundered money worldwide amounts to 2.7 % of global GDP, and approximately USD 15 billion generated from trafficking in human beings was said to have been laundered between 2000 and 2005<sup>(73)</sup>. The third EU Directive on Money Laundering<sup>(74)</sup> defines this crime as:

- (a) the conversion or transfer of property, knowing that such property is derived from criminal activity or from an act of participation in such activity, for the purpose of concealing or disguising the illicit origin of the property or of assisting any person who is involved in the commission of such activity to evade the legal consequences of his action;
- (b) the concealment or disguise of the true nature, source, location, disposition, movement, rights with respect to, or ownership of property, knowing that such property is derived from criminal activity or from an act of participation in such activity;
- (c) the acquisition, possession or use of property, knowing, at the time of receipt, that such property was derived from criminal activity or from an act of participation in such activity;
- (d) participation in, association to commit, attempts to commit and aiding, abetting, facilitating and counselling the commission of any of the actions mentioned in the foregoing points<sup>(75)</sup>.

<sup>(67)</sup> 2225 UNTS 209.

<sup>(68)</sup> Art 2(a).

<sup>(69)</sup> Art 2(c).

<sup>(70)</sup> Art 2(b).

<sup>(71)</sup> [2008] OJ L 300/42.

<sup>(72)</sup> International Labour Office, ILO Action against Trafficking in Human Beings (2008) 1.

<sup>(73)</sup> United Nations Office of Drugs and Crime, Estimating the Illicit Financial Flow of Resulting from Drug Trafficking and Organised Crime (2011) 7 and 35.

<sup>(74)</sup> [2005] OJ L 309/15.

<sup>(75)</sup> Art 1.

There are three stages in the money laundering process. The first is the ‘placement’ stage, where ‘dirty money’ enters the financial system. In addition to banks and other financial institutions, criminals place dirty money into other businesses, such as catering, casinos and bureaux de change. The second stage is known as ‘layering’, which entails international movement of dirty money, mainly through offshore financial institutions, investment firms and other businesses across the globe. This allows criminals to conceal the origins of criminal proceeds. The final stage is ‘integration’, where the laundered money comes back to the criminals. At this stage, it is usually difficult or impossible to take any action, as the proceeds appear completely legitimate/legal.

Undoubtedly one of the effective ways to address the organised crime nexus with trafficking in human beings and prevent this crime in the long run is to take the profits out of criminal operations by combating money laundering. While the EU and its Member States have been focusing on tackling laundering, the task is made more difficult as the phenomenon evolves. The use of online gambling, and the emergence of virtual/digital currencies (e.g. Bitcoins and Darkcoins) in money laundering<sup>(76)</sup> is a clear example, and not all Member States seem to have sufficient legal frameworks, expertise and resources to tackle these challenges. In addition, securing cooperation from the private sector, particularly financial and related institutions (e.g. law firms), in reporting suspected cases of money laundering is crucial in combating money laundering, but the Commission has recently drawn attention to instances of non-reporting in some Member States<sup>(77)</sup>. This may be due to the lack of proper training to detect suspected cases, as well as corruption whereby certain individuals and/or entities knowingly facilitate this crime in return for financial or other benefits<sup>(78)</sup>.

Other important measures to sever the link between organised crime and trafficking in human beings include the confiscation of criminal proceeds and/or asset recovery. A robust system of asset recovery sends a strong message to traffickers that they cannot benefit from trafficking in human beings, thereby strengthening the preventive effect. The confiscated proceeds can also be used for a variety of meaningful purposes, such as assistance to the civil society sector, protection of victims, education/awareness-raising for the general public and training of law enforcement officials.

There are two types of asset recovery. The first is confiscation after a trafficker has been convicted. In this sense, confiscation of proceeds generated from the crime may be seen as an additional form of punishment. The second is confiscation without a criminal conviction. In the United Kingdom and Ireland, for instance, so-called ‘civil asset recovery’ may be implemented if the domestic court is satisfied, on the balance of probabilities, that the property in question has been derived from unlawful conduct<sup>(79)</sup>. Non-conviction-based confiscation is also practised in Italy for the criminal proceeds retained by individuals belonging to mafia-type criminal organisations<sup>(80)</sup>. Although some concerns have been expressed in relation to the non-conviction-based asset recovery<sup>(81)</sup>, this regime has been upheld to be human-rights compliant by the European Court of Human Rights, provided that there are sufficient safeguards in place (e.g. public/open hearing, disclosure of the prosecution’s case and an opportunity to rebut on the balance of probabilities)<sup>(82)</sup>.

The EU has adopted a number of instruments to strengthen the asset recovery regimes of Member States<sup>(83)</sup>, including Council Decision 2007/845/JHA, requiring Member States to establish designated Asset Recovery Offices (AROs) to facilitate more effective cooperation within the EU. When the Commission published a report in 2011 on

<sup>(76)</sup> Europol, *The Internet Organised Crime Assessment* (2014), 41-42.

<sup>(77)</sup> Report from the Commission to the European Parliament and to the Council on the Application of Directive 2005/60/EC of the European Parliament and of the Council on the prevention of the use of the financial system for the purpose of money laundering and terrorist financing, COM(2012) 168 final.

<sup>(78)</sup> See for instance, the Interim Report of the European Parliament’s Special Committee on Organised Crime, Corruption and Money Laundering, published in 2013.

<sup>(79)</sup> Tom Obokata, Brian Payne and John Jackson, *North-South Irish Responses to Transnational Organised Crime: Research Report of Findings* (March 2014) 65-69 (Irish Organised Crime Project).

<sup>(80)</sup> Eurojust, *Opinion on the Proposal of the European Commission for a Directive on Freezing and Confiscation of Proceeds of Crime in the European Union* (2012) Annex II.

<sup>(81)</sup> Proposal for a Directive of the European Parliament and of the Council on freezing and confiscation of proceeds of crime in the European Union, COM(2012) 85 final 6.

<sup>(82)</sup> See *Engel and Others v The Netherlands* App. nos 100/71, 5101/71, 5102/71, 5354/72 and 5370/72 (8 June 1976); *Phillips v United Kingdom*, App. no 41087/98 (5 July 2001); *Raimondo v Italy* App. no 2954/87 (22 February 1994); and *Walsh v United Kingdom* App. no 43384/05 (21 November 2006).

<sup>(83)</sup> Council Framework Decision 2001/500/JHA of 26 June 2001 on money laundering, the identification, tracing, freezing, seizing and confiscation of instrumentalities and the proceeds of crime, [2001] OJ L 182/1; Council Framework Decision 2003/577/JHA of 22 July 2003 on the execution in the European Union of orders freezing property or evidence [2003] OJ L 196/45; Council Framework Decision 2005/212/JHA of 24 February 2005 on Confiscation of Crime-Related Proceeds, Instrumentalities and Property, [2005] OJ L 68/49; and Council Framework Decision 2006/783/JHA of 6 October 2006 on the application of the principle of mutual recognition to confiscation orders, [2006] OJ L 328/59.

the implementation of this Decision, it noted that several Member States had not established or designated AROs<sup>(84)</sup>. More recently, the Directive 2014/42/EU addresses the freezing and confiscation of instrumentalities and proceeds of crime in the European Union<sup>(85)</sup>. This Directive allows confiscation of proceeds with or without a criminal conviction<sup>(86)</sup>. However, the latter is limited to situations where a suspect is ill or has absconded, and the rights of the defendants are also specifically recognised<sup>(87)</sup>. Member States have a couple of years to implement this, but the United Kingdom and Denmark have opted out of this instrument.

Another important aspect of the organised crime nexus with trafficking in human beings is the demand for trafficked people in the EU Member States. Criminals will continue to traffic victims as long as there is a strong demand for them in the commercial sex and other industries, and reduction of demand remains a crucial determinant to reduce the profit motivation in the system.

### Potential actions

Additional measures would address the nexus between organised crime and trafficking in human beings, and facilitate prevention. The first step is to consider incorporating a definition of an 'organised criminal group' into domestic legislation in line with the UN Convention and EU law. The benefit of having a legal definition is that it secures compliance with the principle of legality, whereby one cannot be convicted of a crime that is not clearly defined in law. Nevertheless, similar to the terms such as 'terrorism' and 'terrorist organisation', it is extremely important that the definition of 'organised criminal group' not be abused and applied in wider contexts unrelated to organised crime. Robust checks by the judiciary as well as the civil society sector are therefore necessary to maintain the principle of legality.

The next important step is to establish offences of participation in criminal activities or agreeing to pursue criminal activities in the context of a criminal organisation in line with the aforementioned Framework Decision on Organised Crime. The latter is particularly beneficial in prosecuting the bosses of criminal organisations and others who do not directly traffic people. If executed properly, with sufficient protection of the rights of suspects and defendants, criminalisation of these conducts can constitute effective deterrence and prevention.

Trafficking carried out by organised criminal groups should also attract heavier penalties. In this regard, the relevant domestic trafficking legislation should clearly stipulate the involvement of organised criminal groups as an important aggravating circumstance. It is worth highlighting here that the Bulgarian, Hungarian, Czech, German, Spanish, French and Latvian Penal Codes increase the penalty for trafficking in human beings if it is committed by a criminal gang or organisation<sup>(88)</sup>. A similar provision should be incorporated by other Member States. This would send a strong message to criminals that the EU and Member States take trafficking in human beings seriously.

Judges should be trained sufficiently to appreciate the complex and dangerous nature of organised crime, and hand down appropriate penalties. If not done already, the relevant judicial organs of Member States should publish sentencing guidelines on trafficking in human beings, which clearly stipulate the involvement of organised criminal groups as an aggravating circumstance.

The deliberate obstruction of justice is another impediment to successfully prosecuting and punishing organised crime and criminal groups. In addition to bribery and corruption, intimidation of victims, witnesses and jurors is employed by criminals, gravely undermining the proper administration of justice. A recent study on organised crime in Ireland and the United Kingdom illustrates that intimidation of these categories of people is a real problem in these jurisdictions, and yet prosecutions of those responsible remain rare<sup>(89)</sup>. The first step is to ensure that such conduct is properly punished with severe penalties in accordance with Article 23 of the UN Organised Crime Convention. This could be supplemented by an additional legal instrument at EU level. The law enforcement authorities must also establish or maintain effective protection schemes for victims, witnesses and jurors by working closely with the relevant state, NGOs and charity groups entrusted to provide protection to them.

<sup>(84)</sup> COM(2011) 176 final.

<sup>(85)</sup> [2014] OJ L 127/39.

<sup>(86)</sup> Art. 4.

<sup>(87)</sup> Art. 8.

<sup>(88)</sup> Article 159c, Section 175B, Article 232a, Article 232, Article 177bis, and Article 225-4-3, and Section 154, respectively.

<sup>(89)</sup> Irish Organised Crime Project, *supra*, 42.

In addition to the criminalisation of money laundering, all Member States must have adequate legislative frameworks and justice systems in place to trace and detect illegal proceeds in line with the EU law<sup>(90)</sup> and the standards set by the Financial Action Task Force (FATF)<sup>(91)</sup>. Despite the increasing efforts in this regard, gigantic sums of money are still laundered globally. This necessitates more effective intelligence-led law enforcement, at both Member State and EU level. Regular training should also be conducted so that relevant officers are well equipped to deal with the emerging challenges noted above. In addition, financial investigations should be conducted in parallel with criminal investigations into trafficking in human beings, and not just after convictions, so that the national authorities can take action sooner. Further, law enforcement authorities can do more to secure cooperation from financial institutions and other entities likely to be handling or aware of criminal proceeds. This would include closer communication/outreach and imposition of sufficient penalties for non-compliance and corruption in cases where they actively cooperate with criminals.

A similar argument can be raised in relation to asset recovery. The national crime statistics on the amounts of confiscated criminal proceeds suggest that the domestic measures are not effective enough. Given the proceeds generated from trafficking in human beings as noted above, the confiscated amounts represent only the tip of the iceberg, a point recognised by the Commission<sup>(92)</sup> and Eurojust<sup>(93)</sup>. Once again, proactive intelligence-led law enforcement, including cross-border cooperation, is crucial in this regard. The aforementioned study on organised crime in Ireland and the United Kingdom reveals that inter-State cooperation can be difficult at times between those States that execute non-conviction-based confiscation and those that do not<sup>(94)</sup>. This in turn suggests that mutual recognition of judicial decisions, regarded as the cornerstone of the Areas of Freedom, Security and Justice, has not been rigorously observed in some Member States (again acknowledged by Eurojust)<sup>(95)</sup>. Consequently, more rigorous training, which includes issues surrounding the rights of suspects/defendant, should be conducted for prosecutors, judges and other judicial officers in cooperation with the civil society sector that has sufficient expertise in this area.

Moreover, the EU Member States should intensify their effort to curb demand for trafficked victims. To begin with, they should prohibit slavery and forced labour in order to deter unscrupulous employers from exploiting trafficked victims. The penalties should be sufficiently severe for this purpose. Civil/administrative penalties in the form of fines may work, but their amounts must be sufficiently high to deter employers from exploiting trafficked victims. Moreover, the minimum wage legislation in Member States should be enforced more rigorously so that employers are not tempted to take advantage of cheap labour.

Penalising clients who purchase services provided by trafficked victims is more complicated than the challenge with regard to employers. For instance, while selling of sexual services by women in prostitution is legal in some Member States, purchasing by clients has been criminalised in some, including Sweden. In particular, trafficking for the purpose of sexual exploitation is completely illegal, and should always be regarded as a gross violation of victims' human rights, and there is an argument for criminalising clients who purchase sexual services from trafficked victims. In the United Kingdom, for instance, the Policing and Crime Act 2009 has established this as a criminal offence, with a penalty of a GBP 1 000 fine. This is an offence of 'strict liability', meaning that one can be convicted even if the accused did not have prior knowledge that the person providing sexual services had been trafficked. In this context, it has been held in the past that strict liability offences did not necessarily infringe presumption of innocence under the ECHR<sup>(96)</sup>. In other jurisdictions, such as Ireland<sup>(97)</sup> and Finland<sup>(98)</sup>, the same offence attracts custodial sentences, although knowledge on the part of clients must be proven. Aside from sexual exploitation, it would be difficult to target clients who purchase goods provided by trafficked victims as a result of labour exploitation, because they do not directly engage in the exploitation of these victims (at the opposite of sexual exploitation). Enacting legislation

<sup>(90)</sup> Council Directive 91/308/EEC of 10 June 1991 on prevention of the use of the financial system for the purpose of money laundering; Directive 2001/97/EC of the European Parliament and of the Council of 4 December 2001 amending Council Directive 91/308/EEC on prevention of the use of the financial system for the purpose of money laundering; Directive 2005/60/EC of the European Parliament and of the Council on the prevention of the use of the financial system for the purpose of money laundering and terrorist financing.

<sup>(91)</sup> See for instance, International Standards on Combating Money Laundering and the Financing of Terrorism & Proliferation (2012).

<sup>(92)</sup> Proposal for a Directive, *supra*.

<sup>(93)</sup> Eurojust's Opinion, *supra*.

<sup>(94)</sup> Irish Organised Crime Project, *supra*, 69.

<sup>(95)</sup> Eurojust's Opinion, *supra*.

<sup>(96)</sup> Lambert [2001] UKHL 37; and G [2008] UKHL 37.

<sup>(97)</sup> Five years' imprisonment under the Criminal Law (Trafficking in human beings) Act 2008.

<sup>(98)</sup> Six months' imprisonment under Chapter 20, Section 8 of the Finnish Criminal Code as amended in 2006.



for this purpose would be challenging in practice. What could be beneficial, then, is more effective information and awareness-raising measures targeting the general public (this is examined in other parts of this report).

Last but not least, although the primary obligation rests upon the EU Member States, there are a number of steps that the civil society sector could take to address the organised crime nexus with trafficking in human beings and to strengthen the prevention efforts:

- To begin with, while a number of organisations continue to provide important and useful information about trafficking in human beings, **more systematic research into the organised crime dimensions, including new and emerging challenges, needs to be conducted through legal, economic and/or sociological analyses**. This in turn can generate thorough public policy discussions and assist the relevant authorities to identify examples of good practice as well as areas of improvement. It then **makes sense for those specialising in trafficking in human beings to work closely with others dealing with wider issues**, including corruption, criminal behaviour and the illicit market economy;
- They should also intensify their efforts in checking the EU/national measures relating to intelligence-led law enforcement and asset recovery to **ensure that they are in compliance with the established human rights and other standards**;
- In addition, **more effective knowledge transfer and training can be facilitated** with private entities such as financial institutions and legal professions for capacity building and prevention of corruption;
- A number of **NGOs and charity organisations** have a wealth of expertise and experience in working with prisoners and convicted offenders to minimise their risk of reoffending, and there is scope for them to **work with human traffickers more by assessing the risks unique to this crime, including the organised crime nexus, and offering appropriate strategies for their rehabilitation**; and
- Finally, the **civil society sector can play a prominent role in demand reduction**. In addition to naming and shaming employers who benefit from forced and cheap labour, they should do more to educate the general public about how they can become part of, or actively facilitate, trafficking in human beings by purchasing sexual services or goods produced by trafficked victims. Such a strategy can make trafficking in human beings closer and more relevant to them and encourage them to take appropriate measures, such as consumer boycotts and campaigns to purchase fair trade products. Mobilisation of public opinion will also assist the civil society sector to lobby and put additional pressure on the public authorities to take prevention more seriously.

In order for them to be able to perform these and other important functions, however, it is essential that they have sufficient resources. As noted above, the confiscated criminal proceeds from trafficking in human beings should be channelled usefully for this purpose, so that all of those concerned can work together to send a stronger message to human traffickers that they cannot benefit from this crime.

### 3.2.2 Measurement of the impacts of prevention on THB

Evaluating and measuring the effects of policies against trafficking in human beings is essential to evidence-based policymaking. In this section, issues relating to the impact measurement of prevention initiatives against THB will be discussed, and actions to address these issues will be proposed. In doing so, indicators that can be used to measure the impact of preventive actions and policies are central to the discussions. This analysis aims at providing policy-relevant suggestions for decision-makers on anti-trafficking policies and THB stakeholders, so that they can develop more clearly defined measurement systems, which will be used to evaluate both short- and long-term impacts of prevention on THB.

#### Current issues with the measurement of the impact of THB prevention initiatives

One of the most essential issues in measuring the impact of prevention of THB concerns the **measurement of long-term impact**, namely reducing trafficking in human beings by tackling the root causes of the problem. This is a complex issue not only because measuring long-term effects is a technically challenging task, but also because defining long-term effects on THB requires intensive discussions on the push and pull factors of THB.

Currently, **several measurement tools** evaluating anti-trafficking initiatives address the effects of prevention. However, their approaches often face criticism that they lack clear long-term indicators (e.g. the 3P Anti-trafficking Policy Index), or systematic evaluation standards (e.g. the United States Tier-ranking and the GRETA-based Scorecards). In this section, crucial issues of measuring the impact of prevention of THB will be discussed, with a particular focus on systematic measurement of long-term effects.

Prevention policy aims at reducing THB through **various actions and initiatives** that include: awareness-raising public campaigning and education; capacity building and cooperation among THB stakeholders; social and economic initiatives to change behaviours and cultures that tolerate THB; and improvement of socioeconomic conditions that may foster THB.

### Evaluation mechanisms used in practice

The majority of the prevention initiatives are focused on these activities — particularly awareness-raising campaigning, capacity building and cooperation — and the impact of their actions is measured mainly through the two following evaluation mechanisms.

- First, the extent to which **outreach** prevention activities succeed in getting to their target audience (e.g. general public, THB stakeholders such as legislators and enforcement personnel, etc.) is measured by quantifying the outputs of the activities — for instance, counting the number of participants in training and campaigns or the number of publications, etc.
- Second, the **quality** of the activities is evaluated mainly through qualitative methods, e.g. stakeholders' judgments and surveys to evaluate whether and to what extent the activities accomplished expected outcomes (such as raising public awareness, improving the capacity of THB stakeholders or facilitating cooperation). While these measurements provide relevant indicators of prevention impact, they mainly focus on short-term effects — quantitative and qualitative outputs of events — but do not include evaluation on the long-term effects of improving socioeconomic structures and cultures that, in turn, reduce THB.

It is therefore crucial to **set a causal linkage between prevention activities and the fundamental goal** of the reduction of THB in order to evaluate the eventual success of preventive efforts. With this in mind, there are several issues to be addressed.

### Measurement of long-term effects of prevention on THB

First, this concerns how to **define and conceptualise 'long-term' effects of prevention on THB**, and develop indicators to measure long-term effects. As said above, long-term effects should reflect structural and behavioural changes that affect the prevalence and severity of THB.

The long-term effects can partly be accumulated through short-term effects (e.g. participation in awareness-raising programmes). For instance, mass media campaigns may increase people's awareness regarding the problems of THB, but this may not necessarily be translated into changes in people's daily and cultural behaviours that eventually lead them to boycotting labour and services produced through exploitation, or to actively monitor the incidence of THB in their environments. That being said, the evaluation of prevention initiatives should **include indicators that can measure observable changes in behaviours and cultures** (some prevention initiatives launched in Nordic countries, such as the 'For fair sex — against trafficking' project (RealStars Sweden), pursue this approach, aiming at behavioural changes).

Many **socioeconomic and structural factors influence the supply of and demand for THB**. Tackling these factors through prevention is key to achieving substantial change. But addressing such factors is a complex issue. On the one hand, the objective of tackling the root causes of THB is closely related to general developmental goals, broadening the issue. On the other hand, identifying the specific socioeconomic and developmental problems that affect THB is challenging, given that they vary greatly from case to case. For instance, poverty and gender discrimination are often considered as important causes that make potential victims vulnerable to THB. However, the relationship between gender inequality and THB may not always be straightforward — countries where women are most discriminated against in their private and social life are not necessarily the most active countries of origin for THB. **The relationship between gender discrimination and THB may thus not be linear**. In addition, the root causes of THB often differ



from country to country and from region to region in line with the types of THB (e.g. trafficking for sexual or labour exploitation, or child trafficking) and specific circumstances that attribute to the occurrence of THB per geography.

Perhaps as a result of the complexity of tackling broad social issues, many prevention initiatives therefore tend to focus on more specific problems that cause THB — such as problems in child protection and re-trafficking of victims — instead of addressing the broader scope of societal problems.

While this is an understandable and manageable approach to prevention — it remains important for prevention initiatives to be aware of and **clarify causal linkages that their actions could have** on tackling the root causes of THB in specific circumstances. If possible, initiatives could also be expanded into addressing more fundamental problems that push and pull THB victims. And evaluation of prevention should take these societal conditions into account, even if the specific actions are more ‘micro-focused’.

### Methodological aspects of measuring the long-term effects of prevention on THB

In addition to the conceptualisation of long-term effects and the identification of measurement indicators, a further issue concerns the **methodological aspect of measuring impact**: how to collect information on such effects and how to compare and evaluate the effects. Collection of reliable data and information is naturally the first step to enable a systematic analysis of the effectiveness of prevention actions. Until now, **long-term effects have often been evaluated through qualitative methods such as experts’ opinions and the judgements of THB stakeholders**. While such information provides intuitive indications about the success of prevention initiatives, it often **lacks systematic evaluation standards whose results can be quantified for cross-time and cross-sectional comparisons of the effects**. With this in mind, several methods of data collection are proposed below — in particular relating to quantification approaches.

Measuring long-term effects that affect behaviours, cultures and socioeconomic structures requires not only **collecting the outcomes of prevention initiatives over time, but also identifying clear causal mechanisms between prevention actions and long-term changes**. Identifying the causal linkage between prevention actions and the ultimate objective of THB reduction is also related to setting and distinguishing goals of prevention at the **macro- and micro-levels**.

The goals at the macro-level include the broad scope of tackling push and pull factors, raising public awareness and promoting cooperation. Within the framework of comprehensive goals at the macro-level, micro-level objectives should be formulated by looking closely into the specific circumstances affecting each initiative — for instance, by identifying appropriate target groups and specifying the focus of initiatives based on local needs and situations. Furthermore, setting and implementing micro-level goals requires the conscious distribution of prevention agendas that will, in turn, collectively serve the accomplishment of macro-level goals. In other words, coordination in allocating resources across different prevention initiatives is necessary so that the actions do not duplicate each other, and to ensure that all of the relevant objectives of prevention are covered. Accordingly, the **impact of prevention should be measured through different indicators that both capture macro- and micro-level changes**, respectively, and the overall impact should be evaluated by examining effects at both levels.

In addition to distinguishing between macro- and micro-level impacts, measuring the impact of prevention also includes further categorisation issues, such as identifying changes at the *de jure* and *de facto* levels, and differentiating outcomes by types of THB (e.g. trafficking for sexual or labour exploitation; or domestic and international trafficking) and by the demographic categorisation of victims (e.g. males and females or children and adults).

### Emerging issues with regard to the measurement of the effects of prevention on THB

In addition, there are several more recent issues that have recently become important. The most important issue here is the impact of prevention in cyberspace. This issue is important for two reasons:

- First, the scope of THB has notably been extended to cyberspace, both in recruiting victims and in operating illegal businesses by using the internet and mobile technology.
- Second, prevention activities have also been able to utilise new media and technologies for campaigns, training, research and data collection.

As a result, both of these dimensions need to be included in measuring the impact of prevention on THB. The cyberspace phenomenon creates both opportunities and challenges in this respect. On the one hand, the application of new technologies may enable more extensive information gathering and data collection that covers wider spectrums and areas of THB. On the other hand, cyberspace acquires new attention for both THB itself and anti-THB operations, so that it requires comprehensive mapping of situations and estimation of effects by applying new methods that are different from traditional approaches. That is why measurement indicators for cyber-activities are still rare, calling for urgent needs for research and development on this agenda.

Lastly, in discussing issues affecting the measurement of the impact of prevention, the **transnational nature of THB should also be taken into account — even though trafficking need not legally have a transnational element for its substantiation, as there is also domestic or internal trafficking.** As THB often involves cross-border operations, prevention activities often cause spillover and/or externality effects across different jurisdictions and territories. For instance, active commitments to prevention in one place may cause either positive or negative externality effects in neighbouring regions, through spreading good practice about prevention initiatives (positive externality) or by shifting THB operations into another place where public awareness about THB is relatively low (negative externality). Accounting for such **spillover effects is complicated**, because these effects are usually indirect, and therefore it is not easy to identify causality between actions in one place and outcomes in other places. However, as long as the large parts of THB problems occur internationally/inter-regionally, this issue of spillover effect must be addressed in measuring the impact of THB prevention.

### 3.2.3 Trafficking in human beings in the context of migration <sup>(99)</sup>

#### Situating prevention of trafficking in human beings in a migratory context

Trafficking in human beings is linked with migration, among other policy sectors. Regarding trafficking in human beings and migration, the EU can be said to have adopted a ‘blanket’ approach to trafficking in human beings (combating the problem) and a ‘differentiated’ approach to migration. The latter point is illustrated by the fact that the EU seeks to regulate migration of non-EU nationals into the EU, actively promotes intra-EU migration (or ‘mobility’, i.e. migration by EU nationals to other EU Member States), and has no role in the governing of internal migration within EU Member States (migration by EU and non-EU nationals within the national borders of an EU Member State).

We could conceptualise trafficking in human beings as situated within the larger phenomenon of migration. This is evident from Figure 1 presented in the previous section, which lists as drivers of ‘individual considerations’ as well as ‘systemic considerations’ factors that are known as drivers of migration. This position is common to other actors too. Indeed, the push and pull factors leading to trafficking in human beings identified by Europol and also presented in the previous sector are essentially to a certain extent push and pull factors driving migration.

The empirical relation between the phenomenon of migration and the problem of trafficking in human beings thus requires considering migration policies both as a structural approach to the prevention of trafficking in human beings as well as a context in which other trafficking in human beings prevention strategies must be evaluated. This relation may be understood as a continuum with two extremes. On the one hand, putting immigrants subject to highly restrictive and selective immigration policies is often justified in the name of security (including combating trafficking in human beings), yet amounts to driving those migrants who do not meet these more restrictive entry requirements into positions of structural vulnerability. At the other extreme there is the position that facilitating migrant mobility and promoting safe migration is the best approach to reduce migrants’ vulnerability to trafficking. As the EU has adopted a differentiated approach to migration, varying dependent on the origin, nationality and form of migration, prevention initiatives cannot be assessed across the board, but must be appreciated in relation to different groups of migrants (and potential victims of trafficking in human beings).

The idea of organised ‘movement’ of people for the purpose of exploitation takes a central position in the concept of trafficking in human beings. In the context of the EU, such ‘movement’ can take the form of internal migration within national borders, intra-EU migration/mobility or migration into the EU. The ‘movement’ element thus places the bulk of trafficking in human beings as a sub-theme of the broader phenomenon of migration.

<sup>(99)</sup> Because of the timing of this report and its delivery, this study does not take into consideration the European Agenda on Migration and other related developments.

## Migration and mobility in the EU: a brief impression

Migration statistics are generally more readily available — and are certainly more reliable — than figures on THB, even if they also need to be viewed with caution. Much migration goes through undocumented channels, and is thus not included in official migration statistics. Migration statistics also typically reduce migrant populations to their demographic characteristics. These are typically nationality (possibly complemented by gender and sometimes age). It is important to realise that such demographics say nothing about the qualitative experience of migration, which is likely to be greatly different across the population (even between migrants that share the same nationality, gender and age). With the above limitations in mind, this section provides a brief impression of migration in the EU.

### EU mobility: Internal migration by EU nationals within EU Member States

Migration by EU nationals and non-nationals within EU Member States is at times referred to with the term ‘mobility’. Relevant literature uses also the term ‘internal migration’. For this Study the author uses the term ‘internal migration’, rather than mobility, in order to facilitate thinking across the different approaches to the various forms of migration affecting the EU and their relation to the prevention of trafficking in human beings.

The EU does not collect data on internal migration by EU nationals and non-EU nationals within individual EU Member States. This is usually available from national statistical offices of the concerned Member States. One such internal migration flow that is of interest from a trafficking in human beings perspective is the phenomenon of youth out-migration. This typically refers to rural youth leaving the countryside for urban settings. This is a widespread phenomenon in many EU Member States, and relevant from a prevention perspective because young people are often considered more vulnerable to trafficking in human beings than older, and possibly more experienced migrants.

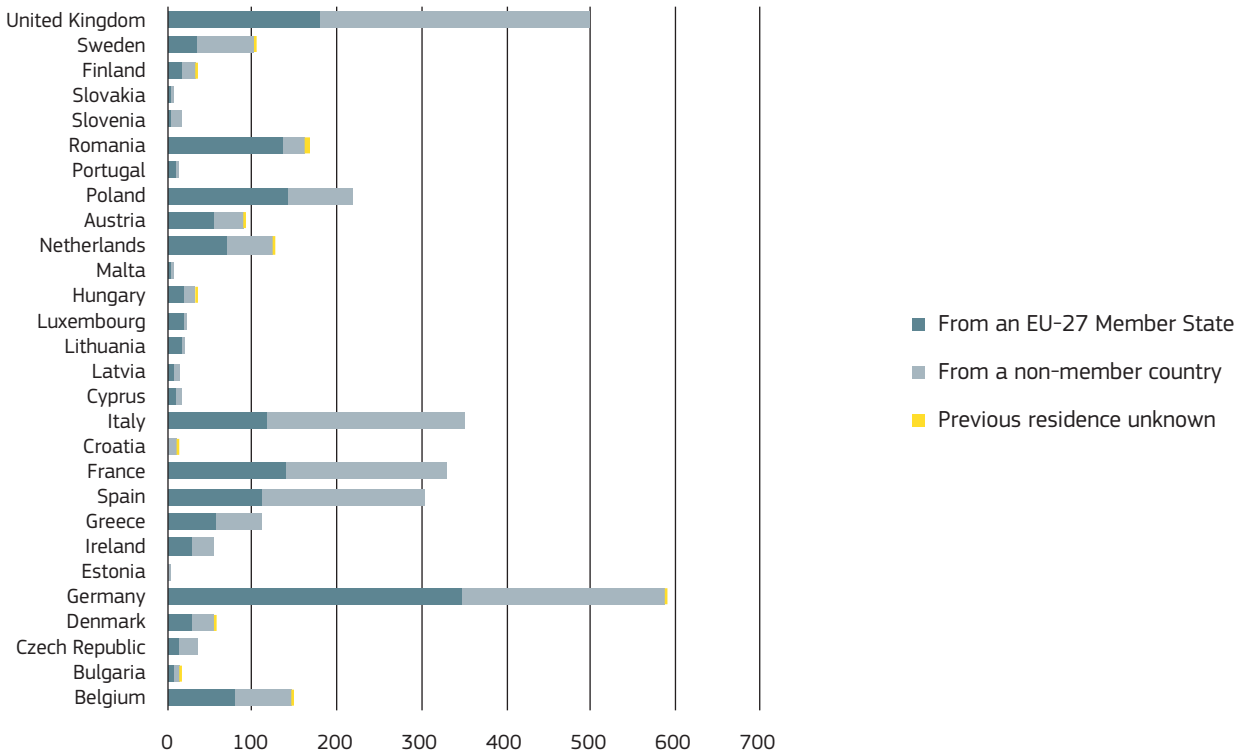
While most internal migration is probably not problematic, this is not to say that internal migration is necessarily free from trafficking in human beings and can thus be ignored by initiatives seeking to prevent the crime. For example, figures on ‘possible victims’ of trafficking presented by the National Rapporteur on Trafficking in Human Beings and Sexual Violence against Children in the Netherlands show that, for each year between 2009 and 2013, the share of Dutch nationals among the victims ranged from one quarter to one third of the total number of victims. Additionally, the 2014 Eurostat Working Paper on trafficking in human beings highlights that the majority (65 %) of registered victims come from EU Member States.

### Intra-EU migration and migration into the EU

Eurostat data indicate that a total of 1.7 million immigrants from non-EU states entered the EU during 2012. According to Eurostat, migration **between** EU Member States was of equal magnitude <sup>(100)</sup>. However, Figure 1 shows that there is considerable variation between Member States in the ratio of EU vs. non-EU immigrants. For example, of the countries with large migrant populations, in absolute numbers in 2012 59 % of immigrants to Germany came from other EU Member States, vs. 33 % in Italy. This range is even wider if we also consider EU Member States with lower absolute numbers of incoming migrants in 2012. In 2012, in Luxembourg 92 % of the migrants came from fellow EU Member States, vs. 23 % in Slovenia.

<sup>(100)</sup> These figures are based on ‘immigrants who have been residing (or who are expected to reside) in the territory of an EU Member State for a period of at least 12 months... Therefore, data collected by Eurostat concern migration for a period of 12 months or longer: migrants therefore include people who have migrated for a period of 1 year or more as well as persons who have migrated on a permanent basis’. Source: [http://ec.europa.eu/eurostat/statistics-explained/index.php/Migration\\_and\\_migrant\\_population\\_statistics](http://ec.europa.eu/eurostat/statistics-explained/index.php/Migration_and_migrant_population_statistics), accessed 18 January 2015.

Figure 4: Cross-border migration into EU Member States in 2012 by previous country of residence (in 1 000s)



Source: Adapted from Eurostat data <sup>(101)</sup>.

Overall, the immigrant population across the 27 EU Member States was fairly gender balanced in 2012, with only slightly more male (52 %) than female (48 %) migrants. The variation differs a bit between different EU Member States. For example, Slovenia showed the highest rate of male immigrants (61 %), whereas Cyprus showed the highest rate of female (67 %) immigrants.

### Situating prevention of trafficking in human beings in relation to intra-EU migration and migration into the EU

Whereas trafficking in human beings is met with a 'blanket' approach, EU policies deal with the broader phenomenon of migration in a differentiated manner: different migrant populations are subject to different regulations, much depending on the nationality of the migrants in question. Next to its policies concerning intra-EU migration, the EU is also working towards an 'external migration policy', which seeks to address migration into the EU. This latter framework is referred to as the EU Global Approach to Migration and Mobility (GAMM).

The GAMM framework outlines a differentiated approach to migration <sup>(102)</sup>, which seeks to facilitate some forms of migration involving particular groups of migrants. This concerns migration through regular channels by (highly) skilled workers. This is considered necessary because 'European countries are facing labour market shortages and vacancies that cannot be filled by the domestic workforce in specific sectors' <sup>(103)</sup>. In addition, an emphasis is put on the creation of friendly migration policies targeting exclusively high-skilled workers, with the aim of rendering the EU a more attractive destination in an 'increasingly global labour market [with] strong competition for talent' <sup>(104)</sup>. At the same time the GAMM framework also seeks to prevent and reduce forms of migration involving other groups of migrants. This concerns irregular migration, mainly involving unskilled and low-skilled migrants. Furthermore, within the GAMM framework this differentiated approach is presented as an integrated whole: the prevention and reduction of irregular

<sup>(101)</sup> Source: [http://ec.europa.eu/eurostat/statistics-explained/index.php/File:Immigration\\_by\\_previous\\_country\\_of\\_residence,\\_2012\\_YB14\\_II.png](http://ec.europa.eu/eurostat/statistics-explained/index.php/File:Immigration_by_previous_country_of_residence,_2012_YB14_II.png), accessed 18 January 2015.

<sup>(102)</sup> European Commission (2011). 'Global Approach to Migration and Mobility.' Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions. Retrieved COM/2011/0743 final. p. 7.

<sup>(103)</sup> Ibid. p. 2.

<sup>(104)</sup> Ibid. p. 5.

migration is in the GAMM framework viewed as a prerequisite for realising the ultimate objective of ‘safe and secure migration’ because this objective is said to be ‘undermined by those who operate outside the legal framework’<sup>(105)</sup>.

In the GAMM framework preventing trafficking in human beings is presented in direct relation to the objective of preventing and reducing irregular migration. In its outline of the GAMM framework the Commission states: ‘Addressing trafficking in human beings is of key importance and should be a visible dimension of the pillar on irregular migration’<sup>(106)</sup>.

Regulating migration policies and actions preventing irregular migration and trafficking in human beings should not result in increasing vulnerabilities of potential victims and place them at risk of falling into networks of unscrupulous traffickers.

### Understanding initiatives to prevent trafficking in human beings in the EU ‘migration landscape’

Trafficking in human beings is related to migration, and prevention takes the shape of preventing or discouraging irregular migration. This is illustrated by the GAMM framework discussed above, whereby reducing and preventing irregular migration is conceptualised in GAMM as a way to address the problem of trafficking in human beings. At the other end of the scale trafficking prevention takes the form of preventing the exploitation of migrants. This is often operationalised through the idea of ‘safe migration’ — an approach that seeks to prevent the exploitation of migrants. This latter approach could be considered a ‘migrant-centred’ perspective, an approach to migration that is concerned with the wellbeing of migrants as full human beings. This approach is also reflected in the GAMM framework, as it states:

*In essence, migration governance is not about ‘flows’, ‘stocks’ and ‘routes’, it is about people. In order to be relevant, effective and sustainable, policies must be designed to respond to the aspirations and problems of the people concerned<sup>(107)</sup>.*

In order to make sense of these diverging approaches to migration found in the GAMM framework and their relation with the prevention of trafficking in human beings, the EU must be understood to be an unequal migratory landscape. Different sets of policies apply to different groups of migrants.

Migration policies are structural relations that shape the migrant experience. They can thus be understood as structural approaches to the prevention of trafficking in human beings. For example, a safe migration approach seeks to lessen the vulnerability of migrants to exploitation and trafficking in human beings. On the other hand, more restrictive migration policies typically amount to the opposite, as they force aspiring migrants into positions of structural vulnerability by channelling aspiring migrants into unregularised migrant routes, undocumented migrant statuses and irregular work.

Second, migration policies must also be appreciated as a context against which initiatives seeking to prevent trafficking in human beings must be evaluated. Since the EU’s migratory landscape is an uneven one, the effect of prevention initiatives will be different in relation to different migrant populations, because their condition of vulnerability varies in the context of the EU, as different groups of migrants (internal migrants, Intra-EU and migrants entering the EU) are subject to different migration policies. Since the prevention of trafficking in human beings needs to be evaluated within this unequal migratory landscape, it is virtually impossible to come to an overall evaluation of EU-funded prevention activities, as the various initiatives do not work in the same way vis-à-vis different migrant groups. Another challenge is the issue of causality. Attributing a change in trafficking in human beings to prevention initiatives constitutes a methodological challenge, which is further compounded by the underground nature of the phenomenon. If the delivery of prevention activities is found to correlate with a decline in the incidence of trafficking in human beings, this does not necessarily demonstrate causality, as many other factors entirely unrelated to the prevention activities may be responsible for the decline. Moreover, a decline in established or likely cases of trafficking in human

<sup>(105)</sup> Ibid. p. 15.

<sup>(106)</sup> Ibid. p. 6.

<sup>(107)</sup> European Commission (2011). ‘Global Approach to Migration and Mobility.’ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions. Retrieved COM/2011/0743 final.

beings still does not give more than an impression of what is happening to the actual phenomenon — due to its illegal nature. This is further elaborated on in section 2.3.3.

However, these challenges also render the EU a unique case to assess the effect of migration policies on the prevention of trafficking in human beings, precisely because of the EU's differentiated approach to migration. For example, the EU constitutes a unique legal space in which citizens of EU Member States are entitled to free movement within the EU (mobility/intra-EU migration), which includes movement for work. Moreover, they are subject to the same labour protection regulations as workers who are nationals of the host nation. The policies governing mobility/intra-EU migration may be considered a safe migration framework and, thus, constitute a structural approach to the prevention of trafficking in human beings. Yet to date there is no research available on the effect of this safe migration framework in relation to the prevention of trafficking in human beings.

## 4 Analysis of THB prevention initiatives

This chapter presents the findings of the analysis of a sample of 43 prevention initiatives in the area of trafficking of human beings across the European Union and selected non-EU countries. In this context, we understand prevention as being any form of measure taken against trafficking in human beings funded by the European Commission or other sponsors. This being said, prevention activities can be carried out by multiple types of stakeholders — ranging from e.g. research organisations to victim assistance centres <sup>(108)</sup>.

This horizontal analysis — based on in-depth desk research, individual interviews with project promoters and the web-based survey — concerns the different types of initiatives that have been put in place, what they have produced in terms of outputs and results, as well as sustainability and transferability, and specific project-related approaches to the development, partnerships, management and evaluation of the initiative.

The chapter is divided into three parts: first, the landscape of prevention initiatives analysed as part of this study is presented (including a description of the sample); secondly, we detail the results of the analysis of the initiatives with regard to what they have produced; a third chapter discusses findings of the analysis with regard to more process-related issues that shape the development, management and evaluation of prevention initiatives on the area of trafficking in human beings.

### 4.1 Landscape of THB initiatives

In this section, we present the landscape of THB prevention initiatives based on the 43 initiatives within the sample of this study. A brief indicative description of each initiative with regard to their objectives, outputs and results, as well as sustainability and transferability, is presented in Annex 6.2.

First, this section describes the sample of initiatives selected for the analysis. Then, based on in-depth desk research, individual interviews and the web-based survey, this section presents horizontal information and analysis concerning the role and intervention logic of types of initiatives that have been implemented in recent years within the EU and selected non-EU countries (showing e.g. the proportion of different types of initiatives that are implemented at the EU level, the main target groups, outputs and results, sustainability and transferability).

#### 4.1.1 Description of the sample for the analysis

The purpose of this section is to describe the selection process and methodological approach that was applied for the horizontal analysis of the selected initiatives, as well as the sample of prevention initiatives as such.

The selection of the prevention initiatives within the sample of this study is based on:

- Existing information concerning EU-funded prevention initiatives available at the European Commission's anti-trafficking website <sup>(109)</sup>;
- Information provided by the European Commission concerning particularly interesting and relevant prevention initiatives within the scope of this study;
- Information available through the ad hoc query on websites and prevention campaigns of THB Requested by EE EMN NCP on 9 May 2014 <sup>(110)</sup>;
- A web-based survey targeted at project managers of various prevention initiatives and external stakeholders who would be able to identify interesting initiatives to gather data concerning the existence, functioning and

<sup>(108)</sup> Accordingly, target groups of prevention activities are not set in stone but differ according to the type of initiative, its purpose, message, tenor, regional context, etc.

<sup>(109)</sup> [http://ec.europa.eu/anti-trafficking/eu-projects/\\_en?solrsort=ds\\_field\\_publication\\_date%20desc](http://ec.europa.eu/anti-trafficking/eu-projects/_en?solrsort=ds_field_publication_date%20desc)

<sup>(110)</sup> [http://ec.europa.eu/dgs/home-affairs/what-we-do/networks/european\\_migration\\_network/reports/docs/ad-hoc-queries/trafficking/566\\_emn\\_ahq\\_websites\\_prevention\\_campaigns\\_thb\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/what-we-do/networks/european_migration_network/reports/docs/ad-hoc-queries/trafficking/566_emn_ahq_websites_prevention_campaigns_thb_en.pdf)



effectiveness of prevention initiatives covering all Member States and three selected non-EU countries, as well as international organisations.

Based on desk research and the available information, the study team has selected prevention initiatives, as per their project description, for which a minimum amount of information (e.g. responsible staff and contact details) was available online, with the aim to ensure a **good** mix of prevention initiatives in terms of types and geographical coverage in order to be able to analyse a sample as comprehensive as possible.

For each of the prevention initiatives within the sample of this study, we have conducted several tasks in order to inform the analysis with regard to each prevention initiative's type, objectives, duration, partners, funding, outputs, results/added value, sustainability and transferability. The tasks included:

- online-based desk research;
- analysis of the web-based survey;
- qualitative telephone interviews with project promoters; and
- analyses of available documentation, e.g. presentations, media outlets, grant proposals, monitoring and evaluation reports.

A brief indicative description of each of the 43 initiatives and how they relate to prevention can be found in the Annex.

**Table 2:** Sample of 43 prevention initiatives

No	Name of initiative	Project promoter	Countries	Funded by	Type of initiative
1	A Safety Compass — sign-posting ways to escape trafficking	Centre MARTA	Latvia, Estonia, United Kingdom	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>• Information and awareness-raising</li> <li>• Capacity building</li> </ul>
2	ADSTRINGO — Addressing trafficking for labour exploitation through improved partnerships, enhanced diagnostics and intensified organisational approaches	European Institute for Crime Prevention and Control, affiliated with the United Nations (HEUNI)	Finland, Estonia, Lithuania, Sweden, Norway, Denmark, Iceland, Germany, Latvia	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>• Information and awareness-raising</li> <li>• Prevention in research and education</li> </ul>
3	ALO 116-ALBANIAN CHILD HELPLINE/Every Roma Child in the Kindergarten	Children's Human Rights Centre of Albania Unicef Albania	Albania	International funding programme	<ul style="list-style-type: none"> <li>• Prevention in research and education</li> <li>• Capacity building</li> <li>• Victim assistance</li> </ul>
4	An estimation model of the social cost of the trafficked prostitution in France	Mouvement du Nid	France	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>• Information and awareness-raising</li> <li>• Prevention in research and education</li> </ul>
5	An informed person is a protected one — Promoting best practices in prevention activities against trafficking for forced labour through a European network	Ecumenical Association of Churches in Romania — AIDRom (RO), Foundation 'Lámpás' (RO), Verein für Internationale Jugendarbeit Landesverein Württemberg (DE), Diakonisches Werk (DE)	Romania	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>• Information and awareness-raising</li> <li>• Capacity building</li> </ul>
6	Better information for durable solutions and protection (Child notices)	Unicef National Committees in the Netherlands, Belgium and Sweden	Netherlands, Belgium, Sweden	European Commission, DG HOME: European Return Fund	<ul style="list-style-type: none"> <li>• Information and awareness-raising</li> <li>• Prevention in research and education</li> <li>• Victim assistance and support</li> </ul>
7	Borba protiv trgovine ljudima	ASTRA	Slovenia	European Commission, Pre-Accession Assistance and national funding programmes	<ul style="list-style-type: none"> <li>• Information and awareness-raising</li> <li>• Prevention in research and education</li> <li>• Capacity building</li> </ul>



No	Name of initiative	Project promoter	Countries	Funded by	Type of initiative
8	Campaign to fight against trafficking in human beings by tackling forced labour exploitation	Crimestoppers, UK Trafficking in human beings Centre (UKHTC), Association of Chief Police Officers (ACPO)	United Kingdom	National programme	Information and awareness-raising
9	Child exploitation — Cross-national child protection in practice	Council of Baltic Sea States (CBSS) Secretariat	Sweden, Latvia, Lithuania	European Commission, DG HOME: European Return Fund	Prevention activities in research and education
10	Choose Your Freedom 2	Society Shelter 'Safe House'	Latvia	European Commission, EU Funding programme: Youth in Action	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention in research and education</li> <li>Capacity building</li> </ul>
11	COMBAT — Combining Against Trafficking	Coventry, Solihull, Warwickshire Partnership; Operation and Protection Association (OPA), Bulgaria; Kaunas Women's Association (KMD), Lithuania; West Midlands European Centre (WMEC), Belgium; and Coventry University in the UK.	United Kingdom	European Commission, Daphne programme	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Capacity building</li> </ul>
12	Combating trafficking in human beings and sex tourism — ETTS	Various project promoters in Italy, Spain, Romania, and Brazil	Italy, Spain, Romania, Brazil	n/a	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention activities in research and education</li> </ul>
13	Combating Trafficking in Women for Labour Exploitation in Domestic Work	EDEX LTD, University of Nicosia	Cyprus, Greece, Lithuania, Spain	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention activities in research and education</li> <li>Capacity building</li> </ul>
14	Coordinated Response to Trafficking in human beings in Uganda	International Organisation for Migration in Uganda	Uganda	International funding programme	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention activities in research and education</li> <li>Capacity building</li> <li>Victim assistance and support</li> </ul>
15	Dangers and traps — pupils against trafficking in human beings	Primorska Legal Centre from Koper	Slovenia	National and regional funding programmes	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention activities in research and education</li> <li>Capacity building</li> </ul>
16	Do you know what your child is doing now?	Ministry of Interior of the Slovak Republic	Slovakia	National and regional funding programmes	Information and awareness-raising
17	Don't look away	ECPAT Belgium and France	France, Netherlands, Poland, Luxembourg, Germany, Belgium, Bulgaria, Czech Republic, Estonia, Spain, Italy, Switzerland, Ukraine, Madagascar, Gambia, South Africa, Senegal, Kenya	EU and national funding programmes	Information and awareness-raising
18	Don't become a victim abroad!	EURES Network (European Employment Service) Hungarian Department on Crime Prevention and Witness Protection of the National Police Headquarter	Hungary	EU funding programme	Information and awareness-raising
19	For Fair Sex — Against Trafficking	Real Stars	Sweden	National funding programme	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Capacity building</li> </ul>
20	Guide of trafficking of women	Mujerfrontera	United Kingdom	No funding, voluntary	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Capacity building</li> </ul>

No	Name of initiative	Project promoter	Countries	Funded by	Type of initiative
21	Hapke 1 & 2 'The development project for the vulnerable asylum seekers' service provision system in Finland'	Finnish Immigration Service, and Joutseno and Oulu reception centres	Finland	National and regional funding programmes	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Capacity building</li> <li>Victim assistance and support</li> </ul>
22	Integrated approach for prevention of labour exploitation in origin and destination countries	National Agency against Trafficking in Persons, Romania	Romania, Greece, Hungary, Bulgaria, Cyprus	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention in research and education</li> </ul>
23	Liberty, equality, relationship — youth health promotion programme in Pécs and its outskirts	Drug Prevention Association, Pécs	Hungary	International funding programme	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention in research and education</li> <li>Capacity building</li> </ul>
24	Migrants' rights in action 1 & 2	Ministry of the Interior together with the National Labour Inspectorate and the IOM Poland	Poland	National and regional funding programmes	Information and awareness-raising
25	Parliamentarians against trafficking in human beings (PAHT)	ECPAT UK, Trafficking in human beings Foundation, Asociata Children's High Level Group, British Group Inter-Parliamentary Union, Council Of British Chambers Of Commerce In Europe, National Rapporteur On Trafficking In Human Beings In The Netherlands, Wilberforce Institute For The Emancipation Of Slavery	United Kingdom	EU and national funding programmes	Information and awareness-raising
26	Prevention and extended harmonised system of data collection system on trafficking with human beings — Without information you become a slave	Ministry of Interior of the Slovak Republic & International Centre for Migration Policy Development	Slovakia	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention in research and education</li> <li>Capacity building</li> </ul>
27	Project Briseis — Fight against Trafficking for Forced Labour	Portuguese Association of Victim Support	Portugal, Romania, Sweden, Netherlands	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Capacity building</li> </ul>
28	REACT. Raising Awareness and Empowerment Against Child Trafficking	Save the Children Italy	Bulgaria, Denmark, Italy, Romania	European Commission, Daphne programme	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention in research and education</li> </ul>
29	Red Bell campaign	Croatian Red Cross	Hungary, Slovenia, Bulgaria	Regional funding programme	Information and awareness-raising
30	STOP Traffick!	Immigrant Council of Ireland (ICI), Bulgarian Gender Research Foundation (BGRF), Klaipeda Social and Psychological Services Centre (KSPPC), Mediterranean Institute of Gender Studies (MIGS), Multicultural Women's Association of Finland	Ireland	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention in research and education</li> <li>Capacity building</li> </ul>
31	Swiss Week against Human Trafficking	IOM Bern and the Swiss Federal Department of Foreign Affairs.	Switzerland	National funding programme	Information and awareness-raising
32	The Blue Heart Campaign	United Nations Office on Drugs and Crime UN Voluntary Trust Fund for Victims of Trafficking in Persons	International	International funding programme	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention in research and education</li> <li>Capacity building</li> </ul>
33	The Buy Responsibly campaign	International Organisation for Migration	International	International funding programme	Information and awareness-raising
34	The NO Project	Bancpost	Romania, Bulgaria	Private sponsors	Information and awareness-raising

No	Name of initiative	Project promoter	Countries	Funded by	Type of initiative
35	Trafficking is no fairy tale	International Organisation for Migration	Finland	International and national funding programmes	Information and awareness-raising
36	Traite des êtres humains ... que faire?	Interdepartmental Coordination Unit against Trafficking and Smuggling in human beings	Belgium	National funding programme	Information and awareness-raising Capacity building
37	Transnational Networking: co-operation among judicial and police authorities, NGOs and civil society for prevention and fight against trafficking	Caritas Rome, Italy	Italy	European Commission, DG HOME: AGIS	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Capacity building</li> </ul>
38	University of Johannesburg students collaborate with IOM on Trafficking in human beings awareness campaign	International Organisation for Migration in South Africa, University of Johannesburg	South Africa	International and national funding programmes	Information and awareness-raising
39	Use of Joint Investigation Teams (JIT) to fight Trafficking in Human Beings in the western Balkans at the local level	Slovenian Ministry of the Interior and Public Administration	Slovakia	European Commission, DG HOME: ISEC	Capacity building
40	Victor — Victims of Child Trafficking — Our Responsibility	The Smile of the Child — Greece	Greece, Romania, Slovenia, Bulgaria	European Commission, DG HOME: ISEC	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention in research and education</li> <li>Capacity building</li> <li>Victim assistance and support</li> </ul>
41	Voluntary Return and Reintegration Assistance to Vulnerable Migrants	International Organisation for Migration (NO)	Norway	National funding programme	Victim assistance and support
42	When people become a commodity (Original Norwegian title: Når mennesker blir handelsvare)	Oslo Red Cross	Norway	National and regional funding programmes	<ul style="list-style-type: none"> <li>Information and awareness-raising</li> <li>Prevention in research and education</li> <li>Victim assistance and support</li> </ul>
43	While no one is watching	Momento Film	Sweden	National funding programme	Information and awareness-raising

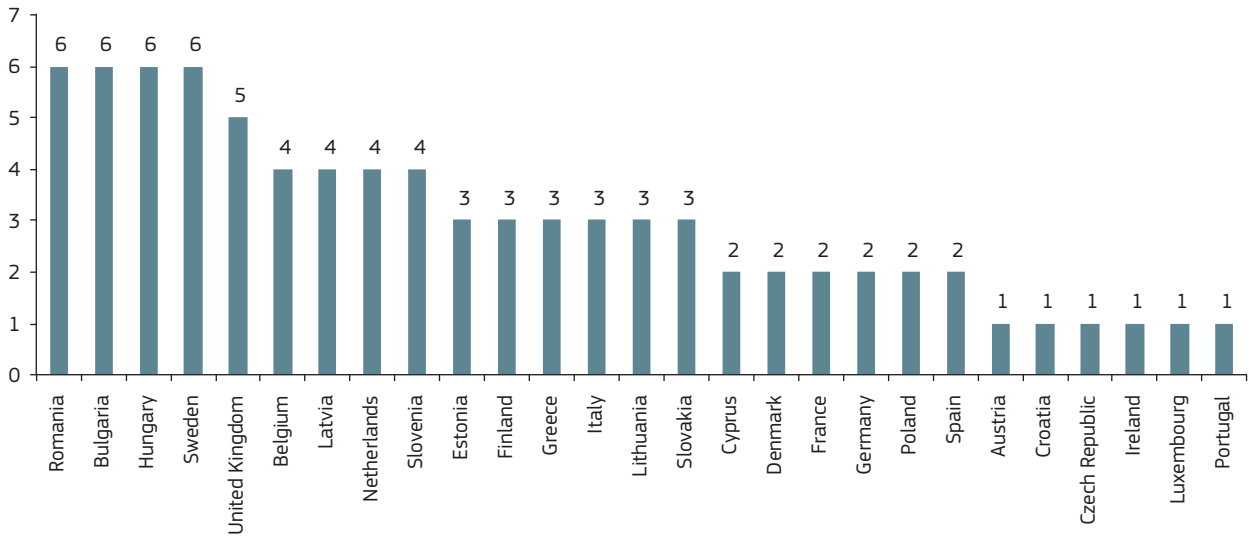
Source: Deloitte.

### Geographical coverage

The above 43 initiatives selected for further analysis contain preventive work in all 28 EU Member States, with the lone exception of Malta, for which no prevention initiative could be identified. Of these 43 initiatives, 35 were entirely focused on the European Union, i.e. were not implemented in non-EU countries.

The distribution of the initiatives across EU Member States shows that there are Member States in which more preventive action takes place, while in others the number of prevention initiatives (that have been included in the sample) is lower. The distribution across EU Member States can be seen in the figure below.

Figure 5: Distribution of prevention initiatives across EU Member States in the sample

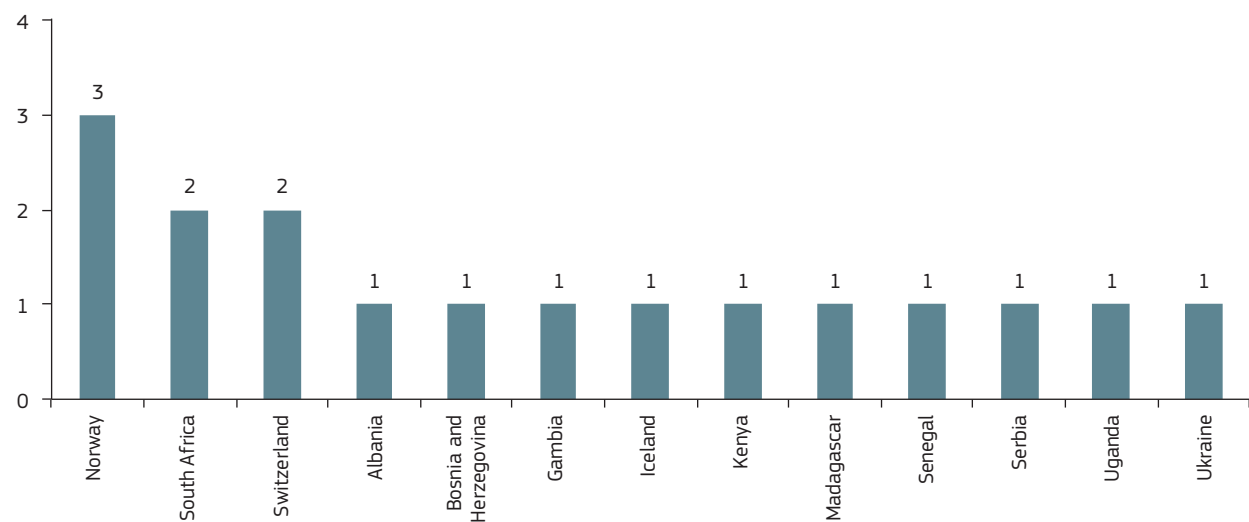


Source: Deloitte — The overall number of prevention initiatives analysed is 43. Due to the fact that prevention initiatives are normally implemented in more than one Member State, e.g. within the framework of cross-border partnerships, the number of initiatives displayed in this figure exceeds 43.

The figure shows that, out of the 43 prevention initiatives analysed as part of this study, 17 were — at least partially — concerned with prevention in Romania, Bulgaria and Hungary. This corresponds to a share of 40 % of all prevention initiatives analysed. Furthermore, six prevention initiatives were analysed in Sweden, in view of its legislative approach to the purchasing of sexual services. Fewer than five prevention initiatives within the sample were implemented in each other EU Member States, notably including countries of origin, transit and destination.

Of the total of 43 prevention initiatives, the sample also contains 10 projects that were not exclusively implemented in EU Member States, but also in non-EU countries. Six of these were entirely focused on the prevention of trafficking outside the European Union, and were thus not implemented in a Member State. The figure below presents the distribution of prevention initiatives across non-EU countries.

Figure 6: Distribution of prevention initiatives across non-EU countries in the sample



Source: Deloitte — The overall number of prevention initiatives analysed is 10. Due to the fact that prevention initiatives are normally implemented in more than one Member State, e.g. within the framework of cross-border partnerships, the number of initiatives displayed in this figure exceeds 10.

It can be seen from the above figure that prevention initiatives examined within the sample implemented in non-EU countries were — with the notable exception of Iceland — either implemented in countries surrounded by or neighbouring on EU Member States (Albania, Bosnia and Herzegovina, Norway, Serbia, Switzerland), or located in Africa. Hence, prevention initiatives implemented in countries of origin in Asia and/or (South) America were not analysed as part of this study.

Moreover, the sample includes 28 prevention initiatives that are implemented in one country only <sup>(11)</sup>, while 16 are designed as cross-border prevention initiatives. This corresponds to shares of two thirds to one third. Moreover, cross-border initiatives within the sample involve up to 18 countries.

### Sources of funding of initiatives

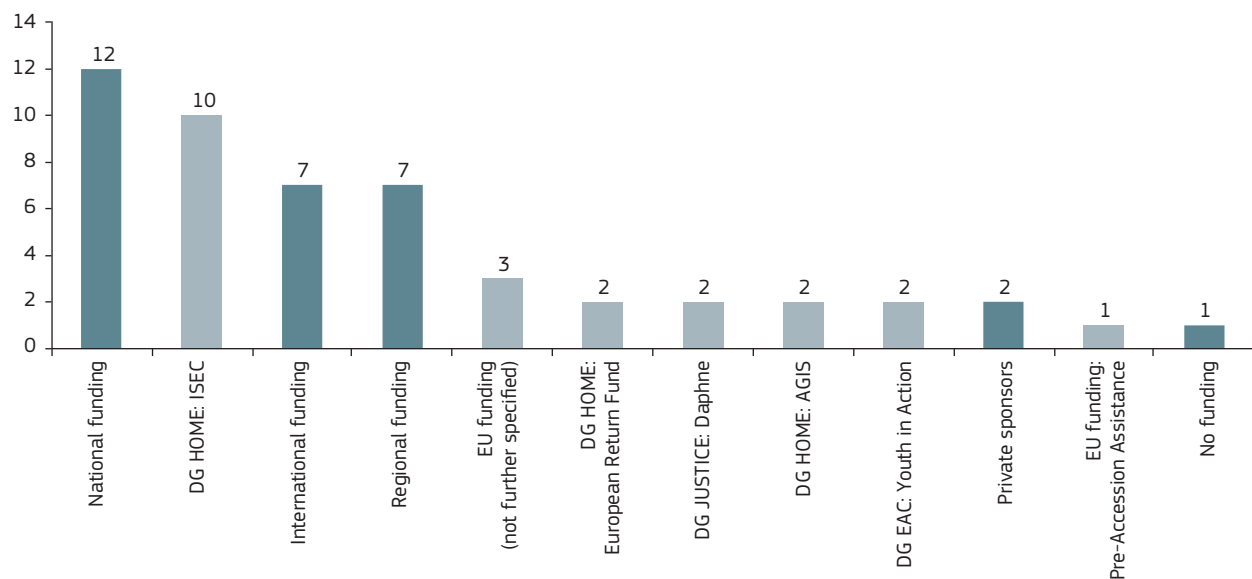
The 43 prevention initiatives within the sample of this study contain a variety of sources of funding. Five types of funding were identified to be prevalent within the sample:

- international funding programmes, e.g. by the IOM or Unicef;
- EU funding programmes, e.g. by DG HOME;
- national funding programmes;
- regional funding programmes; and
- private sponsoring.

The source of funding is interesting, as funders can influence the way initiatives are designed, implemented, monitored and evaluated, e.g. by imposing standards. Consequently, different funding programmes are expected to correspond to different standards that project promoters have to fulfil in order to receive funding.

The distribution of the sources of funding across the 43 initiatives is presented in the figure below, with EU funding sources being coloured in light blue.

Figure 7: Distribution of funding sources across prevention initiatives in the sample



Source: Deloitte — The overall number of prevention initiatives analysed is 43. Due to the fact that prevention initiatives are often funded by more than one institution, e.g. within the EU and national ministries, the overall number of initiatives across the different sources of funding exceeds 43.

<sup>(11)</sup> This however does not mean that the 29 national initiatives do not have cross-border spillover effects.

It can be seen that EU funding plays a major role within the landscape of trafficking in human beings prevention initiatives examined. The figures show that 21 of the 43 initiatives in the sample received EU funding, most notably ISEC funds administered by DG HOME.

The figure also shows, however, that EU funding is apparently not the only source of funding for prevention initiatives as a significant number of initiatives have also received funding from international organisations, as well as national and regional institutions. These include, for instance, funding from the International Organisations for Migration (IOM) and from Unicef, as well as funding by national ministries or cities at regional level.

Interestingly, two initiatives received private sponsoring ('While no one is watching' and the 'NO project'). These initiatives were — at least partially — funded by private companies, as well as to a large extent through pro bono contributions by creatives (e.g. musicians, directors, artists, designers). One UK prevention initiative with the aim to make victims' voices heard within societal discourse is implemented on an entirely voluntary basis by trafficking victims, and does not receive any funding at all ('Guide of trafficking of women').

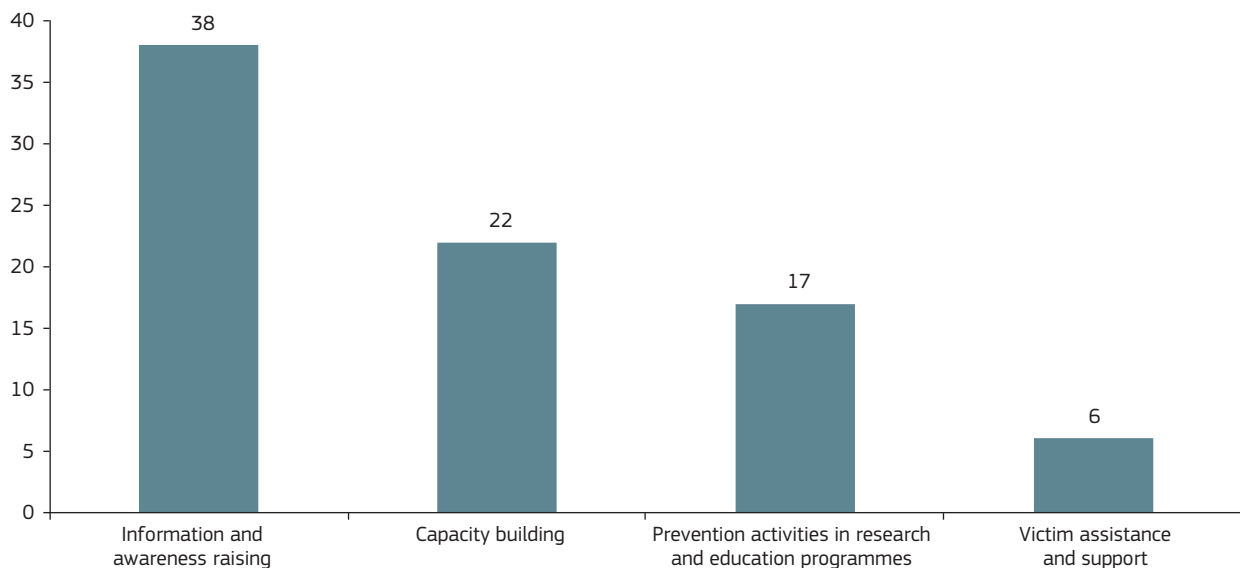
### Types of initiatives <sup>(112)</sup>

The sample of prevention initiatives covers different types <sup>(113)</sup>: information and awareness-raising campaigns, capacity-building measures, prevention activities in research and education programmes, as well as initiatives concerning victim assistance and support (see also section 4.1.2 for a horizontal analysis).

The initiatives within the sample are typically not only focused on one type of prevention initiative, but — on average — encompass two types. This said, there are 29 initiatives that encompass a certain combination of types of prevention initiatives whereas 16 initiatives are focused on one type only.

The following figure provides an overview of the absolute prevalence of types of prevention initiatives with the sample of the 43.

Figure 8: Prevalence of types of prevention initiatives in the sample



Source: Deloitte — The overall number of prevention initiatives analysed is 43. Due to the fact that prevention initiatives are concerned with different types of projects the overall number of initiatives in this figure exceeds 43.

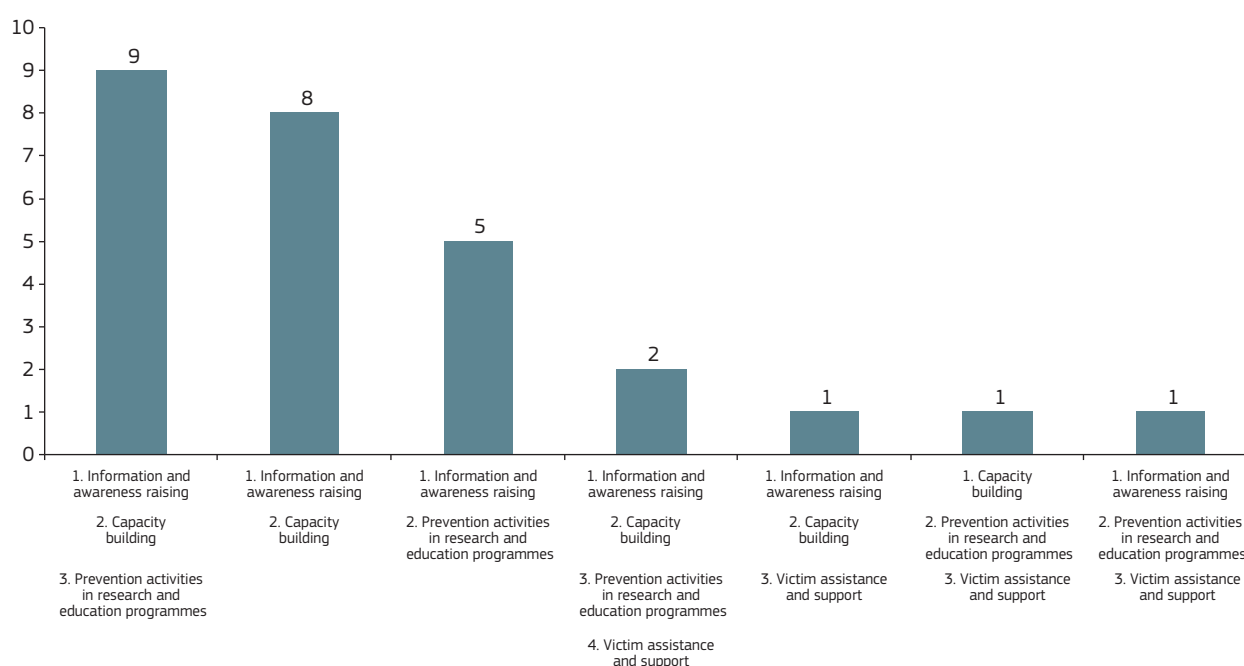
<sup>(112)</sup> An explanation by means of illustrative examples of how these types of prevention initiatives actually relate to prevention is provided in Chapter 3. This includes, for example, capacity building and victim assistance programmes that have a clear link to prevention, e.g. by building the capacity of law enforcement officials to detect trafficking cases at a very early stage of the process and preventing victims of trafficking from getting re-trafficked.

<sup>(113)</sup> The differences in the types of initiatives are also tackled in more detail in section 4.1.2.

The figure shows that 38 prevention initiatives (i.e. close to 85 %) in the sample deal with information and awareness-raising measures. Capacity building and prevention activities in research and education programmes are part of 22 and 17 initiatives respectively (50 % and 42 %). Activities concerning victim assistance and support are only part of six initiatives (16 %) within the sample.

A brief analysis of the combinations of types of prevention initiatives reveals that the combination of information and awareness-raising activities with capacity-building measures prevention activities in research and education programmes is the most common in the sample. These combinations are followed by information and awareness-raising and capacity building. This is also visualised in the figure below.

**Figure 9:** Prevalence of combinations of types of prevention initiatives in the sample



Source: Deloitte.

### Duration of initiatives <sup>(114)</sup>

The prevention initiatives within the sample of this study have been finalised in different years: 12 initiatives have been finalised in 2014, nine in 2013, two in 2012, one in 2011 and one in 2004. The majority of initiatives (19) is still ongoing and will be finalised during this year.

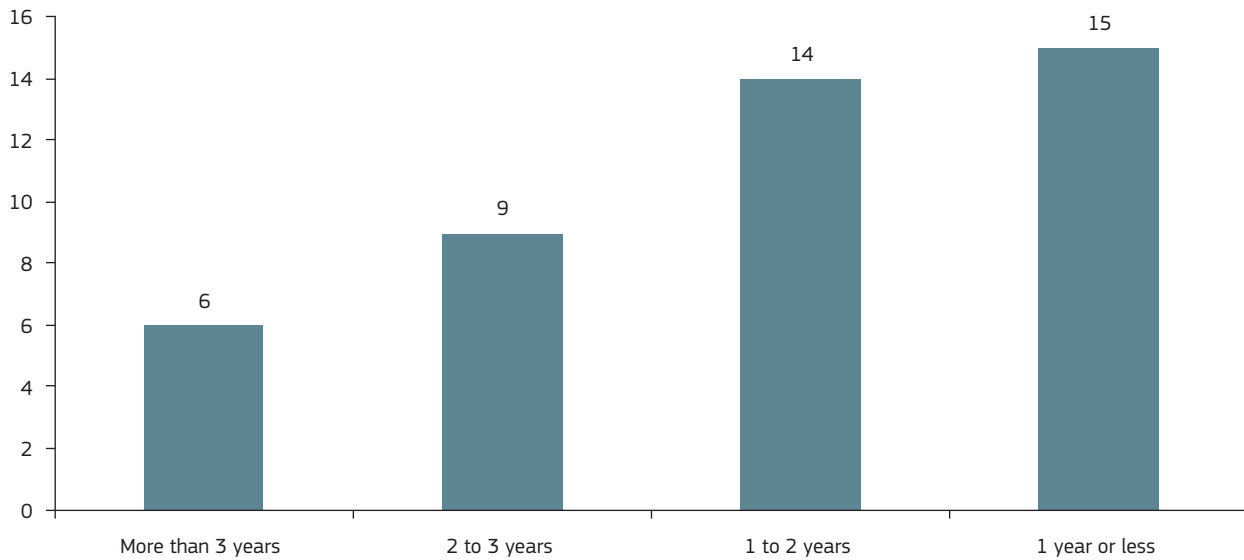
Furthermore, the initiatives covered by this study cover different time periods. The main clusters are initiatives that were implemented over the time frame of:

- more than 3 years;
- 2 to 3 years;
- 1 to 2 years; and
- less than 1 year.

The figure below presents the distribution of the 43 initiatives in the sample across these different time frames.

<sup>(114)</sup> This will also be further elaborated on in section 4.3.3.

Figure 10: Time frames over which the prevention initiatives were implemented



Source: Deloitte.

The figure shows that almost two thirds (28) of the prevention initiatives covered by this study were implemented over a time frame of less than 2 years. More specifically, the duration of 14 initiatives was 1 year or less, with a number of initiatives being implemented over just a few weeks (e.g. ‘Trafficking is no fairy tale’ and the ‘Swiss Week against Trafficking in human beings’). Prevention initiatives that were implemented over more than 3 years included, for example, the international ‘Buy Responsibly’ and ‘Blue Heart’ campaigns (which run since 2009 and 2010 respectively), as well as more regionally concentrated initiatives such as the ‘Albanian Child Helpline’, ‘Borba protiv trgovine ljudima’ or ‘Guide of trafficking of women’.

#### 4.1.2 Types of prevention initiatives

A common challenge arises in the field of anti-trafficking when attempting to identify a typology<sup>(115)</sup> or categorisation of anti-trafficking initiatives. Some typologies follow the ‘3P’ model, and broadly cluster initiatives under **prevention, protection or prosecution**. Other categorisations are much more detailed, and will differentiate specifics of an initiative such as target group, stakeholders and purpose — for example, ‘prevent child trafficking and exploitation, in particular where the use of new information technologies is involved, by developing and implementing awareness-raising actions targeting children at risk and victims of trafficking’<sup>(116)</sup>. Even within one of the 3Ps, there may be further categorisation. For example, an information and awareness-raising initiative or capacity-building programme may relate specifically to protection — therefore there is the additional complexity of categorisation and further sub-categorisation of initiative types.

The challenge arises as many initiatives cross categories, creating the need for an almost infinite number of categories. As such, it is beneficial to acknowledge this challenge and accept the limitations of typologies, recognising that there will be exceptions and that methods of categorisation are guidelines rather than rules. Following this logic, the initiatives reviewed in this study are grouped in the following way (further information about the types of initiatives in the sample set can be found in section 3.1.1):

- information and awareness-raising initiatives;
- prevention activities in research and education programmes;
- capacity building;
- victim assistance and support (inclusive of youth-specific initiatives)

<sup>(115)</sup> For a description of the distribution of the prevention initiatives within the sample across different types of initiatives, please see section 4.1.1.

<sup>(116)</sup> [http://ec.europa.eu/anti-trafficking/eu-projects/react\\_en](http://ec.europa.eu/anti-trafficking/eu-projects/react_en)



The following sections outline the **role and intervention logic** of each of the above instruments in combatting trafficking in human beings. A comprehensive strategy — or model — to prevent trafficking in human beings is envisaged to encompass initiatives from each of these categories. In this way, a strategy would effectively address the ‘3P’ concept (‘3P’ stands for prevention, protection, prosecution) of anti-trafficking.

### Information and awareness-raising initiatives

Information and awareness-raising initiatives serve to facilitate the awareness-raising process. Awareness is the first step in a process that achieves understanding via an intermediary step of knowledge. Once you have understanding, you can work on motivations and efforts to change behaviour. The general objective of information and awareness-raising initiatives is to **increase the consciousness of a given audience and ultimately the responsiveness of that audience** to a specific concern, **with a view to changing the motivation and behaviour of that audience so that they will act, or act differently from the way they have acted in the past**. It is always important for promoters of an ‘awareness-raising’ initiative to understand clearly at the outset where on this continuum — which is often generically referred to as awareness-raising — they want their entry point to be based on the needs of the audience. Ideally, those needs should be measured, but at least perceptions should be identified, and validated if possible.

Good project design requires that some means of measuring *ex post* whether the needs were met be incorporated upfront. The extent of the measurement will reflect the scope of the project, but even in the smallest projects there is normally some scope for collecting feedback, including on whether audiences were reached and messages understood.

Measurement of initiatives’ contributions to results is a task that needs to be regarded as a **long-term process**.

Here, it is important to distinguish between measuring a predefined ‘result’ and measuring broader contribution to the overall goals, objectives and broader mission of an initiative. There is often misunderstanding between measuring key performance indicators and ascertaining the true impact of initiatives.

Two good examples to illustrate this point are telephone hotlines set up as part of THB initiatives and informational conferences. In the first example, hotlines actually do provide a viable quantitative measure of the number of calls received. In some cases, hotline operators try to connect spikes in call volume with associated awareness-raising initiatives, but this is an inexact science. Additionally, an important aspect to examine is the documenting of how many ‘cases’ or trafficking victims were assisted by these calls — so the impact on the ultimate target group (however that is defined by the specific initiative) is not easily quantifiable. Similarly, in the example of a conference, it is certainly possible to quantify the number of individuals that attended — and even to have them take a survey to provide feedback on the quality and value provided by the conference. However, it is difficult to measure how those attendees then used the information or lessons learned at the conference to contribute to the fight against trafficking in human beings. **While certain primary measurements are possible, it is also important to consider the downstream effects** that sponsors, donors and programme managers should endeavour to measure as part of their evaluation process.

The main problem for most information and awareness initiatives is — as for all types of prevention initiatives in this study — that **measurement at the level of results achieved is either not conducted at all, or that measurement is ambiguous**, leaving leeway for interpretation with regard to an initiative’s specific contribution to a certain result due to varying influences from project external factors. The main problem in this regard is that the results of information and awareness-raising initiatives are not tangible enough, and achieving and evaluating results is a long-term process in itself. Lasting results are generally only achieved from continuous communication over a longer period.

In the case of trafficking in human beings, information and awareness-raising initiatives have a potentially wide scope in that they may address one or more relevant stakeholder groups that play a role in the prevention of trafficking in human beings. The **target audiences** *inter alia* include potential victims of trafficking (e.g. women, young people and children, domestic and undocumented workers, Roma communities); stakeholders who work with potential victims and provide support (e.g. teachers, parents, social workers); the general public; and decision-makers and media. Potential perpetrators may also be reached via these initiatives.

**Spotlight: ‘While no one is watching’ ECPAT Sweden <sup>(117)</sup>**

Good-practice information and awareness-raising initiatives have identified specific targets and topics to focus their messaging. For example, ECPAT Sweden made the film *While no one is watching* to raise awareness of the fact that commercial sexual exploitation of children is a crime that also happens in Sweden, not just in other countries. It was designed to sensitise the general public as well as — most importantly — **groups of stakeholders that have the power to make a change** (e.g. politicians, police and law enforcement staff, judges and lawyers), and to remind politicians that Sweden — at that time — did not yet have a National Action Plan against THB.

Information and awareness-raising campaigns can **contribute to greater knowledge of and an increased understanding of** the different forms and purposes of trafficking in human beings.

The messages will depend on the target audience and the needs relative to the existing degree of awareness (in the broadest sense of the word). Some campaigns will provide relevant statistical data to demonstrate the breadth of the issue, and reinforce the message about the importance of taking it seriously, while others may ask trafficking victims to share their stories to make the issues less abstract and therefore more meaningful.

To get these messages out to the public, a wide variety of channels, such as television, press, radio, the internet (e.g. information websites, institutional and official websites, online social networks, video hosting websites), newspapers, magazines, books, brochures, information leaflets and conferences are commonly used. Furthermore, prevention initiatives may involve events or conferences, such as the annual EU Anti-Trafficking Day, which has been held every year on 18 October since 2007. Each channel should, in principle, have been chosen to be appropriate for reaching the target audience. Where several channels are used, they should be complementary and mutually reinforcing.

While all this may seem self-evident, the projects analysed did not always have clear objectives for their awareness-raising activities. Furthermore, some information and awareness-raising campaigns do not always provide information on how the members of the general public generate the demand for trafficked people.

The horizontal analysis of projects revealed a **truly broad segment of information and awareness-raising initiatives across the EU**. Certain initiatives had very focused issues, messaging and target groups in mind, creating tailor-made campaigns that factored in these variables throughout the design and implementation of the project. However, a number of information and awareness-raising campaigns had broader objectives, seeking to raise awareness of the general public (in particular countries) about the problem of trafficking. Most initiatives often paired information and awareness-raising with other goals, or included it as a **secondary goal in the overall mission** of the implementing organisation.

For example, NGO Shelter Safe House in Latvia states that its mission is to

*Develop support services to victims of human trafficking, legal immigrants, including asylum seekers, refugees and persons granted subsidiary protection status by ensuring the individual’s right to receive adequate assistance and protection; promoting rehabilitation and reintegration of victims of human trafficking into the society; creating interactive forms of training, and expanding cooperation with state and local government institutions, public and Christian organisations in Latvia and worldwide. <sup>(118)</sup>*

However, as part of this mission, which is primarily victim assistance and support, they run initiatives like **Choose Your Freedom 2**, which serves simultaneously as an education programme and an information and awareness-raising programme.

This example highlights the **intersection of initiative types**, but also illustrates how many organisations that are dedicated to combatting THB are **involved in multiple aspects of dealing with the problem**. Many information and

<sup>(117)</sup> <http://momentofilm.se/films/while-no-one-is-watching/>

<sup>(118)</sup> <http://patverums-dm.lv/en/about-us>

awareness-raising initiatives are linked to other types of programming, and are informed by an organisation's other activities (and vice versa). In this context, **most of the information and awareness-raising initiatives that were analysed exhibited overlap, connection or involvement with other initiative types and organisation objectives specific to each implementing entity.**

### Prevention activities in research and education programmes

#### Spotlight: 'Combating Trafficking in Women for Labour Exploitation in Domestic Work' <sup>(119)</sup>

A partnership led by the University of Nicosia in Cyprus between organisations in Cyprus, Greece, Lithuania and Spain identified a lack of evidence and knowledge about trafficking for labour exploitation. Existing information indicated that labour exploitation for domestic work is very prevalent, but there were gaps in understanding to what extent there was a relationship to trafficking, and how it links to the exploitation. The study aims to provide context and information to allow for a more effective response to the problem.

The main objective of research programmes in relation to prevention of THB is to ensure that an **improved evidence base** is available concerning various aspects of the issue, preventative instruments, and related interventions to combat trafficking in human beings.

As part of its EU Strategy towards the Eradication of Trafficking in Human Beings <sup>(120)</sup> (EU Strategy), the EU highlights five priorities, including 'stepping up the prevention of trafficking in human beings' and 'increased knowledge of and effective response to emerging concerns related to **all forms** of trafficking in human beings'.

The aim of education programmes is to reduce the demand and supply of potential victims of trafficking in human beings. **Education programmes draw on the results of research initiatives and communicate them through proper channels** to the relevant audience, in particular pupils in primary, secondary and tertiary schools — but also stakeholders, multipliers, staff and persons at risk, such as through workshops. The objective is not only to raise awareness of the issue but to educate and inform the audience about possibilities to circumvent possible incidents. Again, the overlap between initiative types is noted at the **intersection and continuum of research, education and awareness.**

The horizontal analysis of projects revealed that research and education programmes were focused on the priority areas highlighted in the Strategy towards the Eradication of Trafficking in Human Beings. **Research initiatives are often very well defined, tightly scoped and methodologically driven.** Overall, these generalisations were accurate for the sample set of projects analysed. Research programmes, being academic in design and implementation, follow very strict standards, which facilitates the analysis and evaluation process. For example, if a research initiative has as its goal 'To identify the applicable international conventions, relevant case law in the countries participating in the project (LT, LY, SE) and practices in these countries,' the outcome of the project can be easily assessed if the research goals and objectives are met <sup>(121)</sup>. The **'translation' of research** into effect/impact comes in many forms, including education campaigns, trainings and other forms of capacity building, information and awareness-raising, etc. Therefore, it is useful to separate the research component from the various secondary uses, which should be evaluated independently.

With regard to education programmes, the horizontal analysis revealed many projects that were disconnected from specific research programmes. Many education programmes were connected with the overall mission of the implementing organisation. This often related to the target audience and stakeholder groups for these programmes as well. For example, the Drug Prevention Association in Hungary conducted an educational programme called 'Liberty, equality, relationship — Youth health promotion programme in Pécs and its outskirts.' <sup>(122)</sup> This initiative aimed to moderate the risk factors of 13-18 year olds becoming involved in prostitution through educational programming in collaboration with local schools. The initiative was based on the organisation's other work and overall mission and included this element of anti-THB as a component of its broader activities. Similarly, most other education initiatives were linked to the overall strategy and priorities of the implementing entity.

<sup>(119)</sup> <http://www.medinstgenderstudies.org/new-eu-project-stop-traffic-for-domestic-work/#more-5146>

<sup>(120)</sup> <http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:52012DC0286>

<sup>(121)</sup> [https://ec.europa.eu/anti-trafficking/eu-projects/protect-children-move-child-exploitation-cross-national-child-protection-practice\\_en](https://ec.europa.eu/anti-trafficking/eu-projects/protect-children-move-child-exploitation-cross-national-child-protection-practice_en)

<sup>(122)</sup> <https://norvegcivilalop.hu/en/tamogatott/931>

## Capacity building

Capacity-building initiatives **provide stakeholders with the relevant knowledge, skills, experience and leading practice examples to enhance their ability to effectively carry out their tasks.** Specific to THB, the objective of capacity-building initiatives is to improve the prevention and protection of (potential) victims, as well as the identification and prosecution of traffickers. The two key groups capacity-building initiatives can target include:

- Individuals who, often on a daily basis, come into contact with potential victims, provide them with support or can influence the lives of the beneficiaries in one way or another, e.g. teachers, parents, front-line police officials and other law enforcement personnel, judiciary, representatives of the media, social workers (for example, who work in the anti-trafficking centres in the Member States) and decision-makers; and
- Individuals who come into contact with (potential) traffickers and perpetrators of abuse, including in particular law enforcement officers.

Concrete activities in this regard may involve longer-term curricula, workshops, exchange programmes and ad hoc training to share best practices and to train English language skills in order to understand the methods used by the offenders that are constantly being adjusted to the economic, social and legal environment of Europe.

From the horizontal analysis of projects, **capacity building is identified as a key activity of many initiatives.** Capacity building in the selected sample projects takes on a variety of forms that are specific to the geographic scope of the project, the intended stakeholders and the ultimate objective. Overall, it is possible to segment the majority of capacity building projects into **two main categories:**

- national/local capacity building; and
- cross-border collaboration and capacity building.

The first subset, **national/local capacity building**, represents a group of initiatives that are usually focused on a particular stakeholder group within a country. For example, the Children's Human Rights Centre of Albania conducts a programme called 'Every Roma Child in the Kindergarten.'<sup>(123)</sup> One activity conducted was a forum to raise awareness among local government and educational institutions to enhance cooperation among government agencies, municipal authorities, civil society, NGOs and target audiences. The forum brought together representatives of public institutions, educational directorates, Ministries, civil society and international organisations, and members of the Roma community and children. This type of collaboration within a single Member State reflects the **increasingly important trend of building alliances across national stakeholders.**

**Cross-border collaboration and capacity building has also become a priority for many THB initiatives**, reflecting the understanding of THB as a transnational challenge. In this way, governments and NGOs are working across borders to improve their response to specific problems created by the cross-border elements of many trafficking crimes. Many initiatives analysed in this study represented a collaboration between NGOs and public sector agencies across a small group of EU Member States. Often these coalitions had formed due to identified relationships in trafficking crimes between certain Member States — sometimes arising after consistent or increasing trafficking countries appeared between certain locations. A prime example of this is the 'Combining Against Trafficking' (Combat) programme conducted by partner organisations in the UK, Bulgaria and Lithuania<sup>(124)</sup>. The partnership arose as the UK began to recognise increasing numbers of trafficking cases with victims from Bulgaria and Lithuania. As a result, this cross-border collaboration sought to conduct numerous capacity-building activities across the partnership to approach the problem comprehensively in the source and destination countries and improve the effectiveness of all stakeholders in dealing with cases and victims. This model of partnership for cross-border collaboration appears in many of the capacity-building initiatives analysed. While the specifics of each project are unique, they follow the same general pattern of identifying a specific cross-border challenge and seeking appropriate partner organisations in relevant countries to form multinational coalitions.

<sup>(123)</sup> <http://www.crca.al/>

<sup>(124)</sup> [https://ec.europa.eu/anti-trafficking/eu-projects/combating-combining-against-trafficking\\_en](https://ec.europa.eu/anti-trafficking/eu-projects/combating-combining-against-trafficking_en)

### Victim assistance and support (inclusive of youth-specific initiatives)

The objective of these measures is to **ensure that victims of trafficking are given an opportunity to recover and rehabilitate, reintegrate into society and to protect them from re-trafficking**. These measures may be connected to all of the different aspects of anti-trafficking policies, prevention, prosecution and protection. In regard to prevention, these initiatives are particularly important in preventing re-trafficking and reducing the level of vulnerability of at-risk populations. The EU Strategy states, ‘Trafficking in human beings is a complex transnational phenomenon rooted in vulnerability to poverty, lack of democratic cultures, gender inequality and violence against women, conflict and post conflict situations, lack of social integration, lack of opportunities and employment, lack of access to education, child labour and discrimination’<sup>(125)</sup>. The idea of victim assistance and support vis-à-vis prevention is to combat the effects of these issues and thereby reduce vulnerability to trafficking.

According to the EU Strategy, measures need to be put in place to ensure the identification of victims. This is a prerequisite for supporting them and helps police and prosecution investigate and punish traffickers.

#### Spotlight: ‘Voluntary Return and Reintegration Assistance to Vulnerable Migrants’<sup>(126)</sup>

The objective of this project is to offer assistance to victims of trafficking who voluntarily want to return to their country, as well as unaccompanied minors and other vulnerable migrants. This project is in line with one of the objectives of the Norwegian national action plan on trafficking, which states that the government commits to the safe and dignified return of people victims of trafficking in human beings.

To further support victims, measures should take into account **the ‘five broad needs of victims’: respect, recognition, assistance, protection and access to justice and compensation**<sup>(127)</sup>. Member States have committed to establish formal, functional, national referral mechanisms, describing procedures to better identify, refer, protect and assist victims and include all relevant public authorities and civil society organisations. Measures aimed at the protection of victims also include the dissemination of information on the rights of victims, including their right to a residence permit, their labour rights, their rights regarding access to justice and to a lawyer, and on the possibilities of claiming compensation. Victim assistance and support is reflected as a **priority of many of the organisations in the analysis**, however, this aspect is commonly included in the mission statement or overall objective of the implementing entities covered in the analysis of sample projects. For example, many organisations, like the organisation Smile of the Child in Greece, are dedicated primarily to providing support and assistance to at-risk groups and rescued victims. In this example, Smile of the Child also served as the leader of ‘The Victor Project (Victims of Child Trafficking — Our Responsibility),’ which was an awareness-raising and capacity-building campaign as well<sup>(128)</sup>. Overall, **victim assistance and support tends to be the foundation of many organisations and projects** (as indicated by our horizontal analysis of the sample set), and other types of THB initiatives are often carried out by these organisations as they are directly or indirectly related to the ‘core business’ of victim assistance.

### Key findings

The projects reviewed in the study represented a **well-distributed mix of initiative types**. After examining the projects through desk research and individual interviews with project managers/promoters the following takeaways were evident:

- **It is rare to have a project or organisation that focuses solely on one of the ‘types’ of THB initiatives identified**<sup>(129)</sup>. There are many organisations that exist solely to combat THB. These organisations are often involved in a range of activities that cause the distinction between initiative ‘types’ to blur. This results from activities themselves having multiple purposes, but also from multiple activities blending together or having symbiotic relationships in

<sup>(125)</sup> [http://ec.europa.eu/dgs/home-affairs/e-library/docs/thb\\_strategy/thb\\_strategy\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/e-library/docs/thb_strategy/thb_strategy_en.pdf)

<sup>(126)</sup> <http://www.iom.no/en/varp/vg>

<sup>(127)</sup> [http://ec.europa.eu/dgs/home-affairs/e-library/docs/thb\\_strategy/thb\\_strategy\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/e-library/docs/thb_strategy/thb_strategy_en.pdf)

<sup>(128)</sup> <http://www.victorproject.eu/>

<sup>(129)</sup> However, information and awareness-raising initiatives do not always provide information on how the general public generates the demand for trafficked people. This was also reflected in section 3.2.2, and would likely require further elaboration in the future.

cause and effect. As discussed in the introduction of this section, categorisation of initiatives is inherently challenging. However, naming convention is not the only cause of overlapping objectives. **Since the initiative types are related, either directly or indirectly, there was nearly ubiquitous cross-categorisation in the sample set of projects. This is deemed to be a benefit because it creates cross pollination of ideas, research and data, lessons learned, etc.** Each individual type of initiative is therefore enriched by the execution and results of other types of initiatives. In cases where a single initiative is designed to produce outputs and effect across types, there is often a multiplier effect due to the comprehensive approach and understanding gained from the holistic approach.

- **There is a good distribution of projects examined that focus on national-level THB challenges and projects that involve cross-border international issues.**  
THB is a complex phenomenon at all levels. Increasing the geographic scope of the problem only serves to increase the complexity of the challenge, and the need for more robust responses. However, **national-level, and even local-level, challenges are still important issues that need to be dealt with in a targeted manner, reflective of broader national and EU-level strategies.** Therefore, it is important to have THB initiatives in both the 'micro' and 'macro' sense that together address as much of the THB spectrum as possible.
- **Across all types of initiatives, it is critical to have a clear definition and distinction of objectives, outputs and impact.**  
Since many initiatives span categories, **it is important to clearly delineate within a project, which aspects relate to information and awareness-raising, capacity building, etc.** In the projects reviewed, this was not always the case, leading to difficulties measuring the outputs and effectiveness of initiatives, particularly for awareness-raising (to be elaborated on in the following section).

## 4.2 Prevention initiatives from a production-oriented point of view

This section presents the prevention initiatives within the sample of this study with regard to what they have produced in terms of outputs and results, as well as sustainability and transferability<sup>(130)</sup>. For each of these, information is presented in relation to the specific types of prevention initiatives identified in the section above. The analysis is illustrated by relevant project-specific examples.

This said, as this analysis is limited to a sample of initiatives, conclusions concerning the overall impact and contribution of the prevention initiatives across the EU will not be drawn. Rather, the analysis made serves to illustrate the types of outputs and results that can be/have been produced through concrete examples, as well as reflections on their sustainability and transferability.

### 4.2.1 Outputs and results

First and foremost, this study defines outputs as the direct product of a prevention initiative with regard to the prevention of trafficking in human beings, e.g. a leaflet to raise awareness, an online video campaign, a research paper for scientific use, a series of institutional training events for public prosecutors and law enforcement officials to foster cross-border collaboration.

It is important to differentiate such outputs from data that is generally concerned with the **monitoring** of an initiative's activities. For instance, the number of telephone calls a helpline — set up to provide (potential) victims and witnesses of trafficking in human beings with a possibility to act — receives during a certain period of time is considered to be monitoring data. The same is valid for online clicks or media coverage.

<sup>(130)</sup> Outputs are generated as a direct result of the initiative, the number of products or services rolled out during the initiative. Examples of outputs indicators include: number of events organised; number of participants in a conference; volume and type of materials produced; website traffic, downloads, click-through, etc.; media coverage; target audience coverage/reach. Results represent the immediate advantages of the initiative for the direct beneficiaries in terms of changes which occur for them due to the use of an output; an advantage is immediate if it appears while the beneficiary is directly in contact with the intervention. Examples of outcomes indicators include: audience reaction to the receipt of a product; satisfaction of users of the user-friendliness of a website; quantifiable changes in awareness, knowledge, attitude, opinion and behaviour that occur as a result of the initiative over the short, medium or long term. Sustainability refers to activities and results of the project being continued, or built upon, either by the project promoters, their partners, and other stakeholders, after an initiative has ended and/or does not receive further funding. Transferability describes the extent to which an initiative can be scaled up or down to different levels (e.g. up to EU or down to local level), as well as the possibility to implement it in different regions and/or Member States.



Such information is very important for project promoters and donors to (internally) track and report the use and functioning of their initiatives. The study team is convinced that internal monitoring systems should be and are a vital part of the prevention initiatives examined as it was reported from stakeholders that different forms of monitoring are implemented, depending on the proportionality of efforts.

Nevertheless, monitoring information does, however, not detail to what extent an initiative has effectively contributed to prevent trafficking in human beings or any other intermediary objectives the initiative targets. For such a purpose, information on outputs as well as results and contribution to possible impacts is ideally necessary.

The diversity of the landscape of THB prevention initiatives is, however, also reflected in the **diversity of outputs and results defined, produced and achieved** by the 43 prevention initiatives that have been analysed as part of this study. It has to be kept in mind that in practice no prevention initiative in our sample is concentrated on information and awareness-raising, research and education, capacity building or victim assistance only. In practice the different types of initiatives cannot perfectly be differentiated as all initiatives are concerned, at least to some extent, with the outputs typically produced as part of all types of initiatives. This means that a capacity-building measure will quite naturally also produce information and awareness-raising material, potentially based on a scientific research component that is targeted at (potential) victims of trafficking for assistance purposes. The section is structured according to the different types of prevention initiatives identified in section 4.1.2.

### Information and awareness-raising initiatives

All information and awareness-raising initiatives can contribute in various ways to tackling trafficking in human beings. The effectiveness of an information and awareness-raising initiative however depends on the **combination of outputs** that has been tailored towards the **needs of the target audience** and the **initiative's message** <sup>(131)</sup>.

Hence, there is **no universal gold standard** when it comes to the outputs of information and awareness-raising initiatives to contrast trafficking in human beings. This corresponds with the variety of outputs, target audiences and messages of initiatives under analysis as part of this study <sup>(132)</sup>.

In terms of combinations of outputs, the initiatives developed material that is targeted by **the sender to the recipient** of a certain message (for instance advertisement in newspaper, brochures, leaflets — i.e. information material), as well as more **interactive outputs** (such as, for example, workshops, public exhibitions, online campaigns).

This is important since information and awareness-raising initiatives can be expected to **maximise their 'fitness for purpose' when different types of outputs are developed** (e.g. for different relevant target groups and messages) and different communication/dissemination channels are used, depending on the environment in which an initiative is implemented. This approach can be exemplified through the following initiatives:

- ***While no one is watching*** <sup>(133)</sup>: A Swedish initiative with the objective of raising awareness of the fact that commercial sexual exploitation of children is a crime that also happens in Sweden (not just in other countries) created a documentary about real life cases of trafficking in human beings in different countries (Cambodia, Romania, South Sudan, Sweden). This documentary was first published online but was also presented on national television, as well as screened at various stakeholder and multiplier events. Moreover, this film was accompanied by physical written information material for teachers in order to discuss it in school, as well as for businesses in the travel tourism and IT industries in order to provide information on how their business is affected by commercial sexual exploitation of children and what could be done by businesses to tackle this issue. As a result, the initiative was felt to have contributed to tackling the (perceived) Swedish mentality that trafficking is a problem only in other countries; and
- ***The Buy Responsibly Campaign*** <sup>(134)</sup>: A large-scale international information and awareness-raising initiative implemented in several EU Member States with the objective of raising awareness of issues related to trafficking in human beings in the supply chain of manufacturers, in particular in the textile industry and to receiving

<sup>(131)</sup> This is broadly in line with the reflections Chapter 3.2. For instance, information and awareness-raising campaigns could better focus on sending a message to the public that everybody could be part of the prevention of trafficking in human beings by decreasing the demand for goods and services likely provided by traffickers.

<sup>(132)</sup> Project-specific examples of outputs and results can be found below.

<sup>(133)</sup> <http://momentofilm.se/films/while-no-one-is-watching/>

<sup>(134)</sup> <http://www.buyresponsibly.org/>

and collecting feedback from consumers of products, used its visibility in the public sphere (e.g. in city centres) and the written material produced to leverage its web presence, on which accompanying information could be retrieved by the target audience. As part of this initiative, predetermined material developed by the International Organisation for Migration was available for use by stakeholders for communication purposes (e.g. oversized upside-down shopping cart, brochures and leaflets).

The horizontal analysis shows that project promoters use **combinations of 'traditional' and 'modern/innovative' outputs** in order to **bring across each initiative's individual message for the relevant target audience**.

Quite naturally, different information and awareness-raising initiatives have **different target audiences (for example potential victims or users)**. Although it is obvious that different target groups call for different types of outputs in order to reach the audiences, there seems to be a common pattern across the analysed initiatives that it is of utmost importance **to engage with the audience**. This can be done, for example, by means of press conferences, discussion panels, workshops, information stands in the public sphere, interactive exhibitions, etc.

Overall, **outputs need to be defined at the initiative level and evaluated with a view to their appropriateness for the target audience on a case-by-case basis**. Based on the discussion with project promoters, a number of examples were provided of the importance of defining specific messages for a particular target audience in a given context:

- The International Organisation for Migration in Uganda indicated that they advised the government against printing general brochures and posters to inform potential victims about trafficking, unless these were extremely targeted to specific stakeholders. **If communication messages are not well targeted, then the target audience simply does not absorb them.**
- Similarly, Save the Children Italy mentioned that the message conveyed on posters (which are put up in airports) often create a mental block in victims, as they often do not identify themselves as victims. In this case, this NGO identified that the most effective approach to informing victims about the risks of trafficking consisted of informing migrants in care facilities, as this group were the most prone to being trafficked.
- The case of communication about HIV in an African country was taken as an example by another project promoter. In this country, when HIV was identified a major issue, the government printed posters to inform people about the risks of the disease. However, these posters did not have much impact, as people did not assimilate the message that the posters were trying to convey about how they could be impacted. Conversely, their campaign became much more impactful when people were engaged in storytelling, as this led to a better understanding that they could concretely be affected.
- However, the ETTS project coordinator mentioned that producing posters to inform potential victims about sexual exploitation is particularly important in countries such as Romania, where this topic is still a taboo. Putting this subject out into the public sphere through posters was therefore seen as a crucial first step in contributing to behavioural change.
- Another project promoter mentioned that in some countries, victims are often from impoverished areas, with no access to television. Targeting them through these means is thus highly inefficient.

The following examples illustrate different types of target audiences and how they were approached by individual prevention initiatives:

- **Information for visa applicants:** A Belgian information and awareness-raising initiative implemented by the Belgian consulates in a number of countries of origin of THB victims linked its awareness-raising work to the concrete application of travellers for a Belgian visa. The initiative's attempt to raise awareness and thus prevent travellers from being trafficked was based on the insertion of a small paper card into the visa documents issued containing information on trafficking, as well as contact details obtaining help. This direct link between the promoter of the initiative (i.e. the Belgian consulate) and the target audience (the applicant) has proven to be very important over the years, as younger applicants in particular may not necessarily be aware of the dangers and traps of migration. This also exemplifies the importance of tailoring the means by which the information and message are transported in order to reach the target group; and

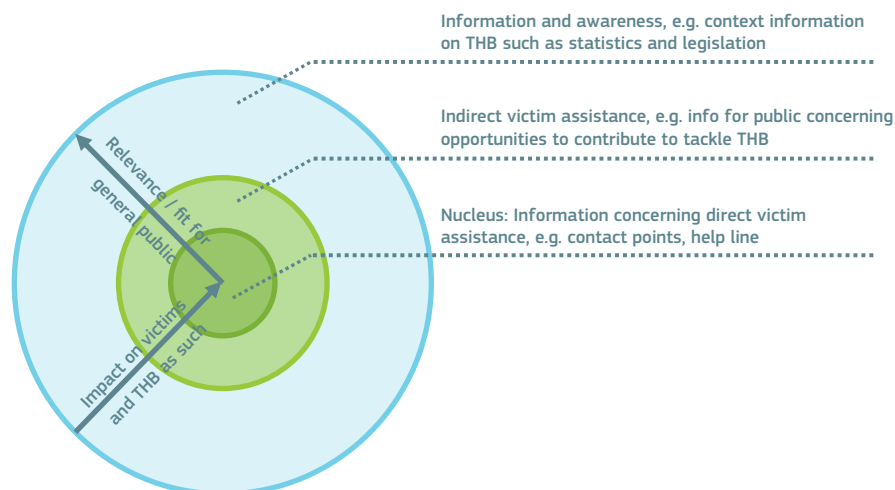


- **Hapke 2 — The development project for the vulnerable asylum seekers' service provision system in Finland** <sup>(135)</sup>: The form of the material produced is also important, and can influence the usefulness of the message to be conveyed. Within this initiative implemented by the Finnish Immigration Service, pocket-sized versions of the flyer for potential THB victims were made available for occupational safety and health inspectors to hand out to employees during visits to companies.

In addition, project promoters viewed to be **very important by project is not to leave their target audiences with a single source of information provided but to be able to reinforce the message** (e.g. by means of a brochure, leaflet, fact sheet, website for further reading at home) and to follow up (e.g. through social media interactions). Hence, although the distribution of posters, leaflets, brochures, etc. is generally regarded as being a rather inefficient means to prevent THB, it can be highly effective if the proper target audience is reached.

Another important element of the output of information and awareness-raising initiatives is **the message itself, and its tenor**. Broadly speaking, the types of messages communicated by the information and awareness-raising initiatives analysed can be differentiated by the extent to which they centre on the (potential) victims of trafficking. This is shown visually in the figure below.

Figure 11: Types of messages according to their relevance for the general public and their impact on victims and THB as such



Source: Deloitte.

The figure above shows that **different content is appropriate for different target audiences**. An information and awareness initiative with the objective of helping victims directly would in this logic try to maximise its effectiveness by disseminating material that contains information which is directly relevant for its target audience, i.e. potential victims. This could, for example, include contact details of victim assistance organisations, help lines, addresses of shelters, recommendations concerning how to behave in trafficking situations, information on what to avoid during the migration process, and early warning signals to be looked out for. By contrast, information and awareness-raising initiatives that target, for instance, the wider public, would not necessarily provide these details, but rather contextual information (i.e. from the macro perspective) such as statistics on THB, information on the phenomenon more broadly, types of trafficking, or how citizens are generally affected by trafficking (not directly as victims) <sup>(136)</sup>.

Hence, the link of the message of an information and awareness-raising initiative with its target audience is of utmost importance. The horizontal analysis shows that this was understood better by some project promoters than by others. However, in general most **initiatives tailored their message towards their objectives and target audiences**.

In terms of **tenor**, the sample of prevention initiatives, for instance, includes information and awareness-raising initiatives that try to achieve **visibility through 'shocking' visual elements, while others try to transport 'positive'**

<sup>(135)</sup> <http://www.humantrafficking.fi>

<sup>(136)</sup> In this sense, it is key for information and awareness-raising initiatives to also address the demand side of trafficking.

**messages** with a view to achieving their objectives. According to our analysis both can be appropriate approaches — depending on the target group, the environment in which the message and its tenor are communicated, and the objectives of the information and awareness-raising campaign itself. Hence, a pragmatic tenor depending on the target group, the message and the environment is key. This can be illustrated through the following examples:

- **Trafficking is no fairy tale** <sup>(137)</sup>: A Finnish prevention initiative that built on a previous campaign from 2011 used the ‘shock’ tactic to implement a very efficient public awareness-raising campaign in Helsinki and to achieve concentrated attention during a very limited time span. The objective of the initiative was explicitly not to establish something very long lasting, but to implement an initiative that was effective through highly concentrated visibility during a short time frame. The campaign used a short video that included an adapted version of a well-known Finnish tango, Satumaa, in order to create an unusual, ‘shocking’ experience for the audience of the film. In addition, two radio commercials, two print advertisements, banners within the city limits of Helsinki and leaflets for the general public were produced. Through great visibility in television, social media, websites, newspapers, magazines and radio, the campaign was brought to the attention of nearly 1 million Finns. It was reported that the ‘shocking’ visual elements of the campaign largely contributed to this success; and
- **For Fair Sex — Against Trafficking** <sup>(138)</sup>: A Swedish NGO uses a **positive**, creative and solution-oriented approach to tackling THB through the production and distribution of art and fashion loaded with the message of fair sex in order to reach out to the public. The basic idea is to fill a gap in prevention initiatives on the demand side of THB by combining online with physical activities, e.g. online information about the subject and physical interaction with the general public on the streets in order to raise awareness and to be visible to the outside world. Hence, this initiative does not solely provide information about the issue as such but rather attempts to use the problem of THB to create something physical and positive with a view to disseminating its message. Moreover, the initiative promotes an idea instead of trying to raise awareness for an issue.

In terms of **results**, the information and awareness-raising initiatives analysed as part of this study differed to a great extent — in line with their objectives, output, messages, tone, etc.

Moreover, there seems to be a **lack of understanding among project promoters** of what is meant by the term **results**. During the analysis, it was repeatedly stated that one of the main results of the initiatives were the articles in media outlets and the events. In the evaluation terminology, these are more outputs than results. As a consequence, **proper reporting on results of information and awareness-raising initiatives is a challenge, as project promoters themselves often cannot report the relevant information**. However, this does not mean that information and awareness-raising initiatives do not achieve or contribute to results — rather to the discussion about and the measurement of initiatives’ (contributions to) results in itself is a hurdle that cannot easily be overcome.

The analysis of the information and awareness-raising initiatives has, however, provided insights into what types of results project promoters regard as being achieved through their initiatives. Naturally, the **main result reported by project promoters was an increase in the information and awareness of the specific target groups of the initiatives**, for instance on the counselling process in different countries to support victims, or how employers could be affected by trafficking in human beings, particularly in the agriculture, textile or construction sectors. Such an increase in information and awareness of target groups was generally achieved through an increase in media visibility, e.g. via television, newspapers, magazines, radio, as well as social media, websites. The increased visibility was often achieved through pro bono contributions from different actors.

However, project promoters also reported that their information and awareness-raising initiatives **contributed to long-term results**. Those results differed in their degree of concreteness with ‘contributions to a gradual shift in perceptions on trafficking in human beings, migration, asylum issues within the general public’ being less concrete than, for example, ‘contributions to the development of different national anti-trafficking action plans’.

<sup>(137)</sup> [http://www.ofm.fi/en/trafficking\\_in\\_human\\_beings/fairytales](http://www.ofm.fi/en/trafficking_in_human_beings/fairytales); <http://ihmiskauppaeiolesatua.fi/>

<sup>(138)</sup> <http://realstars.eu/en/>

Some initiatives claimed their projects led to tangible results, such as:

- Formerly informal network structures were institutionalised as part of the National Action Plan in one participating Member State;
- A business coalition against trafficking in human beings was implemented in another participating Member State's Action Plan; and
- The competencies and the mandate of the national coordinator of anti-THB efforts were expanded to activities related to labour exploitation in a third Member State that participated in this initiative.

Such **project promoters reported more in tangible results**, including for example:

- Increased participation by citizens, cooperation and engagement with other stakeholders and partners;
- Institutionalisation of peer support teams functioning as positive role models and/or offering concrete help and assistance to victims of trafficking in human beings; and
- Triggering a wider movement to allow organisations to become part of a global support network.

Finally, some initiatives succeeded in putting THB on the political agenda, or ensuring that policymakers and other stakeholders are more aware of a specific issue. It is, however, a challenge to value this as a result, as discussions ideally need to be translated into political decisions.

### Prevention activities in research and education programmes

While the primary purpose of research is to enhance and improve the evidence base in relation to trafficking in human beings, e.g. in order to impact on the academic, operational and legal discussion about and approach towards the issue, the primary purpose of education is the direct prevention through an enhancement of the level of information of the target group of the initiative about THB-related issues. Therefore, the outputs and results of prevention initiatives that focus on research naturally differ from those dealing with the education of a certain target group.

Promoters of research projects generally perceive a **lack of evidence in relation to trafficking in human beings**, in particular concerning forms of trafficking such as labour exploitation, attitudes and characteristics of sex buyers, the economic costs of trafficking from the macro-perspective, and online **recruitment** of trafficking victims. **Research initiatives typically try to close this gap**. Moreover, the output of research-focused initiatives mainly concerns reports based on scientific evidence that are used in political and operational processes for advocacy purposes.

Typically, such research reports do not only include a scientific presentation of the available evidence but also conclude with some forms of **recommendations, guidelines or codes of conduct for stakeholders**. The analysis of the research-focused initiatives within the sample of this study shows that research is **never conducted in a vacuum, but always has a secondary purpose** — which may be to influence the scientific and political debate about THB and/or the (operational) behaviour of certain stakeholders, e.g. through the development of practical recommendations and guidelines, as well as to inform the work of other initiatives (for example in the area of information and awareness-raising).

In terms of output, the research-focused initiatives have produced two main types, namely research studies and recommendations/guidelines based on scientific evidence and targeted towards specific audiences. The following are examples with regard to research studies:

- **ADSTRINGO — Addressing trafficking for labour exploitation** <sup>(139)</sup>: This initiative focused on the analysis of practices and roles of recruitment agencies and employers within the area of the exploitation of migrant labour. The project is a follow-up project to a previous initiative that was specifically targeted towards trafficking for forced labour;

<sup>(139)</sup> <http://www.cbss.org/wp-content/uploads/2013/04/Info-Sheet-ADSTRINGO.pdf>

- **STOP Traffic for Domestic Work** <sup>(140)</sup>: In Cyprus, there was a significant gap in research with regard to labour exploitation and trafficking specifically for labour exploitation. The largest group of migrant workers in Cyprus are women. This analysis drove the focus of the project on different policies, strategies, legislation in relation to the entrance procedures as well as employment (including contracts of employment) specifically for women domestic workers;
- **A Safety Compass** <sup>(141)</sup>: It was found through research that Latvia is serving as a key source country, and the UK is one of the largest destination countries. Therefore, this initiative addresses internet recruitment mechanisms, latest tendencies and forms of sex trade and sham marriages, including how children at risk use the internet, what websites they go to, and how they communicate with their peers, with a specific focus on the Baltics and the UK;
- **Estimation model of the social cost of the trafficked prostitution in France** <sup>(142)</sup>: Starting from the perception that THB is insufficiently tackled in Europe (increase in the number of victims, reduction in convictions, and the size of the problem is inadequately measured), particularly at the political level, the association assessed that an 'electroshock' was required for policymakers to recognise the problem. The association therefore undertook a project outside of their traditional activities, in which they wanted to bring forth an economic argument to convince policymakers to act: What are the economic and social costs of trafficking in human beings for sexual exploitation for society at large and for its victims in France per year;
- **Combating trafficking in human beings and sex tourism — ETTS** <sup>(143)</sup>: The aim of this research programme was to assess dimensions and evolution of the linkage between trafficking and sexual tourism in different countries from a comparative perspective, based on characteristics of the local market for sex in both source and destination countries and municipalities.

The following are examples with regard to recommendations and guidelines:

- **ADSTRINGO — Addressing trafficking for labour exploitation** <sup>(144)</sup>: Within the Baltic Sea area, trafficking for forced labour is a very severe problem. Therefore, guidelines were drafted as part of this initiative targeting employers, recruitment agencies and other actors to prevent trafficking for forced labour and labour exploitation;
- **The Victor Project** <sup>(145)</sup>: Research found that Greece is a transit country for countries of origin of Bulgaria, Romania and others in the Balkans. Therefore, recommendations were developed concerning the implementation of the EU Guidelines on the identification of victims of child trafficking;
- **While no one is watching** <sup>(146)</sup>: This initiative focused on the development of guidelines for companies in the tourism and IT industries, in particular recommendations concerning possible actions to tackle THB, in particular sexual exploitation of children;
- **Traite des êtres humains ... que faire?** <sup>(147)</sup>: This initiative has focused on the lack of identification of victims. Therefore, guidelines were drafted for hospital staff concerning signs to look out for in relation to patients who could potentially be victims of trafficking. Furthermore, guidelines concerning appropriate measures in a situation likely involving a THB victim were drafted; and
- **Child Notices — Better information for durable solutions and protection** <sup>(148)</sup>: This initiative aims to provide better information for safe returns, durable solutions and protection of children, especially child victims of trafficking in human beings through the production of reliable and comprehensive child-specific reports on countries of origin. These reports are to be used by actors in the return practice and/or procedure, including immigration service officials, policymakers, lawyers and judges, but also guardians and NGOs, within the partner countries but also across all Member States.

<sup>(140)</sup> <http://www.medinstgenderstudies.org/new-eu-project-stop-traffic-for-domestic-work/#more-5146>

<sup>(141)</sup> <http://marta.lv/marta-in-action/projects/safety-compass>

<sup>(142)</sup> <http://ec.europa.eu/anti-trafficking/eu-projects/estimation-model-social-cost-trafficked-prostitution-france>

<sup>(143)</sup> <http://www.etts.eu/>

<sup>(144)</sup> <http://www.cbss.org/wp-content/uploads/2013/04/Info-Sheet-ADSTRINGO.pdf>

<sup>(145)</sup> <http://www.victorproject.eu/>

<sup>(146)</sup> <http://momentofilm.se/films/while-no-one-is-watching/>

<sup>(147)</sup> [http://justice.belgium.be/fr/binaries/BROCHURE\\_MENSENHANDEL\\_FR\\_tcm421-198754.pdf](http://justice.belgium.be/fr/binaries/BROCHURE_MENSENHANDEL_FR_tcm421-198754.pdf)

<sup>(148)</sup> <http://www.unicef.nl/wat-doet-unicef/kinderrechten/child-notices/english/>

As can be seen from the above list, research studies have been carried out in relation to a **variety of subjects from the micro to the macro level**, including individual attitudes and behavioural patterns, as well as economic and social costs of trafficking, as well as the nexus between trafficking and relevant policy fields or industries. However, this list does not of course reflect the full picture of the outputs of research-focused initiatives in the area of trafficking in human beings. For instance, the currently available research does not always focus on the organised crime nexus and the supply-and-demand dynamics. Instead, the list exemplifies different types of outputs that can typically be expected to be produced by the relevant actors.

As for information and awareness-raising initiatives for comparative purposes, the analysis of the **achievement of results is limited to the extent to which the use of research findings can already be foreseen by project promoters** in the first place. Although research is never conducted in a vacuum and is always carried out with a certain purpose, the use of its findings in a constantly changing (political) environment cannot be fully planned.

Hence the results of research initiatives do not stem from the research itself but from the actual use of the research output by the target audiences of the initiatives, e.g. politicians, public institutions, companies, NGOs. The following list provides information on the results of different research-focused initiatives.

- **ADSTRINGO — Addressing trafficking for labour exploitation** <sup>(149)</sup>: Through the development of concrete guidelines (output) for recruitment agencies, this cross-border initiative was able to contribute directly to the development of different national anti-trafficking actions plans, in which particular focus was being put on the recruitment process as a potential gateway for traffickers;
- **STOP Traffick!** <sup>(150)</sup>: By means of primary research, this Irish initiative explored different attitudes of buyers of commercial sex towards trafficking in human beings, in order to inform demand reduction awareness-raising initiatives. The reports contribute to an improvement of the global understanding of the demand side, and allow other projects or national agencies to use the data to inform their own efforts; and
- **Estimation model of the social cost of the trafficked prostitution in France** <sup>(151)</sup>: This French initiative developed a model to estimate the economic and social costs of trafficking in human beings for sexual exploitation for society at large and for its victims. By means of providing compelling economic arguments regarding the need for prevention and rehabilitation measures. The economic cost of THB will be used as a key argument in communication and lobbying campaigns in order to raise awareness around this issue.

The **purpose of education is different from research in the sense that it is expected to have a more direct impact on the target audiences** while research output has a more indirect impact on target audiences (at least in the sense of victims of THB or other stakeholders directly affected by THB), depending on the use of the output. **Education programmes communicate relevant information through proper channels to the relevant audience**, e.g. pupils in primary, secondary and tertiary schools, as well as multipliers, staff and persons at risk.

There is, however, a clear intersection of recommendations/guidelines and the output of education programmes. Typical output concerns, for example, written material for schools and universities, as well as brochures, leaflets and factsheets that each contain different types of educative information for different target audiences as illustrated by the following examples:

- **Liberty, equality, relationship — Youth health promotion programme in Pécs and its outskirts** <sup>(152)</sup>: The number of Hungarian prostitutes in Hungary has been increasing, while the average age is decreasing. However, the Hungarian educational system is rigid, which is the reason why the subject is not directly discussed in school in most cases. Therefore, this Hungarian education initiative, focused on the regions of Pécs, provided education on the risk factors of the drift into prostitution (particularly the negative peer influence and the archaic attitude concerning relationships), and was attended by 155 participants from eight schools. In addition, the initiative created a peer support team of 13 individuals that functions as a positive role model for the target audience and can offer concrete help, e.g. in trafficking cases; and

<sup>(149)</sup> <http://www.cbss.org/wp-content/uploads/2013/04/Info-Sheet-ADSTRINGO.pdf>

<sup>(150)</sup> <http://www.stoptraffick.ie/>

<sup>(151)</sup> <http://ec.europa.eu/anti-trafficking/eu-projects/estimation-model-social-cost-trafficked-prostitution-france>

<sup>(152)</sup> <https://norvegcivilalap.hu/en/about-the-fund>

- **Every Roma Child in the Kindergarten** <sup>(153)</sup>: This initiative, implemented in Albania, had the objective to protect children from violence, abuse and exploitation, and in particular trafficking aimed at the provision and usage of kindergarten places in Albania. It also provided education on different topics, such as smoking, drugs, sexually transmitted diseases, characteristics that follow a child's psychosocial and physical development.

Furthermore, the forum in which such educative information is communicated is relevant for the analysis of the output, e.g. lectures or workshops.

Finally, education-focused initiatives have a clear intersection with initiatives that try to raise the level of information and awareness of their target audiences. Therefore, the types of outputs and results of education initiatives and information and awareness-raising initiatives overlap to a great extent.

### Capacity building

Capacity-building initiatives in the context of this study targeted:

- (1) Individuals who, often on a daily basis, come into contact with potential victims, provide them with support, or can influence the lives of the beneficiaries in one way or another (e.g. teachers, parents, front-line police officials and other law enforcement personnel, judiciary, representatives of the media, social workers and decision-makers); as well as
- (2) Individuals who come into contact with (potential) traffickers and perpetrators of abuse, including in particular law enforcement officers.

Typically, the different types of target groups' ability to effectively carry out their operational activities (i.e. improvement of protection of (potential) victims, as well as the identification and prosecution of traffickers) is enhanced as part of different outputs of initiatives.

A general distinction in terms of output can be made between **training** (e.g. workshops, seminars, lectures, exchange programmes, curricula, ad hoc training) and **events or meetings to improve the stakeholder networks**. This is also reflected in the outputs of the capacity-building initiatives analysed as part of this study. With regard to **training of stakeholders** (e.g. front-line officers as well as volunteers) the following examples of outputs were produced by the initiatives under analysis as part of this study:

- **Use of Joint Investigation Teams (JIT)** <sup>(154)</sup>: As part of cross-border efforts to improve the implementation and effectiveness of Joint Investigation Teams (JITs) led by the Ministry of the Interior of Slovenia, a kick off and final conference (for national contact points from beneficiary countries), as well as three-day workshops for practitioners from designated countries (Albania, Bosnia and Herzegovina, Croatia, Former Yugoslav Republic of Macedonia, Montenegro, Slovenia and Serbia) were implemented, with approximately 250 training participants. As part of this initiative, special guidelines for practitioners (to be distributed to all participants in local languages) and different THB scenarios for workshops as well as narrative reports were developed and published online;
- **The Victor Project** <sup>(155)</sup>: This objective of this cross-border initiative, led by a Greek NGO, was to promote and develop coordination, cooperation and mutual understanding among law enforcement agencies, other national authorities and civil society in combating trafficking in children. It gave training to those actors working in the field most likely to come into contact with children victims/potential victims of THB, in particular law enforcement professionals, health care workers, judiciary, labour inspectors and NGOs. This included the institutionalisation of a 'train the trainer' model with regard to capacity building through peers;
- **COMBAT — Combining Against Trafficking** <sup>(156)</sup>: As part of this partnership between Belgian, British, Bulgarian and Lithuanian victims' associations, toolkits and training manuals in relation to training of vulnerable and at-risk children and young people, as well as front-line professionals and others who may come into contact with

<sup>(153)</sup> <http://www.crca.al/every-roma-child-kindergarten-0>

<sup>(154)</sup> <http://jit-thb.pccseesecretariat.si/index.php?page=static&item=34>

<sup>(155)</sup> <http://www.victorproject.eu/>

<sup>(156)</sup> <http://www.combattrafficking.eu>



trafficked people were developed. In Lithuania 314 children identified as ‘vulnerable’ or ‘at risk’ of being trafficked have been involved in the training programmes, while in Bulgaria 377 young people from the Haskovo region considered ‘at risk’ received intensive training. All the children and young people trained are encouraged to engage in peer-to-peer awareness-raising with other young people. This initiative also included a highly successful training of front-line professionals across the West Midlands in the UK, with 1 449 individuals from various organisations receiving training;

- **Dangers and traps — pupils against trafficking in human beings** <sup>(157)</sup>: In Slovenia, student volunteers were trained during 2-day seminars to assist in the implementation of a total of 50 workshops for more than 2 000 pupils of the third triad of primary schools in various regions; and
- **Hapke 1 — The development project for the vulnerable asylum seekers’ service provision system in Finland** <sup>(158)</sup>: Within this project, training was organised for reception centre staff and partners on psychosocial support for asylum seekers, including THB victims, labour trafficking and labour rights of migrants in Finland. The project provided personnel of reception centres with tools for identifying victims of trafficking in human beings and entering them into the Assistance System. The project gave the personnel better capabilities to provide advice and information on how to prevent asylum seekers from becoming victims of trafficking in human beings and other abuse.

Moreover, several networking events and occasions to share information and experiences were organised by the project promoters under analysis as part of this study across Europe.

- **ADSTRINGO — Addressing trafficking for labour exploitation** <sup>(159)</sup>: This Baltic Sea region initiative led by Finland implemented two national meetings in each of the nine participating countries (Estonia, Finland, Denmark, Germany, Iceland, Latvia, Lithuania, Norway and Sweden) to establish a dialogue among key labour actors at the national level. In addition, an international high-level conference during the Lithuanian EU Presidency in 2013 was organised to present the project findings and to initiate discussion between actors in the Baltic Sea region and within the EU;
- **Transnational Networking — cooperation among judicial and police authorities, NGOs and civil society for prevention and fight against trafficking** <sup>(160)</sup>: As part of this Italian initiative in cooperation with stakeholders from Greece, Estonia, Latvia and Lithuania, seminars were held in the respective countries of the project partners in order to exchange information and experience between public authorities and NGOs in order to improve the understanding of social and individual implications of trafficking. Participants included law enforcement representatives, ministry officials, embassies, victim assistance services, NGOs and media with a view to extending the field of action of the network created in previous years;
- **An informed person is a protected one** <sup>(161)</sup>: During this German–Romanian initiative, knowledge was exchanged between grass-root stakeholders involved in preventing trafficking for forced labour both in Germany and Romania, most notably between policemen in order to gain a better understanding of this rising phenomenon. In addition, a multilingual booklet promoting best practice in prevention, identification and assisting victims of trafficking for labour exploitation was developed;
- **Integrated approach for prevention of labour exploitation in origin and destination countries** <sup>(162)</sup>: Within this cross-border project, implemented by Romania in cooperation with Greece, Hungary, Bulgaria, Cyprus and FYROM, nine regional seminars in all participating countries with key stakeholders (labour inspectors, judges, prosecutors, police officers, social workers, NGO representatives) were organised; two international conferences were held on the occasion of EU anti-trafficking day, to facilitate the exchange of experience between the labour inspectors, police officers and social workers in countries of origin, transit and destination. Also a network of national experts in identifying, referring and providing assistance to victims of labour exploitation was established, and two study visits were held in Athens (Greece) and Bucharest (Romania); and

<sup>(157)</sup> [http://www.lada.si/fileadmin/dokumenti/si/THB/ACTION\\_PLAN\\_2012\\_-\\_2013.DOC](http://www.lada.si/fileadmin/dokumenti/si/THB/ACTION_PLAN_2012_-_2013.DOC)

<sup>(158)</sup> <http://www.humantrafficking.fi>

<sup>(159)</sup> <http://www.cbss.org/wp-content/uploads/2013/04/Info-Sheet-ADSTRINGO.pdf>

<sup>(160)</sup> <http://www.combattrafficking.eu/>

<sup>(161)</sup> <http://www.kiralyhagomellek.ro/honlap/Kozlemenyek/lp11.html>

<sup>(162)</sup> [https://ec.europa.eu/anti-trafficking/eu-projects/integrated-approach-prevention-labour-exploitation-origin-and-destination-countries\\_en](https://ec.europa.eu/anti-trafficking/eu-projects/integrated-approach-prevention-labour-exploitation-origin-and-destination-countries_en)

- **A Safety Compass** <sup>(163)</sup>: This Latvian initiative had a particular focus on the exchange of experience on exit programmes in Estonia, Latvia and Great Britain. By means of round table discussions and study visits, functional exit/support programmes for victims of sex trade and sham marriages were at the core of this initiative, with the objective to reduce trafficking in human beings by promoting a more intense interinstitutional cooperation of the public, the private and the non-governmental sector and drawing up of exit/support programmes for victims.

With regard to the results achieved by the capacity-building initiatives under analysis as part of this study, most of the initiatives' achieved results are, as for information and awareness-raising as well as research and education initiatives, not **fully tangible in the sense that it is not completely possible to attribute a specific (contribution to a) result to a certain initiative**. It can, for example, result in an increased number of identifications or prosecutions — but it does not necessarily have to, as the content and scope of initiatives may be very different from each other.

With regard to improved coordination and collaboration, the following list exemplifies results of a number of capacity-building initiatives analysed as part of this study:

- **Use of Joint Investigation Teams (JIT)** <sup>(164)</sup>: Apart from an enhancement of cooperation amongst practitioners, the Slovenian project concerning the Joint Investigation Teams set a framework for further cooperation of this kind in other areas, in particular with regard to the use of common, practical knowledge and exercises, directly applicable at operational work, the cooperation with Europol and Eurojust in the western Balkan region, the involvement of NGOs and National Anti-trafficking Coordinators in the cooperation between the EU and the region, and the development of strategic activities that will primarily provide for a logistic platform needed for further operational activities;
- **The Victor Project** <sup>(165)</sup>: In Greece, Bulgaria and Romania, the coordination of cross-border cooperation efforts among stakeholders (including NGOs) with regard to the training of police authorities, social workers, medical practitioners and psychologists was improved;
- **Transnational Networking — cooperation among judicial and police authorities, NGOs and civil society for prevention and fight against trafficking** <sup>(166)</sup>: Through the implementation of an initiative to foster the exchange of experiences and information among public institutions and NGOs from Italy, Greece, Estonia and Latvia, to improve the understanding of social and individual implications of trafficking, collaboration among public and civil society stakeholders was improved, which helps to prevent trafficking at local, national and transnational levels. Moreover, the initiative also helped to 'to gain a greater understanding of the complex implications of trafficking, as they are the "origin" of migration flows towards Member States'; and
- **ADSTRINGO — Addressing trafficking for labour exploitation** <sup>(167)</sup>: After the implementation of a Finnish Baltic Sea region initiative, an expert group composed of national delegates from the responsible ministries was established in order to ensure direct contact between the staff mainly responsible for THB-related matters. In addition, this led to practical implications in several Member States: Latvia, for instance, formalised the network established through the initiative in its National Action Plan, Denmark created a business coalition in the aftermath of the initiative that was formalised in the National Action Plan, while in Sweden, the competencies and the mandate of the national coordinator of anti-THB efforts were expanded to activities related to labour exploitation.

However, it is **difficult to assess the overall result of capacity-building initiatives**, as capacity building is by definition a long-term process that commonly does not yield (tangible) results within the temporal framework, or even after the finalisation of a specific prevention initiative. This means that capacity-building initiatives need to be reviewed not in the direct aftermath of their implementation but rather after a longer period of time in order to be able to analyse their results and how they effectively contributed to the prevention of trafficking.

<sup>(163)</sup> <http://marta.lv/marta-in-action/projects/safety-compass>

<sup>(164)</sup> <http://jit-thb.pccseesecretariat.si/index.php?page=static&item=34>

<sup>(165)</sup> <http://www.victorproject.eu/>

<sup>(166)</sup> <http://www.combattrafficking.eu/>

<sup>(167)</sup> <http://www.cbss.org/wp-content/uploads/2013/04/Info-Sheet-ADSTRINGO.pdf>



### Victim assistance and support (inclusive of youth-specific initiatives)

Initiatives discussed under this heading include those that deal with measures for trafficking victims to recover, rehabilitate and reintegrate into society, and to protect them from re-trafficking in countries of origin and destination. Such initiatives are of particular importance, as they contribute to the prevention of re-trafficking of victims, as well as to the prevention of 'first instance trafficking', e.g. through assisted victims explaining the risks and traps to their peers.

As is the case for the other types of prevention initiatives treated as part of this study, **outputs and results of particular initiatives depend on the initiatives mission, specific objectives and target audiences.**

Generally, the improvement of assistance and support for victims can **occur at a level at which initiatives outputs and results have a considerable overlap with relevant capacity-building measures** (e.g. workshops, meetings), while **at a more operational level, actions are being taken by project promoters to directly assist, support and help victims**, e.g. via hotlines and counselling centres. As the initiatives analysed in this study cover both the macro and micro level of victim assistance, the types of outputs differ in this regard. This differentiation also reflects the fact that a number of initiatives proactively seek to get in contact with (potential) victims, while other assistance and support initiatives aim at providing the necessary infrastructure for (potential) victims to make their voices heard.

At the macro level, a number of initiatives have, for example, produced the following types of outputs:

- **Child exploitation — Cross-national child protection in practice** <sup>(168)</sup>: This initiative involved public authorities and NGOs from Sweden and Latvia cooperating to address the gap in knowledge and hands-on competencies on how to ensure practical cooperation between different countries and different responsible agencies regarding the assessment of the child's best interest in cases of exploited children to be returned to their home country and to identify the applicable international conventions, relevant case law in the countries participating in the project and practices in these countries. As part of this initiative, five expert meetings were set up with a view to improve the case assessment and the best interest of the child, to identify international and European standards, procedures and safeguards for children concerning returns and transfers (including the analysis of practical cases), to improve the understanding of transnational proceedings under international civil law and in criminal matters concerning safeguards for children at risk of exploitation and child victims. The gathered knowledge will be used to develop an online tool/wiki concerning transnational child protection, as well as guidelines on how to handle specific relevant cases that can be used by victim assistance associations in order to improve their own procedures and be more effective;
- **A Safety Compass** <sup>(169)</sup>: The development of international referral mechanisms for the support and protection of victims of trafficking in human beings between Estonia, Latvia and Great Britain was at the centre of an initiative implemented by a Latvian NGO in cooperation with the Ministry of the Interior. Based on expert round table discussions and study visits, as well as on an internet study concerning recruitment mechanisms, latest tendencies and forms of sex trade such as sham marriages, the initiative developed an international referral mechanism for the support and protection of victims of trafficking in human beings, by means of the hotline system between partner countries; and
- **Hapke 1&2 'The development project for the vulnerable asylum seekers' service provision system in Finland'** <sup>(170)</sup>: In the framework of the project, a system of services for vulnerable asylum seekers including victims of THB was developed. Also a quality management handbook on how to organise a national assistance system for victims of THB and how to communicate with asylum seekers was prepared.

Initiatives aimed at the improvement of victim assistance and support at the micro level typically produce other types of outputs.

- **ALO 116 — Albanian Child Helpline** <sup>(171)</sup>: Here, an Albanian NGO has cooperated with Swiss and Austrian authorities to implement a national child helpline for children, providing psychological help, information and referral

<sup>(168)</sup> <http://www.childcentre.info/protect-children-on-the-move/>

<sup>(169)</sup> <http://marta.lv/marta-in-action/projects/safety-compass>

<sup>(170)</sup> <http://www.humantrafficking.fi>

<sup>(171)</sup> <http://www.globalgiving.org/pfil/10312/projdoc.pdf>

to the respective services according to the specifics of the case. This service is available 24 hours a day, 7 days a week for all the children and adolescents throughout Albania. The service is provided by a group of psychologists and social workers who answer the calls of the children and advise them on their problems and concerns;

- **Voluntary Return and Reintegration Assistance to Vulnerable Migrants** <sup>(172)</sup>: As part of one of its projects, the Norwegian branch of the International Organisation for Migration (IOM) offered assistance to victims of trafficking who voluntarily want to return to their country, as well as unaccompanied minors and other vulnerable migrants. The victims contact the IOM after being referred to them by one of IOM's project partners in Norway (e.g. shelters or the Red Cross), while the IOM provides migrants with information as to how they can assist them (pre-departure information), along with the risk of re-trafficking. They can also contact local authorities to press charges against traffickers, or even press charges in Norway, and finally, they can provide assistance in organising the victim's return to the country of origin, by collaborating closely with local IOM offices for the reintegration period (12 months). In total, 23 trafficking victims have been assisted during this project; and
- **When people become a commodity** <sup>(173)</sup>: The Norwegian Red Cross is carrying out an initiative as part of which former victims of trafficking for forced labour receive assistance with regard to education (e.g. homework assistance) and job search, as well as psychological help to deal with the consequences of their victimisation. In addition, a networking programme to give 'positive experiences' to victims was implemented in which volunteers act as contact persons for victims of all types of trafficking, taking them out on different activities and assisting them in their daily activities. Moreover, the initiative includes an identification and information component as part of which, on every Monday, potential victims of trafficking have the opportunity to get in touch with counselling centres and information desks to receive information about their rights and further possibilities of assistance.

In terms of results, the **victim assistance and support initiatives analysed as part of this study are extremely challenging to assess, since many beneficiaries of victim-centric initiatives disappear because they are sent out of the country, or become irregular immigrants and disappear from the system.** Moreover — as for all other types of initiatives as well — the ongoing character of the initiatives that implement actions in a policy field is coined by a **lack of comprehensive evidence and thus possibilities for comparisons of achieved results.**

- **When people become a commodity** <sup>(174)</sup>: As part of this Norwegian project to fight trafficking for forced labour, a number of participating victims have learned to read and write, while others were employed or managed to get an internship through homework assistance and general support with their job search <sup>(175)</sup>.

**Each form of victim assistance is, however, regarded as an added value to the current situation,** and although initiatives may have not (yet) reached their full potential in terms of results, this does not mean that they are not effective — the time frame for the analysis is rather too narrow, so that real results will first be seen in a few years' time.

### Key findings

After this presentation of outputs and results of THB prevention initiatives, it is necessary to underline what can be taken away from this exercise and to pinpoint the key findings.

- **Prevention initiatives do not only focus on certain types of outputs but rather produce a combination of outputs that mutually support the achievement of an initiative's objectives in line with its mission, target groups, etc.**  
Every organisation — public and private — tries to maximise its impact by implementing a bouquet of actions, ranging from the development of brochures to raise awareness and improve the level of information to the organisation of high-level conferences for stakeholders in a cross-border setting. It is important to appreciate such combinations of outputs as it reflects the dedication and drive of those involved at the operational level and addresses the needs of different parts of the society.

<sup>(172)</sup> <http://www.iom.no/en/varp/vg>

<sup>(173)</sup> <https://www.rodekors.no/distriktsider/oslo/bli-frivillig/sosial-inkludering/Nar-mennesker-bli-handelsvare/>

<sup>(174)</sup> <https://www.rodekors.no/distriktsider/oslo/bli-frivillig/sosial-inkludering/Nar-mennesker-bli-handelsvare/>

<sup>(175)</sup> Within the framework of this study, it is not possible to further elaborate on the results of capacity-building initiatives in the sense of training, as relevant results are subject to long-term development and success may only be seen within a few years' time.

- **Based on the available information it cannot be judged whether or not a certain type of output is more effective in reaching an initiative's objectives and in providing *better* results.**  
The reason for this is that each initiative has its own mission, objectives and target groups, and acts in a distinct environment (e.g. economic, social, legislative, regional) in which types of outputs that might not work for another initiative turn out to be highly effective. This is in particular the case for information and awareness-raising initiatives (see above). That said, each type of output for each type of initiative has its justification in itself.
- **It is, however, of utmost importance that project promoters are aware of factors such as mission, objectives, target groups and specificities of the environment they operate in<sup>(176)</sup>, to be able to choose the proper combination of outputs and effectively achieve results.**  
In fact, the available evidence shows that not all initiatives have followed a project management type of style to develop their initiatives, e.g. with regard to the formulation of general and specific objectives or the choice of proper outputs to be produced, since project promoters were not fully able to elaborate on such topics, and no written material could be provided.
- **Nevertheless, initiatives'-achieved results are always ambiguous in their direct and indirect influences, as a myriad of external factors influence an initiative's impact on the prevention of trafficking in human beings.**  
Although objectives and outputs might have been properly reflected, set up and produced by project promoters, it is still very likely that a direct contribution to the achievement of particular results is not feasible. It is always unclear what other factors have contributed to the achievement of a result, be it personal attributes such as attitudes, values, norms or behaviour, or more structural issues, e.g. demand vs. supply, legislative framework, networks and referral mechanisms. Hence there is a need for project promoters and funders to analyse and learn as much as possible about the external factors that shape the initiative from the outset (e.g. through stakeholder involvement, participatory approaches, fieldwork).
- **Bearing this in mind, it is worth consideration if prevention initiatives in the area of trafficking in human beings should not be examined with regard to the process they have followed at the design and implementation stage rather than by the actual achievement of results.**  
One key element of such a revised assessment framework would be an analysis of the potential attainability of objectives through proposed outputs, including the promotion of ideas among project managers concerning innovative means to implement initiatives and **alternative** outputs<sup>(177)</sup>.

#### 4.2.2 Sustainability and transferability of the initiatives

Reflections on aspects of transferability and sustainability are important, as they may indicate how initiatives produce more return on investment. This is to say that, in general, many initiatives that exhibit qualities of transferability and sustainability are able to deliver more impact in various ways.

The sustainability of a project entails that the **project, or its results, live beyond the end of the initial project**. Sustainability is particularly crucial for prevention initiatives for which funding is project based, as opposed to programme based, as there are fewer guarantees for there to be a follow-up to these projects. An example of a project for which there was no follow-up project after the end of the initial project date is:

- **The Transnational Networking — cooperation among judicial and police authorities, NGOs and civil society for prevention and fight against trafficking<sup>(178)</sup>:** as no additional funding was secured, Caritas di Roma, the project promoter, did not get further involved in any other 'European research-orientated projects', but decided to focus its activities on local actions.

Sustainability therefore refers to the fact that **the activities and results of the project will be continued, or built upon**, either by the project promoters, their partners or other stakeholders, after it has ended. Transferability, which refers to **reusing a project deliverable within the scope of another project, or scaling the project up** from local

<sup>(176)</sup> This is of particular importance with regard to the organised crime nexus.

<sup>(177)</sup> An example for such an innovative approach is the creation of a THB-related online game that children play on internet browsers while effortlessly getting in touch with the subject and improving their awareness.

<sup>(178)</sup> [https://ec.europa.eu/anti-trafficking/eu-projects/transnational-networking-cooperation-among-judicial-and-police-authorities-ngos-and\\_en](https://ec.europa.eu/anti-trafficking/eu-projects/transnational-networking-cooperation-among-judicial-and-police-authorities-ngos-and_en)

to regional level, from regional to national level and from national to EU level, is consequently one of the ways to ensure the sustainability of an initiative.

Transferability is particularly important both for project financiers and project promoters, as for the former, it ensures that project promoters do not ‘reinvent the wheel’, and it provides the latter with a basis from which to commence their project.

In this section, we will present findings of the analysis of the sustainability and transferability of the projects that were reviewed for this study, according to their type.

### Information and awareness-raising initiatives

**Continuity is the most likely way of ensuring the sustainability** of information and awareness-raising initiatives, and promoters often recognise this, and less often manage to get funding for communication to be sustained over several years — and refreshed as well, not simply reusing the same materials to the same audience indefinitely.

However, project deliverables can also be sustainable if they are **used beyond the life of the project**. Information and awareness-raising initiatives can take myriad forms, and produce diverse deliverables, as highlighted in the previous sections. Deliverables typically take the form of booklets, posters, brochures, leaflets, videos or websites. Most project promoters indicated that the deliverables produced within the framework of the project were still being used after the project had ended.

The easiest deliverables to maintain after the project ends are often videos. As such, the video <sup>(179)</sup> telling the story of a young woman trafficked to the UK produced within the scope of the **Campaign to fight against trafficking in human beings by tackling forced labour exploitation** is still available on YouTube, as is the video developed within the scope of the **COMBAT** project, and the one developed for the **Integrated approach for prevention of labour exploitation in origin and destination countries** project. Furthermore, the documentary about real cases of commercial sexual exploitation of children in different countries, developed within the scope of the **While no one is watching** project can still be watched online <sup>(180)</sup>. While the number of new audiences that will be reached by these videos is likely to reduce over time, it is nevertheless logical to continue to use this material as long as the messages remain valid. They may continue to experience peaks in views, or be exploited to stimulate views, if THB is in the news.

In theory, the **deliverables of information and awareness-raising initiatives could be highly transferable and reusable by other project promoters**, although in some cases cultural and linguistic barriers will need to be overcome. Some are in fact transferable by design, such as the **Blue Heart Campaign**, or the **Red Bell Campaign**, which provide a common branding and platform to the associated initiatives, thus allowing initiatives to form part of a larger network of organisations. For the latter, developing these common elements has enabled other Red Cross National Societies to adopt the structure of the initiative and implement it in other countries.

During the interviews carried out with project coordinators, many of these mentioned that their initiative could be transferred to other Member States or to the EU level, bearing in mind specific issues, such as updating, or lessons learned, e.g.:

- **Traite des êtres humains ... que faire?** <sup>(181)</sup>: Further developing the initiative in terms of content;
- **Trafficking is no fairy tale** <sup>(182)</sup>: Ensuring there is sufficient buy-in from stakeholders to create a sense of ownership.

Elements that could be reused range from project approaches to actual deliverables. Indeed, conducting an impactful information and awareness-raising initiative is often an iterative process, by which the project coordinator goes through a learning process, the results of which could be transferred to others. For instance, ECPAT France realised that the numerous awareness-raising campaigns carried out on the theme ‘sexual exploitation of children is a crime’ had not proven very effective, because people did not assimilate the message which was conveyed, as these campaigns

<sup>(179)</sup> [https://www.youtube.com/watch?v=bR78\\_D3dR5E](https://www.youtube.com/watch?v=bR78_D3dR5E)

<sup>(180)</sup> <http://momentofilm.se/films/while-no-one-is-watching/>

<sup>(181)</sup> [http://justice.belgium.be/fr/binaries/BROCHURE\\_MENSENHANDEL\\_FR\\_tcm421-198754.pdf](http://justice.belgium.be/fr/binaries/BROCHURE_MENSENHANDEL_FR_tcm421-198754.pdf)

<sup>(182)</sup> [http://www.ofm.fi/en/trafficking\\_in\\_human\\_beings/fairytales](http://www.ofm.fi/en/trafficking_in_human_beings/fairytales); <http://ihmiskauppaeiolesatua.fi/>

were often too extreme, provocative and ‘designed by NGOs for NGOs’. The **Don’t Look Away** campaign was therefore designed in light of this analysis, based on a more pragmatic approach, in order to inform ‘occasional users’ of the risks they could incur in case of sexual exploitation of minors. The NGO therefore chose to move away from its ‘typical NGO discourse’ in view of delivering a message that its target audience could assimilate. These are insights that NGOs embarking on information and awareness-raising campaigns could greatly benefit from.

There are cases of reuse of project deliverables and approaches, such as for:

- **Hapke 1&2 ‘The development project for the vulnerable asylum seekers’ service provision system in Finland’**<sup>(183)</sup>: The project promoter reported that other countries have contacted Finland for information on how to develop a website dealing with THB aspects similar to the website they developed within the scope of this project.
- **‘An informed person is a protected one’ — Promoting best practices in prevention activities against trafficking for forced labour through a European network**<sup>(184)</sup>: The booklet developed in the scope of this project was translated from Romanian into Bulgarian by two NGOs.

In practice, the **reuse of existing material and approaches by organisations different from the ones originally implementing the project seems to be quite limited**. As stated by one of the project promoters interviewed, NGOs very often ‘start from zero’, if they have no previous project experience. For instance, a number of projects were found to have developed booklets/handbooks on best practices for how to prevent, identify and assist victims of labour exploitation.

Interviews with project owners have revealed that the theory that **deliverables are in fact more likely to be sustainable when sustainability actions are specifically foreseen in the project plan** has been proven in practice, e.g. in the **Integrated approach for prevention of labour exploitation in origin and destination countries** project. Sustainability can notably be factored in from the outset of the project, by working with existing structures and stakeholders. The **Don’t Look Away** project is an illustrative example of how working with partners who will have the possibility of supporting the initiative after the project end can ensure the sustainability of some of the project deliverables. As such, the **Don’t Look Away** project promoters envisage that the signalling platform, designed within the scope of the project, could be transferred to Europol, one of the project partners, to ensure that it is maintained after the project ends. The platform enables travellers to report suspected cases of child sexual exploitation in the context of travel and tourism, and was launched within the framework of a broader awareness-raising campaign.

Another approach to sustainability lies in ensuring political buy-in for the project by embedding the project within a national action plan. This is notably the case for **Traite des êtres humains... que faire?**, which is part of the Belgian National Action Plan against trafficking in human beings.

### Prevention activities in research and education programmes

The **sustainability of research and education programmes can be very high given the limited data and depth of research available on THB**, and as their output often forms the foundation upon which governments and international organisations act, and NGOs build upon to design their initiatives, and notably other research projects. As research on THB is quite scarce, it is not uncommon to see prevention initiatives making references to rather old research projects.

Examples of how research results can be reused to design other types of prevention initiatives include:

- **Coordinated Response to Trafficking in human beings in Uganda**<sup>(185)</sup>: The results of the research which was carried out demonstrated the importance of the collective efficacy concept to achieve behavioural change. Collective efficacy (Sampson et al., 1997) measures the willingness of adults in the community to interact with children and intervene on behalf of others. This project therefore demonstrated the importance for future prevention initiatives in Uganda to focus on community-based interventions rather than individual-based ones;

<sup>(183)</sup> <http://www.humantrafficking.fi>

<sup>(184)</sup> <http://www.kiralyhagomellek.ro/honlap/Kozlemanyek/lp11.html>

<sup>(185)</sup> <http://www.crtuganda.com/>

- **Combating Trafficking in Women for Labour Exploitation in Domestic Work** <sup>(186)</sup>: The results of the research carried out will enable design of more effective programmes to detect labour exploitation in domestic work, based on a better understanding around the contextual elements of this type of trafficking.

**Research projects often form the basis for other research projects.** For instance, the **Combating trafficking in human beings and sex tourism — ETTS** project served as an example for the development of further research and awareness-raising campaigns in the partner countries.

Research is often carried out at the local level, but **as numerous areas share similar characteristics, they could be transferred to other regions or countries.** The methodology of specific projects is in itself therefore often a very highly reusable and transferable deliverable. Examples of such reusable methodologies include:

- **STOP Traffick!** <sup>(187)</sup>: This project provides an important model for how targeted studies can be implemented to further understand various aspects of the trafficking problem. The structure and methodology of the study could be applied to other issues or countries to better understand other trafficking phenomena that can subsequently assist with improving the response to these challenges;
- **An estimation model of the social cost of the trafficked prostitution in France** <sup>(188)</sup>: Once the project is finished the methodology of the project will be made available for other associations in France and Europe, through a web tool enabling other associations or public authorities to apply the methodology to their country and determine the economic cost of THB for their country;
- **Child exploitation — Cross-national child protection in practice** <sup>(189)</sup>: This project addresses an issue that is common not only in the Baltic Sea states but all across Europe. Therefore, the project promoters mentioned that the initiative could in principle be transferred to different Member States and also be scaled up to the EU level.

### Capacity building

Capacity-building initiatives play a fundamental role in training relevant stakeholders to identify and interact with THB victims. They often materialise in the creation of training material, coupled with the delivery of training sessions.

In the projects that were reviewed, a number of projects produced such training material for similar target groups. This includes:

- **COMBAT** <sup>(190)</sup>: This project developed toolkits and training manuals for training vulnerable and at-risk children and young people, front-line professionals and others who may come into contact with trafficked people;
- **Briseis** <sup>(191)</sup>: This project led to the creation of two manuals, one for companies and the other for professionals such as labour inspectors and police officers, with information regarding forced labour.

For these deliverables, it could be that there are overlaps in what was produced, given that some initiatives target the same type of victims. As for information and awareness initiatives, reuse of training material is often limited to the project promoters and their partners. For instance, the **Use of Joint Investigation Teams (JIT)** project builds, from a content perspective, on a previous project they carried out.

**The delivery of training sessions is often highly prone to limited sustainability after the end of the project, as they require the intervention of a trainer.** As highlighted by the **COMBAT** project promoter, additional training cannot be accomplished without further funding or another organisation taking over these responsibilities, although there is still demand for this.

<sup>(186)</sup> <http://www.medinstgenderstudies.org/new-eu-project-stop-traffic-for-domestic-work/#more-5146>

<sup>(187)</sup> <http://www.stoptraffick.ie/>

<sup>(188)</sup> [https://ec.europa.eu/anti-trafficking/eu-projects/estimation-model-social-cost-trafficked-prostitution-france\\_en](https://ec.europa.eu/anti-trafficking/eu-projects/estimation-model-social-cost-trafficked-prostitution-france_en)

<sup>(189)</sup> <http://childcentre.info/?id=15094>

<sup>(190)</sup> <http://www.combattrafficking.eu/>

<sup>(191)</sup> [http://ec.europa.eu/anti-trafficking/eu-projects/project-briseis-fight-against-trafficking-forced-labour-portugal-sweden-romania-and\\_en](http://ec.europa.eu/anti-trafficking/eu-projects/project-briseis-fight-against-trafficking-forced-labour-portugal-sweden-romania-and_en)



However, to maximise the number of people trained during the project duration, but also to ensure that training continues to be carried out after the end of the project, **some initiatives have built in a ‘train the trainer’ model**, such as in the **Choose Your Freedom 2** or **COMBAT** projects. In the case of the **COMBAT** project, the project promoters had foreseen to train 250 vulnerable children and young people, as well as front-line professionals and others who may come into contact with trafficked people. Through the use of a ‘train the trainer’ model, and the viral effect of this training, 1 600 people were in fact trained during the time frame of the project. All the children and young people who were trained during the project were also encouraged to engage in peer-to-peer awareness-raising with other young people, thereby generating a multiplier effect on the overall number of people trained. Young people will thus continue to be trained after the end of the project without the involvement of the project promoter.

Numerous project promoters have mentioned that capacity-building initiatives were **transferable to other (groups of) Member States and levels — given specific adaptations in line with the local, as well as to the legislative and operational, environment**. For instance, the project promoter of the **Use of Joint Investigation Teams (JIT)** project highlighted that this type of initiative could be replicated in other countries. In practice, this study has not reviewed cases of projects that were replications of other successful initiatives.

The results of these trainings is difficult to evaluate, and will often depend on the use that trainees make of what they have learned. Some project promoters mentioned that sustainability will depend on the willingness of the relevant stakeholders to implement change, as mentioned by the project coordinators of the **Use of Joint Investigation Teams (JIT)** project. In this case, it is up to the trained police staff to implement and use what has been learned at the operational level.

#### **Victim assistance and support (inclusive of youth-specific initiatives)**

Victim assistance and support projects range from signalling tools to identify victims to in-kind benefits to assist victims in their reintegration process.

Helplines and signalling tools have notably been identified by many project promoters and National Rapporteurs or Equivalent Mechanisms as important aspects of the anti-THB movement. As regards sustainability, it was notably mentioned by project promoters that:

- **Victor Project** <sup>(192)</sup>: Partners plan to continue collaborating and maintaining the momentum of the efforts of the project after its end, namely the hotlines and collaboration mechanisms that were set up.

The **sustainability of direct victim support through in-kind benefits is however extremely correlated with the prevalence of additional project financing**. For instance, following a change a priorities from its main donor, the **Coordinated Response to Trafficking in human beings in Uganda** project, which notably supports victims by paying for school fees and providing communities with agricultural inputs, is currently seeking other donors to continue the project.

In the case of direct support, it is often difficult to assess the results and the sustainability of these initiatives. For instance, the **Voluntary Return and Reintegration Assistance to Vulnerable Migrants** project provides returnees with the opportunity to re-establish themselves in their country of origin, and thereby ensures a more sustainable return and reintegration process. This contributes to making victims more resilient to re-trafficking, because they have more tools to sustain themselves. Based on the monitoring carried out by the project coordinator, 3 and 12 months after the victim has returned, they are aware that quite a few victims manage to start up their own business, or establish economic livelihood. They also identified that a considerable amount of victims find this process very challenging, notably as many of them have not been in their country for a long time. As it is voluntary for victims to stay in contact with the project coordinator, information on the sustainability of the initiative for all the victims was not available.

<sup>(192)</sup> <http://www.victorproject.eu/>

## Key findings

Key findings in terms of sustainability and transferability can be drawn from the analysis of the 43 projects reviewed for this project.

- **Specific types of initiatives are potentially more sustainable than others.**  
This is particularly the case for research programmes, which notably produce deliverables that are easy to re-use for other research projects and in the design of prevention initiatives. These deliverables do not require additional funding for them to be operationalised, as opposed to training sessions, continuing an information and awareness-raising campaign or providing direct (economic) support to victims. Research results however should be communicated to relevant stakeholders, and continuously built upon and updated in order to ensure that they still adequately reflect the situation. Deliverables such as training or information booklets or leaflets could also be highly sustainable if they were reused by other project promoters from different initiatives.
- **However, reuse of project tools across projects is quite limited.**  
In most cases where projects outcomes are reused, particularly for training booklets, leaflets and brochures, it is within the framework of follow-up projects led by the same project coordinators, or their partners. Insufficient research is often carried out to determine what has already been developed and could be reused, or built upon. Communication of results, knowledge management and a review of previous or existing initiatives are therefore key considerations that need to be taken into consideration.
- **Outcomes of projects tend to be more sustainable and transferable when this has been specifically built in and foreseen with the project plan, with specific actions.**  
This notably includes working with specific partners, which could take up the project outcomes after the end of the project. It also includes foreseeing 'train-the-trainer' models within capacity-building initiatives.

## 4.3 Prevention initiatives from a developmental and procedural point of view

In this section, we emphasise the importance of proper project development and implementation processes. As can be seen from the previous section, there is a **great variety of types of prevention initiatives, outputs and results, as well as approaches towards sustainability and transferability within the sample of prevention initiatives being analysed as part of this study**. It can be argued that each initiative operates in its own environment, and that an initiative's specificities need to reflect this uniqueness.

This section discusses how project promoters have approached their initiatives with regard to the development, partnerships, management and evaluation in order to tailor it towards their organisation's mission, as well as the environment they are operating in.

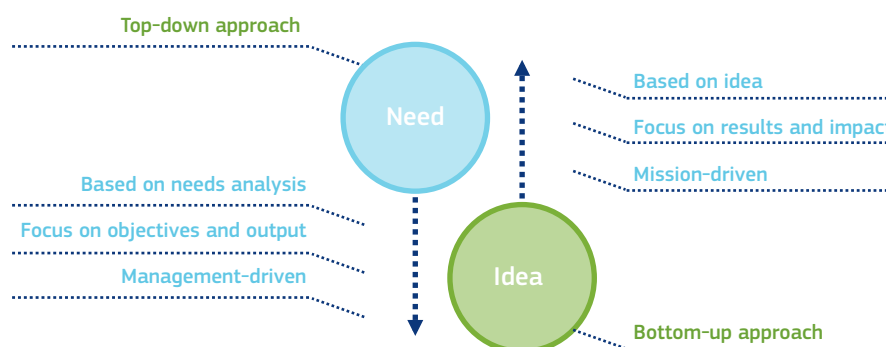
The first section discusses the identification of needs and the definition of objectives as important considerations of external factors, while the second section discusses the importance of partnerships to be set up as a prerequisite to initiatives' effectiveness. The third section is focused on proper project management, with the fourth section being centred on the evaluation and dissemination of results.

### 4.3.1 Consideration of external factors

In general terms, **different types of approaches to develop an initiative are possible, and used by project promoters in practice**. While some project promoters have used a more **top-down**-oriented approach to develop their initiative, others have rather used a **bottom-up** approach. This difference is reflected in the figure below.



Figure 12: Top-down and bottom-up approaches to developing an initiative



Source: Deloitte.

As can be seen in the idealised figure above, **top-down approaches** <sup>(193)</sup> typically identify a societal need, e.g. based on an analysis of the environment or scientific research, and tailor their initiative in terms of output according to the objectives that can be derived from the identified need. In this management-driven approach, project promoters ask themselves **what they could best do to achieve the objectives** that have been derived from the societal need. Prevention initiatives in research and education exemplify this approach. Typically researchers review the current landscape and identify gaps, which they try to fill with their research, e.g. in order to improve the evidence base on which policy decisions can be made with regard to the prevention of trafficking in human beings.

**Bottom-up approaches** <sup>(194)</sup> work in a different way. Within this framework, project promoters have an idea of **what they want to do in order to contribute to the achievement of a certain result**, e.g. to prevent trafficking in human beings. Moreover, the degree to which the implementation of this idea achieves operational objectives based on output is not essential. It is rather the contribution to overarching results and the contribution to long-term impact in relation to an issue that drive the process. For instance, a director could have the idea to create a movie in relation to trafficking prevention, although there might already be movies with this very aim. As a bottom-up approach, the creation of the movie has its justification in itself, as it **contributes** to tackling trafficking in human beings — the justification is not that a movie is the most appropriate measure to eradicate trafficking.

The **type of approach followed by project promoters also has an impact on the types, outputs and results, as well as sustainability and transferability of initiatives**. The analysis of the sample of prevention initiatives as part of this study shows, however, that **in practice prevention initiatives in the area of trafficking in human beings do not either follow the top-down or bottom-up logic but rather incorporate elements of both, while leaving aside others**. It is, for example, regarded as a challenge for project development when objectives are defined without a proper needs analysis in advance, or when results are reported to be achieved without having analysed in what way an idea could contribute to this achievement.

Therefore, it is deemed **necessary for project promoters to be aware of procedural steps**, in particular the analysis of needs and the definition of objectives, that at least need to be considered in order to be able to implement an effective prevention initiative.

### The role of a needs analysis and the definition of objectives

Prevention initiatives are **generally considered to be effective if they provide some form of added value to the status quo**. This could, for example, be achieved through the implementation of an initiative that targets an aspect or group of citizens or stakeholders that has previously not been targeted, the implementation of a type of initiative

<sup>(193)</sup> From a market perspective, this top-down approach corresponds with the behaviour of market participants that primarily observe the market before taking a decision to enter the market with a certain good or service in order to fill a perceived gap in consumers' supply. In other words, the market participant is pulled into the market, as there is a need for a certain good or service.

<sup>(194)</sup> In the aforementioned market logic, this approach corresponds to market participants that push into a certain market with their good or service in order to — by themselves — create demand for their product, or add onto already existing products to improve consumers' supply.

that has previously not been implemented or the alternation/variation of a certain aspect of an initiative, the creation of innovative outputs that fit the target groups, or the use of innovative means of communication, etc.

However, a **prevention initiative can also be effective in reaching its objectives and contribute to the prevention of trafficking in human beings in case it is not particularly innovative or targets a *new group* <sup>(195)</sup> of citizens or stakeholders with its activities** — this could be the case if an initiative is implemented within the **proper** time frame and/or within the **proper** environment (e.g. economic, social, legislative framework).

This being said, the **effectiveness of an initiative does not only depend on the specificities of the initiative as such, but also on external factors that influence the implementation of an initiative.** For instance, the contextualisation of THB within the area of migration (see section 3.2.1), as well as the nexus of THB with organised crime (see section 3.2.2) can be seen as such external factors. Hence, project promoters — irrespective of if they use a top-down or bottom-up strategy — need to carry out at least some form of needs analysis <sup>(196)</sup>, and an analysis of external factors that are not known (e.g. through fieldwork, experts, inclusion and involvement of informed people) in order to be able to select appropriate measures to be implemented as part of their initiative with respect to the environment in which it is implemented. **Needs analysis should be considered as an integral part of the development of a prevention initiative.** However, this does not prescribe as an outcome of such an exercise that prevention initiatives **need** to be particularly innovative in the sense described above in order to be **needed**.

An obligatory, minimum needs analysis could, for example, provide answers to questions such as:

- What are the most important issues in relation to THB in a given environment?
- What have other stakeholders already implemented in a given environment to tackle THB?
- How can the initiative build on these initiatives?
- Who are the target groups of the initiative?
- How can the target groups best be reached?
- What is the logical model underneath the intervention?
- What added value can the prevention initiative provide compared to the current situation?

Project promoters' consideration of such questions is deemed to be an added value, as relevant reflections are expected to improve the results of initiatives.

As a second step, derived from the outcome of the needs analysis, project promoters need to consider the proper definition of — at best — tangible objectives. The definition of general, specific and operational objectives is a process of further reflection of the intervention logic and the means by which a certain impact can best be achieved and/or measured.

- **General objectives:** What (types of) impact should the initiative have in the long run, or to what (types of) impact should the initiative contribute to, e.g. the eradication of trafficking in human beings;
- **Specific objectives:** What should the immediate results of the initiative be, e.g. a reduction of the number of trafficking victims in a given environment and time frame; and
- **Operational objectives:** By which means (outputs) can the specific objectives best be achieved, e.g. training of law enforcement officers to be able to effectively identify victims and prosecute traffickers.

<sup>(195)</sup> In fact, new target groups (e.g. young girls) will transform into usual target groups (e.g. women). Hence, there is a need to continue and/or re-shift focus of THB prevention initiatives, even though the initiative itself might thus be less innovative but eventually more effective.

<sup>(196)</sup> With needs analysis we mean in this context an exercise in which project promoters scan the existing environment for external factors that contribute to and shape their initiative from the outside. Such external factors (e.g. migration or the organised crime nexus, see sections 3.2.1 and 3.2.2) cannot fully be controlled for, and therefore need to be seen by project promoters as prerequisites in the midst of which a prevention initiative can unfold its potential outcomes and impact.

The reflection (e.g. by means of writing down or visualisation) of the logic of and links between such a cascade of objectives in partnership with other stakeholders is expected to improve the developmental process of prevention initiatives.

### Challenges related to analysis of needs and the definition of objectives

However, there are challenges associated with the analysis of needs and the definition of objectives. These challenges relate, among others, to issues like **incomplete information, time and budget constraints, and organisational mission and history**.

Project managers of the prevention initiatives under analysis of this study have, for instance, reported that it is a challenge for smaller, more grass-roots organisations to receive EU funding for their initiatives, as the **application procedures are too complex and burdensome** for them. Moreover, funding is only granted for project-specific purposes and timeframes, i.e. **no core funding for the management of the initiative** (human resources and back-office tasks). In practice, this has been reported to hamper the development and implementation of an initiative, as project promoters cannot concentrate on relevant tasks, for instance proper needs analysis, reflection of intervention logic and definition of objectives, because funding has to be collected along the way from different institutions and donors <sup>(197)</sup>.

In addition, project promoters who are already active over a substantial period of time and produce valuable results through their work still need to apply for EU funding on a project-by-project basis. This **lack of continuity and institutionalisation of prevention initiatives** has been reported to be a challenge, as project promoters are subject to a constant need to invent and implement initiatives in order for their organisation to receive funding.

Overall, this has been repeatedly reported to lead to a **shift of the practical work from implementing something meaningful to keeping the initiative alive**, which, in turn, hampers an initiative's effectiveness.

Another challenge for project promoters is the perceived **lack of political prioritisation of the prevention of trafficking in human beings** — at least in a number of Member States. Therefore, a challenge is not only the analysis of the need for a certain type of prevention initiative (e.g. how the project promoter can develop and implement something impactful to prevent trafficking in human beings) but also the **justification of the need to the political decision-makers and the officers deciding over funding applications**.

Finally, a challenge related to the identification of needs and the definition of objectives is the measurement of **the extent to which needs will have been addressed and objectives have been achieved** by the end of the implementation of an initiative. If measurement is not possible, no information will be available to assess the extent to which needs have been addressed and objectives achieved which, in turn, makes the analysis of needs and the definition of objectives a pointless tick-off exercise within the grant application process. The need to measure success will be further expanded upon in section 4.3.3.

The practical consequence of this logic is that project promoters, in particular smaller organisations, tend to concentrate initiatives in relation to needs and ideas they are capable of implementing, while the reflection of the needs, objectives, results, etc. is not a primary but only a secondary consideration. Hence, **project promoters tend to focus on the production of tangible outputs at the level of operational objectives rather than the achievement of results and impacts** (at the level of specific and general objectives), since the production of tangible outputs (in line with what was indicated in the application for funding) is a means to justify the **success** of an initiative.

### Benefits of minimum standards of needs analysis and definition of objectives

One of the main outcomes of the analysis of the prevention initiatives and the discussions with project promoters and National Rapporteurs or Equivalent Mechanisms was that challenges with regard to the identification of needs and the definition of objectives could be taken up through an **increased awareness of project promoters of such considerations and a minimum mechanism by funders to ensure a proper reflective process by the applicants**.

<sup>(197)</sup> Moreover, the analysis of the sample shows that the THB prevention initiatives in our sample usually have a rather limited time frame of 1 to 2 years, which is the reason why it can be disproportionate to spend too much time and financial resources on management aspects.

Referring back to the **duality of top-down and bottom-up approaches used for the development of prevention initiatives**:

- It is important for more top-down oriented initiatives to be aware of and carefully reflect the benefits and limitations of a management-type of approach in order to avoid measurement of initiatives' success only taking place at the level of outputs while results and impacts, as well as sustainability and transferability become secondary issues; and
- It is important for more bottom-up-oriented approaches to be aware and carefully reflect the importance of having a structured management-oriented process in place in order to be able to produce outputs appropriate to societal needs and to measure what impact these had, e.g. in terms of raising awareness of trafficking in human beings.

**A careful reflection of aspects such as needs analysis and definition of objectives in the funding applications could potentially improve the quality and substance of the initiatives** the European Commission has to take funding decisions on. This is also in line with the reflections in section 3.2, which emphasise the importance of regarding THB as a multi-faceted phenomenon that needs proper and comprehensive reflection in order to be able to take effective preventive action. This, however, also requires a **collaborative approach from both the project promoters and the European Commission** in order to verify this approach to quality and substance, as well as institutional and practical guidance for Member States and non-state actors (NGOs and private sector) concerning good practices and particular actions needed in order to improve coherence and cross-border cooperation, e.g. within the framework of recommendations of 'minimum standards' that should be considered when tackling trafficking in human beings.

#### 4.3.2 Creating partnerships

The issue of **partnership played a role in the majority of initiatives analysed** in this study. This is not to say that most initiatives involved partner organisations, but that the concept of partnering was either identified as a strength or a weakness of many initiatives. Indeed, many initiatives were designed with partnership as the foundation of the project — many of these projects relied upon the partnership as a key component of their operating model, while other projects were specifically created to develop and foster more effective partnerships. In these instances, the **value of strong partnerships was a preeminent factor in decision-making, design and implementation of the projects**.

##### Spotlight: 'COMBAT — Combining Against Trafficking' <sup>(198)</sup>

'Because of the international dynamics associated with THB, more cooperation and partnerships between organisations and agencies operating within the different Member States and with third countries is of paramount importance. Without the sharing of knowledge and stronger partnerships between agencies, Member States and nations outside of the EU, the issue of THB will not be successfully eradicated.'

— *COMBAT Final Evaluation Report*

However, there were many cases in which organisations wanted to work alone. Initially, this could be labelled as a deficiency in certain projects, but that is not always the case. **Depending on the situation and unique circumstances, there are both benefits and drawbacks to operating independently.** These will be discussed in more detail in this section. First, it is useful to establish an understanding of partnership as it applies to THB initiatives more generally.

#### The role of partnership in THB initiatives

**Many of the initiatives of this study were conducted by partnerships that included NGOs from various Member States, government agencies, private sector organisations, members of civil society and other interest groups.** These partnerships formed under a variety of circumstances — many in response to specific needs in the 'market-place' and others as a result of capability needs, funding requirements, grant stipulations or other external factors.

<sup>(198)</sup> [https://ec.europa.eu/anti-trafficking/eu-projects/combat-combining-against-trafficking\\_en](https://ec.europa.eu/anti-trafficking/eu-projects/combat-combining-against-trafficking_en)

In general, **partnerships for THB initiatives are driven by either an internal or external need**. Internal needs are often related to capabilities and skillset, or funding issues. If an organisation knows that it lacks experience and qualifications in a pertinent area for the project (for example, trauma-informed care for victims), it may seek a partner with this competency. Similarly, projects are often the result of partnerships due to funding needs — naturally, adding partners also adds to the pool of resources to conduct projects and provides access to other alternative sources of funding throughout the partnership's expanded network. External needs tend to arise as a result of the intended goals or objectives of initiatives. Given the transnational nature of many trafficking crimes, efforts to address the problem often require the involvement of organisations in more than one country. This leads to **partnerships of necessity**, if not mission-based partnerships that connect similar organisations across geographies. Similarly, some initiatives seek to improve the cooperation between NGOs and government agencies and/or law enforcement. By design, these types of initiatives involve partnering across relevant stakeholders (for example, law enforcement agencies of anti-trafficking units in different countries).

In order to understand the logic of partnerships more broadly it is useful to assess it from the **perspective of 'why, who, what, when and how.'**

- Organisations must first assess the 'why' of seeking partners — this will lead them to a competency/capability needs assessment and determining whether they require partners to successfully achieve their objectives.
- Secondly, they must determine 'who' the appropriate partners are based on needs and goals. This part is often challenging based on the difficulty in identifying and evaluating unknown entities abroad.
- Once partners are chosen, it is also important to clarify and define 'what' each partner will be doing — this commitment and transparency is an essential part of productive partnership.
- Included in this is also defining 'when' each partner will act. Projects are often divided into phases, and some initiatives may include partners with specific capabilities (for example, external communications and marketing) to contribute during a set time frame of the initiative. This is an important part of project planning that also includes elements of the 'how' aspect.
- How partners operate, interact and cooperate is the cornerstone of the relationship. Especially in circumstances where partners are located in other countries, clear communication and operational directives will contribute to more productive relationships. Often, cross-border partnerships are required by the funding entity. In these cases, it is especially important to have regular interaction and collaboration between partners so objectives are met.

### Challenges of partnership models

Of the projects analysed in the study, there was **a wide variation in experiences with partnerships**. While many experiences were productive, there were just as many initiatives that noted serious challenges with partnership efforts, value and overall operation. The following are the key takeaways regarding partnership challenges from the sample initiatives of the study:

- **Organisations are sometimes singularly focused on their mission and do not consider partnership, or actively avoid partnering.**  
One serious issue with some EU projects is that some organisations do not want to work in partnerships. The rationale for this varies, but causes that were highlighted include: people are not accustomed to working at EU level and do not see a need for partnerships for local projects; organisations believe that partnership dilutes the focus of their initiative; organisations have had poor partnership experiences in the past. This can be problematic when issues truly need to be addressed across borders or with input from various stakeholders. However, there are cases in which partnership is not necessary, and in these cases it may be more beneficial not to force partnership requirements. Regardless, regular interactions and information exchange for mutual empowerment is still encouraged.
- **Organisations have trouble identifying and connecting with the 'right' partners for their initiatives.**  
Another problem that results from the international nature of THB is the need to partner with foreign entities. For many NGOs, it is difficult to connect with organisations that may be on the other side of Europe — being able to validate and verify these organisation's credentials is another permutation of this challenge. Furthermore, as

the landscape of THB initiatives continues to expand and political, social and media attention intensifies the focus on THB, the number of organisations and government agencies involved in the issue grows as well. This leads to confusion and uncertainty about many groups operating in this space, creating challenges for organisations looking for partners — it becomes difficult to identify and evaluate ‘young’ organisations.

- **Operational challenges make cross-border partnerships difficult in practice.**

Many organisations that run THB initiatives have limited budgets, constrained funding and staff that are already working at capacity. This leads to minimal allocations for partnership activities. For example, if a project partnership involves members from the UK and various Baltic countries, it might be prohibitively expensive to have effective regular interaction in person. While virtual communication and work is increasingly possible, the nature of many THB initiatives requires on-the-ground activities. This results in local operations being conducted solely by the partner in each country, without cooperation towards common results. Partnership benefits could be better realised if all partners took place more regularly in activities, though this is often impossible due to cost and resource considerations.

- **In some cases, partners fail to deliver on promises or assigned responsibilities.**

When partnering with foreign entities for the first time, some organisations noted that partners did not fulfil their agreed commitments. In some cases this was due to unforeseen circumstances in the setup of the project, such as inability to identify an adequate number of volunteers from a target group. In other cases, organisations noted that some partners simply did not put forth the required effort and priority to make projects a success. These types of experiences unfortunately lead to a negative perception of partnership, and can reduce the likelihood of organisations to consider partnerships for future initiatives.

### Benefits of partnership models

Despite the challenges noted, many initiatives documented and highlighted the importance, added value, enhanced results and strong relationships that resulted from partnerships. Where partnerships worked, they were seen as an instrumental component in the overall execution and success of initiatives. Overall, projects that experience successful partnerships also had structured partnership roles and responsibilities, effective communication and cooperation measures defined in their project planning, and innovative approaches to working together to overcome challenges (such as travel costs for meetings and working sessions). The following are the key takeaways regarding partnership benefits from the sample initiatives of the study:

- **Adequate scope to address all facets of a particular challenge — comprehensive coverage of issues.**

As the complexity of dealing with THB becomes more apparent and the EU and national governments formulate comprehensive strategic action plans, many NGOs cannot provide comprehensive services to align with EU or national THB priorities. In this way, partnerships allow projects to draw on each partner’s skills, resources and experiences to formulate initiatives that cover enough priority areas to be relevant. Additionally, partnerships allow comprehensive response to issues that inherently involve multiple parties (whether geographically or operationally, as discussed in previous sections). It is important for initiative leaders to conduct a partnership needs assessment and thorough evaluation of potential partners to determine the optimal partnering strategy.

- **Rationalisation of THB initiatives at the EU level.**

The horizontal analysis of projects in the sample revealed that there was significant overlap in the objectives, efforts, target groups and intended outputs of various initiatives. Some of this overlap saw the replication of certain types of initiatives in various geographies or in relation to certain issues (for example, efforts to link THB hotlines and referral systems between various Member States). Increased partnership with a growing set of stakeholders will help build a stronger awareness of THB initiatives across Europe. The development of this awareness among NGOs, national government agencies, donors and EU entities will help new initiatives by providing a better understanding of the current landscape, how new initiatives fit and where they can seek support or experience in the field. Additionally, existing initiatives can benefit from finding other partners and projects with similar aims to strengthen the breadth and depth of responses.

- **‘Globalisation’ of the EU anti-trafficking ecosystem — building a stronger EU community and network to combat trafficking.**

The more partnerships that are formed in the THB space, the more connected the anti-trafficking community becomes. This is not to say that partnerships should be implemented if there is not a strong logical basis for



teaming. However, a noted side effect of partnerships is this globalisation of the ecosystem — where NGOs, government agencies, civil society and other stakeholders start to recognise prominent actors and organisations in the field and increasingly international dialogue takes place regularly. Many of the lead organisations of the initiatives analysed noted that their partnerships — and the success of those partnerships — were a result of previous working relationships among partners, personal relationships between senior leadership from other activities in the THB field and strong networks within the THB community.

- **Local knowledge and specific skillsets of contributing partners are invaluable to the overall success of many initiatives.**

The Children's Human Rights Centre of Albania, which leads 'ALO 116 — Albanian Child Helpline' and 'Every Roma Child in the Kindergarten', commented that it has been important for them to maintain a consistent presence and connection to the target groups they serve — in this way they are seen as long-term partners, not simply the 'charity of the week' that will be gone after a short campaign. This local involvement, expertise and relationship is something that an international organisation or EU institution may never be able to achieve. Therefore, **it is highly beneficial to have local partners who can provide nuanced insight into issues, as well as lend local credibility to initiatives that originate internationally or in other countries.**

Overall, **the idea of partnership stresses the need to put the project and its goals at the centre, and not the institution.** The following section describes findings and considerations related to project management, which have an intrinsic link to partnerships, since a key component of effective project governance and management is the end-to-end approach to partnership.

#### 4.3.3 Project management

The concept of **project management was inherently difficult to assess in the horizontal analysis, because it had a different meaning across various initiatives.** Project management structures can range from incredibly complex structures designed specifically to manage large end-to-end programmes, to singular individuals assuming responsibility for the daily management and administrative tasks required by a project. This spectrum allows for considerable customisation of a project management approach that is tailored to the specific needs of a given initiative.

#### The role of project management in THB Initiatives

##### Spotlight: 'The Red Bell Campaign' Red Cross Croatia <sup>(199)</sup>

The Red Bell Campaign is only one component of Red Cross Croatia's efforts to combat THB. They conduct planning on an annual basis, and starting next year they will do more detailed planning of THB-specific activities. Their project management structure benefits from the institutional setup of the Red Cross in Croatia and other partner countries. In this way, they are able to leverage existing infrastructure — where project management is an established capability and regular part of operations.

The horizontal analysis of the sample set of projects indeed revealed that the **definition of 'project management' was not standardised enough to be a prominent point of comparison** between projects. Rather, it served as a metric to better understand and analyse individual initiatives based on their unique circumstances. Overall, initiatives developed project management structures based on the perceived needs of the project, the complexity of the initiative and in response to requirements from sponsors and donors. During interviews, **nearly all projects described having some type of project management structure, though few attributed major strengths or weaknesses to project management.** In many cases, project management is not specific to a particular project or initiative, but is organised a level higher as part of the lead entity's overall project management. Additionally, the duration of projects has an impact on the project management approach. In general, longer projects tend to require more robust project management architecture, although even complex shorter projects may have demanding project management needs. At a minimum, the duration and complexity of the project should factor in to the design of the project management structure.

<sup>(199)</sup> <http://www.hck.hr/en/page/anti-trafficking-campaign-red-bell-275>

In general the initiatives analysed dealt with **project management at three levels: inception and setup; execution and implementation; and closeout and evaluation**. Not all projects discussed each level, again focusing on aspects that were most relevant to their specific project needs. At the inception and setup level, project management was seen as a way to effectively scope an initiative. This typically began with identifying needs and defining objectives (which was discussed in more depth previously). It is **important for initiatives to understand that successful project management actually begins well before implementation phases**. In addition to facilitating an effective needs assessment and goal setting, project management enables a more coherent approach to potential partnership strategies and stakeholder engagement.

As discussed in the previous section, this aspect of project management allows for partners to define roles and responsibilities and set up partnership agreements and commitments. A strategy to engage and interact with other stakeholders — recipients of programme outputs, sponsors, donors, civil society, etc. — is also part of this level of project management. Structuring this engagement before implementation allows for a smoother and more seamless transition to execution and implementation.

**Project management at the execution and implementation level was the most relevant across the initiatives analysed in the study.** This is also the most traditional perception of what project management includes, and projects generally understood the topic in this context. This level of project management includes:

- activity planning;
- financial planning and budgeting;
- staffing;
- monitoring and reporting; and
- other miscellaneous administrative tasks.

Nearly all initiatives in the sample set mentioned that these aspects of project management occurred in some form as part of their operations. As discussed previously, some of these activities occurred under the umbrella of the lead entity's broader operations. At the other end of the spectrum, a number of initiatives explained that their operations are strictly programme based — meaning that all project management is strictly project based. For example, ASTRA, an anti-trafficking NGO in Serbia, noted that most of their activities are programme based. Depending on the size of the project, they are managed by special programme coordinators or the organisation's coordinator. Despite the variability in project management, most organisations noted that they had established methods for conducting activities that are generally part of the execution and implementation phase. Many of these methods are based in years of experience in the field, practical application of trial and error and adjustments based on lessons learned.

**Another critical element of project management at the execution and implementation level is monitoring of a project, which should in fact be a continuous exercise** in order to monitor the progress of a project vis-à-vis the original plan, and enable leaders to take mitigation actions if objectives are not being met. This is notably the case in the **A Safety Compass — signposting ways to escape trafficking** project, for which the project team presented an evaluation every 6 months to its project partners, which includes proposals for improvements and changes. This interim system of evaluations allows for changes in the project throughout the lifecycle, adapting to lessons learned and new information to better address target audience needs. This concept of monitoring has some degree of overlap with evaluation, which is discussed more in the following section of the report.

The last level of project management, **closeout and evaluation, is one of the most important but under-resourced aspects of the process**. Evaluation and dissemination will be expanded in the next section, but it also factors in to the project management process. As part of the initial project planning, the end phases of the initiative must be considered and thoughtfully prepared. Effective project management will recognise the importance of this aspect of project delivery and put measures in place that facilitate effective dissemination of project results, fair and balanced evaluation of the project and a methodology for aggregating and sharing lessons learned.



### Challenges of project management

The projects reviewed as part of the study exhibited different approaches to project management. As discussed, these **approaches often varied in relation to the size, scope and objectives of the initiative**. Despite the variability vis-à-vis project management there were a number of trends that emerged related to the challenges in project management for THB initiatives. These challenges tended to be related to funding and resources for project management activities, difficulties managing diverse stakeholders and partners and intrinsic difficulties of transnational initiatives. The following are the key takeaways regarding project management challenges from the sample initiatives of the study:

- **Limited funding or budget allocation for project management activities.**  
One of the senior leaders of the COMBAT programme noted that administrative help and coordination is a serious challenge for many organisations conducting THB initiatives. While they require staff for a variety of activities (staff on the ground, marketing, website development and maintenance, trainers and other administration functions), project funding often only covers activities directly linked to the implementation of initiative outputs. This puts the burden of project management funding on the organisation itself — creating situations in which project management demands are greater than the available resources. This problem is exacerbated when an organisation is conducting multiple initiatives concurrently.
- **Limited accountability and ability to apply project management structures and requirements across project partnerships.**  
Managing projects efficiently becomes increasingly complicated as the number of partners and geographic locations expands. Projects noted that it was not always possible to effectively monitor the progress and project implementation of partners in other countries. It is also incrementally more difficult to standardise the quality and effectiveness of project delivery across multiple partners. These difficulties are often compounded by a lack of funding as indicated above, leaving partner entities alone to conduct activities independently in their individual locations. While this can create challenges, there are some instances in which this flexibility allowed for the customisation of content delivery to the local context. Project management structures that are too rigid often constrain programmes from being tailored to unique situations in different locations.

### Benefits of project management

Despite the challenges associated with effective and efficient project management, there are many instances in which **project management contributed significantly to the success and value of initiatives**. In this way, project management needs to be considered and structured at a minimum level in order to ensure that this element is at least neutral to project outcomes, if not something that actively adds value. The following are the key takeaways regarding project management benefits from the sample initiatives of the study:

- **Dynamic implementation of initiatives and adaptation to changing circumstances.**  
Projects that had a structured approach to project management were able to adapt better to changing circumstances. While this may seem counterintuitive, a well-defined structure actually lends itself to adaptability. Where projects had defined project management structures, they were able to more clearly identify how circumstantial changes or external influences would impact the expected delivery of the project.
- **Institutionalised project management creates sustainable benefits for future programmes and initiatives.**  
The Children's Human Rights Centre of Albania (CRCA) has yearly workplans and action plans that are based on collaborative planning, with donors who review the projects and funding. Each year they collectively review objectives, what went well and what can be improved. This allows them to adjust the programme and revise future activities. This example highlights how institutionalised project management allows for a comprehensive management structure that feeds down from strategic planning to the implementation of individual initiatives. Many of the projects benefited from this type of project management structure and were able to make improvements from year to year, and project to project.

#### 4.3.4 Evaluation and dissemination of the results

As mentioned in the previous section, evaluation and dissemination is the last level of project management, and are key steps **in the realisation of a successful project**. These steps are often overlooked by project promoters, despite their considerable value.

##### The role of evaluation and dissemination in THB initiatives

The evaluation of a project is particularly crucial to monitor how the situation of target groups has evolved. As the context in which a project is conducted has a substantial impact on the outcome generated by the project, an **evaluation sheds light on the overall effectiveness of this type of initiative in the particular context in which it is deployed**. The idea of demonstrating that a project is efficient and cost-effective through an evaluation is reflected in the Final Evaluation Report of the COMBAT project:

*Future projects need to incorporate an evaluative component in order to concretely demonstrate the impact of the training/interventions implemented. Indeed, with the increased focus on accountability, future research projects will need to fully integrate a monitoring and evaluation component within the project in order to demonstrate impact, efficiency and 'value for money'.*

Project evaluations are therefore one of the fundamental elements that need to be in place not only to prove that the project is effective and that it should therefore be continued, but to **encourage others to replicate or transfer it**. As confirmed by the **Dangers and traps — pupils against trafficking in human beings** project team, the evaluation part of the project was particularly important, as they wanted to expand, improve and continue the project. The project target group (pupils, teachers, volunteers) were thus provided with surveys to assess the value and impact of the project.

The dissemination strategy will then not only ensure that the outcomes of their projects are known, but also that they are taken up by other project promoters. It is therefore crucial that project outputs and results are disseminated.

##### Challenges of evaluation and dissemination in THB initiatives

Most projects that were reviewed had some form of evaluation system in place, although there **was a large spectrum of usefulness, detail and quality**.

Examples of monitoring and evaluation approaches include:

- **ADSTRINGO** <sup>(200)</sup>: As no funds were available for a specific evaluation, the evaluation was rather a long-term informal review and adaptation process throughout the entire lifecycle of the project. No formal indicators were used to review the progress and the achievements of results. Instead, qualitative feedback from the stakeholders involved was used to steer the project and to assess the achievement of its objectives in the end;
- **Coordinated Response to Trafficking in human beings in Uganda** <sup>(201)</sup>: Through the monitoring tools set up for the project, it was determined that of the 179 children assisted within the scope of the project, only one returned to Kampala, the Ugandan capital. Furthermore, based on the study they carried out in 2012 and in 2013, they found that prevalence of child migration had dropped from 15 % to 7 %;
- **Voluntary Return and Reintegration Assistance to Vulnerable Migrants** <sup>(202)</sup>: The project promoter monitored the returnees, whose return to their country of origin they had facilitated 3 months and 12 months after their return. Based on their monitoring, it was found that quite a few victims who were supported financially by the project managed to start up their own business, or establish an economic livelihood, although many of them found this process very challenging;

<sup>(200)</sup> <http://www.heuni.fi/en/index/researchareas/humantrafficking/adstringo-addressingtraffickinginhumanbeingsforlabourexploitationthroughimprovedpartnershipsenhanceddiagnosticsandintensifiedorganisationalapproaches.html>

<sup>(201)</sup> <http://www.crtuganda.com/>

<sup>(202)</sup> <http://www.iom.no/en/varp/vg>

- **Briseis** <sup>(203)</sup>: The project will be evaluated by monitoring the number of people being trained, as well as the number of organisations from the private sector which were engaged in the project. This could for instance take the form of monitoring the number of companies that sign up to a code of conduct.

Some projects collaborated with external evaluators either during or after the end of the project. The project coordinators of the project on **An estimation model of the social cost of the trafficked prostitution in France** thus worked with an external monitor to ensure that they were respecting their deadlines and budget, whereas the project team of **'An informed person is a protected one' — Promoting best practices in prevention activities against trafficking for forced labour through a European network** commissioned an external evaluation of the project after its end.

However, for numerous project promoters, evaluation is seen as a highly resource- and budget-consuming exercise, to the detriment of activities that have a direct social impact. Though project promoters are aware of the need for the measurement of their success through an evaluation, it has been reported that:

- Oftentimes no funding is left at the end of the initiative, which is the reason evaluations cannot take place;
- The time frame for the measurement is too narrow, as results will only be achieved after a certain number of years, and not in the short run;
- Methodological challenges arise when trying to measure the effectiveness of an initiative in preventing THB, as relevant data is typically not available and it is not possible to allocate specific contributions of particular initiatives to overall results; and
- Outputs can immediately be measured and are therefore taken as a substitute of results and impact to measure project success in order to report what has been achieved by the initiative.

A number of project promoters commented that they carried out external evaluations of their initiatives only if required to do so by their donors, or if the donor arranges this.

**Spotlight: 'An informed person is a protected one' — Promoting best practices in prevention activities against trafficking for forced labour through a European network** <sup>(204)</sup>

In order to disseminate the outputs of the project, the booklet developed in the scope of this project was disseminated by multipliers, such as churches or NGOs. Furthermore, in order to disseminate the results of the project, a conference was organised within the Romanian parliament, which received considerable media attention. As a result, the organisation witnessed a considerable upsurge in the number of victims calling to inform them of their situation, while other organisations contacted them to request specific information.

In terms of **strategies for dissemination of outputs**, the analysis of the projects has revealed the importance for promoters to thoroughly define the stakeholders they want to target, and select the most effective channels to reach these stakeholders. For instance, carrying out an information and awareness campaign targeting potential victims of THB by using television spots may not be the most efficient type of initiative in countries where victims come from impoverished areas and do not have access to television. The collaboration project between the University of Johannesburg and the International Office for Migration was in this respect a highly innovative project, in the sense that students were tasked to design the most adequate communications strategy for target groups, which they could select based on interviews with relevant stakeholders.

The analysis of initiatives has also revealed that the **lack of dissemination of project results of other initiatives considerably hampers the possibility of other project promoters reusing the results of successful initiatives**, and also impedes the growth of these projects by restricting their political clout.

<sup>(203)</sup> [http://ec.europa.eu/anti-trafficking/eu-projects/project-briseis-fight-against-trafficking-forced-labour-portugal-sweden-romania-and\\_en](http://ec.europa.eu/anti-trafficking/eu-projects/project-briseis-fight-against-trafficking-forced-labour-portugal-sweden-romania-and_en)

<sup>(204)</sup> <http://www.kiralyhagomellek.ro/honlap/Kozlemanyek/lp11.html>

### Benefits of evaluation and dissemination in THB initiatives

Despite the challenges associated with evaluations, **making an efficient and active use of an evaluation system is not only crucial to ensure that projects meet their objectives, but also to justify their value for money.** Although some of the initiatives that were reviewed were very successful in this respect, others did not dedicate sufficient time and resources to this activity. With respect to dissemination of results, this is not only of paramount importance for sustainability and transferability but also to build the political clout of project promoters.

## 4.4 Conclusions from the analysis of the prevention initiatives

This section of the report summarises the findings of the horizontal analysis of the prevention initiatives within the sample of this study. Overall, the key outcome of the analysis is that there is no gold standard with regard to the design, implementation, management and evaluation of prevention initiatives in the area of trafficking in human beings.

Project promoters, however, need to be aware of and carefully reflect the advantages and limitations of their approaches, with particular regard to the specificities of the environmental circumstances in which they operate.

Hence, in order to implement effective and impactful prevention initiatives in the area of trafficking in human beings, project promoters need to:

- maintain flexibility in order to adapt to circumstantial changes and challenges;
- contextualise their prevention initiatives in order to achieve the best results and impact possible within the environmental framework they are operating in; and
- proportion their efforts and use of available tools (e.g. project management, monitoring, evaluation) in order to maximise their initiative's value for money.

Moreover, these three core principles also need to be carefully reflected by stakeholders taking decisions on the funding of initiatives.

A more detailed elaboration of the findings of the analysis with regard to each specific production-oriented and developmental/procedural aspect discussed in the previous section can be found in the table below.

**Table 3:** Summary of the main points of the horizontal analysis

Dimension	Outcome of the analysis
External factors	<ul style="list-style-type: none"> <li>✓ The prevention of trafficking in human beings depends on a variety of external factors that need to be defined within the boundaries of each initiative's own playing field, together with the relevant stakeholders.</li> <li>✓ This being said, there is no universal gold standard for anti-THB initiatives to be implemented in particularly effective, impactful fashion. What can be said, however, is that initiatives that properly reflect external dimensions and factors as part of their development and implementation process are expected to yield 'better' (not necessarily meaning more tangible) results than initiatives that have been implemented for the sake of it without relation to its environment.</li> </ul>
Types of initiatives	<ul style="list-style-type: none"> <li>✓ Prevention initiatives in the area of trafficking in human beings commonly implement multiple measures that are concerned with a combination of information and awareness-raising, research and education, capacity building, as well as victim assistance and support.</li> <li>✓ The most common combination of types of prevention initiatives is information and awareness-raising with capacity building, as well as in combination with research and education. Other combinations seem to be less relevant in frequency.</li> <li>✓ Three quarters of prevention initiatives (29 of 43 in the sample) are set up as national measures focusing on issues in one Member State or country. It can, however, be expected that these initiatives examined have cross-border spillover effects so that they also impact on THB in other Member States/countries. One quarter of prevention initiatives are designed as cross-border projects, involving at least two Member States or countries.</li> </ul>

Dimension	Outcome of the analysis
Outputs and results of initiatives	<ul style="list-style-type: none"> <li>✓ As they are multi-faceted in nature, prevention initiatives generally produce a variety of (combinations of) outputs corresponding to an organisation's mission, capacity, environment, target group, etc. What works depends on the environment — the output of prevention initiatives is a product of an initiative's mission, capacity, history and environment. Outputs are normally tailored towards these factors that serve as a preconditions to an organisation's work.</li> <li>✓ Nevertheless, perhaps more could be done in terms of research and education with regard to the organised crime nexus and the supply/demand dynamics. The same is true for training of judges and prosecutors with regard to capacity-building initiatives (see also section 3.2.2).</li> <li>✓ Contextualisation is an important factor. Judgement of the extent to which the production of certain (combinations of) outputs is effective to tackle trafficking in human beings must take place at a micro level, i.e. it may not disregard an initiative's environment. Although some initiatives may be seen as less innovative or less impactful than others from the outset, it may be that they are well equipped to tackle specific needs within their own environment.</li> <li>✓ Combinations of different outputs are not necessarily a sign for the lack of proper targeting and planning but rather illustrate the drive and dedication of those implementing an initiative. Better results can be expected from those prevention initiatives that properly reflect what is going on in their environment. This does not, however, mean that good results can only be achieved by making everything different than other stakeholders.</li> <li>✓ Each type of output for each type of initiative has its justification in itself — given that promoters were aware and have carefully reflected their mission, objectives, target groups and specificities of the environment they operate in and have taken appropriate decision for the design of their initiative. Results of prevention initiatives are never achieved in a vacuum but always influenced by the environment in which they are implemented.</li> </ul>
Sustainability and transferability of initiatives	<ul style="list-style-type: none"> <li>✓ There are differences between the types of initiatives with regard to their sustainability. Particular types of initiatives are easier to reuse for other project promoters, which increases their outreach and time coverage, including without (additional) funding. This is, for instance, particularly valid for research programmes.</li> <li>✓ The reuse of project findings, material, approaches, etc. can in practice, however, be improved. Although there is already a basis on which project promoters could build their initiatives, insufficient use is made of such opportunities, e.g. not enough research is carried out in advance, insufficient use of available information, dissemination of findings, knowledge management, networking.</li> <li>✓ This is also valid for the transferability of initiatives. While there is already a good mix of approaches out in the landscape of prevention initiatives, the use of good practices can be improved, e.g. by scaling qualified initiatives up to the national or EU levels.</li> <li>✓ Better use of good practices can be achieved through strengthening partnerships and networking, as well as through the careful reflection of needs and objectives at the design stage of an initiative.</li> </ul>
Consideration of external factors	<ul style="list-style-type: none"> <li>✓ Challenges exist with regard to the identification of needs and the definition of objectives: Although project promoters are already aware of environmental specificities that shape the design and implementation of their initiatives, better use could be made of needs analysis and the definition of objectives in order to be able to more carefully reflect on the given circumstances and to take better decisions.</li> <li>✓ Differences in the effectiveness of prevention initiatives exist between those that have been designed and implemented for particular target audiences based on a needs analysis and clearly defined objectives, and those that have not carried out such preliminary exercises.</li> <li>✓ Differences exist between management-driven and mission-driven approaches to the design of prevention initiatives: While project promoters applying the former tend to focus on tangible objectives and outputs, applicants of the latter tend to focus on results and impacts — both thus disregarding essential pieces in relation to the implementation of effective initiatives, e.g. appropriateness and proportionality of means, needs, analysis, definition of objectives, production and measurement of outputs, linkage between outputs, results and impact.</li> <li>✓ Hence, it is important for project promoters to be aware and carefully reflect the advantages and the limitations of their own initiatives — with regard to outputs and results, as well as sustainability and transferability — and to make these explicit. This is also valid for those that decide upon funding applications. An initiative will not singularly eradicate trafficking in human beings but it will provide a contribution to the overall landscape.</li> <li>✓ Careful reflection can for example be achieved through collaboration between project promoters in the sense of (cross-border) partnerships and/or together with decision-makers on funding applications. The development of 'minimum standards' concerning the reflection of advantages and limitations during the design process could provide an added value.</li> <li>✓ Finally, it is very important for project promoters to understand and have a sufficient level of knowledge about external factors that shape their initiatives (e.g. migration and organised crime nexuses, see sections 3.2.1 and 3.2.2) in order to be able to properly embed their initiatives within the given environment and to achieve results and impacts.</li> </ul>

Dimension	Outcome of the analysis
Creating partnerships	<ul style="list-style-type: none"> <li>✓ Partnerships of project promoters are not only useful but also necessary for a prevention initiative's success. This is due to the complexity of trafficking in human beings as an issue that encompasses different facets/dimensions that a sole organisation cannot fully tackle itself with its given resources, experiences, as well as organisational mission and history. Partnerships instead allow for a more comprehensive response to given challenges.</li> <li>✓ Moreover, the horizontal analysis has shown that networking between the relevant stakeholders — particularly from a cross-border point of view — could be improved in order to be regarded as a task that project promoters need to tackle proactively in order to be able to implement an effective initiative.</li> <li>✓ Partnerships allow for a rationalisation of project promoters' efforts to tackle trafficking in human beings. One key finding of the analysis is that significant overlap in the objectives, efforts, target groups and intended outputs exists between various initiatives. More effective partnering and information exchange between stakeholders would, for example, help to identify and reuse existing good practices and therefore help to build a stronger and collaborative response to trafficking in human beings. Moreover, this also has a financial aspect to it — increased identification and use of good practices could help to better steer available funding towards prevention initiatives that are not only eligible for but deserve funding.</li> <li>✓ Thus, improved partnerships 'globalise' the EU anti-trafficking ecosystem by creating a comprehensive alliance, i.e. an interconnected EU community and network, to combat trafficking in human beings that can build on shared experiences, missions and good practice examples. It is expected that smaller- and larger-scale prevention initiatives would mutually benefit from increased partnerships, as larger organisations could, for example, draw on local and regional knowledge, whereas smaller organisations could receive the recognition necessary to improve and enhance their own work.</li> </ul>
Project management	<ul style="list-style-type: none"> <li>✓ The horizontal analysis shows that projects that had a structured approach to project management were able to adapt better to changing circumstances. However, this does not mean that as part of each prevention initiative mandatory project management processes need to be implemented. The key word here is proportionality, meaning that only those initiatives for which it makes sense should make use of project management, e.g. larger-scale initiatives.</li> <li>✓ Nevertheless, it is very important for all stakeholders to be aware of the advantages and limitations of project management approaches in the framework of trafficking in human beings prevention initiatives. For instance, initiatives focused on the management aspects of their initiatives tend to overemphasise the importance of tangible outputs for justification purposes, while initiatives with less management-oriented processes tend to underemphasise the use of structured approaches for the achievement of results. In this sense, it is key for prevention initiatives to make use of proportionate project management while still maintaining their ability to observe circumstantial changes, as well as the flexibility to adapt along the way.</li> </ul>
Evaluation and dissemination of the results	<ul style="list-style-type: none"> <li>✓ Challenges exist with regard to the monitoring and evaluation of trafficking in human beings prevention initiatives. Although project promoters generally acknowledge the importance and usefulness of monitoring and evaluations, the horizontal analysis shows that the use of such instruments can be improved. However, monitoring and evaluation are bound to the available funding — which is oftentimes too limited and is therefore rather used to implement an initiative instead of carrying out an evaluation.</li> <li>✓ Moreover, the results and impacts of prevention initiatives in the area of trafficking in human beings cannot be observed within a short period of time. Therefore, project specific evaluations mostly fall short in terms of grasping results and impacts as they cannot — by definition — be observed within a narrow time span (remember that the majority of initiatives analysed as part of this study only last as long as between 1 and 2 years).</li> <li>✓ Hence, project promoters apply what they perceive as an evaluation rather as a monitoring and a review of outputs than an analysis of results and impacts. This said, the lack of evaluation is neither something that can be overcome within a short time frame, nor at the level of individual prevention initiatives. Instead, it is only possible to evaluate the overall impact of prevention from a macro-perspective without drilling into specific contributions of initiatives.</li> <li>✓ However, a macro-evaluation could of course identify proven good practices or particularly successful examples that could be disseminated within the EU anti-trafficking community in order to provide project promoters with ideas on how to improve and enhance their own work, e.g. with regard to sustainability and transferability.</li> </ul>

Source: Deloitte.



## 5 Considerations for better THB prevention in the EU

This chapter aggregates and presents reflections and considerations on ways to enhance THB prevention in the EU developed on the basis of all of the elements presented in previous chapters. The first section focuses on tactical and operational considerations that can inform future approaches at the project/initiative level. The second section presents strategic topics that can be considered by relevant EU institutions to enhance the EU-wide approach to THB prevention. These areas, along with the report's horizontal recommendations from a THB policy perspective provide the comprehensive synthesis of critical topics for consideration.

### 5.1 Project/initiative-level topics

The analysis of 43 prevention initiatives has enabled us to draw a number of conclusions, and most notably that there are three key principles regarding prevention initiatives: **flexibility, contextualisation and proportionality**. In this section, we build on these conclusions to draw considerations for future THB prevention in the EU.

#### 5.1.1 Flexibility in selecting prevention initiatives

The study has shown that it is not generally possible to rank the effectiveness of different types of initiatives, as **all types potentially generate results and contribute to preventing THB**, provided that they are designed adequately and implemented efficiently. Each type of initiative produces different types of effects, which may only materialise in the medium to long term, but which are equally useful in tackling THB:

- **Information and awareness-raising initiatives** are crucial to inform potential victims about the risk of trafficking — and to raise public awareness and encourage policymakers to do more. Trafficking can be a negative externality of migration (as discussed in detail in section 2.3.1), in which traffickers take advantage of uninformed and impoverished victims. Informing potential victims of the risks associated with migration is therefore fundamental to prevent victims from being trafficked. Awareness-raising can also contribute to behaviour change by clients who purchase goods and services provided by trafficked victims (see, for instance, section 3.2.2 on the organised crime nexus), though these effects are difficult to measure;
- **Research** is vital to understand and monitor the size and nature of THB, which is a constantly evolving phenomenon. It is very difficult to put THB on the political agenda or to take effective policy measures, if the issue is not properly identified and monitored. Research is often the foundation for designing other types of prevention initiatives. Further research into the size and nature of human trafficking should therefore be conducted to be able to better target prevention initiatives. Otherwise, basing prevention policies on a limited number of identified cases implies that a transversal approach to combating THB cannot be adopted and that prevention initiatives will not cover specific regions;
- **Victim assistance initiatives** are of primary importance to ensure that victims are assisted when they are identified or when they reach out to NGOs or public authorities, and that re-trafficking and re-victimisation is prevented. These initiatives often have the most dramatic and observable impact, as they constitute direct services provided to the target population — and (hopefully structurally) protect the victims from further exploitation;
- **Capacity-building initiatives** are fundamental to identify and then prosecute traffickers, and thus prevent or reduce future crimes. In order to implement an effective anti-trafficking policy, it is important to consider the following actions:
  - o **Training social workers, nurses, doctors, people working in schools or juvenile facilities and other first-responders to identify victims.** These stakeholders are often the first ones to come into contact with victims, but are sometimes insufficiently aware of the phenomenon of THB and not trained to identify victims. Training these stakeholders is therefore fundamental in order to identify victims.

- o **Facilitating cooperation between police forces in different Member States, and with NGOs.** As seen in section 3.2.2, traffickers take full advantage of the single market and deploy their activities over multiple Member States. Victims are often moved from one country to another, as soon as traffickers suspect that victims may be collaborating with sympathetic clients, public authorities or NGOs. Collaboration between police forces is instrumental to monitor and follow up on the activity of traffickers across borders. Furthermore, police forces need to be trained in order to understand how to interact with victims. Trafficking often involves the complex manipulation of victims, either by threatening the family of the victim in the country of origin, or for instance by using voodoo to threaten Nigerian victims into prostitution. Training police forces to understand the constraints with which victims are confronted is crucial to better encourage and facilitate cooperation from victims.
- o **Training the judiciary on the nature of the crime and available legal possibilities at hand.** In some cases prosecutors may not be up to date with the most recent national anti-trafficking legislation. Consequently, some prosecutors could qualify THB as a less serious offence, such as prostitution combined with restricting liberty of movement. Prosecutors must therefore be trained to ensure that sentences follow the most recent legislation for THB.

In conclusion, **all the initiatives analysed in this study contribute to preventing THB, although it is extremely difficult to measure the extent to which they do so, unless such measurement has been foreseen in the initiative's approach.** Although it is possible to measure the **outputs** and **outcomes** of a project <sup>(205)</sup>, it is much more difficult to assess project **impact**. As seen in the previous chapter, initiatives essentially focus on these first two aspects. Impacts can to some extent be measured — such as sending specific questionnaires to the people who have received training, asking them the number of victims they identified based on what they learned by attending these events. However, this is often an excessively costly activity for smaller initiatives. This is further expanded upon in section 5.1.3.

**As all types of initiatives contribute in some way to preventing THB, flexibility should be maintained to select and fund different types of initiatives depending on the specific needs identified in each national context.**

### 5.1.2 Contextualisation and assessment of initiatives

Each prevention initiative takes place within a **specific context**, rendering it extremely difficult to assess whether one type of initiative is more effective than another. Indeed, the effectiveness of an initiative will depend on a number of elements, such as a country's socioeconomic environment, population, demographics, education level and the different types of migrant groups, which are targeted by the initiative within this specific context. As highlighted in section 3.2.1, THB is often a negative externality of migration policy, and there are close interlinks between irregular migration and THB. Numerous project promoters interviewed for this study emphasised that migration policy is in fact often the 'elephant in the room' when it comes to analysing how to tackle THB.

Consequently, poster campaigns in some countries may be effective because the awareness is low, and raising awareness about the issue is a crucial first step. Also, it is important to take into consideration that trafficking prevention initiatives that focus on reducing irregular migration may well result in having precisely the opposite effect of their intended objective, increasing the vulnerability of irregular migrants, including vulnerability to trafficking. As such, the lack of legal status makes trafficked victims more vulnerable to exploitation and abuse, as they become reluctant to seek protection from the public authorities when they could face arrest, detention and/or deportation.

There is therefore no 'gold standard' when assessing a prevention initiative. Instead, the decision to fund a specific initiative should be taken **based on the process it has followed**:

- Has a comprehensive needs analysis been carried out to ensure that the actions proposed are appropriate?
- Are the expected outputs relevant to effectively reach the targeted audience and generate results? Is there a specific plan for how this will be achieved and monitored?
- Has the initiative reviewed what has been developed by other initiatives, in order to capture lessons learned and potentially reuse specific approaches or deliverables?

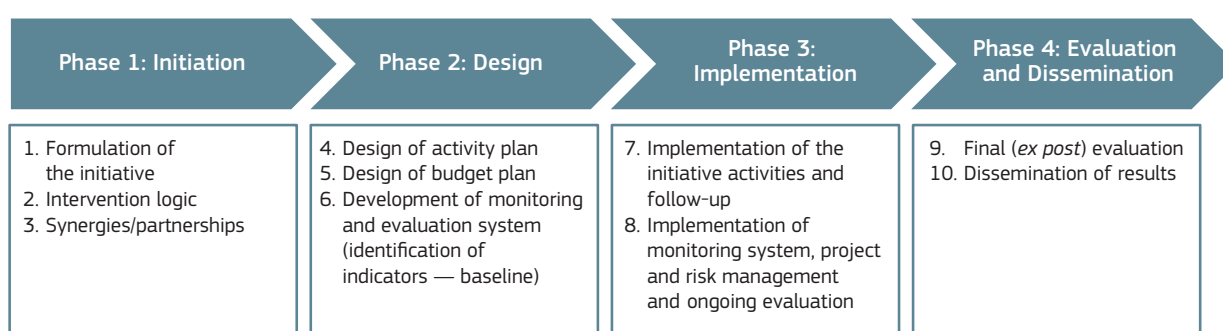
<sup>(205)</sup> Further explanation can be found in section 6.1.



- Has the initiative foreseen a specific approach to ensure that project outputs and results will be sustainable beyond the project end?
- Is an evaluation mechanism foreseen to determine whether the initiative has proven successful over time in the particular context in which it was deployed?

In order to assess the process on which an initiative has been built, we have designed a step-by-step model for prevention initiatives, which is presented in Annex 6.1. This model presents an approach to guide project promoters in terms of the key considerations when formulating, implementing, closing and evaluating their project. This model is composed with four phases, starting from the initiation of the THB project till the evaluation and the dissemination of the results. The condition for the achievement of the latter is notably a good formulation of the initiative (Phase 1) built on a proper definition of the problems it aimed to tackle and the related objectives it aimed to achieve.

Figure 13: Four phases THB project set-up



Source: Deloitte.

The key issues in measuring the impact of prevention on the incidence of THB have been discussed in section 3.2.3. These issues are the systematic measurement of long-term effects, causal linkages between actions and impact, coordination between macro- and micro-level goals, and other measurement issues including different categorisation of effects and innovative and new aspects of prevention activities. Below are some specific **suggestions for the European Commission** and THB stakeholders to better measure the effects of prevention activities:

- Development of indicators that measure long-term effects:
  - o More extensive research on prime push and pull factors that reflect specific socioeconomic and structural conditions related to THB is needed. Through the research, causality between push/pull factors and prevention objectives should be clearly identified. The factors of THB should be specific to types of THB (e.g. internal or international trafficking, sex or labour trafficking, destination, origin or transit of THB), locations/regions and types of victims. Specifically, the research should address behavioural and cultural changes that affect THB, socioeconomic and structural factors that make victims vulnerable to THB, and socioeconomic and structural factors that increase demand for labour and services provided by THB victims.
  - o Measurement indicators should meet the following criteria: (i) specific to target groups and circumstances that involve THB; (ii) measurable to gauge changes before and after the implementation of prevention actions; and (iii) relevant to the objectives of prevention (in other words, causal relationship with THB reduction);
  - o In addressing the impact of prevention initiatives, changes in the composition of pools of THB victims and the prevalence of re-trafficking may also provide insightful indications regarding changes in conditions related to root causes that make victims vulnerable to THB. Information on identified victims and rehabilitation and repatriation processes of former victims can be used for such indicator building.
  - o Measurement indicators should clearly differentiate between short-term outputs and long-term outcomes, and between *de jure* and *de facto* achievements.
- Data collection, quantification and systematic analysis:
  - o Consistent collection of reliable data and information is the first step for systematic measurements. In other words, reliable evaluation requires reliable data collection, quality improvement and the systematic analysis of the data. Complementary methods of data collection should be utilised so that the shortcomings of a single method can be reduced. The integration of different approaches and levels of data collection can be a way

to overcome these challenges of data collection — such as the integration of micro- and macro-level indicators on socioeconomic and behavioural changes, surveys of different groups such as former victims, general public and THB-stakeholders/experts, the combination of quantitative statistics and qualitative information on selected changes and factors, the examination of victim pools provided by NGOs and court records provided by legal authorities and usage of online and new media technologies for data collection.

- Sustainability of measurements and coordination in measuring the impact:
  - To maintain the quality of data collection and keep data updated, persistent efforts with long-term perspectives are essential. Coordination across different layers and levels of THB stakeholders is necessary for both the development of the objectives and measurement indicators and the actual implementation of measuring and monitoring the impact.
- Some further actions for innovative measurement:
  - In measuring the impact of prevention initiatives, the cost efficiency of actions should be taken into account as a criterion. In other words, effects should be gauged in relation to the amounts of resources invested. By doing so, the efficiency of policy actions can be systematically measured in quantitative terms.
  - Indicators of the effects of prevention initiatives should include up-to-date and innovative approaches such as addressing cross-border spillover effects (or externality effects across borders/regions) and evaluation of cyberspace activities. To do so, extensive research and discussions among experts and THB stakeholders are first needed for the mapping and examination of these issues. By doing so, the importance and causality of these phenomena can be evaluated in a scientific manner so that these issues can be appropriately addressed in the impact measurements.

### 5.1.3 Proportionality of initiatives

When deciding to fund specific initiatives, it is critical to keep the principle of proportionality in mind. Donors must keep in mind that the contribution of a project is often proportional to its size. Prevention initiatives sometimes over-commit to delivering specific results in their grant proposal (with a view to securing funding), and therefore define objectives that are unrealistic. **It is therefore fundamental that both project coordinators and donors ensure that expectations are proportional to what can be achieved.** For instance, it is more realistic to expect larger projects to measure the impact of their project, given their expertise and financial resources, than smaller projects, for which the vast majority of project funding will be geared towards ‘delivery’ rather than *ex post* evaluation.

## 5.2 Strategic-level/macro-level topics

In addition to the project-level conclusions above, the analysis of the 43 prevention initiatives, along with interviews with THB stakeholders, has provided insight into several strategic topics for consideration at the EU level. A comprehensive analysis of all sources of information from the study indicates the following key considerations: **the functional 3P system, establishment of a centralised THB knowledge management function, the importance of strategic communications and the importance of implementing legislation.** In this section, we build on these conclusions to draw considerations for better THB prevention in the EU.

### 5.2.1 Comprehensive THB prevention, protection and prosecution (3P) systems

THB initiatives do not operate in a vacuum. The contextual factors that impact THB initiatives are important considerations when designing, developing, implementing and evaluating individual initiatives. The sample project analysis and other research from this study has revealed that **one of the most important necessary preconditions is the existence of a functioning 3P system in Member States where THB initiatives are taking place.** Acknowledging that these systems may be inherently different in each country, it is still important that prevention, protection and prosecution are all operating effectively. The reason for this is the overlap and dependency across the 3Ps that many initiatives require. For example, if a specific initiative focuses on victim assistance and support, largely falling under the protection category, it will still require support from other aspects of both the prevention and prosecution contexts. In this example, it would be extremely important to have protection measures linked with prosecution, because the perpetrators of the crime could seek to further harm or **re-traffic** the victim. Another example scenario concerns initiatives that help build capacity to better identify victims of trafficking. Following this, once a victim is identified

there need to be other initiatives that then provide assistance to the victims. These scenarios highlight how and why initiatives need to be included within a more comprehensive approach to THB in Member States.

A key way to achieve a more functional 3P structure in Member States is continued work by and support for national administrations to organise themselves to tackle THB, through National Coordination mechanisms, or other dedicated national-level organisations that can bring together the resources and agencies needed to structure comprehensive anti-trafficking approaches. **Many project managers and national rapporteurs or equivalent mechanisms emphasised the importance of law enforcement and prosecution bodies as well as courts.** The EU Strategy reflects this as a priority and states that:

A multi-disciplinary, coherent policy against trafficking in human beings requires the involvement of a more diverse group of actors than before in policymaking. These should include police officers, border guards, immigration and asylum officials, public prosecutors, lawyers, members of the judiciary and court officials, housing, labour, health, social and safety inspectors, civil society organisations, social and youth workers, consumer organisations, trade unions, employers organisations, temporary job agencies, recruitment agencies and consular and diplomatic staff as well as those more difficult to reach, such as legal guardians and legal representatives, child and victim support services. Volunteers and people who work in conflict situations could also be involved <sup>(206)</sup>.

This is elaborated further in the EU Strategy as **PRIORITY D: Enhanced coordination and cooperation among key actors and policy coherence:**

There is a need for improved coordination and cooperation among key actors working in the field of trafficking in human beings, based on a multi-sectoral, multi-disciplinary approach. Coherence is also essential to ensure that related policies incorporate anti-trafficking policy. Cooperation amongst different actors can best be organised through formalised mechanisms and procedures that create a clear commitment and clarify the roles and tasks of those involved. The EU Justice and Home Affairs Agencies signed a joint statement on the 5th EU Anti-Trafficking Day on 18 October 2011. This agreement includes better prevention of trafficking, more efficient investigation and prosecution of perpetrators, and more effective protection of victims that complies with fundamental rights and takes the gender of victims into account.

The findings of this study corroborate the need for this comprehensive approach. The analysis of projects revealed that individual initiatives face numerous challenges and have found that partnerships and collaboration have numerous benefits and yield better results.

#### Spotlight on law enforcement and prosecution <sup>(207)</sup>

As discussed in Chapter 3, there are many challenges that arise as a result of the cross-border nature of trafficking crimes. One such challenge is that local and national law enforcement mechanisms cannot investigate cases effectively when they involve international elements. This points to a **need for further development of national prosecution mechanisms as well as growing cooperation and collaboration among these mechanisms in each Member State.** Reports from some police agencies have noted that the most successful anti-trafficking operations result when the trafficking networks feel they are threatened (often by having financial goods seized). However, police have trouble operating international cases across different legal systems throughout the EU. Hence, **the focus on the prosecution element of the 3P structure needs to address both national cohesion and international collaboration.**

It is also important to highlight the importance of defining specific target groups for initiatives, whether they relate to prevention, prosecution, or protection. There are many ways to segment the target groups of initiatives. For example, prosecution initiatives might segment particular groups of perpetrators of trafficking in human beings or those who purchase services from victims of trafficking. This segmentation will vary depending on the type of trafficking and the focus of the initiative.

<sup>(206)</sup> [http://ec.europa.eu/dgs/home-affairs/e-library/docs/thb\\_strategy/thb\\_strategy\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/e-library/docs/thb_strategy/thb_strategy_en.pdf)

<sup>(207)</sup> Please also see section 3.2.2 on the organised crime nexus that also elaborates on cross-border cooperation and mutual recognition, as well as confiscation of proceeds.

The final highlight in relation to comprehensive prevention, prosecution and protection is the concept of addressing THB in terms of **supply or demand**. There is active debate within the THB community about the relative importance of addressing supply versus demand. Initiatives frequently focus on one of these aspects, and many often focus more narrowly on the supply or demand related to a specific type of trafficking (sexual exploitation, forced labour, etc.). This specificity is both a strength and weakness in the overall effort to combat THB. The strength of specificity comes from the very targeted approach and focused implementation around a small area of a larger problem. A critical challenge of this approach is that it is often more difficult to address systemic challenges or root causes in this way. However, from an overall EU perspective **it is ideal to address both supply and demand aspects of THB in a coordinated way**.

In general, the main focus of supply side initiatives tends to be the potential victims and populations deemed to be at risk from trafficking. The root causes of the supply side problem are often linked to ‘macro’ issues such as poverty, gender inequality and limited access to education or employment. **Tackling these root causes is a massive task with much broader socioeconomic implications**. In a similar way, demand side root causes need to be traced back to the basis for various types of trafficking.

Keeping in mind that the EU is one major region of destination for victims of trafficking, it is not possible to judge whether supply side or demand side prevention should be generally prioritised over the other as both are very important and contribute to prevention of the crime as such. The analysis of this study shows that initiatives targeting supply and demand demonstrated similar degrees and aspects of success and challenges. Nevertheless, the demand side requires more investigation.

### 5.2.2 Common THB initiative repository and central knowledge management function

One of the issues addressed in section 3.2.2 (Sustainability and transferability) was the fate of project outputs once a project is complete. Sustainability and transferability are priorities to be taken up in certain ways at the EU level.

It is important not to reinvent the wheel with every project. In this sense tools, project approaches, and methodologies (and other tangible outputs) need to be shared, if possible at a European level. **NGOs and other project leads should not start from zero, but try as much as possible to work based on existing research, materials, etc.** This can be enhanced by a combined effort of individual initiative leaders and public bodies. From the perspective of the initiative leaders, there needs to be better research into what exists in the marketplace, what has been done before, what is ongoing and how this can all be leveraged for their specific initiative. Given that each initiative is unique based on the context of the issues they are dealing with, it is reasonable to say that it would be difficult to use the exact materials, formats, etc. of another initiative. However, **many methodologies, research, lessons learned, material templates and more could provide excellent resources and foundations for other initiatives**. In order to maximise the benefits of surveying and adapting previous outputs, it would be useful if there were a central directory and repository for these materials.

Currently, there is a wealth of information on the EU anti-trafficking website ‘Together Against Trafficking in Human Beings.’ Indeed, many features of this website, such as the **EU Projects and Funding** and **Publications** sections can provide organisations important resources for their work. **The EU Civil Society e-Platform** could form the basis of an enhanced central collaboration system to ensure that project promoters reuse deliverables created by other projects, when relevant. When preparing their application for funding, project promoters could thus be guided towards deliverables, which could be relevant for their project.

The concept of the one-stop-shop, upon which the EU anti-trafficking website is based, can be further developed from a digital design perspective to help THB initiatives, NGOs, government agencies and other relevant stakeholders operate more effectively. Transforming the EU anti-trafficking website into a dynamic digital platform would provide a powerful tool for the anti-trafficking community to use as part of daily operations.

### 5.2.3 Central communications strategy around the EU’s response to THB

As efforts to combat THB continue to globalise, it is important for the EU to consider how its central efforts and those of Member States and individual initiatives are communicated and branded. There is potential for the Commission to leverage the European dimension it adds to activities in this area through increased communication and to do so at relatively little extra cost.

Currently, many brands and logos are used across the EU particular to the specific partners participating in various THB initiatives. EU Anti-Trafficking Day and the office of the EU Anti-Trafficking Coordinator are the pre-eminent examples of where and how a cohesive EU anti-trafficking 'brand' would be useful. 'Branding' projects with a logo would carry a message to decision-makers and the public that this is an issue that the EU supports and takes seriously.

The Commission could sponsor an EU-wide awareness-raising campaign, providing this could be adequately funded, had a clear intervention logic, could be sustained over a period long enough to make an impact and used tools and channels for which it could be proven that subsidiarity does not logically apply. The tool(s) or channel(s) to be used in this campaign will depend on what is appropriate in the local context and given the target group.

There are numerous examples of global brands and communication strategies built around advocacy issues. For THB, many such campaigns already exist. These types of strategies allow for the institutionalisation of certain entities, and over time, these brands become synonymous with the fight against trafficking. Once that recognition is established, it fosters legitimacy, cooperation and authority in the field.

There are principles that the EU could consider, such as promoting a logo, which can be used provided that certain voluntary conditions are complied with, potentially through an acknowledgement or pledge, but without a formal certification approach.

#### 5.2.4 Implementing legislation and policies

Finally, this study has shown the importance of Member States fully implementing Article 18 of the Directive 2011/36/EU, by dedicating sufficient resources to implementing prevention initiatives in order to tackle trafficking in human beings. Prevention initiatives, covering the four types of initiatives presented in this study, do contribute to tackling this phenomenon, when implemented appropriately, and should thus be further supported. In this context, the prevention initiatives should promote and support the implementation of the legislation in place in the different Member States that notably targets the reduction of demand and promote a zero tolerance culture to exploitation of all forms.



## 6 Annexes

### 6.1 A step-by-step approach to prevention initiatives management

#### 6.1.1 Introduction

Our analysis and conclusions in the main report of this study demonstrate that the prevention initiatives that were examined show room for improvement when it comes to measuring and disseminating their results. Therefore, and as part of a specific recommendation stemming from the horizontal analysis of the contribution of prevention initiatives on trafficking in human beings, we present below a step-by-step approach to project management that could be used to strengthen the processes and mechanisms in place to implement the initiatives. Applying relevant and effective project management processes will lead to better assessment of the success of the initiative, allow the stakeholders to share experience and lessons learned. It will contribute to increasing the effectiveness and efficiency of the initiatives and their impact and, ultimately, to improving policy decisions and choices.

#### 6.1.2 Methodology

In so doing, the study team triangulated a combination of sources of information:

- State-of-the-art project management approaches researched through literature review of publicly available data on models to set up successful prevention initiatives and project management good practices;
- Concrete examples stemming from our analysis of a sample of prevention initiatives collected through primary and secondary data.

#### 6.1.3 Objectives and purpose of the step-by-step approach

The ultimate goal of the step-by-step approach is to provide stakeholders (hereinafter promoters) with an operational work plan/work flow to help them go through project management mechanism from the formulation of the idea to the dissemination of the results of their initiatives. The approach is meant to be as comprehensive as possible in order to allow the promoters to tailor it to the needs and specificities of their initiatives.

The primary user groups of the approach are as follows:

- Stakeholders funding initiatives — who may benefit from information concerning aspects to take into account when selecting initiatives that are likely to bring about evidence-based and sustainable impacts; and
- Stakeholders implementing initiatives — who will be able to benefit from a hands-on guide concerning aspects to consider from the design phase throughout the implementation and evaluation phases of the initiative.

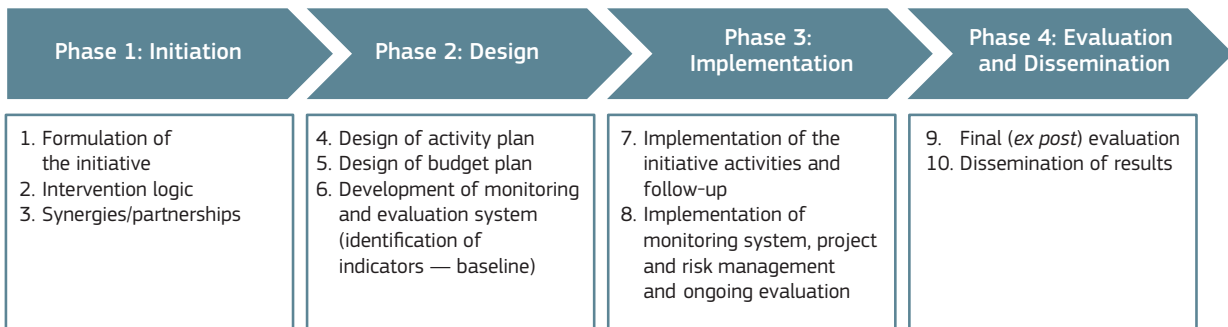
#### 6.1.4 Operational step-by-step approach (initiative-focused)

As illustrated in the figure below, the step-by-step approach is structured around four phases, i.e. Initiation, Design, Implementation and Evaluation and Dissemination phases. Each phase entails a number of steps to be taken and key aspects to consider.

The phases and related steps are elaborated in the next sub-sections.



Figure 14: Overview of the step-by-step approach to manage initiatives to prevent trafficking in human beings



Source: Deloitte.

### Phase 1: Initiation

The overall goal of the first phase of the approach is to inform the initiative design.

This phase is crucial as it lays down the foundation of a well-defined, and hence measurable, initiative. The initiation phase is composed of three different steps:

1. the formulation of the initiative idea;
2. the elaboration of the intervention logic of the initiative;
3. the research of synergies and/or partnerships.

#### **THE FORMULATION OF THE INITIATIVE IDEA**

The first step of this phase can be considered as a decisive one. It will drive the decision to either develop further or stop the idea.

When initiating an idea, one must start by looking at the contextual environment of the embryonic initiative. As highlighted throughout this report, each initiative takes place within a unique environment, which will condition the effectiveness of a specific initiative. Step 1 of the approach aims to define and position the initiative, its scope and objectives, within a broader context related to the issue addressed. The promoter should aim to identify the benefit of the initiative to its external context. Therefore, the promoter should explore the following issues:

- Are there any existing initiatives already addressing the identified issues?
- Who are the stakeholders involved in these existing initiatives?
- What would be the benefit of having an additional initiative within this field?
- What are the strengths, weaknesses, opportunities and threats of the other initiatives?

#### **THE ELABORATION OF THE INTERVENTION LOGIC OF THE INITIATIVE**

Following the information gathered through the first steps, the promoter shall decide to proceed with the next step: the elaboration of the intervention logic. More precisely, this step concerns the elaboration of the key elements of a standard intervention logic, i.e. the problem/needs analysis, the formulation of the objectives, the segmentation of the groups targeted, the definition of clear and measurable expected results as well as the (EU) added-value. The intervention logic will be enriched during phase 2 with the design of the activities to be unfolded and the definition of key performance indicators and targets.

As illustrated in the literature, elaborating intervention logic is important to an effective design of an initiative. It starts with the rationale of the initiative that could be defined through a needs/problems assessment.

Therefore, the promoter should explore the following issues:

- What is the desired situation/context related to the field of the initiative?
- What is the current situation/context related to the field of the initiative?
- What is the gap between both, i.e. the needs?

When the needs/problems are identified, they can be translated into objectives, which can be of different nature. Implementation-related objectives concern inputs and activities, whereas results-related objectives relate to outputs, outcomes and impacts (both immediate and global).

The objectives are listed from the overarching objective to the specific objectives and the operational objectives.

The inputs and activities refer generally to what goes into the implementation of an initiative, be it financial (public funds, private funds, loans, which constitutes the total budget committed) or human (number of full time equivalents).

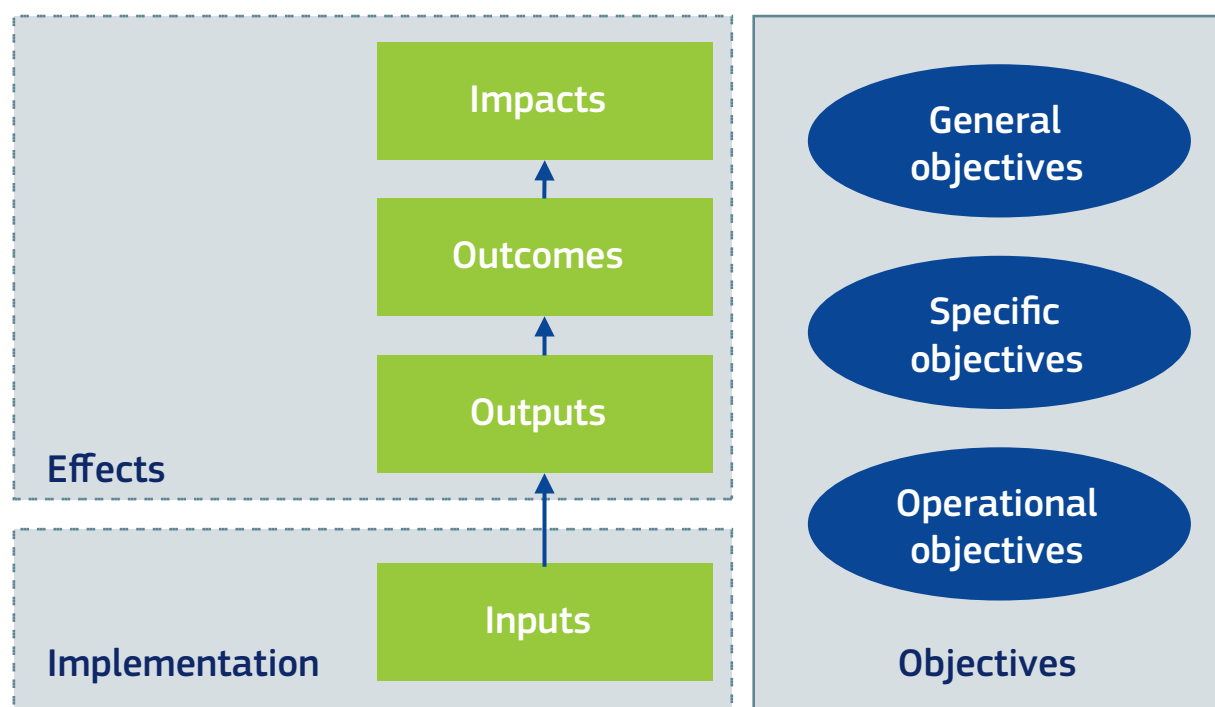
The (expected) outputs represent the desired product of the activities of the initiative, for example number of training sessions organised.

The (expected) results/outcomes represent the immediate consequences of the initiative for the direct beneficiaries, in terms of changes produced by the outputs (e.g. people are trained).

The (intended) impacts represent the results of the initiative beyond its direct and immediate interaction with the targets (e.g. there is a change in behaviour thanks to better trained people) which could also be linked to external factors that do not result from the sole action of the initiative.

The different types of objectives are associated with different levels of the intervention logic and have certain prerequisites for successful completion of the evaluation of these, as represented in the figure below.

Figure 15: Intervention logic and architecture of an initiative



Source: Deloitte.

Finally, the intervention logic should also entail a definition of the target groups that the initiative intends to reach. It is of utmost importance to define accurately the target recipients of the products of the initiative. The promoter should therefore explore among others:

- Who are the recipients of the initiative?
- Whom is the initiative targeted to?
- Are the channels used appropriate to reach the target audiences?

#### **THE RESEARCH OF SYNERGIES AND/OR PARTNERSHIPS**

The initiation phase ends with the exploration of potential needs for cooperation/partners. This step aims at ensuring the most effective implementation of the initiative by leveraging relevant partnerships and synergies.

The promoter should therefore explore among others:

- What are the synergies that could be created with other initiatives?
- Who are the potential partners who will need to be involved to ensure a successful initiative?
- What would be their role and responsibilities?

The table below summarises the initiation phase and its steps and provides concrete example of good practices identified through the analysis of the sample of prevention initiatives.

**Table 4:** Description of steps during the initiation phase of the model <sup>(208)</sup>

Phase 1: Initiation Phase		
Steps to be taken	Description	Examples from the sample projects
Step 1: Formulation of the project idea	<p>Broad description of the purpose, objective and idea of the project including an identification of gaps/overlaps with other initiatives:</p> <ul style="list-style-type: none"> <li>• Number and types of existing initiatives relevant to the identified problems and objectives</li> <li>• Degree to which the problem is already addressed by 'competitors'</li> <li>• Leeway within the field for an additional initiative</li> <li>• Strengths, weaknesses, opportunities, and threats of other initiatives, as well as leverage potential for good practices</li> </ul>	<p><b>'An informed person is a protected one' — Promoting best practices in prevention activities against trafficking for forced labour through a European network</b></p> <p>The project team identified that trafficking for forced labour was a growing trend in Romania, but that this phenomenon was quite unknown and scarcely tackled, as opposed to trafficking for sexual exploitation. The team carried out a survey targeting people at risk and schools in the cross-border regions of Romania, which are the most prone to trafficking for forced labour. The results of the survey showed that 70 % of respondents indicated that they planned on working abroad after finishing school, and that the most important issue is the need for information as people did not realise they could be trafficked and exploited. The project team therefore decided to design this project, based on this needs analysis.</p>
Step 2: Intervention logic (rationale of the project/needs analysis)	<p>Mapping and elaboration of</p> <ul style="list-style-type: none"> <li>• The problems to be addressed</li> <li>• The objectives</li> <li>• The target groups</li> <li>• The expected results/impact</li> <li>• The (EU) added-value</li> </ul>	<p>No specific example could be identified in which use was made of intervention logic as a specific tool. However, initiatives have reflected, for example, the problems to be addressed, their objectives, and target groups in grant proposals, e.g. as outcome of rather unsystematic needs analyses.</p>

<sup>(208)</sup> Examples in Tables 5, 6, 7 and 9 represent singular cases in which projects have successfully addressed a step of the model. Due to the fact that projects operate in their own unique context, these examples do not provide prescriptive suggestions on how to implement a step of the model. Rather they serve to highlight that projects have been able to successfully implement each step in different ways.

Phase 1: Initiation Phase		
Steps to be taken	Description	Examples from the sample projects
Step 3: Synergies/ Partnerships	Explore potential needs for cooperation/ partners	<p><b>'An informed person is a protected one' — Promoting best practices in prevention activities against trafficking for forced labour through a European network</b></p> <p>After having conducted a survey to identify the needs of their target audience, the project promoter informed the National Agency against Trafficking in Romania of the growing trend of exploitation for forced labour. The agency informed the team of similar cases in other European countries such as Germany, which encouraged the association to partner with similar organisations in Germany. Collaboration with international partners enabled the association to set up international 'look and learn' activities, and to organise meetings between grass-root stakeholders, such as local policemen in Germany and Romania. Working with the national agency was key for the success of the project as it gave the association access to the agency's institutional network.</p>

Source: Deloitte.

## Phase 2: Design

Once the initiative has been formulated, taking into consideration the contextual environment of the issue to be addressed, the second phase guides the promoter through the design of the initiative in itself and the articulation of its different components. In other words, phase 2 aims to translate the idea developed in phase 1 into structured and actionable elements to be implemented in phase 3. The overall goal of this second phase is to ensure the initiative is well defined and well planned, and that every key element and/or activity can unfold.

The design phase is composed of three key steps:

1. the preparation of a detailed activity plan;
2. the elaboration of the detailed budget plan; and
3. the development of a monitoring and evaluation system.

### THE PREPARATION OF A DETAILED ACTIVITY PLAN

This first step aims to prepare the activity plan or action plan. It is meant to be presented as a roadmap to unfold properly the implementation of the different component of the initiative. Usually, next to the narrative description of the action plan, it is translated into a visual such as a Gantt chart or a dashboard.

The action plan should entail at least the following key elements:

- A description of the inputs;
- A description of the outputs; they can also be presented in work packages. The outputs should be described to allow understanding of their link to the objectives of the initiative, how their success will be assessed, etc.
- Related to the two above-mentioned elements, expected results (outcomes and impacts) should also be drawn and linked to the different activities;
- Key milestones in the implementation process including the monitoring process (frequency of data collection, roles and responsibilities, reporting structure, tools and templates), the evaluation process (frequency, use, roles and responsibilities, tools and templates) as well as the planning of the dissemination of results (frequency, channels, target audiences);
- Finally, the key elements should be displayed in a clear preliminary timeline.

The first three elements will feed the intervention logic that has been developed during phase 1.

### **THE ELABORATION OF THE DETAILED BUDGET PLAN**

The action or activity plan will be accompanied by the detailed budget plan that will detail further the inputs as regards the financial resources.

The detailed budget plan could include the following elements:

- The budget allocation for each designated activity, including not only operational activities, but also management, monitoring and evaluation and dissemination of the results of the initiative;
- The budget allocated by budget line, including headcount, HR costs, costs for communication, training, etc.;
- An overall budget plan and a breakdown, e.g. quarter years. For short-term initiatives, monthly budgeting is an option;
- Key financial indicators, ratios, etc.

### **THE DEVELOPMENT OF A MONITORING AND EVALUATION SYSTEM**

The last step of this phase will be dedicated to the elaboration of the monitoring and evaluation system described and planned in the previous steps.

Two key aspects should be taken into consideration:

- The description and development of monitoring and evaluation processes, i.e. how the system will be operated and managed (see step 4);
- The identification of a relevant and meaningful set of indicators against which data will be collected.

Monitoring and evaluating works form pieces of a jigsaw puzzle representing an overarching evaluation scheme:

- **Monitoring** is an ongoing process focusing on carrying out the measurement of implementation-related objectives concerning mainly **inputs and outputs** without neglecting to collect information on immediate outcomes that will feed into future evaluation work;
- **Evaluation** differs from the ongoing nature of the monitoring system by focusing on the assessment of the initiative activities at a moment X. While using the data generated by the monitoring system (output measurement), the evaluation aims to measure the effects of the initiative such as **outcomes and impacts** (intermediate and global).

Building on the intervention logic elaborated during the first phase and enriched with the description of the activities and expected results, the promoters will develop an analytical framework that will be used to guide the assessment of the activities of the initiative. The analytical framework identifies the specific objectives of the initiative, the key questions that need to be asked to allow performance judgements, the sources of verifiable evidence that need to be accessed to answer the questions and the indicators that will be used to demonstrate that objectives have been met. The analytical framework is elaborated further under phase 4.

In line with good practice in indicators to measure actions, the promoter should develop indicators to measure the performance of the four dimensions. As already mentioned above the four dimension are:

- **Inputs:** Examples of inputs indicators include the total budget (quantity of resources), breakdown of budget by activity, number of people working on the implementation, number of organisations involved in the implementation;
- **Outputs:** Examples of outputs indicators include: number of events organised; number of participants in a conference; volume and type of materials produced; website traffic, downloads, click-through, etc.; media coverage; target audience coverage/reach;
- **Outcomes:** Examples of outcomes indicators include: audience reaction to the receipt of a product; satisfaction of users of the user-friendliness of a website; quantifiable changes in awareness, knowledge, attitude, opinion and behaviour that occur as a result of the initiative over the short, medium or long term;

- **Impact:** Examples of impact indicators include: acceptance of new policies, level of consumers' empowerment, increase in EU legislation compliance, and increase in growth.

Indicators should be:

- Specific — target a specific area for improvement;
- Measurable — quantify or at least suggest an indicator of progress;
- Achievable — specify goals that are reachable;
- Realistic — state what results can realistically be achieved, given available resources;
- Time-related — specify when the result(s) can be achieved.

Finally, the monitoring and evaluation system should include quality and risk management plans in order to ensure corrective actions are taken if necessary.

The table below summarises the design phase and its steps and provides concrete example of good practices identified through the analysis of the sample of prevention initiatives.

**Table 5: Description of steps during the design phase of the model**

Phase 2: Design Phase		
Steps to be taken	Description	Examples from the sample projects
<b>Step 4:</b> Preparation of a detailed activity plan	<p>The activity plan will cover e.g. descriptions of:</p> <ul style="list-style-type: none"> <li>• Planned inputs (financial, time, human resources)</li> <li>• Planned outputs</li> <li>• Likely outcomes/results</li> <li>• Milestones (monitoring)</li> <li>• Evaluation planning</li> <li>• Dissemination planning</li> <li>• Timeline</li> </ul>	<p><b><i>Raising Awareness and Empowerment Against Child Trafficking</i></b></p> <p>As there were delays in the implementation of the project, the project team carried out a SWOT analysis midway through the project to determine what they could achieve during the remaining project period, in view of maximising the results of the project. The project team explained their difficulties to the European Commission, and how they planned to move forward, and subsequently jointly agreed on a revision on the work plan.</p>
<b>Step 5:</b> Preparation of a detailed budget plan	<p>The budget plan will cover e.g. descriptions of:</p> <ul style="list-style-type: none"> <li>• The budget allocation for each designated activity, including not only operational activities, but also management, monitoring and evaluation of the initiative</li> <li>• Budget allocation to different types of staff, including headcount, HR costs, costs communication, training, etc.</li> <li>• An overall budget plan and a breakdown, e.g. quarter years. For short-term initiatives, per month budgeting is an option</li> <li>• Key financial indicators, ratios, etc.</li> </ul>	<p><b><i>Children's Human Rights Centre of Albania (CRCA)</i></b></p> <p>CRCA is very programme based. On a yearly basis they have work plans and action plans that are based on collaborative planning with their donors. The donors review the projects and funding requirements. Notably, they also review objectives, what went well and what can be improved. This means they can adjust the programme and revise based on success factors and challenges.</p>
<b>Step 6:</b> Development of a monitoring and evaluation system including the identification of a set of indicators	<ul style="list-style-type: none"> <li>• A description of the mechanisms that will be put in place to ensure ongoing monitoring and evaluation activities according to the project cycle</li> <li>• The monitoring and evaluation system will include indicators relating to: <ul style="list-style-type: none"> <li>o Inputs</li> <li>o Outputs</li> <li>o Outcome/results (as far as possible)</li> <li>o Contextual statistics</li> </ul> </li> <li>• Quality and risk management plans should also be prepared (risk management plan will ensure corrective actions are taken if necessary)</li> </ul>	<p><b><i>Briseis</i></b></p> <p>The project will be evaluated by monitoring the number of people who will be trained, as well as the number of organisations from the private sector that were engaged in the project. This could for instance take the form of monitoring the number of companies that sign up to a code of conduct.</p>

Source: Deloitte.

### Phase 3: Implementation

Phase 3 relates to the actual implementation of the first phases described above. One can say that following phases 1 and 2, the initiative and its activities can be deployed.

There are two self-explanatory steps:

- the implementation and follow-up of the activity/action plan in line with the specified timeline and budget;
- the implementation of the monitoring, quality and risk management plans.

There are no specific processes or mechanisms linked to this phase as it concerns the daily work of the promoters.

The table below provides concrete examples of good practice illustrating these two steps.

**Table 6:** Description of steps during the implementation phase of the model

Phase 3: Implementation Phase		
Steps to be taken	Description	Examples from the sample projects
<b>Step 7:</b> Implementation and follow-up of the activity plan in line with the specified timeline and budget	Set up and running the project and its activities	<b><i>An estimation model of the social cost of the trafficked prostitution in France</i></b>  The project team was confronted with the difficulty of accessing sufficient scientific data on THB to carry out their research project. To overcome this challenge, they carried out an internal survey, by reaching out to the associations within their network to collect data.
<b>Step 8:</b> Implementation of the monitoring system, quality and risk management plans	Ensure that the project and its activities are monitored and evaluated (ongoing)	<b><i>Child exploitation — Cross-national child protection in practice</i></b>  Monitoring/evaluation has been designed as a permanent review mechanism in which the target audiences provide feedback and suggestions for the further development of the project. Therefore, it is a collaborative evaluation in which all actors are heard and can contribute. In this way, it serves more as an ongoing steering tool, rather than final evaluation.

Source: Deloitte.

### Phase 4: Evaluation and Dissemination

The last phase of the approach consists of two important components of an initiative, usually overlooked or not budgeted/planned at the outset of the initiative. It concerns:

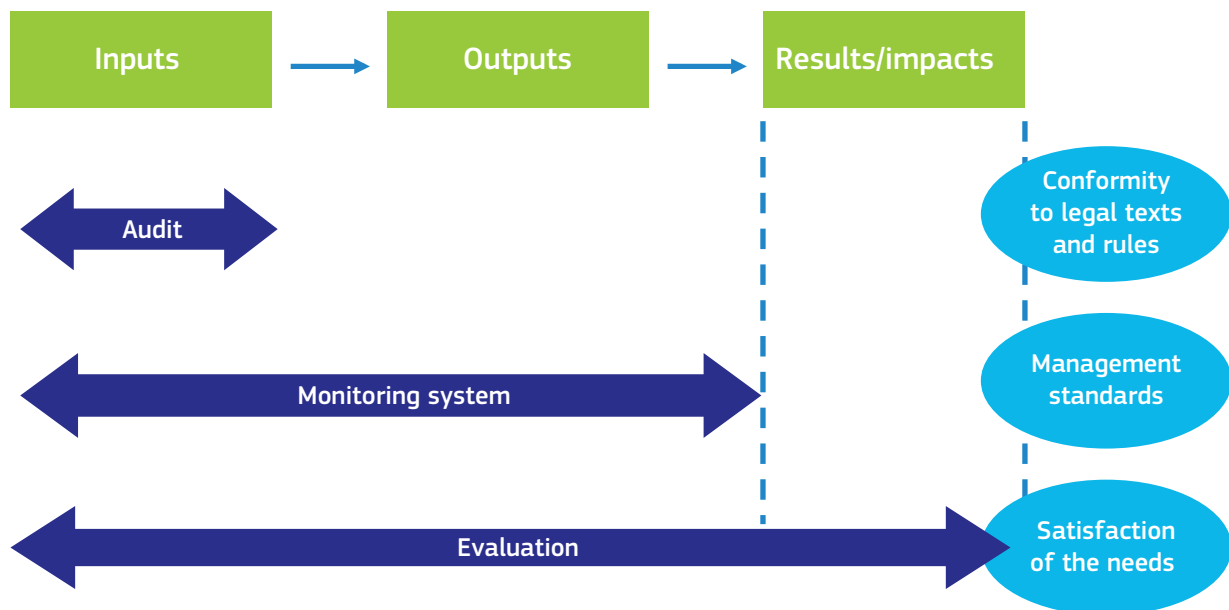
- the evaluation of the initiative; and
- the dissemination of the results stemming from the initiative.

As already explained, evaluation is about learning and improving the actions while dissemination of results is about sharing to the benefit of the whole community.

The figure below illustrates the scope of the different systems in place to keep track of an intervention.



Figure 16: Scope of audit, monitoring, and evaluation



Source: Deloitte.

### THE EVALUATION OF THE INITIATIVE

The evaluation step will be guided by the evaluation system designed and put in place in phase 2.

A robust evaluation should respect a range of criteria. It should be:

- **Analytical:** The evaluation should be based on recognised research techniques. The evaluation methodology should be based on both qualitative and quantitative analyses.
- **Systematic:** Evaluation requires careful planning and consistent use of the chosen techniques. This principle means that all evaluations have to comply with the most recognised evaluation standards such as impartiality, independence and confidentiality.
- **Reliable:** The findings of the evaluation should be replicable by a different evaluator with access to the same data and using the same methods of data analysis.
- **Issue-oriented:** The evaluation should seek to address key issues related to THB.
- **User-driven:** The external evaluation should be designed and implemented in a way that provides useful information to stakeholders.

In so doing, the promoter will have to define the evaluation questions that should be replied to. An effective tool to be used to design and structure an evaluation is the **analytical framework**. The analytical framework is the logical link between the evaluation criteria and the actual analysis, as it maps the issues for investigation and the specific questions to be answered against the judgement criteria and the indicators that will be employed during the project. The analytical framework is a tool used for the structuring, analysing and judging tasks. It will help the evaluation team interpret and comprehend the key terms of the evaluation questions and will contain the judgement criteria that will allow the evaluation questions to be answered properly. More specifically the analytical framework is divided into four sections:

- the evaluation questions per evaluation criteria representing the relevant dimension of the evaluation questions;
- judgement criteria that will be used to answer the evaluation questions in an accurate and sound manner;
- indicators that will be used to substantiate the judgement criteria. Indicators are either qualitative or quantitative;
- sources of the information and data that feed the indicators.

The analytical framework ensures that each objective of the evaluation is met and every evaluation question is given an answer. The information collected throughout the project is linked to the analytical framework, allowing the evaluation team to give a detailed description of the reasoning followed in the analysis. This exercise is crucial in order to structure the later steps of the analysis and ensure that conclusions and recommendations are strictly evidence-based.

As a minimum, the evaluation will assess the relevance, coherence, effectiveness and efficiency and will take stock of the sustainability, transferability and lessons learned in particular.

The table below summarises the main evaluation criteria that should be explored.

**Table 7** Summary of the main evaluation criteria

Themes	General question
Relevance	Does the intervention seek to tackle the needs expressed by the stakeholders and target groups in a satisfactory way?
Effectiveness	Has the intervention achieved its objectives and does it show an ability to solve problems and provide added value?
Efficiency	Are the mechanisms for implementation both optimal and cost efficient?
Coherence	Does the programme or measure form part of a logical approach, consistent with other policies or programmes and to its environment?
Sustainability	Do the effects (results, impacts) of the intervention have the capacity to solve the problems in a sustainable way?

Source: Deloitte.

### **THE DISSEMINATION OF THE RESULTS**

Finally, the dissemination of the results of the initiative, including the evaluation results, should not be neglected.

The dissemination can be done through different means: reports, organisation of or participation in events and conferences, sharing knowledge on and feeding online platforms, etc.

It is important to come back to the dissemination plan (as part of the action plan designed in phase 2) and integrate any findings or new elements that could come from the evaluation conclusions.

As a golden rule, the promoter should avoid disseminating results following the principle of 'one size fits all'.

Instead, the following aspects should be explored:

- The users of the information — who will be the users of the reports, the stories, the data? It is of utmost importance to list and identify the recipients of the results;
- The content provided — who is in need of what? It is crucial to select the type of content according to the recipient of the information. For example, it might be that policymakers will be interested in concise information about the results and impact of the initiative while other promoters will be interested in lessons learned and good practices to duplicate;
- The dissemination channels — what are the most appropriate channels to reach the recipients and the most convenient support to the information delivered? One should think about tailoring the channels to the information and its recipients. Again, 'one size fits all' approach is not recommended. For example, social media campaign could be used to target specific audiences while conferences and seminars could target a completely different segment of recipients.

The table below summarises the last phase and its steps and provides concrete example of good practices identified through the analysis of the sample of prevention initiatives.

Table 8: Description of steps during the evaluation and dissemination phase of the model

Phase 4: Evaluation and Dissemination Phase			
Steps to be taken		Description	Examples from the sample projects
<b>Step 9:</b>	Evaluation of the project	The evaluation will assess the relevance, coherence, effectiveness and efficiency at a minimum and will take stock of the sustainability, transferability and lessons learned in particular.	<b><i>STOP Traffick!</i></b> In the project application they included a budget item to get an external evaluator for the project to be evaluated throughout the duration of the project. This was deemed worthwhile as it provided additional evaluation to compare to their own internal and other EC evaluations. Additionally, it helped keep the project on track.
<b>Step 10:</b>	Dissemination of results	The dissemination of results entails: reporting, organisation of and/or participation in events/conferences/seminars, feeding databases and sharing online platforms, etc.	<b><i>'An informed person is a protected one' — Promoting best practices in prevention activities against trafficking for forced labour through a European network</i></b> A conference was organised within the Romanian parliament, which received considerable media attention. As a result, the organisation witnessed a considerable surge in the number of victims calling to inform them of their situation, while other organisations contacted them to requests specific information.

Source: Deloitte.

## 6.2 Description of prevention initiatives

This section contains for each of the 43 prevention initiatives analysed as part of this study a brief description and information of its type, objectives, duration, partners, funding, output, results/added value, sustainability and transferability.

### A Safety Compass

Name of initiative:	A Safety Compass (Centre MARTA)		
<b>Objective:</b>	<ul style="list-style-type: none"> <li>To raise the awareness of the latest forms of trafficking in human beings, as well as the risks and recruiting tendencies on the internet and social networks;</li> <li>To reduce the demand for services and products provided by victims of trafficking in human beings and to facilitate fair trade;</li> <li>To reduce the offer of trafficking in human beings, by promoting a more intense interinstitutional cooperation of the public, the private and the non-governmental sector and drawing up of exit/support programmes for victims;</li> <li>To develop international referral mechanisms for the support and protection of victims of trafficking in human beings between Estonia, Latvia and Great Britain.</li> </ul>		
Duration	Partners	Funding	Initiative type
2012-2015	<b>Centre MARTA</b> , The Ministry of the Interior of the Republic of Latvia, the State Inspectorate for Protection of Children's Rights, Youth with a Mission, NGO Eluliin, Women@thewell, National Alliance of Women's Organisations	DG HOME: ISEC Maximum eligible cost: N/A Grant: N/A Funded by: European Commission	Capacity building, information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>An internet study — recruitment mechanisms, latest tendencies and forms of sex trade, e.g. sham marriages;</li> <li>Challenging the demanders and the providers of trafficking in human beings services by means of creative activities/campaigns;</li> <li>Elaboration of functional exit/support programmes for victims of sex trade/sham marriages;               <ul style="list-style-type: none"> <li>Exchange of experience on exit programmes in Estonia, Latvia and Great Britain, by means of round table discussions/study visits;</li> <li>Feasibility study on the specifics of the Estonian, Latvian and British target group;</li> <li>In Estonia and Latvia, elaboration of the exit programme for victims of sex trade and sham marriage;</li> </ul> </li> <li>Development of international referral mechanisms for the support and protection of victims of trafficking in human beings, by means of the hotline system between partner countries.</li> </ul>		<ul style="list-style-type: none"> <li>Research phase is over; working on the final report.</li> <li>Wanted to help drive changes in legislation (some have been achieved like the awareness campaigns) to change the definition of HT in the criminal code. In Estonia they have managed to influence decision-makers.</li> <li>Project is in the middle of trying to set up a referral mechanism. Held roundtable discussions on how to facilitate the cooperation.</li> <li>Brought Latvian, Estonian and UK police to sit at the table and work through some cases.</li> <li>Organised trainings for different hotline operators in Latvia and Estonia (professionals from the UK came to lead those seminars).</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
The partnership that formed to deliver the Safety Compass project will continue collaboration and extend the partnership (maybe invite an organisation from Northern Ireland). In addition, individual partners have noted that they continue to reuse original materials from the campaign for follow-on activities.		The structure of this project can adapt to other partnerships, though the content is not directly transferable. A Safety Compass illustrates achievement in collaboration between select countries that identified common challenges and linkages in their anti-THB efforts and were able to structure targeted and specific responses with their programming.	

## ADSTRINGO — Addressing trafficking for labour exploitation

Name of initiative:	ADSTRINGO — Addressing trafficking for labour exploitation <sup>(209)</sup>		
<b>Objective:</b>	To prevent trafficking for forced labour through enhanced national and regional partnerships and through improved understanding of the mechanisms that facilitate exploitation of migrant labour within the region.		
Duration	Partners	Funding	Initiative type
July 2012-June 2014	<b>European Institute for Crime Prevention and Control, affiliated with the United Nations (HEUNI)</b> , Ministry of the Interior of the Republic of Lithuania, University of Tartu in Estonia, Council of the Baltic Sea States Task Force against Trafficking in Human Beings (CBSS TFTHB).	<ul style="list-style-type: none"> <li>Prevention of and Fight against Crime Programme of the European Commission, Directorate-General Home Affairs.</li> <li>The Swedish Institute and the Danish Ministry of Gender Equality and Ecclesiastical Affairs.</li> <li>ISEC funding: EUR 309 264.60 <sup>(210)</sup>.</li> </ul>	Information and awareness-raising, prevention activities in research and education programmes.
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>Two national meetings were organised in each of the nine participating countries (Estonia, Finland, Denmark, Germany, Iceland, Latvia, Lithuania, Norway and Sweden) to establish a dialogue among key labour actors at the national level.</li> <li>A focused research component looked into the recruitment practices and roles of recruitment agencies and employers in the exploitation of migrant labour, which facilitates trafficking, in four countries <sup>(211)</sup>.</li> <li>A set of concrete guidelines for employers, recruitment agencies and other actors was developed for the prevention of trafficking for forced labour and labour exploitation <sup>(212)</sup>.</li> <li>An international high-level conference during the Lithuanian EU Presidency in 2013 was organised to present the project findings and to initiate discussion between actors in the Baltic Sea Region and within the EU.</li> <li>Information about ADSTRINGO was disseminated via press conferences, interviews in radio, TV and newspapers.</li> </ul>		<ul style="list-style-type: none"> <li>Through the development of concrete guidelines for recruitment agencies, ADSTRINGO was able to contribute directly to the development of different national anti-trafficking actions plans.               <ul style="list-style-type: none"> <li>Latvia formalised the network established through ADSTRINGO in its National Action Plan</li> <li>Denmark created a business coalition in the aftermath of ADSTRINGO that was formalised in the National Action Plan</li> <li>In Sweden, the competencies and the mandate of the national coordinator of anti-THB efforts were expanded to activities related to labour exploitation</li> </ul> </li> <li>As part of ADSTRINGO, the CBSS established an expert group composed of national delegates from the responsible ministries in order to ensure direct contact between the staff mainly responsible for THB-related matters.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<ul style="list-style-type: none"> <li>ADSTRINGO is a follow-up project to a previous initiative that was specifically targeted towards trafficking for forced labour.</li> <li>Therefore, the aim of ADSTRINGO was to combine the lessons learned from this project and the practical work from CBSS in relation to cross-border cooperation concerning recruitment agencies.</li> <li>In addition, as a follow-up to the central ADSTRINGO activities, regional meetings took place in order to improve cooperation and coordinate the actions of the involved stakeholders. Relevant information from the ADSTRINGO initiative was further disseminated to the regional levels as part of these follow-up meetings.</li> </ul>		<p>ADSTRINGO is transferable in particular with regard to its:</p> <ul style="list-style-type: none"> <li>Methodological perspective (incl. different types of activities).</li> <li>Target audiences (cross-border, international, national, and regional level).</li> </ul> <p>To transfer the initiative, it is important to consider the following points:</p> <ul style="list-style-type: none"> <li>Importance of political will and ownership of the political hierarchy (in particular at the EU level).</li> <li>Involvement of high-level associations (in particular employers' organisations).</li> <li>Integration of initiative into a broader strategy and coherent landscape of THB prevention.</li> <li>Physical meetings of stakeholders at events in order to get to know each other.</li> <li>Stakeholders need to be able to contribute freely to the initiative in order to create a sense of ownership and commitment.</li> <li>It is imperative to bridge the gap between labour and THB stakeholders.</li> </ul> <p>Finally, the ADSTRINGO staff sees its approach to evaluation something that could be transferred to other initiatives:</p> <ul style="list-style-type: none"> <li>No funds were available for a specific evaluation. Therefore, the evaluation was rather a long-term informal review and adaptation process throughout the entire lifecycle of ADSTRINGO.</li> <li>No formal indicators have been used to review the progress and the achievements of results. Instead, rather qualitative feedback from the involved stakeholders was used to steer the project and to assess the achievement of its objectives in the end.</li> <li>As part of the Annual Baltic Sea Round-up Reports, a very limited quantitative analysis took place, mainly focussing on financials instead of the achievements of the objectives.</li> </ul>	

<sup>(209)</sup> <http://www.cbss.org/wp-content/uploads/2013/04/Info-Sheet-ADSTRINGO.pdf>

<sup>(210)</sup> [http://ec.europa.eu/dgs/home-affairs/financing/fundings/pdf/isec/isec-grants-awarded-2011\\_en.pdf](http://ec.europa.eu/dgs/home-affairs/financing/fundings/pdf/isec/isec-grants-awarded-2011_en.pdf)

<sup>(211)</sup> Reports can be accessed under: <http://www.heuni.fi/en/index/researchareas/humantrafficking/adstringo-addressingtraffickinginhumanbeingsforlabourexploitationthroughimprovedpartnershipsenhanceddiagnosticsandintensifiedorganisationalapproaches.html>

<sup>(212)</sup> [http://www.heuni.fi/material/attachments/heuni/reports/Evie1wVV/Heuni\\_reports\\_78\\_Guidelines.pdf](http://www.heuni.fi/material/attachments/heuni/reports/Evie1wVV/Heuni_reports_78_Guidelines.pdf)

### ALO 116—Albanian Child Helpline/Every Roma Child in the Kindergarten

Name of initiative:	ALO 116 — Albanian Child Helpline; Every Roma Child in the Kindergarten (Children's Human Rights Centre of Albania)		
<b>Objective:</b>	CRCA works to promote the respect of children and youth rights, to protect them from violence, abuse and exploitation, to develop children and youth rights in Albania and to increase child and youth participation at national and local level, through lobby and advocacy, policy and legislation improvement; capacity building, information and research, and establishment of good models of services of childcare and protection.		
Duration	Partners	Funding	Initiative type
ALO 116: 2009 — Ongoing Every Roma Child in the Kindergarten: 2014 — Ongoing	<b>Children's Human Rights Centre of Albania</b>	International funding programme Maximum eligible cost: N/A Grant: N/A Funded by: Unicef	Capacity building, research and education programmes, awareness-raising, victim assistance and support (inclusive of youth-specific initiatives)
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>• ALO-116: ALO 116 — National Child Help Line is a service for children that provides the following:               <ul style="list-style-type: none"> <li>o Psychological Help</li> <li>o Information</li> <li>o Referral to the respective services according to the specifics of the case.</li> </ul> </li> <li>• This service is available 24 hours a day, 7 days a week for all the children and adolescents throughout Albania. The service is provided by a group of psychologists and social workers who answer the calls of the children and they advise them on their problems and concerns; share the information on the topics that children and adolescents show interest in; and refer the children and adolescents to the services, according to their respective needs.</li> <li>• Unicef and CRCA initiative 'Every Roma child in the kindergarten' supported by the Swiss Agency for Development and Cooperation and the Austrian Cooperation for Development, aims to establish and support local networks in early childhood issues and the integration of Roma children in preschool.               <ul style="list-style-type: none"> <li>o Conducted a forum to raise awareness among local government and educational institutions to make the inclusion and integration of Roma children in preschool educational system a priority. It brought together representatives of public institutions, educational directorates, Ministries, civil society and international organisations, Roma community and children.</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• Active listening to children and youngsters;</li> <li>• Informing children, adolescents and youth, parents or personnel who work with children on the services provided by the helpline;</li> <li>• Psychological-education on different topics: smoking, drugs, sexually transmitted diseases, characteristics that follow a child's psychosocial and physical development, etc.;</li> <li>• Treatment and immediate intervention for children and youngsters in danger;</li> <li>• Emotional support for children and adolescents during a crisis situation;</li> <li>• Cooperation with governmental institutions and private organisations in order to provide the necessary assistance to children and families;</li> <li>• Provision of professional counselling over the phone regarding topics concerning children and youngsters;</li> <li>• Case referral to social services provided by the state and NGOs operating in Albania, depending on the needs of the children;</li> <li>• Assessment and impact analysis on services provided by the Children's Counselling Helpline, in order to improve its quality for the children;</li> <li>• Provides alternative information regarding public and private organisations, which are interested in children's issues;</li> <li>• 100 children age 6 to 12 have been supported with T-shirts, hats, bags, stationery and learning materials in the framework of the initiative Every Roma child in the Kindergarten.</li> <li>• Supported efforts towards the Ministry of Education approving, on 21 July, the 'Guideline for the increase of pre-school attendance of Roma children', which was delivered to all Regional Education Directorates of the country.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
CRCA is a programme-based organisation. On a yearly basis they have workplans and action plans that are based on donors who jointly review the projects and funding. They review objectives, what went well and what can be improved. This means they can adjust the programme and revise as necessary. This structure allows for programmes that are working well to continue in the future, and others to be adapted or cancelled.		Helplines have been identified by many project coordinators and National Rapporteurs as an important part of the anti-THB movement. CRCA focus on local implementation of programmes and community engagement, which is likely an approach that could benefit other NGOs or national programmes.	

### An estimation model of the social cost of the trafficked prostitution in France

Name of initiative:		An estimation model of the social cost of the trafficked prostitution in France	
<b>Objective:</b>		<p>The objective of the project is to 'develop a model to estimate the social costs of trafficking in human beings for sexual exploitation for society at large and for its victims' <sup>(213)</sup>.</p> <p>The results obtained will be kept in view raising awareness about 'the social cost of trafficking in human beings for sexual exploitation among the political sphere and the NGO sector'. The project will therefore provide compelling economic arguments regarding the need for prevention and rehabilitation measures.</p> <p>The expected results are, among others, the following:</p> <ul style="list-style-type: none"> <li>• a compilation of studies and data available in Europe;</li> <li>• a list of the indicators to take into account for the estimation of the social cost of trafficking;</li> <li>• a list on the hypothesis used to carry out the calculation and the estimation model;</li> <li>• estimation for the case of France, etc.</li> </ul>	
Duration	Partners	Funding	Initiative type
2012-2014	<b>Mouvement du Nid (FR),</b> Psytel. (FR), Informelles (FR).	Maximum eligible cost: EUR 299 688  EU grant (90 %): EUR 269 719  Funded by: ISEC	Information and awareness-raising, prevention initiatives in research and education programmes
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>• The output of this project will be the calculation of the economic cost of THB for French society.</li> </ul>		<ul style="list-style-type: none"> <li>• The economic cost of THB will be used as a key argument in communication and lobbying campaigns in order to raise awareness around this issue. As this cost has not yet been calculated, it is still early to assess the results of this project. However, this project follows the example of the assessment of the cost of domestic violence in Europe, which was successful in raising this topic on the political agenda at the national level.</li> <li>• One of the externalities of the project will be to calculate the social-economic cost of THB for individual victims, thereby facilitating the evaluation of their compensations in court cases.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
Once the economic cost of THB for French society has been defined, it will be used by the association as a key argument in communication and lobbying campaigns to raise awareness among policymakers.		The methodology which has been developed will be made available for other associations in France and Europe through a website, once the project is finished. The web tool that will be developed will enable other associations/public authorities to apply the methodology to their country to determine the economic cost of THB.	

<sup>(213)</sup> <http://ec.europa.eu/anti-trafficking/eu-projects/estimation-model-social-cost-trafficked-prostitution-france>

## An informed person is a protected one — Promoting best practices in prevention activities against trafficking for forced labour through a European network

<b>Name of initiative:</b>	'An informed person is a protected one' — Promoting best practices in prevention activities against trafficking for forced labour through a European network		
<b>Objective:</b>	<p>General objective:</p> <ul style="list-style-type: none"> <li>The general objective of the project is 'combating trafficking for labour exploitation through the establishment of an EU interdisciplinary public-civil society network and the elaboration of multilingual booklet promoting best practice in prevention, identification and assisting victims of trafficking for labour exploitation' <sup>(214)</sup>.</li> </ul> <p>Specific objectives:</p> <ul style="list-style-type: none"> <li>Awareness raising among workers/employers regarding the status of the employee and the risk of illegal work;</li> <li>Counselling of potential victims in sectors prone to exploitation;</li> <li>Elaboration of information brochures for employers/recruitment agencies aimed at preventing and dealing with trafficked persons in sectors such as agriculture/construction/ domestic work;</li> <li>Strengthening of four counselling centres for information on labour migration and prevention activities against the danger of trafficking for labour exploitation;</li> <li>Elaboration of a multilingual booklet promoting best practices in prevention, identification and assisting victims of trafficking for labour exploitation.</li> </ul>		
<b>Duration</b>	<b>Partners</b>	<b>Funding</b>	<b>Initiative type</b>
June 2011-June 2013	<b>Ecumenical Association of Churches in Romania — AIDRom (RO)</b> , Foundation 'Lámpás' (RO), Verein für Internationale Jugendarbeit Landesverein Württemberg (DE), Diakonisches Werk (DE)	Maximum eligible cost: EUR 278 000 EU Grant (90 %): EUR 222 000 Funded by: ISEC	Capacity building, information and awareness-raising
<b>Output</b>		<b>Results/Added Value</b>	
<ul style="list-style-type: none"> <li>The project led to the creation of a booklet, which provides information on trafficking for labour exploitation, based on research. This booklet was identified as a good practice by the Anti-trafficking Department in Ireland.</li> <li>Posters were also created and displayed in all airports in Romania.</li> <li>Brochures were created and provided to the border police which, in turn, distributed them to people they identified as potential victims workers in airports.</li> <li>A new counselling centre/shelter was opened in West Romania.</li> <li>The Alliance for Fair Labour Migration was created and launched during the final conference organised in Germany. It is a network against trafficking and labour exploitation.</li> <li>Knowledge was exchanged between grass-root stakeholders involved in preventing trafficking for forced labour both in Germany and Romania, and notably German and Romanian policemen.</li> </ul>		<ul style="list-style-type: none"> <li>The project has helped stakeholders to gain a better understanding of this rising phenomenon. It has not only helped public authorities to awaken to the size of this growing problem but also helped people to realise that they were victims of forced labour, thanks to the considerable media attention received by this project. An increasing number of people therefore contacted AIDRom to ask for additional information, or to ask whether specific jobs published on the internet were safe. Furthermore, the Ministry of Foreign Affairs realised that specific training needed to be provided to embassies, and consequently a specific person will be appointed within the ministry to train local staff.</li> <li>In Germany, the project promoters indicated that trafficking for forced labour was not mentioned in anti-trafficking legislation. As part of the project, the project manager was invited twice to the Bundestag and 20 members of the Bundestag went to Romania to understand the phenomenon. The project therefore contributed to raising awareness about this issue, and legislation has now being changed in Germany.</li> <li>The project has helped to counter the stereotype that only people from impoverished neighbourhoods are victims to trafficking for forced labour.</li> <li>The booklet is helpful to assist the counselling process for NGOs in Romania, Germany and other European countries such as Poland.</li> </ul>	
<b>Sustainability of the initiative</b>		<b>Transferability of the initiative</b>	
<p>The booklet, posters, and brochures produced within the framework of this project are still being used. As such, the posters are still visible in all Romanian airports. Furthermore, the new counselling centre that was opened up in the West Romania is still open.</p> <p>One of the recommendations, which emerged from this project, was to further collaborate with trade unions, as multi-stakeholder collaboration is a critical success factor. As a consequence, AIDRom participated in a follow-up project, <b>Labour-trafficking, fine-tune responses</b>, which started in January 2013, in partnership with the International Trade-union Organisation. This project has notably enabled to solidify the network created within this framework of this project.</p>		Two NGOs from Bulgaria translated the booklet into Bulgarian.	

<sup>(214)</sup> <http://www.kiralyhagomellek.ro/honlap/Kozlemanyek/lp11.html>



## Better information for durable solutions and protection (Child Notices)

Name of initiative:	Better information for durable solutions and protection (Child Notices)		
<b>Objective:</b>	<p>The project aims to provide better information for safe returns, durable solutions and protection of children, especially child victims of trafficking in human beings.</p> <p>With the overall objective of protecting children, particularly those trafficked and at risk of re-trafficking, the project contributes to the improvement of transnational cooperation by building capacities and improving the exchange of child-specific information among relevant actors:</p> <ul style="list-style-type: none"> <li>• improve information gathering of child-specific information from countries of origin (information gathering);</li> <li>• link the information gathering to the needs of relevant actors (network building, information exchange);</li> <li>• provide actors in the return practice and procedure with child-specific country of origin information (information exchange and dissemination);</li> <li>• evaluate the use of child-specific information and draft a transferable methodology for future use (sustainability);</li> <li>• make recommendations based upon the actions (improve decision-making).</li> </ul> <p>The project reasons that any durable solution starts with a Best Interest Determination (BID) — requiring good, reliable and specific information on the situation of children in the countries they come from. To come up with a tailor-made approach to deliver this information, the officials and professionals who will use the information will co-determine what information is collected.</p> <p>Country reports (Child notices) produced through the project describe the situation of children in countries of origin of migrant children.</p>		
Duration	Partners	Funding	Initiative type
1 December 2013 until end November 2015 (22 months)	<p><b>Core partnership: Unicef National Committees (NL (project manager, BE and SE)</b></p> <p>Unicef country offices are involved in work on the development of child-specific country of origin reports (COI), as appropriate.</p> <p>Other Unicef National Committees (DK, NO and DE) are associate partners and will use and disseminate the project results in their respective national contexts.</p>	DG HOME: European Return Fund Total budget: EUR 393 722 EU grant: EUR 352 072	Prevention initiatives in research and education programmes, information and awareness-raising, victim assistance and support (inclusive of youth-specific initiatives)
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>• A tested methodology for making child-specific country situation analysis, that fits the information needs of the relevant stakeholders.</li> <li>• Design of the Child-specific country analyses (Child Notices) — Country of Origin Reports, eight Child Notices in total will be prepared for the project. duration — yearly report for the four most relevant countries for return and trafficking.</li> <li>• Creation and reinforcement of national networks and of exchanges through round tables: six national round tables with stakeholders and three national networks of relevant stakeholders in the Netherlands, Sweden and Belgium.</li> <li>• Dissemination of project and final results in a joint international conference as well as debate and dissemination of future results through an international network of experts and actors.</li> <li>• Publication of a final report and recommendations.</li> </ul>		<ul style="list-style-type: none"> <li>• The project is considered successful if Child Notices reports are being used by stakeholders (immigration services officials, policymakers, lawyers, judges, guardians, international organisations, NGOs). The use of the reports by authorities involved in decision-making is the main success criteria, but difficult to measure during the project.</li> <li>• Alternatively, demonstrated involvement of authorities during roundtables and bilateral exchanges is an ongoing measurement of success and key project result.</li> <li>• The primary indirect beneficiaries are all trafficked children within the EU for whom a durable solution needs to be found (secondary: the instrument also serves for non-trafficked children in the same situation). The project aims to enable concrete solutions, based on adequate information, feeding into decisions of authorities for cases of trafficked children within the EU.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<ul style="list-style-type: none"> <li>• The project is not a stand-alone project, is part of the overall advocacy strategy of Unicef and feeds into the overall strategy of Unicef and the UNCHR. It is therefore linked to a range of activities.</li> <li>• Dissemination through national authorities as well as organisations involved in child protection in asylum procedures. Child Notices reports shared well beyond Belgium, Netherlands and Sweden.</li> <li>• Developing the methodology to cooperate transnationally to gather objective child-specific information will address problem: currently, child-specific country of origin information is unavailable.</li> </ul>		Unicef Denmark, Norway and Germany are associate partners and will use and disseminate the project results in their respective national contexts. Other National Committees could be involved in such project in the future.	

### Borba protiv trgovine ljudima ('The fight against trafficking in human beings')

Name of initiative:	Borba protiv trgovine ljudima (ASTRA)		
<b>Objective:</b>	In relation to three basic stages in work with trafficking victims, the emphasis of the Daily Centre activities is put on the process of reintegration and social inclusion. Following identification and stabilisation, reintegration seeks to enable recovery at several different levels while (re)building social relations. ASTRA's vision is to be a leader in a comprehensive solution of the problem of trafficking in human beings and of other forms of violence, towards their eradication in south-east Europe.		
Duration	Partners	Funding	Initiative type
2007-Ongoing	ASTRA, developed ASTRA network and numerous regional partnerships	Pre-Accession Assistance and national funding programmes	Capacity building, prevention initiatives in research and education programmes, information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>Prevention and Education Programme — This programme operates at three levels. ASTRA organises specialised trainings, seminars, roundtables and lectures for the representatives from NGOs and institutions that (may) come across trafficked persons in their work (the police, social workers, judges, medical doctors, lawyers, teachers, etc.).</li> <li>SOS Hotline and Direct Victim Assistance — Through SOS Hotline, ASTRA provides assistance and support to victims of trafficking in human beings and their families, while citizens may obtain information about the problem of trafficking in human beings and the possibilities for legal work abroad.</li> <li>Research and Reports — From the beginning of its work, ASTRA has been conducting surveys into the problem of trafficking in human beings, from gathering all available data about its size to identifying new trends and analysing its specific aspects.</li> </ul>		<ul style="list-style-type: none"> <li>ASTRA runs a Day Centre, as a safe place where clients enjoy various activities and contents, such as creative workshops, language courses, encounter and self-help groups, educative workshops, recreational programs, and get assistance in studying, finding a job and overall tailor-made support on the path of regaining control of their lives.</li> <li>ASTRA has published several research papers, manuals, alternative reports and working materials for trainings and for trainers. In October 2004, they launched ASTRA e-newsletter, a quarterly review of all relevant information on anti-trafficking activities and anti-trafficking actors in the Republic of Serbia.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<p>ASTRA has built a network of partners across the EU and within the region and state, allowing them to conduct activities with a decentralised, local approach. Direct and individual communication with specific partner organisations leads to effective network structure that yields strong project results. This partnership approach allows them to be agile and work with a variety of stakeholders.</p> <p>Every 3 years they have strategic planning for the whole organisation. Each year they have a main topic or theme for their campaigns. They have two coordinators that manage the organisation and two programme coordinators for Prevention and Education and SOS Hotline and Victim Assistance (three staff). Most of the activities are programme based not project based. This management structure allows them to respond to emerging THB issues.</p>		<p>ASTRA's operational model could be replicated by other NGOs dealing with THB issues. Their focused approach to strategic planning and partnership allows them to make use of limited resources while continuously driving towards a well-defined, central mission statement.</p>	

### Campaign to fight against trafficking in human beings by tackling forced labour exploitation

Name of initiative:		Campaign to fight against trafficking in human beings by tackling forced labour exploitation	
<b>Objective:</b>	To raise awareness of trafficking in human beings for the purposes of forced labour and domestic servitude, and to encourage the public to pass on any information they might have about those committing this serious crime (anonymously to Crimestoppers).		
Duration	Partners	Funding	Initiative type
January-April 2013 (3 months)	<b>Crimestoppers</b> , UK Trafficking in human beings Centre (UKHTC), Association of Chief Police Officers (ACPO)	50 % from the Home Office, 50 % from the Serious Organised Crime Agency (SOCA). The UKHTC is part of SOCA	Information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>The charity acquired the services of a production company to produce a hard-hitting video highlighting the key signs of trafficking in human beings, with the ultimate aim of encouraging people to 'read the signs' and pass on any information they might have to Crimestoppers.</li> <li>The video tells the story of a young woman trafficked to the UK, with the viewer able to decide her fate by selecting clickable options throughout, which takes them through to different scenarios.</li> </ul>		<ul style="list-style-type: none"> <li>An evaluation report was prepared at the end of the campaign.</li> <li>The campaign saw information into the bureau on trafficking in human beings offences increase by 34 % in the first week of the campaign with 75 % of that information coming in online.</li> <li>Apart from monitoring number of hits to the video site, comments on Twitter and Facebook were collected.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
The video is available: <ul style="list-style-type: none"> <li>on YouTube Channel: <a href="https://www.youtube.com/watch?v=bR78_D3dR5E">https://www.youtube.com/watch?v=bR78_D3dR5E</a></li> <li>via an iPhone or tablet: <a href="https://www.youtube.com/watch?v=3C9VwiCP2bQ">https://www.youtube.com/watch?v=3C9VwiCP2bQ</a></li> </ul>		The video was used locally by several regions, local law enforcement agencies and local government.	

## Child exploitation — Cross-national child protection in practice

Name of initiative:		Child exploitation — Cross-national child protection in practice <sup>(215)</sup>	
<b>Objective:</b>	<ul style="list-style-type: none"> <li>To address the gap in knowledge and hands-on competencies on how to ensure practical cooperation between different countries and different responsible agencies regarding the assessment of the child's best interest in cases of exploited children to be returned to their home country.</li> <li>To identify the applicable international conventions, relevant case law in the countries participating in the project (SE, LV, LT) and practices in these countries.</li> <li>To gather data on children and young people up to the age of 18 that have for some reason become a case of cross-border child protection.</li> </ul>		
Duration	Partners	Funding	Initiative type
24 months from 20/10/2013	<b>Council of the Baltic Sea States (SE)</b> , State Border Guard (LV), State Child Protection and Adoption Service (LV), Stockholm Social Emergency Authority (SE)	Total budget: EUR 176 625 Funded by: European Return Fund grant: HOME/2012/RF/CA/1008	Prevention activities in research and education programmes
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>Five expert meetings in 2014 and 2015;</li> <li>So far, four expert meetings took place;</li> <li>More than 50 experts from the Baltic Sea Region and beyond participated in each meeting:               <ul style="list-style-type: none"> <li>Local and national authorities</li> <li>UN Agencies</li> <li>National and international NGOs</li> <li>Service providers and practitioners from the Nordic and Baltic States</li> <li>Member States of the European Union and the Council of Europe;</li> </ul> </li> <li>First meeting: Case assessment and best interests determination;</li> <li>Second meeting: Returns and Transfers: International and European standards, procedures and safeguards for children;</li> <li>Third meeting: Returns and Transfers in Practice: Case examples;</li> <li>Fourth meeting: Transnational proceedings under international civil law and in criminal matters: Rights and safeguards for children at risk of exploitation and child victims;</li> <li>Fifth meeting: Reflections from the Expert Meeting series and discussion of the way forward;</li> <li>The future result of the expert meetings will be an online tool/wiki concerning transnational child protection, as well as guidelines how to handle specific relevant cases.</li> </ul>		The initiative has not been finished yet. Therefore, no information is available.	
Sustainability of the initiative		Transferability of the initiative	
The initiative has not been finished yet. Therefore, no information is available.		The project addresses an issue that is common not only in the Baltic Sea states but all across Europe. Therefore, the initiative can in principle be transferred to different Member States and also be scaled up to the EU level.	

<sup>(215)</sup> <http://www.childcentre.info/protect-children-on-the-move/>

## Choose Your Freedom 2

Name of initiative:		Choose Your Freedom 2 (NGO Shelter Safe House)	
<b>Objective:</b>		Develop support services to victims of trafficking in human beings, legal immigrants, including asylum seekers, refugees and persons granted subsidiary protection status by ensuring the individual's right to receive adequate assistance and protection; promoting rehabilitation and reintegration of victims of trafficking in human beings into the society; creating interactive forms of training, and expanding cooperation with state and local government institutions, public and Christian organisations in Latvia and worldwide.	
Duration	Partners	Funding	Initiative type
2013	<b>Patvērumš Drošā Māja (Shelter 'Safe House')</b>	Maximum eligible cost: N/A Grant: N/A Funded by: EU Youth in Action programme	Capacity building, prevention activities in research and education programmes, information and awareness-raising
Output		Results/Added Value	
<p>Two-day training programme:</p> <ul style="list-style-type: none"> <li>The first activity of the training course was a simple exchange of knowledge about trafficking in human beings in groups. During the discussion each group had to establish a simple definition of trafficking in human beings, which were then summarised in a universal one based on the Council of Europe Convention on Action against Trafficking in human beings.</li> <li>The second half of the day was devoted to the analysis of an example. The movie <i>Lilya forever</i> was watched and analysed to lead the discussion onto psychological aspects of trafficking in human beings and the profile of a victim and start thinking about modern information technologies' impact on trafficking in human beings. Each group discussed a specific point seen in the movie: the psychological state of the victim, strategy of recruitment and involvement in various phases, the attitude of the recruiter towards the victim, control and exploitation of the victim, possible positive solutions for the victims' actions. The day was concluded with the first intercultural evening with presentation of Romania and Croatia.</li> </ul>		<ul style="list-style-type: none"> <li>Platform to work with the local police, local municipalities, schools, border guards, etc.</li> <li>Helps identify the actors in trafficking and seeks to inform people all across the potential lifecycle of trafficking.</li> <li>Instituted a train the trainer model. Peer educators for youth are often more effective than more formalised training models.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
In September 2010 the society was granted public good's status. NGO Shelter 'Safe House' is the only organisation that has been entitled to supply state-funded social rehabilitation services to the victims of trafficking in human beings since 2007 and will proceed to do so in 2014. This provides them the platform and support to continue projects, although EU and private funding are still important for broader education, awareness and training initiatives.		Given the organisation's relationship with the state agencies responsible for THB initiatives, it is uniquely positioned. Replicating similar success would be largely dependent on the relationships other NGOs were able to establish vis-à-vis their own national anti-trafficking mechanisms.	

## COMBAT — Combining Against Trafficking

Name of initiative:	COMBAT <sup>(216)</sup> — Combining Against Trafficking (Daphne Reference Number: JUST/2010/DAP3/AG/1083-30-CE-0398514/00-24)		
<b>Objective:</b>	Overall goal: to raise awareness of trafficking through targeted front-line, grass roots, practical activities and initiatives, thus contributing to the protection and safeguarding of vulnerable and at risk children and young women. COMBAT focussed on the trafficking of children and young women, who are estimated to comprise up to 80 % of the victims of trafficking in the EU.  The initiative had eight objectives (see below).		
Duration	Partners	Funding	Initiative type
21/12/2010-31/12/2012	<b>Coventry, Solihull, Warwickshire Partnership;</b> Operation and Protection Association (OPA), Bulgaria; Kaunas Women's Association (KMD), Lithuania; West Midlands European Centre (WMEC), Belgium; and Coventry University in the UK.	EUR 270 000 (grant under DAPHNE III (2007-2013))	Information and awareness-raising, capacity building
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>COMBAT developed toolkits and training manuals for training vulnerable and at risk children and young people, front-line professionals and others who may come into contact with trafficked people;</li> <li>In Lithuania 314 children identified as 'vulnerable' or 'at risk' of being trafficked have been involved in programmes aimed at raising their knowledge and awareness of trafficking in human beings;</li> <li>In Bulgaria 377 young people from the Haskovo region considered 'at risk' received intensive training;</li> <li>All the children and young people trained are encouraged to engage in peer-to-peer awareness-raising with other young people;</li> <li>Highly successful training of front-line professionals has been conducted across the West Midlands in the UK, with 1 449 individuals from various organisations receiving training;</li> <li>The COMBAT website and regular newsletters informed influential individuals at a local, national and European level of recent developments associated with anti-trafficking in human beings programmes and reports produced by NGOs, local authorities and other organisations across the EU and beyond. As of December 2012, the COMBAT website had received 69 721 hits and thus has been invaluable in terms of disseminating information and materials produced by the project;</li> <li>A film was produced in collaboration with United Kingdom Trafficking in human beings Centre, West Midlands Police and the National Working Group on Child Sexual Exploitation, which is available on YouTube;</li> <li>Round tables have been held in Bulgaria and Lithuania with social services, immigration departments and with local politicians to raise the issue of THB and discuss the challenges it presents.</li> </ul>		<ul style="list-style-type: none"> <li>COMBAT has made a significant contribution in terms of Prevention and Partnership; two of the EU's Four Ps (Prevention, Protection, Prosecution and Partnership) approach to tackling THB. Through the development of greater collaboration between NGOs and authorities spanning the EU, COMBAT has promoted the exchange of good practice and intervention materials developed by various organisations.</li> <li>COMBAT has brought the issue of trafficking in human beings into the public arena in Bulgaria, Lithuania and the UK. It has contributed to the wider political debate at a national and European level in terms of the need to coordinate action in relation to prevention, identification and prosecution of those individuals found trafficking human beings.</li> <li>COMBAT has highlighted the benefits of a pan European approach to tackling the issue of THB.</li> <li>COMBAT benefited from having senior leadership with an extensive network and previous working relationships with relevant stakeholders. This contributed to the project's success.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<p>In order to ensure the sustainability of the project, COMBAT included a 'train the trainer' element.</p> <p>The project also developed a website to disseminate good practice, knowledge transfer and to highlight issues concerning the trafficking of human beings in the EU.</p> <p>A film was prepared to highlight the dangers (and methods) of child trafficking, distributed on the web via YouTube, Facebook and the project's website. It will also endure after the project has finished (via, among other things, the Daphne toolkit).</p> <p>There is still demand for the trainings and support from COMBAT even though the funding is over, as well as a need to continue the operation and maintenance of the website. This cannot be accomplished with further funding or another organisation taking over these responsibilities.</p>		<p>Empowering Youth to Resist Exploitation (EMPYRE) began as a spin-off from the networks and partnership formed in COMBAT. It involves more cooperation with local authorities for prosecution of the trafficking rings.</p>	

<sup>(216)</sup> <http://www.combattrafficking.eu>

## Combating trafficking in human beings and sex tourism — ETTS

Name of initiative:	Combating trafficking in human beings and sex tourism — ETTS ('Enfrentamento ao tráfico de pessoas e ao turismo sexual')		
<b>Objective:</b>	<p>The main objective of the project is to fight against the exploitation of human beings in the domain of the sex market.</p> <p>Specific objectives of the project include:</p> <ul style="list-style-type: none"> <li>• Raising awareness to enable the acknowledgment and promotion of human rights for the victims of sexual exploitation.</li> <li>• Encourage the engagement of all subjects in a continuum of acknowledgment including citizens, local authorities' employees, students, social workers, victims and media.</li> <li>• Deepen the research of the unknown aspects of the sex business.</li> </ul>		
Duration	Partners	Funding	Initiative type
February 2011-February 2014	<p><b>IT:</b> Municipalidad de Génova, Municipalidad de Torino, Municipalidad de Collegno, Universidad de Genova, Gruppo Abele Onlus, Mais Ong (Movimento per l'Autosviluppo, l'Interscambio e la Solidarietà), Iscos Piemonte Ong (Istituto Sindacale per la Cooperazione e lo Sviluppo), Confcooperative — Unione provinciale di Torino.</p> <p><b>ES:</b> Famsi (Fundo Andaluz de Municipios para la Solidaridad Internacional);</p> <p><b>RO:</b> Caritas Bucarest asociación, Municipalidad de Constanta, Anitp (Agentia Nationala Impotriva Traficuli de Persoane);</p> <p><b>Brazil:</b> Municipalidad de Fortaleza (CE), Municipalidad de Salvador (BA), Municipalidad de Guarulhos (SP), FNP — Frente Nacional de Prefeitos, Municipalidad de Recife.</p>	N/A	Prevention initiatives in research and education programmes, awareness-raising
Output	Results		
<ul style="list-style-type: none"> <li>• Editing of a comparative research on trafficking and sexual tourism in partner territories</li> <li>• Training 50 employees and 350 social workers of the domain on the analysis and the methodologies for the fight against trafficking and sexual tourism and for the reinforcement of municipal services.</li> <li>• Raising awareness on 1 million people through the achievement of three campaigns, held in four partner territories (Italy, Spain, Romania, Brazil). The campaigns were focused on specific targets defined according to the context of each country. The 17 partners created different types of communication activities: advertising campaigns, training meetings, laboratories in secondary schools, events, meeting with young, theatre shows, dissemination of three video spots.</li> <li>• Dissemination of the results and reinforcement of the international partnerships among local authorities and associations involved on the fight against trafficking and sexual tourism.</li> </ul>	<ul style="list-style-type: none"> <li>• Research has explored more topics than expected: Services and network Trafficking (in the four countries), Client and sexual tourism, Customer Profile, Transgendered. In particular, a comparative research on trafficking and sex tourism in Italy, Brazil, Spain and Romania has been developed.</li> <li>• Over 1 million people have been reached by dissemination activities and sensitised to the issues, well beyond the territories of project partners.</li> <li>• More than 100 officers and 500 operators of the sector have been trained and co-trained in the analysis and the methods of combating trafficking and sex tourism and strengthening municipal services.</li> <li>• The project and the issues have been widely publicised and disseminated.</li> </ul>		
Sustainability of the initiative	Transferability of the initiative		
<p>An important component of the awareness activity took place in secondary schools of the European partners' metropolitan areas with around 1 000 teenagers created and produced communication material (posters, videos, gadgets, websites and songs) oriented to follow mini-campaigns on the theme of human rights, then published in Italian newspapers <i>Secolo XIX</i>, <i>la Repubblica</i> and <i>Metro</i>. Public projections, theatre plays, concerts, newspapers, social networks and YouTube publications, contributing to promote a debate animated and shared by the whole youth movement.</p> <p>Forty classes faced the three project's themes: trafficking with human exploitation purposes, sexual tourism and respect towards LGBT people. The laboratories conducted in schools were led by professionals' associations on the respect of human rights and trafficked people.</p> <p>The rationale behind the involvement of schools and teenagers is that the awareness must start early in order to address trafficking in human beings through a change in culture.</p>	<p>The project has already served as example for the development of further research and awareness-raising campaigns in the partner countries, in new municipalities.</p>		



## Combating Trafficking in Women for Labour Exploitation in Domestic Work

<b>Name of initiative:</b>	<b>Combating Trafficking in Women for Labour Exploitation in Domestic Work (University of Nicosia)</b>		
<b>Objective:</b>	<p>The aim of the project is to gain knowledge, collect data on the national situation of trafficking in women for the purpose of forced labour and labour exploitation in Cyprus, Greece, Lithuania and Spain:</p> <ul style="list-style-type: none"> <li>Analyse legislation, policies and processes in relation to the recruitment, entry and employment of migrant women in the four countries.</li> <li>Explore and understand the exploitative work situations under which migrant women live and whether these situations include elements of trafficking.</li> <li>Gain in-depth understanding of the push and pull factors in relation to trafficking in women for the purpose of labour exploitation with particular focus on demand.</li> <li>Raise awareness among relevant stakeholders including front line officers, NGOs and the media on trafficking in women for forced labour and labour exploitation in domestic work.</li> </ul>		
<b>Duration</b>	<b>Partners</b>	<b>Funding</b>	<b>Initiative type</b>
2013-2014	<b>EDEX LTD (University of Nicosia)</b> , Fundació SURT (Spain), Centre for Gender Studies of Department of Social Policy at Panteion University (Greece), Women's Issues Information Centre (Lithuania)	Maximum eligible cost: EUR 420 105.81 Grant: EUR 378 095.81 Funded by: ISEC	Capacity building, prevention activities in research and education programmes, information and awareness-raising
<b>Output</b>		<b>Results/Added Value</b>	
<ul style="list-style-type: none"> <li>Research study: Qualitative, in-depth interviews with key stakeholders in order to understand and gain knowledge on the different policies, strategies, legislation in relation to the entrance procedures as well as employment (including contracts of employment) specifically for women domestic workers. Qualitative, in-depth interviews with migrant women domestic workers.</li> <li>One national information workshop in all partner countries: The workshop will be designed based on the research results and it will aim to develop identification procedures for (possible) victims of trafficking for domestic with the front line officers.</li> <li>Press conferences in all partner countries.</li> <li>Awareness-raising leaflets to employers of domestic workers: Awareness raising leaflets will be designed and disseminated to employers of domestic workers. The leaflets can also be placed in governmental departments domestic workers are being registered. The leaflets will include information in relation to trafficking in women for domestic labour exploitation aiming at prevention of trafficking in women. The leaflets will be designed based on the research results.</li> <li>Final conference: Organisation of a final conference in Cyprus with the participation of all partners and key stakeholders from all countries. The aim is to present the research results of the project and to discuss in depth with the participants the problems faced by key stakeholders in practice and draft recommendations.</li> </ul>		<ul style="list-style-type: none"> <li>There is a lack of evidence and knowledge about trafficking for labour exploitation. Current information indicates that labour exploitation for domestic work is very prevalent. The question is, to what extent there is an overlap of trafficking, and how it links to the exploitation. This study will provide context and information to allow for more effective response to the problem.</li> <li>After project conclusion, success will be measured at multiple levels: Is there a concrete result in terms of identifying the elements that contribute to trafficking in women for labour exploitation and domestic work? Is there evidence that trafficking is taking place? Can that research result be translated into specific recommendations (useful, policy relevant, multiplier effect)?</li> </ul>	
<b>Sustainability of the initiative</b>		<b>Transferability of the initiative</b>	
Study will serve as a multiplier effect to design training programmes (capacity building) with the domestic workers and community leaders. The project benefits from a history of good cooperation and communication with partners that had strong previous relationships. This is an indicator that there will be strong possibilities for follow-on activities among the partnership based on the results of the study.		Researching on the trafficking for labour exploitation in the EU is still limited in some areas. This should fill a gap and be a model for more analysis throughout the EU.	

## Coordinated Response to Trafficking in human beings in Uganda

Name of initiative:	Coordinated Response to Trafficking in human beings in Uganda		
<b>Objective and results:</b>	<p>Coordinated Response to Trafficking in human beings in Uganda ('CRTU') aims to 'bring about a coordinated response to trafficking in human beings in Uganda with a predominant focus on so-called Karamojong Street Children' <sup>(217)</sup>.</p> <p>The core objective of the project is therefore to provide a coordinated response to trafficking in Uganda, particularly for children, who are internally trafficked for the purpose of street begging.</p>		
Duration	Partners	Funding	Initiative type
October 2011-December 2014	<p><b>IOM</b>, Government of Uganda (Ministry of Internal Affairs, Ministry of Gender Labour and Social Development), Action for Poverty Reduction and Livestock Modernization in Karamoja (ARELIMOK), Community Livestock International Development Consultancy (CLIDE), Institute for International Cooperation and Development (C&amp;D), Dwelling Places and Uganda Women's Effort to Save Orphans (UWESO)</p>	<p>Total budget: USD 2 077 919</p> <p>Funded by: The Royal Norwegian Embassy and International funding programmes</p>	<p>Prevention initiatives in research and education programmes, information and awareness-raising, victim assistance and support (inclusive of youth-specific initiatives)</p>
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>Awareness-raising campaigns with local communities were carried out. These took the form of community viewings in rural areas of documentaries that were shot in the street, as well as short commercials. 1 800 people have participated in these community viewings, which have enabled to engage the community and to discuss the issue of trafficking. IOM has also intervened in schools to inform children of the risks of trafficking for forced begging.</li> <li>On-the-job training and direct set-up assistance was provided to the Ministry of Internal Affairs' 'Office for the Prevention of Trafficking in Persons'; IOM thus supported the national coordination unit in the Ministry of Internal Affairs in developing a national action plan, as well as an awareness-raising strategy.</li> <li>Cooperation with law enforcement authorities;</li> <li>Gathering data in order to:               <ul style="list-style-type: none"> <li>Incrementally build a detailed profile of trafficking in human beings in Uganda with a view to more targeted programming and referral to investigative authorities for surveillance, detection and prosecution;</li> <li>Designing evidence-based approaches to addressing the drivers and causes of trafficking in human beings will be embarked upon;</li> </ul> </li> <li>Direct assistance, from reception, through to return home;</li> <li>Socioeconomic reintegration assistance: 180 children were supported, by notably paying for 1 year of boarding schools fees, and community support. Communities received agricultural inputs and training to increase income levels. 69 people from Uganda were also assisted.</li> </ul>		<ul style="list-style-type: none"> <li>Out of the 179 children assisted, only one returned to Kampala. Based on the study they carried out in 2012 and in 2013, they found that prevalence of child migration had dropped from 15 % to 7 %. It is difficult to isolate their action from that of other factors (measuring at community level), but research shows that collective efficacy (mutual trust and a willingness to intervene in the supervision of children and the maintenance of public order) was the most important factor explaining behaviour change. The research carried out in the framework of this project also showed that the awareness-raising campaigns had a very limited impact on their target audience.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<p>As the portfolio of the Royal Norwegian Embassy has changed, they can no longer fund the project. The project team is currently seeking other donors to continue the project.</p>		<p>This project has further demonstrated the importance of the collective efficacy to achieve behavioural change. Collective efficacy measures the willingness of adults in the community to interact with children and intervene in behalf of others. This project therefore reveals the importance of community-based interventions rather than individual-based ones.</p>	

<sup>(217)</sup> <http://uganda.iom.int/crtu/>

## Dangers and traps — pupils against trafficking in human beings

<b>Name of initiative:</b>	Dangers and traps — pupils against trafficking in human beings (Primorska Legal Centre from Koper)		
<b>Objective:</b>	Inform children and adolescents of all the dangers and traps of THB and how to respond and react (self-protection behaviours).		
<b>Duration</b>	<b>Partners</b>	<b>Funding</b>	<b>Initiative type</b>
2012-2013	The Centre for the Legal Protection of Human Right (Pravni Centre) and Primorska Legal Centre from Koper	Maximum eligible cost: N/A Grant: EUR 12 600 (for two projects, no breakdown given) Funded by: European Migration Network, National and regional funding programmes	Capacity building, research and education programmes, awareness-raising
<b>Output</b>		<b>Results/Added Value</b>	
<ul style="list-style-type: none"> <li>• Selection and training of volunteers: student volunteers were solicited from various channels. Students were of criminal law and other relevant studies. Chose three volunteers that graduated from law/security. Each volunteer represented a different region of the country.</li> <li>• Two-day seminar of training of volunteers. Trained them in a way that they could work together in the workshops with target audience.</li> <li>• Workshops were conducted in primary schools. PowerPoint presentation with engagement (quizzes). Covered types of trafficking, recruitment methods, self-protection behaviour.</li> </ul>		<ul style="list-style-type: none"> <li>• Trained volunteers to assist in the implementation of the workshops, executed 50 interactive workshops for more than 2 000 pupils of the third triad of primary schools in various regions, upgraded the website in terms of content, launched an online game about the problem, and organised a press conference, thereby providing the project with good media support.</li> </ul>	
<b>Sustainability of the initiative</b>		<b>Transferability of the initiative</b>	
They conducted an effort to upgrade their organisation's website including all the information gathered for the project about THB. This contributed to increasing the sustainability of the project, as the deliverables they developed (electronic leaflet, PPT presentation, etc.) were all gathered in one place and accessible.		This initiative is an example of close collaboration with the National Coordinator. In Slovenia in general many anti-THB programmes are concentrated in the capital. However, there is a lack of programming in the countryside/rural areas. The initiative aimed to include the whole country and other areas of Slovenia. This could serve as a good model of local engagement in underserved areas.	

## Do you know what your child is doing now?

Name of initiative:	Campaign 'Do you know what your child is doing now?'		
<b>Objective:</b>	The objective of the project was to raise awareness among young people and their parents on several risk-related areas: trafficking in human beings, drugs, alcohol addiction, gambling addiction, danger of social networks.		
Duration	Partners	Funding	Initiative type
May 2012-present	<b>Ministry of Interior of the Slovak Republic</b> , Art Schools, TESCO Stores Inc.	Low-cost project reused the concept of Corporate Social Responsibility National and regional funding programmes	Information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>30 posters — drafts elaborated by students of Art Schools as a part of their compulsory annual work with topic: 'Risky areas for young people', 30 best posters chosen by an expert jury and printed — free of charge, poster frames covered from budget of Ministry of the Interior (low cost up to EUR 1 000 per 30 posters).</li> <li>Travelling exhibition of posters — cooperation with TESCO Stores Inc., posters were displayed in the premises (halls) of nine big shopping centres throughout Slovakia — free of charge.</li> <li>Campaign visual (one of the posters representing the overall aim) displayed on 22 billboards in Slovakia for 3 months — budget of Ministry of the Interior.</li> <li>A booklet 'Do you know what your child is doing now?' with pictures and texts describing various types of risky areas — 20 000 printed copies — budget of Ministry of the Interior.</li> </ul>		<ul style="list-style-type: none"> <li>This campaign addressed youth and their parents. Posters made pupils of secondary art schools thematically motivated by various dangers, such as drugs, alcohol, gambling, social networks and trafficking in human beings were exhibited in shopping centres in Košice, Bratislava and Ružomberok. The winning poster showing a boy with a candy selected from among the exhibited posters was presented on 22 billboards installed all over the Slovak Republic. The artistic representations of these issues were exhibited in the form of 30 posters all around Slovakia also in 2013, especially in hospitals and big shopping centres.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<p>Since there is no time limitation for the use of the campaign, posters were thematically displayed in cultural centres of five cities and used within the promotion of the European Anti-Trafficking Day.</p> <p>Cultural centres noticed the exhibition in shopping centres and asked the police and prevention centres to reuse the material.</p>		<p>Low funding, inclusion of art schools and cooperation with a big supermarket chain (as Corporate Social Responsibility).</p>	

## Don't Look Away

Name of initiative:	Don't Look Away		
<b>Objective:</b>	<p>The objective of the Don't Look Away project is to 'prevent child sexual exploitation in travel and tourism by educating and informing the general public, travellers, tourism stakeholders and the media about this phenomenon and its consequences'. The project therefore seeks to 'increase the protection of children in developing countries from sexual exploitation at the hands of travellers by reducing the social tolerance of this child rights'.</p> <p>The specific objective of the project is to develop a new tool to enable travellers to report suspected cases of child sexual exploitation in the context of travel and tourism. This European Platform is a joint web portal that 'provides the links to and makes the national reporting mechanisms easily accessible in order to facilitate the reporting of suspected or clear cases of sexual tourism involving children'.</p> <p>The platform will enable citizens to access:</p> <ul style="list-style-type: none"> <li>• Online reporting forms and relevant information regarding the authorities responsible in their respective countries;</li> <li>• Advice on how to act/what to do if they suspect a case of sexual abuse and exploitation of children in their travel destination;</li> <li>• Information on the issue of sexual exploitation of children in travel and tourism in general as well as how the problem affects a number of popular tourist destinations;</li> <li>• Information on the international and national legislation relative to sexual offences against children.</li> </ul> <p>The focus of the project is on 'casual sex tourists', and was notably rolled out for the 2014 FIFA World Cup in Brazil. The targets of the campaign were <sup>(218)</sup>:</p> <ul style="list-style-type: none"> <li>• Travellers including travellers to destinations at risk, especially to Brazil and the host countries of international sporting events in general;</li> <li>• Football supporters and people travelling specifically to the 2014 FIFA World Cup in Brazil.</li> </ul>		
Duration	Partners	Funding	Initiative type
2012-2015	<p><b>ECPAT France</b>, ECPAT Netherlands, ECPAT Poland, ECPAT Luxembourg, ECPAT Austria, ECPAT Germany</p> <p>Associated partners: ECPAT Belgium, ECPAT Bulgaria, ECPAT Czech Republic, ECPAT Estonia, ECPAT Spain, ECPAT Italy, ECPAT Switzerland, ECPAT Ukraine.</p> <p>Local partners in Madagascar, Gambia, South Africa, Senegal, Kenya.</p>	<p>Total eligible cost: EUR 2.284 million</p> <p>EU Grant (75 %): EUR 1.713 million</p> <p>Funded by: EuropeAid, Ministry of Tourism (FR), Air France, local donors</p>	Information and awareness-raising
Output	Results/Added Value		
<ul style="list-style-type: none"> <li>• An awareness-raising campaign is currently being implemented, for which leaflets and posters have been designed, to engage people and inform them of the potential risks associated with sexual exploitation of children. This campaign was designed in collaboration with travel agents to ensure that they would promote the message to tourists.</li> <li>• The project was promoted by footballers Kaka and Juninho.</li> <li>• A website has been developed to give people the means to signal potential issues. The platform was designed in partnership with the national police in the participating countries, and benefits from the support of Interpol and Europol. The platform is linked to 16 national reporting mechanisms in Europe and will be available in five languages (English, French and German, Spanish and Russian).</li> <li>• Events and workshops in order to exchange best practices on child protection during were organised in different countries during major sporting events (Poland, Germany, South Africa, Austria, Switzerland and the Ukraine).</li> </ul>	<ul style="list-style-type: none"> <li>• The number of cases signalled on the website will be used as a means to evaluate the campaign, in terms of behavioural change. However, the website is not yet available in French so it is early to assess this. When the interview was carried out (December 2014), ECPAT France had been contacted by three people in France.</li> </ul>		
Sustainability of the initiative	Transferability of the initiative		
<p>Following the implementation of the campaign, a new working group focusing on the respect of children's' rights during sporting events was established with other NGOs and stakeholders such as FIFA or the Olympic Committee, in view of ensuring that organisers abide by specific criteria in upcoming major sporting events.</p> <p>A follow-up campaign is planned for the Brazil Olympics.</p> <p>Transferring the signalling platform to Europol is currently being considered. It is also foreseen that the objective of the platform will be expanded, and that it could be used for signalling other THB-related issues, such as child pornography.</p> <p>Finally, the professionals who were trained in the framework of the project are now training people within their organisations.</p>	<p>The project has shown the importance of engaging stakeholders, which could identify potential victims.</p>		

<sup>(218)</sup> [http://www.ecpat.at/fileadmin/download/Dont\\_look\\_away-Warschau.pdf](http://www.ecpat.at/fileadmin/download/Dont_look_away-Warschau.pdf)

## Don't become a victim abroad!

Name of initiative:		Don't become a victim abroad!	
<b>Objective:</b>	<p>The aim of the campaign is to inform people on how to avoid labour exploitation and trafficking in human beings by:</p> <ul style="list-style-type: none"> <li>• Drawing attention to the dangers of working abroad;</li> <li>• Providing information on the rights and opportunities of jobseekers willing to work abroad; and</li> <li>• Help distressed Hungarian citizens.</li> </ul>		
Duration	Partners	Funding	Initiative type
1 June 2013 and 31 December 2014	<p>EURES Network (European Employment Service) and <b>Department on Crime Prevention and Witness Protection of the National Police Headquarters of Hungary (HU)</b>.</p> <p>The Consular Service of the Ministry of Foreign Affairs and the National Crisis Management and Information Telephone Service (OKIT) took part in the campaign too.</p>	EURES Network (European Employment Service)	Information and awareness-raising
Output		Results/Added value	
<ul style="list-style-type: none"> <li>• Informational website with lists of recommendations and resources for Hungarians working abroad in order to avoid and address labour exploitation.</li> <li>• Links to website and material disseminated by EURES Network and the Hungarian police nationwide.</li> <li>• Availability of databases of employment centres for job-seekers through EURES Network in Hungary in order to monitor job opportunities.</li> <li>• Delivery of presentations by EURES and the police at each other's conferences and meetings as well as job fairs and other events — such as HVG Job Fair and Sziget Festival in Budapest — together with representatives of the police to promote safe employment abroad and raise awareness of the potential dangers.</li> </ul>		<ul style="list-style-type: none"> <li>• Hungarian workers are informed of labour conditions abroad and have resources.</li> <li>• Thirty advisers work in the EURES network in Hungary and provide information on living conditions and work circumstances of the target country per telephone, personally or electronically for free, including by providing up-to-date information on the prospective employer and on the recruitment agency registered abroad.</li> <li>• Department on Crime Prevention and Witness Protection of the National Police Headquarter drew victims attention to turn to authorities for help. Anyone who has its documents taken away, is being detained, has been a victim of fraud, has been sold or being forced to work as prostitute, is entitled to obtain aid even if it was involved in crime or was forced to commit a crime.</li> <li>• Victims are put in contact with victim support organisations, which provide help in all circumstances.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<ul style="list-style-type: none"> <li>• Informative material (website, contact details, etc.) of the prevention campaign were widely disseminated and remain available.</li> <li>• National Crisis Management and Information Telephone Service continue to provide help for victims of prostitution and trafficking in human beings.</li> </ul>		No information available.	

## For Fair Sex — Against Trafficking

Name of initiative:		For Fair Sex — Against Trafficking <sup>(219)</sup>	
<b>Objective:</b>	<ul style="list-style-type: none"> <li>• To fill a gap of prevention initiatives on the demand side of THB;</li> <li>• To put light on trafficking and sexual exploitation much broader than the victims and perpetrators (buyers and intermediaries);</li> <li>• To reduce demand to stop trafficking (attitudes/fair sex but also the goal to introduce legislation criminalising the act of buying sex).</li> </ul>		
Duration	Partners	Funding	Initiative type
2012-ongoing	<b>RealStars</b>	National funding programme	Information and awareness-raising, capacity building
Output		Results/Added Value	
Different types of activities, mostly awareness-raising schools and companies, but also in the general public.		<ul style="list-style-type: none"> <li>• The initiative's approach is positive and solution orientated. Fair Sex is something that belongs to everyone.</li> <li>• The initiative uses creative methods, art and fashion loaded with the message of fair sex in order to reach out to the public.</li> <li>• Although women/girls are mostly victims, the initiative tries to reach men and women without pointing out men to discuss fair sex at the individual level.</li> <li>• At a company level the initiative talks about human rights and policies not to buy sex during the business trip.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
No information available.		<ul style="list-style-type: none"> <li>• One particular aspect that could be transferred to other initiatives is that project management/leadership type of approach that was implemented for this initiative. The entrepreneurial spirit is a success factor for small organisations such as NGOs (success is 10 % strategy and 90 % execution).</li> <li>• It is important to combine online with physical activities, e.g. online information about the subject and physical interaction with the general public on the streets in order to raise awareness and to be visible to the outside world.</li> <li>• With regard to stakeholder involvement, it is very important to implement a flexible approach that is based on commitment and ownership.</li> </ul>	

<sup>(219)</sup> <http://realstars.eu/en/>



## Guide of trafficking of women

Name of initiative:	Guide of trafficking of women <sup>(220)</sup>		
<b>Objective:</b>	<ul style="list-style-type: none"> <li>To establish victims of trafficking as members of society with the ability to consider and to act;</li> <li>To make sure that their considerations and proposals are registered by social and institutional initiatives that work to prevent trafficking and to help its victims.</li> </ul> <p>These objectives are pursued through:</p> <ul style="list-style-type: none"> <li>Making victims' voices heard and to bring victims' voices into the policymaking process;</li> <li>Writing up stories of victims of THB and how they survived;</li> <li>Empowering victims to open up upon their individual stories with a view to raising awareness and knowledge of potential victims;</li> <li>Using victims' voices as a means of advocacy.</li> </ul>		
Duration	Partners	Funding	Initiative type
2008-ongoing	<b>Mujer Frontera</b>	No funding. The entire initiative is based on the voluntary contributions of the 45 members of the organisation who are all victims of trafficking.	Information and awareness-raising, capacity building
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>A website dedicated to the stories of victims;</li> <li>A guide in several languages, including:               <ul style="list-style-type: none"> <li>Advice for victims of trafficking in human beings</li> <li>Proposals to organisations who offer help to victims;</li> </ul> </li> <li>Analysis of the effectiveness of National Referral Mechanism in the UK <sup>(221)</sup>;</li> <li>Training with public officials to change their attitudes and to establish THB as an important issue in their minds.</li> </ul>		No information available.	
Sustainability of the initiative		Transferability of the initiative	
No information available.		<ul style="list-style-type: none"> <li>Recommendations, guidelines do need to accurately reflect the real life of victims and may not be made up by somebody who is looking at THB as an issue from the outset;</li> <li>Hence, only victims of THB can provide actual guidance on what and what not to do when somebody is confronted with a potential case of THB.</li> </ul>	

<sup>(220)</sup> <http://www.mujerfrontera.org/#/helga-flamtermesky/c18dk>; [http://media.wix.com/ugd/bbdf6\\_66bd31b903be40c959e44fd231b11576.pdf](http://media.wix.com/ugd/bbdf6_66bd31b903be40c959e44fd231b11576.pdf)

<sup>(221)</sup> Why do Latin American victims not make sufficient use of the National Referral Mechanism? The analysis found that Latin Americans rather seek help and advice within their own community (e.g. churches) instead of making use of established public channels.

## Hapke 1 & 2 'The development project for the vulnerable asylum seekers' service provision system in Finland'

Name of initiative:	Hapke 1 & 2 'The development project for the vulnerable asylum seekers' service provision system in Finland'		
<b>Objective:</b>	To develop the system of services for vulnerable asylum seekers; the target group includes victims of THB		
Duration	Partners	Funding	Initiative type
Hapke 1: 1/10/2012-30/06/2013 Hapke 2: 1/07/2013-30/06/2014	<b>Finnish Immigration Service, and Joutseno and Oulu reception centres</b>	Hapke 1: Total: EUR 140 000 Preventive work: EUR 99 708.98 (national proportion 25 % EUR 24 927.25) Hapke 2: Total: EUR 99 274.40 Preventive work: EUR 80 450 (national proportion 25 % EUR 20 112.50) Both parts of the project were co-financed from the European Refugee Fund	Victim assistance and support (inclusive of youth-specific initiatives), information and awareness-raising, capacity building
Output		Results	
<p>Hapke 1 project had four main contents:</p> <ul style="list-style-type: none"> <li>• Training was organised for reception centre staff and partners: <ul style="list-style-type: none"> <li>o Psycho-social support</li> <li>o Labour trafficking</li> <li>o Work rights;</li> </ul> </li> <li>• Material was created for the asylum seekers <ul style="list-style-type: none"> <li>o 'Working in Finland' — a guide of work rights was created with the support of a focus group of asylum seekers and victims of trafficking (a leaflet and a presentation that can be given at the reception centres)</li> <li>o Anti-trafficking posters were created</li> <li>o Business cards with information on trafficking were printed in many languages that can be passed or posted to asylum seekers who are working outside the reception centre;</li> </ul> </li> <li>• The www.ihmiskauppa.fi site was updated and developed further;</li> <li>• A quality management handbook was created for the National assistance system for victims of trafficking.</li> </ul> <p>Hapke 2 includes:</p> <ul style="list-style-type: none"> <li>• A presentation on guidance for asylum seekers. The guiding emphasis in all the materials has been 'You have rights in Finland'.</li> <li>• A flyer for potential victims, which can also be printed and is available for anyone to use. The flyer will be translated into several key languages and will also be available online as a recording. There will be a pocket-sized version available too, for occupational safety and health inspectors to hand out to employees during visits to companies.</li> </ul>		<ul style="list-style-type: none"> <li>• The project provided personnel of reception centres with tools for identifying victims of trafficking in human beings and entering them into the Assistance System. The project gave the personnel better capabilities to provide advice and information on how to prevent asylum seekers from becoming victims of trafficking in human beings and other abuse.</li> <li>• In the HAPKE project in 2013, the personnel at the accommodation units for minors were trained on trafficking in human beings as a phenomenon and identification of victims. As a result of the training, everyone at special units for minors knows how to react when a suspicion of trafficking in human beings arises and the personnel knows when it is necessary to consult the National Assistance System for Victims of Trafficking in Human Beings. The aim is to minimise risks in cases involving trafficking in human beings and, as the trial approaches, the accommodation unit is on special alert. Practical arrangements see to it that the safety of the victims is not jeopardised, among other things, due to extensive media interest.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<p>The project has included updating the multilingual website (www.humantrafficking.fi) that provides information and advice for THB victims. The online information is produced for potential victims of THB and for various other actors who may encounter THB victims in their activities. The project also created a leaflet for asylum seekers ('Working in Finland'), which concentrated on labour rights and the help available. The original leaflet has since been modified to cover all immigrants and has also been distributed to certain Finnish embassies abroad and other interested parties. It is available in eight languages on the Finnish Immigration Service website as well as through the reception centres. Publicity for the leaflet is still ongoing. The Joutseno Reception Centre is due to take responsibility for updating the website after the project ends. Project website is in continuing use.</p> <p>Some other countries contact Finland on how to develop a website dealing with THB aspects, such as www.humantrafficking.fi</p> <p>Also, information from the quality management handbook on how to organise a national assistance system for victims of trafficking and how to communicate with asylum seekers is shared with other countries. Asylum seekers contact the reception centres in reference with the material. People are informed that they can use this material.</p>		<p>The idea of focus group may be reused for other projects. In Hapke 1 a focus group including asylum seekers/victims of THB was created. They participated in preparing material for asylum seekers. Employers hiring asylum seekers recommended employees to take part in the discussion.</p> <p>Project material was developed via a very broad network of different agencies; it is important to collect all possible points of view in creating such material, in implementing a project (e.g. stakeholders such as labour unions, police).</p>	

### Integrated approach for prevention of labour exploitation in origin and destination countries

Name of initiative:	Integrated approach for prevention of labour exploitation in origin and destination countries (JLS/2009/ISEC/AG/207)		
<b>Objective:</b>	The overall objective was to reduce the dimensions of trafficking in human beings for labour exploitation in countries of origin, transit and destination		
Duration	Partners	Funding	Initiative type
February 2011-August 2013	<b>National Agency against Trafficking in Persons (RO)</b> , European Public Law Organisation, Greece; Ministry of Justice and Law Enforcement, Hungary; Ministry of the Interior, Former Yugoslav Republic of Macedonia; National Commission for Combating Trafficking in human beings, Bulgaria; KISA NGOs, Cyprus	Total budget: EUR 499 444 (EUR 350 000 of EU support) DG HOME: ISEC	Capacity building, information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>A study on the characteristics of policies to combat THB for labour exploitation (legislation assessment, interinstitutional cooperation, etc.);</li> <li>Nine regional seminars in all participating countries with key stakeholders (labour inspectors, judges, prosecutors, police officers, social workers, NGO representatives);</li> <li>Two international conferences on the occasion of EU anti-trafficking day, to facilitate the exchange of experience between the labour inspectors, police officers and social workers in countries of origin, transit and destination;</li> <li>Transnational awareness-raising campaign 'To work is a right! To exploit work is a crime' regarding the risks of illegal work and risks of trafficking was implemented — a TV spot, 6 000 posters, 6 000 brochures, etc.;</li> <li>Network of national experts in identifying, referring and providing assistance to victims of labour exploitation;</li> <li>Two study visits were held in Athens (Greece) and Bucharest (Romania);</li> <li>National multidisciplinary training workshop was organised in every partner country.</li> </ul>		<ul style="list-style-type: none"> <li>The general objective of the project was to reduce the dimensions of trafficking in human beings for labour exploitation in origin, transit and destination countries and on short term, a major impact of this objective was achieved. If in 2009, the number of the identified Romanian victims of trafficking in Greece was of 45 and in Cyprus was of 25, in 2012 this changed into 41 victims in Greece and two in Cyprus. At the same time, among the figures above, in 2009 23 were labour exploited in Greece and 16 in Cyprus. In comparison to this, in 2012 only one was labour exploited in Cyprus and 26 in Greece.</li> <li>Although, the increased number of the victims identified especially in Greece was a consequence of dissolving the organized crime networks that operated on this relationship.</li> <li>The general statistics on labour exploitation in 2009-2012 underlined a higher number of identified victims. During the economic crisis from 2009-2010, the unemployment, the acceptance of the risks upon receiving a job offer and illegal labour, high rates of graduates without job were the immediate results and became premises for trafficking in human beings.</li> <li>At the same time, these statistics showed that the project's results were reflected in the public information increase and in the target groups that led to trafficking signs recognition, showing adequate answer of the authorities and auto-identification among the victims, here and a higher number of the victims.</li> <li>According to ANITP, these were results on short term and a long term assessment of a raising awareness impact and a reduction of the dimensions of the phenomenon can be measured only after the project's completion, aspects that will be evaluated through yearly statistics with a smaller number of labour exploited victims.</li> <li>The results of the campaign envisaged an increased public awareness about the phenomenon of labour exploitation in the targeted countries and the dissemination of the tips on legal working conditions abroad emphasised the fact that the population was informed about the risks and implications associated with labour exploitation. The prevention campaign was instrumental in achieving the general objective of the project, namely to increase awareness and knowledge of the decision-makers, employers, trade unions and the public at large, contributing to changing their attitudes about trafficking for labour exploitation.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<p>After its end, the project is followed through regional offices in Romania. The video spot is still available. The staff has regular visits in high schools informing about THB for labour exploitation. Partnership with NGOs is well developed; protocol partnerships were concluded with some of them.</p> <p>Sustainability elements were foreseen in the project plan: prevention material is still available on the websites of the project partners.</p>		<p>Transferable aspect of 'Integrated approach' — to combine common efforts of origin, transfer and destination countries of THB. Employers, public institutions, NGOs, general public should be aware of the phenomenon of trafficking for labour exploitation.</p>	

### Liberty, equality, relationship — Youth health promotion programme in Pécs and its outskirts

<b>Name of initiative:</b>	Liberty, equality, relationship — Youth health promotion programme in Pécs and its outskirts (Drug Prevention Association)		
<b>Objective:</b>	<p>The aims of the project:</p> <ul style="list-style-type: none"> <li>• To reduce the incidence of teen prostitution and the related negative phenomena (trafficking in human beings, exploitation, use of psycho-active substances, other mental health problems) present more and more intensely in Hungary (in this case in Pécs and its outskirts).</li> <li>• To intensify the protective factors in the case of the target group, consisting of endangered youth.</li> <li>• The majority of street prostitutes in Pécs are young girls arriving from the different segregations of Baranya County, running away from deep poverty and despondency. Therefore in certain schools of Pécs and its outskirts it's extremely important:</li> <li>• To moderate the risk factors of the drift into prostitution in relation to the 13-18 year olds.</li> <li>• To create a peer support team functioning as a role model or concrete help.</li> <li>• In the case of school mental health professionals it is also necessary to transmit relevant information.</li> </ul>		
<b>Duration</b>	<b>Partners</b>	<b>Funding</b>	<b>Initiative type</b>
2013-2014	Drug Prevention Association, other project partners	Maximum eligible cost: EUR 10 735 Grant: EUR 9 575 Funded by: EEA/Norway Grants International funding programme	Capacity building, research and education programmes, awareness-raising
<b>Output</b>		<b>Results/Added Value</b>	
<ul style="list-style-type: none"> <li>• Moderation of risk factors of the drift into prostitution (particularly the negative peer influence and the archaic attitude concerning relationships);</li> <li>• Amelioration of life skills (communication skills — assertive communication, stress management);</li> <li>• Changed public opinion and misconceptions in the region;</li> <li>• Updated knowledge of the school mental health professionals;</li> <li>• Created a peer support team functioning as a positive role model and/or offering concrete help.</li> </ul>		<ul style="list-style-type: none"> <li>• Conducted family life basic trainings: 155 participants from eight schools;</li> <li>• MOSAIC peer support trainings: 13 participants, 10 'graduates';</li> <li>• 15 participants from three schools in the trainings of school mental health professionals;</li> <li>• Held a community day with 100 participants;</li> <li>• Art exhibition on the phenomena of prostitution, healthy relationships, exclusion;</li> <li>• Screened a Hungarian version of a short-film about the themes of media awareness/risk of prostitution;</li> <li>• Developed flyers about non-violent, assertive communication and brochures about the project to the decision-makers.</li> </ul>	
<b>Sustainability of the initiative</b>		<b>Transferability of the initiative</b>	
<p>The exhibition is continuing and they have applied with the Hungarian NGO fund to do more training and continue to expand with other campaigns. The scope of this project was initially very limited in time, resources, and objectives, so sustainability was not planned into the structure. Because of the success, the NGO aims to continue as much of the activity as possible through alternative funding.</p>		<p>This project is a case study of local implementation of THB initiatives. The problem of sexual exploitation is very taboo (extreme stigmatisation in the culture), so it is hard to design a programme around this, which is why the local, culturally sensitive approach was effective. This 'grass-roots' approach is a model that could be replicated by other projects.</p>	

## Migrants' rights in action 1 and 2

Name of initiative:		Migrants' rights in action 1 and 2	
<b>Objective:</b>	The aim of the project is to facilitate integration of third country nationals by raising their awareness about their rights and obligations in Poland as well as to prevent their discrimination and exploitation in the labour market.		
Duration	Partners	Funding	Initiative type
01/10/2011-30/06/2014	<b>The IOM Poland</b> , Ministry of the Interior of Poland, and the National Labour Inspectorate	Project was co-financed from the European Fund for Integration of Third Country Nationals as well as National and regional funding programmes	Information and awareness-raising
Output		Results/Added Value	
<p>Within the project the following activities were undertaken:</p> <ul style="list-style-type: none"> <li>• launch of the website: <a href="http://www.migrant.info.pl">www.migrant.info.pl</a> meetings with migrants held in the country of origin and in Poland;</li> <li>• information leaflets disseminated to migrants when crossing the PL border;</li> <li>• hotlines in the countries of origin and in Poland;</li> <li>• training for practitioners (one of the modules was devoted to THB);</li> <li>• information campaign;</li> <li>• conference (167 participants including labour inspectorates, employers, labour unions, NGOs, judges, associations of migrants, border guards);</li> <li>• the website is available in Polish, English, French, Russian, Ukrainian, Armenian, Vietnamese and Chinese. Hotlines in Armenia, Belarus, Poland and Ukraine have been established.</li> </ul>		<ul style="list-style-type: none"> <li>• One component of the project concerned prevention of trafficking in human beings.</li> <li>• The hotline is a tool for foreigners to make a complaint and/or receive information about their rights. Some of the reported cases concerned THB and were passed on to La Strada Poland — an organisation which deals with THB aspects: <a href="http://lastradainternational.org/lis-offices/poland">http://lastradainternational.org/lis-offices/poland</a>.</li> <li>• Thanks to the hotline, foreigners can better understand their rights and obligations in Poland, which may prevent their exploitation on the Polish labour market. At the end of May 2013, over 1 200 people benefited from advice through the helpline in Poland, and a total of approximately 550 people — through a hotline in Armenia, Belarus and Ukraine. The website with tips on various immigration aspects in Poland has been visited more than 100 000 times.</li> <li>• In the framework of the project the foreigners in a difficult situation can receive support such as clothes, shelter, small financial aid.</li> <li>• The THB-related training included state labour inspectorates, employers, NGOs, judges, police and border guards.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
The website and hotline can function after the project closure. Currently the second project is being carried out (Migrants' rights in action 2).		The hotline is an element of migration policy of Poland; this concept could be reused by other countries in a similar way.	

## Parliamentarians against trafficking in human beings (PAHT)

Name of initiative:		Parliamentarians against trafficking in human beings (PAHT)	
<b>Objective:</b>	<ul style="list-style-type: none"> <li>The general objective of the project is to develop a European network of parliamentarians working to combat trafficking in human beings in order to promote and develop cross-border cooperation and mutual understanding. Creating the network will, it is intended, complement and stimulate national level anti-trafficking activities such as legal reform and victim support.</li> <li>The project will complement and stimulate national-level anti-trafficking activities, such as legal reform and victim support. The project aims to directly reach 100 parliamentarians across 15 countries, and 1 000 indirectly through the participating parliamentarians reporting back to national parliaments.</li> <li>The project aims to increase the awareness of parliamentarians about THB and to help them to learn about good practice on prosecution, prevention and protection measures by meeting with specialist NGOs and business leaders, from other Member States.</li> <li>The project will conclude with focal point contacts on trafficking in human beings in at least eight national parliaments.</li> </ul>		
Duration	Partners	Funding	Initiative type
August 2011-June 2013	<b>ECPAT UK (End Child Prostitution, Child Pornography and the Trafficking of Children for Sexual Purposes) (UK)</b> , Trafficking in human beings Foundation (UK), Asociatia Children's High Level Group (UK), British Group Inter-Parliamentary Union (UK), Council Of British Chambers Of Commerce In Europe (UK), National Rapporteur On Trafficking In Human Beings in the Netherlands (NL), Wilberforce Institute for the Emancipation of Slavery (UK).	PAHT is funded by the European Commission and the Tudor Trust  With financial support from the Prevention of and Fight against Crime Programme of the European Union, European Commission — Directorate-General Home Affairs	Information and awareness-raising
Output		Results/ Added Value	
<ul style="list-style-type: none"> <li>Monthly email update — sent to all project partners normally on the first working day of each month, containing a brief review of project activities over the last month, information about forthcoming events and a reminder to check the project website;</li> <li>Website maintenance and update — the website contains information on project aims, background, staff, funding, partners, calendar and description of events and activities. There are also blog updates (shared with the ECPAT UK website) and monthly updates. An important part of the website is the Online Resource Centre. This contains resources relating to the network (including contacts and a map), general resources on trafficking in human beings and resources from each event (e.g. programmes, presentations, etc.);</li> <li>Thematic reports and Country reports — Four briefing papers on Prevention, have been written to support MPs and other participants in better understanding the substance of anti-trafficking work. Additionally, four country reports on the United Kingdom, the Netherlands, Italy and Rome have been prepared for participants who attended meetings in these four countries. These reports are available on PAHT website in the online resource centre;</li> <li>Internal meetings held throughout the course of the project to ensure that all project partners have a good understanding of issues within the project and have the opportunity to feed into events. Eleven events in eight countries were held, presenting and discussing relevant information (country summary reports, thematic reports, direct contacts);</li> <li>The evaluation of the PAHT project, aiming to assess whether the project is achieving its objectives.</li> </ul>		<ul style="list-style-type: none"> <li>Increased level of knowledge and awareness amongst decision-makers and the general public, especially of new or less investigated forms of trafficking (labour, begging, forced crime);</li> <li>Increased support for EU Directive and other anti-trafficking initiatives;</li> <li>Enhanced cross-border and international cooperation, through the establishment of multinational networks of National Rapporteurs or committed opinion leaders such as MPs, journalists;</li> <li>The network is to cooperate with law enforcement and NGOs and aim at continuous exchange of best practice and developing codes of conduct on data collection and reporting cases of trafficking in human beings, leading to:               <ul style="list-style-type: none"> <li>Raised awareness among potential users of services.</li> <li>The establishment of guidelines for employers aimed at preventing and dealing with trafficked persons.</li> <li>The development training programmes for law enforcement, prosecutors and judges, aimed at raising the level of protection of and support to victims before, during and after criminal proceedings.</li> <li>The establishment of guidelines for all practitioners — aimed at ensuring the interests of the victims — in particular regarding compensation claims.</li> <li>The establishment of national or international NRM to facilitate the reporting of relevant criminal activities, for example in the form of online or telephonic helplines.</li> </ul> </li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
The project established focal point contacts on trafficking in human beings in at least eight national parliaments.  Involved MPs confirmed their willingness to continue to build a European network of Parliamentarians against Trafficking in human beings and to actively participate in it beyond the project duration, through increased cooperation between MPs, NGOs and public authorities.		Involved MPs exchanged views and shared experiences with the NGOs representatives, police, and prosecutor offices. Such exchanges can be held with MPs from all Members States, beyond those initially involved in the project.	

## Prevention and Extended Harmonized Data Collection System of Trafficking in Human Beings

Name of initiative:	Prevention and Extended Harmonised Data Collection System of Trafficking in Human Beings (HOME/2010/ISEC/AG/THB-024)		
<b>Objective:</b>	The objective of the 18-month project was to create a unified and harmonised data collection system in order to increase the analytical capacities of all actors involved in the fight against trafficking in human beings at the national level. Another important objective of the project was awareness-raising on trafficking in human beings and new forms of exploitation among both professionals and the general public by means of an information campaign and training sessions provided in the course of the project's implementation.		
Duration	Partners	Funding	Initiative type
April 2011-April 2013 Media campaign — first round was from 18 October 2011 — <b>European Anti-Trafficking Day</b> — to 10 December 2011 Internet campaign — 28 March 2012-28 April 2012 Media campaign repetition — second round was from 1 April 2012 to 30 June 2012.	<b>Ministry of Interior of the Slovak Republic</b> , the International Centre for Migration Policy Development (ICMPD)	EU contribution (amount): EUR 118 913.55 Project was 80 % co-financed from the Prevention of and Fight against Crime Programme (2007-2013) (grant agreement no. HOME/2010/ISEC/AG/THB/04).	Capacity building, prevention initiatives in research and education, information and awareness-raising
Output	Results/Added Value		
<p>Specific outputs from the project activities:</p> <ul style="list-style-type: none"> <li>• THB data-collection capacities (13 software users);</li> <li>• THB data-collection software adapted to the specific circumstances of the Slovak Republic;</li> <li>• a media ad aimed at enhancing public awareness, including new forms of trafficking;</li> <li>• a guide aimed at identifying victims of trafficking for the purpose of forced labour;</li> <li>• promotional material highlighting new forms of THB and promoting the National Helpline for Victims of Trafficking in Human Beings (leaflets and posters);</li> <li>• training of relevant professionals to allow for victims identification (150 participants)</li> <li>• an international conference to facilitate the exchange of best practices;</li> <li>• a report on the implementation of data-collection software with recommendations;</li> <li>• a final project implementation report.</li> </ul> <p><b>'Without information, you may become a slave'</b> — this awareness-raising campaign about the national helpline and about the new forms of trafficking in human beings with an emphasis on forced work included distribution of A4 and A3 posters to the local Offices of Labour, Social Affairs and Family throughout the Slovak Republic, airports, train stations, bus stations, and public transport in Košice. The campaign was also promoted through banners on the websites mail.zoznam.sk, sportky.sk and topky.sk.</p> <p>In the framework of cooperation with the management of the City of Košice and the European Capital of Culture 2013 (ECCK), articles on trafficking in human beings have been published on the city and ECCK websites.</p>	<ul style="list-style-type: none"> <li>• Information system 'Trafficking in Human Beings' was established with an aim to create conditions permitting a systematic, coordinated and harmonised data collection on THB in Slovak Republic and to increase awareness among both the general public as well as representatives of selected professional public and non-governmental actors in the area of THB with regard to new forms of trafficking, considering new forms of THB, especially forced labour.</li> <li>• The Information system permits authorised persons to perform the following activities:               <ul style="list-style-type: none"> <li>o Recording of data on victims</li> <li>o Recording of data on perpetrators</li> <li>o Recording of THB cases</li> <li>o Data collection</li> <li>o Connecting victims and perpetrators within cases</li> <li>o Screening of victims, offenders and cases</li> <li>o Generating and printing reports on victims, offenders and THB cases.</li> </ul> </li> <li>• Trainings on the aspects of forced labour were conducted during May-June, 2012 for the target groups of the officers, employees of Offices of labour, social affairs and family, labour inspectors and field social workers. In total, 123 persons were trained.</li> </ul>		
Sustainability of the initiative	Transferability of the initiative		
As a results of the awareness-raising campaign <b>'Without information, you may become a slave'</b> , a CD with the TV spot was also produced and is now broadcast at the local Offices of Labour, Social Affairs and Family within the Slovak Republic through closed-circuit television channels.	The concept of the information system could be reused in other EU Member States.		



## Project Briseis — Fight against Trafficking for Forced Labour

Name of initiative:	Project Briseis — Fight against Trafficking for Forced Labour		
<b>Objective:</b>	<p>The objective of the project is to 'contribute to raise the awareness on the potential victims of THB for forced labour, encouraging consumers to buy responsibly and providing employers with the necessary knowledge and tools to identify situations of THB' <sup>(222)</sup>. The project notably seeks to 'challenge the widespread perception that trafficking is only linked to the sexual exploitation of women and girls and to promote greater understanding of trafficking for forced labour' <sup>(223)</sup>.</p> <p>Specific objectives include:</p> <ul style="list-style-type: none"> <li>• Carrying out an raising awareness campaign;</li> <li>• Developing a training tool/guidelines based on the UNODC training materials on THB for forced labour;</li> <li>• Producing handbooks on how to address the high risk sector stakeholders (PT, SE, RO, EN);</li> <li>• Piloting a training programme on THB for forced labour, available for a potential follow up project, multiplying the effects.</li> </ul>		
Duration	Partners	Funding	Initiative type
September 2013-August 2015	<b>Association of Victim Support (PT)</b> , TIHR (UK), Soros Foundation (RO), Open Society Foundations (RO), Crime Victim Compensation and Support Authority, Ministry of Justice (SE) and La Strada International	Total budget: EUR 182 168.27 EU Grant: EUR 164 181 Funded by: ISEC	Capacity building, information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>• The project team is carrying out an awareness-raising campaign targeting both the private sector and the general public (mainly job-seekers). This campaign will notably include the creation of two manuals: for companies and for professionals such as labour inspectors and police officers, with information regarding forced labour and tips on how to apply for safe jobs for the general public. A website will be also be created.</li> <li>• Three workshops in each partner country will be organised, with at least 10 private sector participants (two representatives from each of the high risk sector, such as agriculture, domestic work, etc.), in order to alert them of risks of trafficking in human beings for forced labour.</li> <li>• The project team will also conduct two training sessions for private sector representatives, in each of the partner countries, on how to identify such risks.</li> </ul>		<ul style="list-style-type: none"> <li>• The project will contribute to raising awareness among the private sector about how employers could be concerned by trafficking in human beings, particularly in the agriculture or construction sectors in Portugal, as well as for domestic workers sector in the UK.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
After the end of the project, the website and trainings will be maintained, whereas additional manuals will be produced on a needs basis. Additional funding may be asked for these next steps, although this will be specific for each project partner.		The manuals, which were developed, could be reused and translated to be used in other countries.	

<sup>(222)</sup> [http://ec.europa.eu/anti-trafficking/eu-projects/project-briseis-fight-against-trafficking-forced-labour-portugal-sweden-romania-and\\_en](http://ec.europa.eu/anti-trafficking/eu-projects/project-briseis-fight-against-trafficking-forced-labour-portugal-sweden-romania-and_en)

<sup>(223)</sup> <http://www.tavinstitute.org/news/preventing-human-trafficking-new-tavistock-action-research/>

## REACT — Raising Awareness and Empowerment Against Child Trafficking

Name of initiative:	Raising Awareness and Empowerment Against Child Trafficking		
<b>Objective:</b>	<p>The objective of this project is to 'prevent child trafficking and exploitation, in particular where the use of new information technologies is involved, by developing and implementing awareness-raising actions targeting children at risk and victims of trafficking' <sup>(224)</sup>. The project thus analysed the connection between the phenomenon of child trafficking and the use of new information technologies in each of the partner countries of the project.</p> <p>Specific objectives of the project were to:</p> <ul style="list-style-type: none"> <li>• examine the use of new technologies by children at risk, being their ability to access new technologies and their familiarity with them (how they use them and how aware they are of the potential risks);</li> <li>• discover whether any children interviewed (or cases known to key informants) have actually fallen victim to traffickers or exploiters due to their use of new technologies and in what way this occurred (case studies);</li> <li>• examine the use (means and strategies) of new technologies for the recruitment and/or exploitation of child victims by traffickers/exploiters, clients, other users;</li> <li>• identify the profiles of users, in particular child victims or those at risk of trafficking.</li> </ul>		
Duration	Partners	Funding	Initiative type
December 2008-March 2011	<b>Save the Children (IT)</b> , Save the Children Denmark (DK), Animus Association Foundation (BG), General Inspectorate of Romanian Police, National Agency against Trafficking in Persons (RO)	Maximum eligible cost: EUR 417 176.40 EU Grant (80 %): EUR 333 741.12 Funded by: Daphne	Prevention initiatives in research and education programme, information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>• A total of 34 workshops were organised involving children to design awareness-raising campaigns and discuss their components and materials. Based on this material, four awareness-raising campaigns were carried out, in each of the partner countries. The campaign consisted of presentations in care facilities in Italy, as well as schools in Romania and Bulgaria.</li> <li>• The project team also produced online dissemination material, such as specific videos in each of the partner countries targeting the major risks groups, such as girls using the internet).</li> <li>• Research was gathered on how children at risk use the internet, on what websites they go on, and how they communicate with their peers.</li> <li>• The results of the project were consolidated in a report.</li> </ul>		<ul style="list-style-type: none"> <li>• It is difficult to assess the impact of the campaigns. However, the project revealed that physical presentations were more effective than online dissemination.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
This project provided the project team with research results that enabled them to further fine-tune their target group in the follow up of this project, INTERACT.		This project was innovative in the sense that it involved children in the design of the communication campaigns, which helped the team to develop clear and understandable communication material. Involving the target group in the design of communication campaigns could be replicated by other projects as it provides valuable input as to how to communicate, and which messages are most easily understood.	

<sup>(224)</sup> [http://ec.europa.eu/anti-trafficking/eu-projects/react\\_en](http://ec.europa.eu/anti-trafficking/eu-projects/react_en)

## Red Bell Campaign

Name of initiative:	Red Bell Campaign (Croatian Red Cross)		
<b>Objective:</b>	<p>The aim of the campaign, which lasted for several months, is to inform the general public on the problem of trafficking in human beings and rights of the victims of trafficking in human beings.</p> <ol style="list-style-type: none"> <li>1. Get to know the victims and the way they are exploited and discriminated against: labour and sexual exploitation, begging.</li> <li>2. Raise awareness of general public on the risk of trafficking in human beings with particular focus on vulnerable groups affected by economic crisis.</li> <li>3. Sensitise youth on the risk of trafficking in human beings among their peers in vulnerable situation, such as young migrants, minorities, unemployed and empower them to respond appropriately and creatively.</li> <li>4. Advocate for enhancing the anti-trafficking system and protection of victims in Croatia in the context of economic crisis leading to reduction of social benefits for vulnerable groups.</li> </ol>		
Duration	Partners	Funding	Initiative type
2013-Ongoing	<b>Croatian Red Cross,</b> International Federation of Red Cross and Red Crescent Societies	Regional Funding Programme	Information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>• Within the campaign, the Croatian Red Cross launched a photo contest with the support of Canon Croatia and the Croatian Press Photographers Association. Antitalent production made a short film about the photo contest in the form of interviews with some of the authors. The film was screened on the occasion of the opening of the exhibition and used for making a short TV clip that will be broadcasted on TV stations to announce the exhibition.</li> <li>• An interactive multimedia installation by Damir Žižić was set up as a part of the photo exhibition.</li> <li>• The Croatian Red Cross marked the safe spots in public areas, where children can look for help in case they get lost or separated from their parents. Safe spots are marked by a picture of Mouse Millie, a well-known character already used for raising awareness. Safe spot signs were put in shopping centres: Arena Centre in Zagreb, City Centre One in Zagreb (East and West) and in Split, Avenue Mall in Zagreb and Osijek, and Roses Outlet Centre in Sv. Križ Začretje.</li> </ul>		<ul style="list-style-type: none"> <li>• Increased awareness and participation — growing involvement and enthusiasm of volunteers and participants in the campaign;</li> <li>• Cooperation and engagement with other stakeholders and partners;</li> <li>• Good coverage by the media.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<p>Red Bell is only one component of the Red Cross anti-trafficking in human beings activities. Red Cross also conducts activities coordinated by the broader RC network (some cross-network, some country-specific). Activities are also largely done in cooperation with the National Coordination mechanism in Croatia. This network approach makes the overall sustainability of Red Cross anti-THB efforts high, while individual projects need to be evaluated separately. The 'Red Bell' is sustainable but needs to be reinforced, reused, and refreshed to maintain its relevance and impact.</p> <p>The Red Cross already had the infrastructure and networks to work with the target groups on prevention activities. Each Red Cross National Society has a network nationwide and in many nations (like Croatia) they have branches in nearly every region/village — local Red Cross units. This will enable Red Cross anti-THB initiatives to increase impact and effectiveness.</p>		<p>The Red Bell Campaign sought to announce the beginning of breaking the silence on the THB problem and raise awareness on customers' responsibility for using victim's services. By providing a common branding, platform, and messaging throughout their broader Red Cross network, they allowed other Red Cross National Societies to adopt the structure of the initiative and implement it in other countries. This model could work for other organisations with similar transnational networks as the Red Cross.</p>	

## STOP Traffick!

Name of initiative:	STOP Traffick!		
<b>Objective:</b>	This project will explore different attitudes of buyers and potential buyers to trafficking in human beings, its context and impact in order to inform demand reduction awareness-raising initiatives, implemented through a partnership of civil society, public and private enterprises. The programme will target employers to pilot the demand reduction strategy as part of their corporate responsibility.		
Duration	Partners	Funding	Initiative type
2014	<b>Immigrant Council of Ireland (ICI)</b> , Bulgarian Gender Research Foundation (BGRF), Klaipeda Social and Psychological Services Centre (KSPC), Mediterranean Institute of Gender Studies (MIGS), Multicultural Women's Association of Finland	Maximum eligible cost: N/A Grant: € 354 000 Funded by: ISEC	Capacity building, prevention initiatives in research and education programmes, information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>On the 27 March 2014 the Stop Traffick! Research Report was launched at a Transnational Conference held at the Royal Irish Academy in Dublin, Ireland.</li> <li>Conducted national and international dissemination. Each partner held a national dissemination event in their country (involved local, national, international authorities, media, etc.).</li> </ul>		<ul style="list-style-type: none"> <li>Launched the ground-breaking research conducted during the Stop Traffick! Initiative on the attitudes and characteristics of buyers of sex.</li> <li>Collected primary research regarding the buyers of commercial sex. This information will contribute to global understanding of the demand side of the equation and allow other projects or national agencies to use the data to inform their own efforts.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
The study itself was scoped for a specific timeframe and deliverable. However, the impact of the report and the results of the research can continue through dissemination and further use of the materials.		This initiative provides a model for how targeted studies can be implemented to further understand various aspects of the trafficking problem. The structure of the study could be applied to other issues or countries to better understand other trafficking phenomena that can subsequently assist with improving the response to these challenges.	

## Swiss Week against Human Trafficking

Name of initiative:	Swiss Week against Human Trafficking <sup>(225)</sup>		
<b>Objective:</b>	<ul style="list-style-type: none"> <li>To implement the first national anti-THB campaign in Switzerland, targeting in particular issues of:               <ul style="list-style-type: none"> <li>Sexual exploitation</li> <li>Labour exploitation, particularly in the care sector.</li> </ul> </li> <li>To sensitise the public at large concerning the fact that Switzerland is a country of destination and transit for trafficked persons, in particular:</li> <li>To bring information into the cantons concerning actions already taken               <ul style="list-style-type: none"> <li>To provide information on how citizens could get involved in preventive measures and take action themselves</li> <li>To highlight the fact that the exploitation occurs in various economic sectors.</li> </ul> </li> <li>To strengthen the existing regional/cantonal anti-THB partnerships (round tables).</li> <li>To improve the network and cooperation of police and law enforcement in Switzerland.</li> </ul>		
Duration	Partners	Funding	Initiative type
18-25 October 2013 Organisation of the week from May to October 2013	Main partners: <b>IOM Bern</b> , ECPAT/Stiftung Kinderschutz Schweiz, Swiss Confederation, Au Coeur des Grottes, Terre des Femmes Switzerland, Fachstelle Frauenhandel und Frauenmigration (FIZ), Other partners: Int. organisations: UNHCR, ILO, OHCHR Cantonal cooperation mechanisms (Bern, Freiburg, Schwyz, Solothurn, St. Gallen, Tessin, Wallis, Zurich) NGOs: Amnesty International, La Strada, May Day, Trafficked Victim Unit, Zonta Club	IOM Bern (secretariat): Financed by the Federal department of foreign affairs/ human security division (FDFA/ HSD) The FDFA/ HSD provided EUR 31 865 All the members of the steering committee as well as the partner organisations implemented their events with their own funds.	Awareness-raising initiatives, targeted towards: <ul style="list-style-type: none"> <li>General public</li> <li>Consumers</li> <li>Care service users</li> <li>Cantons, police, NGOs</li> </ul> (Potential victims were explicitly not included as target groups, as well as the private sector)
Output		Results/Added Value	
28 organisations (whole of system approach) contributed to the implementation of 18 events in 12 different cantons: <ul style="list-style-type: none"> <li>Common agenda, common press releases, website: <a href="http://www.18oktober.ch">www.18oktober.ch</a>, movie, poster competition, calendars, short clip</li> <li>The Swiss week against trafficking in human beings was launched in Geneva. The event saw the participation of 170 persons and consisted of three parts:               <ul style="list-style-type: none"> <li>Technical legal debate on the key concepts of the definition of trafficking in human beings in Article 3 of the Palermo protocol.</li> <li>Public interactive exposition on different forms of exploitation.</li> <li>High-level event with the participation of Federal Councillor Simonetta Sommaruga and the directors of different international Organisations (IOM, OHCHR, ILO, UNHCR).</li> </ul> </li> <li>Flagship initiatives as part of the Swiss week against THB:               <ul style="list-style-type: none"> <li>High Heel Passenger <sup>(226)</sup></li> <li>Anna in Switzerland <sup>(227)</sup></li> <li>Congress <sup>(228)</sup>.</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>The results of the week were extremely positive:               <ul style="list-style-type: none"> <li>More than 2 000 persons attended the various events</li> <li>Interest of the media (around 50 articles in printed and online media, two TV reports and seven radio reports);</li> </ul> </li> <li>The initiative produced good results, mainly due to the following factors:               <ul style="list-style-type: none"> <li>Collective effort and in-depth involvement of all relevant stakeholders at the national and regional level</li> <li>Ownership of regional actors as they were able to entirely implement their own ideas and initiatives;</li> </ul> </li> <li>Long-standing partnerships and networks were key to produce results during short timeframe and with a very limited budget.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<ul style="list-style-type: none"> <li>Never before in Switzerland has there been a national campaign raising awareness for THB issues;</li> <li>To have the cantonal level on board was very important and contributed to reactivating these mechanisms.</li> </ul>		<ul style="list-style-type: none"> <li>The main idea from the Swiss week that could be transferred is to create ownership of the initiative among stakeholders at the regional and local level in order to ensure the best results possible.</li> <li>This concept of 'companionship and liberty', as well as the collective nature of the actions are viewed by the steering committee as the key success factors that produced the initiative's good results in the end.</li> </ul>	

<sup>(225)</sup> <https://www.eda.admin.ch/eda/en/fdfa/news/dossiers/week-against-human-trafficking.html>

<sup>(226)</sup> More than 150 students participated in this project. First, IOM Bern and the alien's police of the canton Bern provided input on trafficking in human beings. Second, the students were brought to a 12-square-metre maze in the centre of Switzerland's capital city, where they could artistically express their messages against trafficking in human beings on the walls of the maze. During the week, the maze was created step by step by the Swiss youth and sends a very strong message.

<sup>(227)</sup> A movie about a young woman who tells her story of how she was trafficked to Switzerland for the purpose of sexual exploitation. She also shares with the viewer the actual consequences of her deeply traumatising experience. Displayed as an advance showing during six events and strongly contributed to the sensitisation of the viewers concerning trafficking in human beings for sexual exploitation.

<sup>(228)</sup> The congress served as a platform for exchange amongst practitioners and persons interested in the field of trafficking in human beings. More than 90 persons attended the congress, which enhanced the understanding of its participants on the different aspects and challenges related to combatting trafficking in human beings. The congress was organised by the Swiss Coordination Unit against the Trafficking of Persons and Smuggling of Migrants (KSMM) in partnership with Amnesty International, Coeur des Grottes as well as FIZ.

## The Blue Heart Campaign

Name of initiative:		The Blue Heart Campaign (UNODC)	
<b>Objective:</b>	<p>The UN Blue Heart Campaign led by UNODC aims to promote the Blue Heart as an international symbol to raise awareness on the plight of trafficking in human beings victims.</p> <p>The Blue Heart is:</p> <ul style="list-style-type: none"> <li>• An awareness-raising initiative to fight trafficking in human beings and its impact on society.</li> <li>• The Blue Heart Campaign seeks to encourage involvement and inspire action to help stop this crime.</li> <li>• The Campaign also allows people to show solidarity with the victims of trafficking in human beings by wearing the Blue Heart.</li> </ul>		
Duration	Partners	Funding	Initiative type
2010-Ongoing	UNODC, open partnership	Maximum eligible cost: N/A Grant: N/A Funded by: UNODC	Capacity building, prevention initiatives in research and education programmes, information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>• Developed campaign tools for members to leverage:               <ul style="list-style-type: none"> <li>o Participants in the Blue Heart campaign are encouraged to advocate widely and express their support for the fight against trafficking in human beings and UNODC's principles. For such activities, the United Nations Office on Drugs and Crime authorises participants and other stakeholders to use the modified Blue Heart.</li> </ul> </li> <li>• Produced the following Blue Heart Campaign materials:               <ul style="list-style-type: none"> <li>o brochure</li> <li>o fact sheet</li> <li>o media</li> <li>o logos.</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• A main challenge in the anti-THB area is that many NGOs and national agencies have their own symbols and campaigns related to THB. Blue Heart provides a globally recognisable symbol and a more unified approach.</li> <li>• The World Day on Trafficking in human beings mobilised over 5 million people and marked the day with Blue Heart.</li> <li>• Blue Heart serves as a vehicle for a wider movement and allows organisations to become part of a global support network.</li> <li>• Brazil, Colombia, Peru, Lebanon, Mexico, Nigeria, Portugal, Serbia, Spain and Switzerland have joined efforts with the Blue Heart Campaign, as well as numerous NGOs and private sector entities.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<p>The Blue Heart Campaign was designed for sustainability. With limited central resources, it leverages the UN's network such that other countries and NGOs pick up, endorse, and utilise the Blue Heart in their own efforts against trafficking. In this way, the Blue Heart Campaign can grow exponentially across the globe.</p>		<p>The Blue Heart Campaign was modelled after the Red Ribbon foundation (<a href="http://redribbonfoundation.org/">http://redribbonfoundation.org/</a>) to serve as a global symbol for the cause of anti-trafficking in human beings. As such, the structure of the campaign is founded on transferability. It was designed to be transferred across the world, across public and private sectors, and at international, national and local levels.</p>	

## The Buy Responsibly campaign

Name of initiative:		The Buy Responsibly campaign <sup>(229)</sup>	
<b>Objective:</b>	<ul style="list-style-type: none"> <li>• To raise awareness of issues related to trafficking in human beings in the supply chain of manufacturers, in particular in the textile industry;</li> <li>• To inform the general public about related issues;</li> <li>• To receive and collect feedback from consumers of products, in particular textiles.</li> </ul>		
Duration	Partners	Funding	Initiative type
2009-Ongoing	<b>IOM</b>	In principle, the Buy Responsibly campaign can be implemented by all types of different actors that receive funding from different institutions. It can be implemented in all countries. Therefore, no specific information concerning funding is available.	Information and awareness-raising
Output		Results/Added Value	
Awareness raising through information stands in the public sphere ('shopping cart'), leaflets, website. In addition, regional IOM offices and cooperation partners provide specific information to the public they want to address.		No specific information available.	
Sustainability of the initiative		Transferability of the initiative	
No specific information available.		The initiative can be and is transferred from one country to another as it is easy to use and can simply be adapted to regional contexts, mainly by using the existing logo and communication material provided by the central IOM offices in the countries in which it is implemented.	

<sup>(229)</sup> <http://www.buyresponsibly.org/>



## The No Project

Name of initiative:		No Project <sup>(230)</sup>	
<b>Objective:</b>		<p>The No Project goal is to effect change in the next generation. Young people of today are the future policymakers, business people, law enforcement officials, lawyers, educators and partners. They are also potential human traffickers, clients, consumers and facilitators of the global slave trade.</p> <p>The No Project believes that each individual citizen carries the responsibility to confront and eliminate the demand for slavery. The goal of this campaign is to inform, inspire and motivate young people to take a proactive stance against modern slavery — to donate their talent, passion and energy to raise awareness.</p>	
Duration	Partners	Funding	Initiative type
2013	<b>Bancpost</b> , the Association for Developing Alternative Practices for Education and Reintegration (ADPARE), National Agency against Trafficking in Persons and eLiberare.	<p>The concept of Corporate Social Responsibility (CSR) was reused to implement the project.</p> <p>Private sponsors</p>	Information and awareness-raising
Output		Results/Added Value	
<p>The No Project in Romania was presented within C'Arte Street — a suite of quality cultural events. A 'Multimedia Awareness Seminar' was organised. Material created as a result of Art4freedom — a portfolio of artistic events — was presented to the public through a campaign blog, Facebook page, or via the blog of Bancpost. Creative material made part of a traveling exhibition organised in March 2014 in major cities in Romania (Bucharest, Timisoara, Cluj-Napoca, Iasi). Also RUN4FREEDOM — a sport event was organised.</p>		<p>The No Project is a non-commercial global anti-slavery educational campaign that focuses on the demand for trafficking in human beings and targets young people via a multi-media seminar including dance, music, poetry, film, art installations, etc.</p> <p>The No Project conducted in Romania received European Crime Prevention Award 2014.</p> <p>No formal project evaluation has been conducted. Project coordinators rely on physical feedback from people taking part in the project.</p> <p>Romania is a country vulnerable to trafficking in human beings. This is where human traffickers come to recruit their victims, which is why the work on prevention is needed. Teenagers and young adults, disabled people of all ages, must learn the Warning Signs when human traffickers are attempting to recruit them. Potential victims must realise that the promise of a better life elsewhere is a lie. Equally important, are the strategies victims can use to escape if they find themselves already under the control of their predators.</p> <p>The project focuses on youth and teachers. Youth may be naïve, vulnerable and willing to take risks, especially when the risk is presented as a romantic adventure or an opportunity to receive money. The consumer buying-power of a young person will last for the next 40-50 years. They will make ethical consumer choices. The youth of today are future business managers and corporate leaders. Not enough attention is paid to slavery in the supply chain of daily products consumed in EU. Youth have the power to influence their peers; They often listen more carefully to friends than adults, parents or teachers.</p>	
Sustainability of the initiative		Transferability of the initiative	
<p>Project information and activities are presented on the website: <a href="http://www.thenoproject.org">www.thenoproject.org</a></p>		<p>The concept of working with young people — future consumers — through art, sport, music, dance, film, education and social media to tackle the demand side of THB.</p> <p>The idea of Corporate Social Responsibility (CSR) to involve private sector in anti-THB activities.</p>	

<sup>(230)</sup> [www.thenoproject.org](http://www.thenoproject.org)

## Trafficking is no fairy tale

Name of initiative:	Trafficking is no fairy tale <sup>(231)</sup>		
<b>Objective:</b>	<ul style="list-style-type: none"> <li>To raise awareness within the general public on the phenomenon of trafficking in human beings in Finland and also to improve the conditions for identification of victims;</li> <li>To implement a very efficient public awareness-raising campaign in Helsinki;</li> <li>To achieve concentrated attention during a very limited time span;</li> <li>To contribute to closing the lack of awareness of THB in Finland;</li> <li>To achieve visibility not through generic information but rather through 'shocking' visual elements.</li> </ul> <p>The campaign aimed to reach people from variety of backgrounds, and introduced innovative materials to attract the attention of larger audiences.</p>		
Duration	Partners	Funding	Initiative type
<p>Two weeks in December 2012</p> <p>Website still available</p> <p>Development and organisation took about 6 months</p>	<p><b>Finnish ombudsman for minorities</b>, International migration agency (IOM) Helsinki, Ministry of Justice, Labour Union, Advertisement agency KING which contributed pro bono activities, Kennel Helsinki (production of video)</p>	<p>EUR 16 700 + pro bono contributions by creative people, e.g. designers, web-developers, musicians</p> <p>The campaign was valued at approximately EUR 200 000 with the estimated number of people reached nearing 1 million.</p> <p>Donors:</p> <ul style="list-style-type: none"> <li>Ministry of Justice EUR 2 000</li> <li>Joutseno Reception Centre EUR 3 500</li> <li>Oulu Reception Centre EUR 3 500</li> <li>Service Union United PAM EUR 2 000</li> <li>Trade Union PRO EUR 1 000</li> <li>The Central Organisation of Finnish Trade Unions SAK EUR 200</li> <li>Metal Union EUR 2 500</li> <li>Ombudspersons' office EUR 1 000</li> <li>International Organisation for Migration IOM EUR 1 000</li> </ul> <p>Expenses:</p> <ul style="list-style-type: none"> <li>Production costs for the music video EUR 5 691.06</li> <li>Rights to Unto Monosen's Satumaa EUR 3 000</li> <li>Audio mastering expenses EUR 992</li> <li>User rights for radio song EUR 380</li> <li>Ad space for Seura (two issues), Anna and Suomen Kuvalehti EUR 1 600</li> <li>Production costs for online ads and campaign site, production company Ööö EUR 1 350</li> <li>Ad space for Radio Helsinki EUR 506.50</li> <li>Ad space for Ilta-Sanomat EUR 2 506.50</li> <li>Gifts to service providers EUR 138.40</li> <li>Domain name EUR 36.60</li> <li>IOM Helsinki, indirect costs (overhead 5 %) EUR 762.46</li> </ul>	<p>Information and awareness-raising</p>
Output	Results/Added Value		
<p>The campaign materials were developed for print, web, television and radio to engage the largest possible audience</p> <ul style="list-style-type: none"> <li>a video of a new version of the famous Finnish tango, Satumaa ('fairy tale land');</li> <li>two radio commercials;</li> <li>two print advertisements;</li> <li>banners in the Helsinki streets;</li> <li>leaflets.</li> </ul> <p>A combination of 'traditional' and 'innovative' communication channels was used.</p>	<p>Through great visibility in television, social media, websites, newspapers, magazines and radio, the campaign was brought to the attention of nearly 1 million Finns.</p> <p>Given that a full-page ad in just one national newspaper can cost nearly EUR 20 000, free advertisement space was crucial for the execution of the campaign.</p> <p>Media space was acquired from approximately 30 different media outlets. Out of the approximately 60 contacted newspapers and magazines, advertising space was received from 16 different outlets — either for free or with a large discount.</p> <p>Statistics from the Helsingin Sanomat website show that the campaign banners were clicked up to four times more than usual banners. The amount of media and advertisement space received, as well as articles/news stories written about the campaign or trafficking in human beings was tremendous, especially given the campaign's limited resources.</p>		

<sup>(231)</sup> [http://www.ofm.fi/en/trafficking\\_in\\_human\\_beings/fairytale](http://www.ofm.fi/en/trafficking_in_human_beings/fairytale); <http://ihmiskauppaeiolesatua.fi/>

Sustainability of the initiative	Transferability of the initiative
<ul style="list-style-type: none"> <li>• The campaign was a continuation of the October 2011 THB campaign ('Work that nobody wants to do'), which was launched jointly with the IOM.</li> <li>• The objective of the initiative was explicitly not to establish something very long-lasting but to implement an initiative that is sustainable through the concentrated visibility during a short time frame.</li> <li>• Furthermore, 'learning about THB' was not at the core of the initiative as such.</li> </ul>	<p>Transferring the initiative is expected to require:</p> <ul style="list-style-type: none"> <li>• Having all of current and future relevant stakeholders on board to create a sense of ownership through collaborative efforts.</li> <li>• An innovative approach, e.g. 'shocking' videos.</li> <li>• In view of the limited budget, the initiative should be concentrated on a certain region or city in order to attract more attention instead of being spread across an entire country.</li> <li>• The development of written activity plans/indicators and an evaluation or review of the achievements of the initiative is very helpful in order to steer the current or future projects.</li> <li>• The use of social media, hotline, chats, emails to disseminate material, advertise, and discuss with stakeholders and the general public.</li> <li>• A political will for the message of the initiative to be heard, e.g. in a familiar surrounding like the Finnish song that has been used for the clip.</li> </ul> <p>The above are issues that other project managers should at least try to transfer from the Trafficking is no fairy tale initiative.</p> <p>Main successes and challenges of the initiative:</p> <ul style="list-style-type: none"> <li>• One of the great successes of the campaign was the cost-effectiveness of its budget. With only 16 700 EUR the campaign reached nearly 1 million Finns with the de facto value of the campaign nearing EUR 200 000.</li> <li>• It was, however, a major challenge that the budget had to be collected along the way.</li> <li>• One challenge was working with pro bono-partners, who willingly provided considerable amounts of time and effort to the campaign without any financial compensation. For this reason disagreements over campaign materials and their content can be more difficult to solve than would be the case if the partners were paid for their work.</li> </ul>

### Traite des êtres humains ... que faire?

Name of initiative:	Traite des êtres humains ... que faire <sup>(232)</sup> ?		
<b>Objective:</b>	<ul style="list-style-type: none"> <li>• To raise awareness for THB, in particular with regard to:               <ul style="list-style-type: none"> <li>o Labour exploitation and domestic servitude</li> <li>o Sexual exploitation, prostitution, and exploitation for the production and distribution of pornographic material;</li> </ul> </li> <li>• To inform hospital staff about appropriate measures (operational focus);</li> <li>• To start a societal dialogue.</li> </ul>		
Duration	Partners	Funding	Initiative type
October 2012-Ongoing	<b>Cellule Interdépartementale de coordination de la lutte contre le trafic et la traite des êtres humains</b>	Funded by Ministry of the Interior of Belgium	Capacity building, information and awareness-raising
Output		Results/Added Value	
A brochure targeted at hospital staff, including: <ul style="list-style-type: none"> <li>• Practical examples of THB;</li> <li>• Recommendations concerning appropriate behaviour when being in a situation likely involving a THB victim in the hospital;</li> <li>• Information and contact details on relevant organisations that could provide further information and assistance to victims.</li> </ul>		No information on the results and added value available.	
Sustainability of the initiative		Transferability of the initiative	
<ul style="list-style-type: none"> <li>• The initiative is part of the Belgian National Action Plan against Trafficking in human beings;</li> <li>• However, only a very limited number of anti-THB initiatives are implemented by the public service to tackle THB;</li> <li>• No specific actions to assure and/or improve the sustainability (e.g. periodical renewal, follow-up) of the initiative could be identified.</li> </ul>		<ul style="list-style-type: none"> <li>• The initiative could be transferred to other Member States or to the EU level;</li> <li>• It would, however, need to be further developed in terms of content.</li> </ul>	

<sup>(232)</sup> [http://justice.belgium.be/fr/binaries/BROCHURE\\_MENSENHANDEL\\_FR\\_tcm421-198754.pdf](http://justice.belgium.be/fr/binaries/BROCHURE_MENSENHANDEL_FR_tcm421-198754.pdf)

### Transnational Networking: cooperation among judicial and police authorities, NGOs and civil society for prevention and fight against trafficking

Name of initiative:	Transnational Networking: cooperation among judicial and police authorities, NGOs and civil society for prevention and fight against trafficking		
<b>Objective:</b>	General objective: <ul style="list-style-type: none"> <li>To foster the exchange of experiences and information among public institutions and NGOs, for a better understanding of social and individual implications of trafficking.</li> </ul> Specific objectives: <ul style="list-style-type: none"> <li>To extend the field of action of the network created in previous years, including public and private organisations dealing with prevention and fight against trafficking;</li> <li>To foster the exchange of experiences and good practices among NGOs and public bodies;</li> <li>To disseminate the results.</li> </ul>		
Duration	Partners	Funding	Initiative type
December 2003-December 2004	<b>Caritas di Roma (IT)</b> , Caritas Hellas (EL), AIDS Information and Support Centre (EE), Latvian Gender Problem Centre 'GENDERS' (LV), Missing Persons' Families Support Centre (LT)	Total budget: EUR 106 000 EU Grant: EUR 82 000 DG HOME: AGIS	Capacity building, information and awareness-raising
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>Seminars were held in the respective countries of the project partners (Spain, Greece, Estonia, Latvia, and Lithuania) in order to exchange information and experience. Law enforcement representatives, ministry officials, embassies, victim assistance services, NGOs and media also participated in these seminars.</li> <li>The seminars fostered proposals, collaboration and mutual training.</li> <li>The project results were presented in the Transnational Conference, and a round table was held to discuss and draft specific proposals for action at national, transnational and EU level.</li> <li>The Caritas website was used to foster the exchange and circulation of information and good practices at European level.</li> </ul>		<ul style="list-style-type: none"> <li>Fostering collaboration between NGOs and public bodies involved in the fight against trafficking enabled to raise awareness among civil society and helped preventing trafficking at local, national and transnational levels.</li> <li>Collaboration with NGOs from what were at the time Candidate countries 'helped to gain a greater understanding of the complex implications of trafficking, as they are the 'origin' of migration flows towards Member States'.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
As no additional funding was obtained, Caritas was not involved in any other European research-orientated projects, but focused its activities on local actions.		N/A	

### University of Johannesburg students collaborate with IOM on Trafficking in human beings awareness campaign

<b>Name of initiative:</b>	University of Johannesburg students collaborate with IOM on Trafficking in human beings awareness campaign		
<b>Objective:</b>	<p>The objective of this collaboration project between the University of Johannesburg and the IOM is to 'conduct in-depth research to determine appropriate strategies using the principles of Interactive and Direct Marketing to raise awareness on trafficking in human beings' <sup>(233)</sup>.</p> <p>The key message of the campaigns is '#TRAPPED', in order to ignite 'curiosity about the campaign whilst highlighting the bondage and trauma experienced by trafficking victims' <sup>(234)</sup>.</p>		
<b>Duration</b>	<b>Partners</b>	<b>Funding</b>	<b>Initiative type</b>
February-July 2014	<b>University of Johannesburg (South Africa), IOM</b>	International and national funding programmes	Information and awareness-raising
<b>Output</b>		<b>Results/Added Value</b>	
<ul style="list-style-type: none"> <li>The IOM provided the UJ with a communication brief in view of raising awareness trafficking in human beings in South Africa.</li> <li>The students were divided in groups of six to eight students, and carried out research to define their communication strategies. Different approaches were adopted by each of the groups, with each one focusing on specific types of victims/target audiences. Each of the 300 students had to conduct five focus groups and four in-depth interviews. The research showed that many people have presupposed ideas about THB.</li> <li>After each group had defined a communication approach to raising awareness, these were presented to the IOM, and the best one was selected to be rolled out.</li> <li>All the data collected throughout the project was provided to the IOM.</li> </ul>		<ul style="list-style-type: none"> <li>The campaign has not yet been fully implemented yet so it is still early to assess the results. However, the project has contributed to raising awareness of THB both for students, and in turn, with local communities in which research was carried out.</li> </ul>	
<b>Sustainability of the initiative</b>		<b>Transferability of the initiative</b>	
The IOM was provided with all the data the students collected, which they will use for future projects. As this programme was included within the university curriculum, there were no costs associated with this project and the UJ foresees that it will continue to work with the IOM during the next academic year.		Collaboration with institutions of higher learning has proven very cost-effective, and could be replicated in other projects. For students, working on a real problem has proven to be very interesting.	

<sup>(233)</sup> <http://southafrica.iom.int/uj-students-honoured-contribution-towards-fight-human-trafficking/>

<sup>(234)</sup> <http://southafrica.iom.int/iom-marks-human-trafficking-awareness-week-south-africa/>

## Use of Joint Investigation Teams (JIT)

Name of initiative:	Use of Joint Investigation Teams (JIT) <sup>(235)</sup>		
<b>Objective:</b>	<ul style="list-style-type: none"> <li>The general objective of the project was to promote and develop coordination, cooperation and mutual understanding among Law Enforcement Agencies, other national authorities and related Union bodies.</li> <li>Project specific objectives include strengthening and expanding a network of practitioners, strengthening of online JIT network platform, transfer of knowledge and know-how on JITs and THB, exchange of best practices and building of trust amongst practitioners, and establishment of a platform for potential operational cooperation.</li> </ul>		
Duration	Partners	Funding	Initiative type
2014-Ongoing	<b>Ministry of the Interior of the Republic of Slovenia</b> , Slovenian Police, Ministry of Interior of the Republic of Bulgaria — State Agency for National Security, Europol, EUROJUST	Total budget: EUR 473 326.41 Funded by: ISEC	Capacity building
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>Kick off and final conference (for national contact points from beneficiary countries);</li> <li>Three-day workshops for practitioners from designated countries: Albania, Bosnia and Herzegovina, Croatia, Former Yugoslav Republic of Macedonia, Montenegro, Slovenia and Serbia;</li> <li>The expected total number of participants trained is approximately 250;</li> <li>Deliverables planned within JIT THB WB:               <ul style="list-style-type: none"> <li>Special guidelines for practitioners (to be distributed to all participants in local languages)</li> <li>Different THB scenarios for workshops as well as narrative reports published available online.</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>Expected results of the project were enhanced cooperation amongst practitioners, dissemination and use of vital information on JITs and THB raised awareness about the use of JITs and mutual understanding amongst practitioners and competent institutions.</li> </ul> <p>The project set a framework for further cooperation of this kind in other area, more specifically:</p> <ul style="list-style-type: none"> <li>The project takes into account the complexity of regional organisation of police/prosecutor's offices — it will thus bring together staff, working on both national and regional/local level and provide for a common know-how;</li> <li>Use of practical knowledge and exercises, directly applicable at operational work (i.e. establishment of JITs between EU and WB countries);</li> <li>Cooperation with Europol and Eurojust in the western Balkan region;</li> <li>Involvement of NGOs and National Anti-trafficking Coordinators in the cooperation between the EU and the region;</li> <li>Development of strategic activities that will primarily provide for a logistic platform needed for further operational activities.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<ul style="list-style-type: none"> <li>The project already builds on a previous project that — from a content perspective — is the founding base of the current one;</li> <li>The previous project was a high-level conference at which strategic goals have been set and high-level measures discussed;</li> <li>The current initiative aims to implement the results of the previous project in the participating Member States and countries;</li> <li>The sustainability of the project therefore depends in full extent on the political willingness of the relevant stakeholders to implement change and to deliver what was promised at the meeting;</li> <li>Furthermore, it depends on the police staff to implement and use what has been learned at the operational level.</li> </ul>		<p>No specific information available.</p> <p>In principle, however, such an initiative of cross-border best practice sharing and learning is possible in each and every context of collaboration. Therefore, it can be transferred to other (groups of) Member States and levels — given specific adaptations of the necessary context, as well as legislative and operational environment.</p>	

<sup>(235)</sup> <http://jit-thb.pccseesecretariat.si/index.php?page=static&item=34>



## Victor Project

Name of initiative:	The Victor Project (Victims of Child Trafficking — Our Responsibility)		
<b>Objective:</b>	<p>The project aims to achieve the following objectives:</p> <ul style="list-style-type: none"> <li>• Promoting and developing coordination, cooperation and mutual understanding among law enforcement agencies, other national authorities and civil society in combating trafficking in children.</li> <li>• Improving the situation in the field of the identification of children victims/potential victims of trafficking by providing training to professionals likely to come into contact with these groups.</li> <li>• Stepping up prevention of trafficking in children through awareness-raising activities focusing on the vulnerable groups of children at risk and the potential 'clients' of goods and/or services provided by victims of trafficking.</li> <li>• The enhancement of the Southeastern European Centre for Missing and Exploited Children (SEEC), coordinated by 'The Smile of the Child'.</li> </ul>		
Duration	Partners	Funding	Initiative type
2013-2015	<p><b>The Smile of the Child (GR),</b> International Organisations:</p> <ul style="list-style-type: none"> <li>• SELEC (Southeast European Law Enforcement Centre)</li> </ul> <p>Public Authorities</p> <ul style="list-style-type: none"> <li>• Ministry of Public Order and Citizen Protection, Greece</li> <li>• Ministry of Justice, Transparency and Human Rights, Greece</li> <li>• National Commission for Combating THB, Bulgaria</li> <li>• National Agency against Trafficking In Persons, Romania</li> </ul> <p>International NGOs:</p> <ul style="list-style-type: none"> <li>• Terre des Hommes, Regional Office, Budapest, Hungary</li> </ul> <p>National NGOs:</p> <ul style="list-style-type: none"> <li>• Astra-Serbia</li> <li>• La Strada-Moldova</li> <li>• Nadja Center Foundation-Bulgaria</li> <li>• Save the Children-Romania</li> <li>• Society KLJUC-Slovenia</li> <li>• Child Well Being Fund-Ukraine</li> </ul> <p>The participating Experts:</p> <ul style="list-style-type: none"> <li>• EPLO — European Public Law Organisation — Greece</li> <li>• South-eastern European Centre for Missing and Exploited Children (SEEC) — Greece</li> </ul>	<p>Maximum eligible cost: EUR 447 877.87</p> <p>Grant: EUR 402 866.15</p> <p>Funded by: ISEC</p>	Capacity building, prevention activities in research and education programmes, information and awareness-raising, victim assistance and support (inclusive of youth-specific initiatives)
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>• Training for those actors working in the field most likely to come into contact with children victims/potential victims of THB (law enforcement professionals, health care workers, judiciary, labour inspectors and NGOs).</li> <li>• Operation of information desks on child trafficking, a pilot NGO in-house model, for a period of 6 months, in Bulgaria, Greece, Romania and Slovenia.</li> <li>• Workshops aimed at organising and evaluating the pilot work of information desks, as well as developing recommendations for the EU Guidelines on the identification of victims of child trafficking.</li> <li>• Awareness-raising campaigns in countries of origin and countries of destination, addressing (potential) children victims of trafficking and potential 'clients' of goods and services provided by victims of trafficking.</li> </ul>		<ul style="list-style-type: none"> <li>• Coordinated efforts and cross-border cooperation to educate and train police authorities, social workers, medical practitioners, psychologists, etc.</li> <li>• Structured information for the public (Bulgaria, Romania, Greece, Slovenia).</li> <li>• Set up information desks as centres of knowledge.</li> <li>• Conducted awareness campaign about trafficking as a phenomenon in general, but also awareness of the information desks.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
After the project concludes, the partners plan to continue collaborating and maintain the momentum of the efforts of the project. Namely, the hotlines and collaboration mechanisms that were set up will continue to operate.		This model of collaboration between numerous Member States can be replicated to address specific needs for cooperation between closely connected source, transit, and destination countries.	

## Voluntary Return and Reintegration Assistance to Vulnerable Migrants

Name of initiative:		Voluntary Return and Reintegration Assistance to Vulnerable Migrants	
<b>Objective:</b>		<p>The objective of the project is to offer assistance to victims of trafficking that voluntarily want to return to their country, as well as unaccompanied minors and other vulnerable migrants. The scope of the project was expanded to beyond THB as the project team identified many grey zones for vulnerable migrants, for which there were not necessarily clear links with trafficking. This project is therefore the combination of two projects: one for assistance of victims of trafficking, and one for assistance of vulnerable migrants.</p> <p>This project is in line with one of the objectives of the Norwegian national action plan on trafficking, which states that the government commits to the safe and dignified return of people victims of trafficking in human beings.</p> <p>The project has been implemented over three project periods.</p>	
Duration	Partners	Funding	Initiative type
<p><b>Project Period I:</b> 1 Jul 2012-30 Jun 2013</p> <p><b>Project Period II:</b> 1 Jul 2013-31 Dec 2013</p> <p><b>Project Period III:</b> 1 Jan 2014-31 Dec 2014</p>	<p><b>International Organisation for Migration (NO)</b></p>	<p><b>Project Period I:</b> NOK 2 787 200</p> <p><b>Project Period II:</b> NOK 1 822 000</p> <p><b>Project Period III:</b> NOK 3 922 500</p> <p>Funded by: Norwegian Government (Norwegian Immigration Directorate, in Ministry of justice)</p>	<p>Victim assistance and support (inclusive of youth-specific initiatives)</p>
Output		Results/Added Value	
<ul style="list-style-type: none"> <li>• Through this project, the IOM provided assistance to:               <ul style="list-style-type: none"> <li>◦ <b>Period I:</b> Nine victims of trafficking.</li> <li>◦ <b>Project Period II:</b> Three victims of trafficking.</li> <li>◦ <b>Project Period III:</b> 11 victims of trafficking.</li> </ul> </li> <li>• Victims contact the IOM after being referred to them by one of IOM's project partners in Norway (Shelter, Red Cross, etc.). The IOM provides victims with:               <ul style="list-style-type: none"> <li>◦ Information as to how they can assist them (pre-departure information) and the risk of re-trafficking</li> <li>◦ The possibility to contact local authorities to press charges against traffickers, or to even press charges in Norway.</li> <li>◦ Assistance to return to their country of origin, by collaborating closely with local IOM offices for the reintegration period (12 months) of victims. In that time period, the IOM provides victims with USD 7 800 of support to facilitate the reintegration process in the country of origin, with the objective that victims become self-sustainable. Approximately half of this financial support (USD 4500) is allocated to supporting victims in establishing a small business, or continuing education, or as a subsidiary salary if they undergo a work placement. It is basically a support for economic reintegration. The IOM can also provide support for accommodation, and medical support if needed. The final part is assistance support (clothes, transport, etc.), which is the only part, which is given to the returnees in cash, as the large bulk of the support is given in-kind (e.g. direct payments to apartment owners). The intention for in-kind support is that it makes victims less vulnerable, as USD 7 800 can be a substantial amount of money in the country of origin, so it is safer if IOM administers this money.</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• The IOM carries out a monitoring of the returnees who travel with them, after 3 months, and after 12 months. However, as it is voluntary to stay in contact with IOM, they do not have information on all the victims.</li> <li>• Based on their monitoring, they know that quite a few manage to start up their own business, or establish economic livelihood, but a lot find this process very challenging. Many of them have not been in their country for a long time, so it takes time to reintegrate. Often, those who return to their family or have a strong social network, have an easier reintegration process than others. Some victims do not want to return to their families or country. Many victims want to keep as low as profile as possible because of the stigma involved. They also want to limit their contacts with IOM for this reason. Some returnees decided to re-migrate to Norway.</li> </ul>	
Sustainability of the initiative		Transferability of the initiative	
<p>The project gives returnees the opportunity to re-establish themselves and ensures a more sustainable return and reintegration process, and contributes to making victims more resilient to re-trafficking, because they have more tools to sustain themselves.</p>		<p>This type of initiative could be replicated in other countries.</p>	

## When people become a commodity

Name of initiative:	When people become a commodity		
<b>Objective:</b>	<p>The <b>When people become a committee</b> project has three objectives:</p> <ul style="list-style-type: none"> <li>• Ensure the right to activity in the reflection period;</li> <li>• Identify victims of trafficking for forced labour;</li> <li>• Inform politicians and stakeholders as a whole, about forced labour.</li> </ul> <p>The project revolves around three different activities, SOPHIA, ARURA, and Right To Be Seen, and involves 60 volunteers.</p>		
Duration	Partners	Funding	Initiative type
2009-Ongoing (Right to be Seen started in 2012)	<b>Red Cross Norway</b> , Church City Mission, ROSA project, IOM, municipality of Oslo, and individual stakeholders such as lawyers	National and regional funding programmes NOK 1.5 million Funded by: Justice Department, Health Directorate, and other private stakeholders	Capacity building, prevention initiatives in research and education programmes, awareness-raising
Output		Results/Added Value	
<p>The project is composed of the three following activities:</p> <ul style="list-style-type: none"> <li>• SOPHIA <ul style="list-style-type: none"> <li>o Assistance for homework</li> <li>o General support to victims;</li> </ul> </li> <li>• ARURA <ul style="list-style-type: none"> <li>o Networking programme to give 'positive experiences' to victims. Volunteers act as contact people for people which are victims of all kinds of trafficking, take participants out on different activities and assist them in their daily activities;</li> </ul> </li> <li>• Right to be Seen.</li> </ul> <p>Identification and information project where every Monday, possible victims of trafficking can come and discuss their rights and possibilities of assistance.</p>		<p>At an individual level, some participants have learned to read and write, which is a huge impact, and many were employed or managed to get an internship. However, it is difficult to assess the overall result as many participants disappear because they are sent out of the country, or become illegal immigrants and disappear from the system.</p> <p>The project has had an impact on some of the discussions around trafficking: many politicians have become aware of the process of rehabilitation, and have become more aware that the issue is not social dumping but trafficking in human beings.</p>	
Sustainability of the initiative		Transferability of the initiative	
<p>The Red Cross applies for funding every year, so there is no long-term funding. However, they manage to find funding every year to maintain the project. Looking forward, the Red Cross wants to look for private investors, which will be willing to act as partners and cooperate on a long term basis.</p>		<p>The use of volunteers has largely contributed to the project's success and could be replicated in other projects. The project has also shown that it is important to think differently from what already exists, and that using arenas in which there are potential victims, such as health-care centres, doctor's offices, is of paramount importance.</p>	

## While no one is watching

Name of initiative:		While no one is watching <sup>(236)</sup>	
<b>Objective:</b>	<ul style="list-style-type: none"> <li>To raise awareness of the fact that commercial sexual exploitation of children is a crime that also happens in Sweden, not just in other countries;</li> <li>To sensitise the general public and — most importantly — groups of stakeholders that have the power to make a change, e.g. politicians, police and law enforcement staff, judges and lawyers, etc.;</li> <li>To remind politicians that Sweden — at that time — did not yet have a National Action Plan against THB.</li> </ul>		
Duration	Partners	Funding	Initiative type
2013 Film can still be watched online	ECPAT Sweden, MEMENTO Films	Main donors: <ul style="list-style-type: none"> <li>Swedish Post Code Lottery</li> <li>Telenor</li> </ul> Production of the movie approx. 3 million Swedish Crowns No further information concerning funding/costs available at the moment	Information and awareness-raising
Output		Results/Added Value	
A documentary about real cases in different countries (Sweden, Romania, South Sudan, Cambodia), as well as about what is already being done in Sweden and other countries to combat the commercial sexual exploitation of children. This was done to create a sense of 'hope', instead of painting a completely dark picture about what is going on in Sweden. <ul style="list-style-type: none"> <li>Broadcast on TV;</li> <li>Online streaming via dedicated website and social media channels;</li> <li>Screenings at stakeholder events and for general public;</li> <li>Social media advertisements;</li> <li>Accompanying leaflet/guide distributed at events:               <ul style="list-style-type: none"> <li>Written material for schools/teachers in order to discuss the movie in class</li> <li>Material for companies and what they could do to tackle THB, in particular sexual exploitation of children (e.g. in the travel and tourism industry, as well as IT);</li> </ul> </li> </ul>		No specific information available. The initiative, however, contributed to erase the 'we don't have that type of problem' mentality in Sweden.	
Sustainability of the initiative		Transferability of the initiative	
<ul style="list-style-type: none"> <li>The movie can still be watched online;</li> <li>Click numbers and use of the movie has, however, declined as it is not actively advertised and disseminated anymore;</li> <li>No further information is available.</li> </ul>		Issues that need to be kept in mind when transferring such an initiative: Funding is mostly collected along the way.	

<sup>(236)</sup> <http://momentofilm.se/films/while-no-one-is-watching/>

### 6.3 Legislative instruments adopted at EU and international levels

Table 9: Legislative instruments covering trafficking in human beings at EU and international level

	Prevention action
<i>EU policy and legislation: Criminal law</i>	<ul style="list-style-type: none"> <li>• Directive 2012/29/EU The purpose of this Directive is to ensure that victims of crime receive appropriate information, support and protection and are able to participate in criminal proceedings.</li> </ul>
	<ul style="list-style-type: none"> <li>• Directive 2011/92/EU This Directive establishes minimum rules concerning the definition of criminal offences and sanctions in the area of sexual abuse and sexual exploitation of children, child pornography and solicitation of children for sexual purposes. It also introduces provisions to strengthen the prevention of those crimes and the protection of the victims thereof.</li> </ul>
	<ul style="list-style-type: none"> <li>• Directive 2011/36/EU The Directive takes a victim-centred approach, including a gender perspective, to cover actions in different areas such as criminal law provisions, prosecution of offenders, victims' support and victims' rights in criminal proceedings, prevention and monitoring of the implementation.</li> </ul>
	<ul style="list-style-type: none"> <li>• COM/2011/0275 final The Directive gives a definition of 'victims' as 'natural persons who have suffered harm [...] caused by a criminal offence' and 'family members of a person whose death has been caused by a criminal offence'. These victims are granted several quite specific rights.</li> </ul>
	<ul style="list-style-type: none"> <li>• COM/2010/95 final The Commission proposal for a Directive on preventing and combating trafficking in human beings and protecting victims, adopted on 29 March 2010, will replace the 2002 EU framework decision on combating trafficking in human beings.</li> </ul>
	<ul style="list-style-type: none"> <li>• COM/2009/136 final The March 2009 Proposal for a Council Framework Decision on preventing and combating trafficking in human beings, which would replace the Framework Decision 2002/629/JHA, aimed at further reconciling discrepancies between laws of the EU Member States on prevention, victim protection and prosecution of traffickers.</li> </ul>
	<ul style="list-style-type: none"> <li>• 2008/841/JHA The objective of the 24 October 2008 Council Framework Decision is to include closer cooperation between the EU Member States in order to counter the dangers and proliferation of criminal organisations. By doing this, the Framework Decision aims at responding effectively to requirements from the Member States' and to citizens' expectations.</li> </ul>
	<ul style="list-style-type: none"> <li>• COM/2007/716 final This report concludes that most Member States have adopted the necessary measures to comply with the provisions of the Framework Decision on combating the sexual exploitation of children and child pornography. The Commission notes the need to revise the Framework Decision, in particular to deal with offences related to developments in electronic communications technologies.</li> </ul>
	<ul style="list-style-type: none"> <li>• COM/2006/187 In this report the European Commission elaborates on to what extent the requirements set out in the Council Framework Decision on combating trafficking in human beings have been met by the Member States. On the basis of the information provided, the requirements set out in the Council Framework Decision appear to have been largely met by Member States — either as a result of pre-existing domestic laws, or through the implementation of new and specific legislation. Nonetheless, the report finds that the levels of penalties in the Member States are significant. As regards to vulnerable victims, the Commission received limited information, and thus cannot provide an exhaustive evaluation in this respect.</li> </ul>
	<ul style="list-style-type: none"> <li>• 2004/80/EC This Council Directive of 29 April 2004 ensures that all EU Member States have a national scheme in place which guarantees appropriate compensation to victims of crime, including victims of trafficking in human beings. The Directive also ensures that compensation is easily accessible. Accordingly, Member States should create national systems for cooperation between relevant national authorities.</li> </ul>
	<ul style="list-style-type: none"> <li>• 2004/68/JHA The purpose of this Framework Decision is to approximate the laws and regulations in Member States in order to combat the sexual exploitation of children and child pornography. The Framework Decision introduces a base of common provisions on criminalisation, sanctions, aggravating circumstances, jurisdiction and assistance to victims.</li> </ul>
	<ul style="list-style-type: none"> <li>• 2002/629/JHA The adoption on 19 July 2002 of the Framework Decision on combating trafficking in human beings (which is currently being revised) defined trafficking in human beings in terms of sexual exploitation and labour exploitation. The instrument introduced a framework of measures to be adopted at European level. These included aspects of the problem such as criminalisation, the severity and nature of punishments and prosecution as well as protection of and assistance to victims.</li> </ul>
	<ul style="list-style-type: none"> <li>• 2001/220/JHA This Council Framework Decision provides for minimum rights for crime victims in criminal proceedings. It sets out provisions whereby victims are guaranteed the right to be heard, the opportunity to participate in the procedures, protection, compensation and access to mediation and to any relevant information. These rights should also be guaranteed when the offence was committed in another Member State.</li> </ul>
	<ul style="list-style-type: none"> <li>• 2000/375/JHA With this Council Decision, the European Union aims to prevent and combat the production, processing, distribution and possession of child pornography on the internet. In order to intensify the measures to prevent and combat this crime, established focal points should be established for communication between Member States together with other channels such as Europol and Interpol. A dialogue between Member States and the industry should further eliminate child pornography on the internet.</li> </ul>

Prevention action	
<i>International law</i>	<ul style="list-style-type: none"> <li>Council Decision of 8 December 2000 on the signing of the UN Convention and its protocols Council Decision on the signing, on behalf of the European Community, of the United Nations Convention against transnational organised crime and its Protocols on combating trafficking in persons, especially women and children, and the smuggling of migrants by land, air and sea (2001/87/EC) 1 page With this council Decision, the European Council signs, on behalf of the European Union, the Protocol on trafficking in persons supplementing the United Nations Convention against Transnational Organised Crime adopted by the General Assembly of the United Nations on 15 November 2000.</li> </ul>
<i>EU legislation: Labour Law and Free Movement of People</i>	<ul style="list-style-type: none"> <li>Directive of 29 April 2004 on the right of citizens of the Union to move and reside freely within the territory of the Member States The Directive defines the right of free movement for citizens of the European Economic Area which includes the EU and the three European Free Trade Association members (Iceland, Norway and Liechtenstein). With this Directive, the right of residence becomes permanent after 5 years. This permanent residence permit can be seen as a way to a European Citizenship.</li> <li>Directive of 18 June 2009 providing for minimum standards on sanctions and measures against employers of illegally staying third-country nationals The Directive aims to counteract illegal immigration by targeting the employment of non-EU nationals who are illegally staying in the European Union. The Directive provides for minimum common standards on sanctions and other measures (such as disqualification from public benefits) and, in serious cases, criminal penalties against employers.</li> </ul>
<i>EU legislation: Migration Law</i>	<ul style="list-style-type: none"> <li>COM(2010) 493 final Report from the Commission to the European Parliament and the Council on the application of Directive 2004/81 on the residence permit issued to third-country nationals who are victims of trafficking in human beings or who have been the subject of an action to facilitate illegal immigration, who cooperate with the competent authorities. The EU directive 2004/81/EC from 2004 makes it possible for Member States to issue residence permits linked to the length of national proceedings in exchange for cooperation of victims with investigation authorities. The Commission report shows that in a majority of EU Member States, only a small number of residence permits are issued to victims of trafficking. It notes that while the number of identified victims in some Member States ranges from several hundred to even two thousand per year, the number of residence permits based on the Directive is rarely higher than 20 per year. Although a proportion of victims would not qualify under this Directive (e.g. because they are not third-country nationals), the difference between identified victims and those who made use of the specific residence permits is significant. The report indicates that the potential of the Directive in dismantling networks of traffickers while protecting the rights of victims is not being put to full use.</li> <li>Council Directive 2004/81 The Council Directive 2004/81 introduces a residence permit for victims who cooperate with the police, prosecution service and other competent authorities. This means that every victim of trafficking in human beings, who is not an EU national and is staying illegally, should be offered a so-called reflection period during which the victim can make a decision on whether to cooperate with the authorities. During this period the victim is granted access to medical care and treatment. Victims who decide to cooperate with the competent authorities can obtain a residence permit for a certain length of time, which entitles them to receive at least the same treatment as during the reflection period, as well as access to labour market, vocational training and education according to national legislation.</li> <li>2009/52/EC This Directive establishes that cooperation among Member States should be strengthened to tackle illegal immigration. In particular measures against illegal employment should be intensified at Member State and EU level. Member States should guarantee the full effectiveness of the general prohibition by providing criminal penalties in their national legislation in serious cases, such as the illegal employment of a significant number of third-country nationals, particularly exploitative working conditions, the employer knowing that the worker is a victim of trafficking in human beings and the illegal employment of a minor. The Directive stresses also that Member States should be free to grant residence permits of limited duration, to third-country nationals who have been subjected to particularly exploitative working conditions or who were illegally employed minors and who cooperate in criminal proceedings against the employer.</li> <li>Com (2010) 379 final The structural need for low-skilled and low-qualified workers is likely to continue expanding and there is a more permanent need for unskilled labour within the EU. Further, there is significant evidence that certain third-country seasonal workers face exploitation and sub-standard working conditions that may threaten their health and safety. For this reason the Commission has been asked by the Hague Programme of November 2004 to present a policy plan on legal migration 'including admission procedures, capable of responding promptly to fluctuating demands for migrant labour in the labour market'. The aim of this Directive will be to set up swift and flexible admission procedures and to guarantee a legal status for seasonal workers to protect them against exploitation.</li> <li>Council Directive 2002/90/EC The Directive 2002/90/EC defines assisting irregular migration. The Directive requires that Member States apply appropriate penalties against those who attempt, instigate or commit the infringement of assisting irregular migration procedures. The Directive 2002/90/EC punishes assisting irregular migration for financial gain no matter whether a criminal organisation is involved or not.</li> <li>2002/946/JHA This framework decision establishes a common action for European Union countries to prevent violations relating to the facilitation of illegal immigration, illegal employment, trafficking in human beings and the sexual exploitation of children. The framework decision provides minimum rules for penalties, liability of legal persons and jurisdiction.</li> </ul>
<i>Member State case law</i>	<ul style="list-style-type: none"> <li>DG HOME case law database including 38 cases: Belgium (2), Italy (6), Denmark, France (4), United Kingdom (12), Netherlands (8), Spain (2), Greece, Cyprus, Northern Ireland</li> </ul>

Source: Deloitte.

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