STOP THE TRAFFIK

2017-2018 REPORT

TOGETHER WE CAN STOP THE TRAFFIK

Sign up to our newsletter

Donate to help us continue our work to prevent trafficking

Fundraise by hosting an event or joining a fun run

Raise awareness with the help of our resources

To learn more about what you can do, get in touch:
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www.stopthetraffik.org

STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD

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A MESSAGE FROM RUTH

Human trafficking is the most widespread and fastest growing crime in the world, affecting an estimated 40 million men, women, and children each day. It thrives on human vulnerability and is hidden in plain sight in financial networks, supply chains and where we live and work. It is a $150 billion global business and is continuing to grow at tremendous scale.

The need for collaborative prevention strategies, enabled through technology and organisations like STOP THE TRAFFIK, has never been greater.

Over the last two years, with the help of vital research volunteers, STT's dedicated staff and collaborative global and local partnerships, we've uncovered more trafficking hotspots and trends, increased understanding of where patterns lie and shared knowledge back with individuals, communities and organisations to enable them to take action.

We've also equipped and trained businesses, communities and individuals in the UK to spot the signs and to respond appropriately, provided global financial institutions and law enforcement with insights into granular trafficking hotspots to enable active responses, mapped supply chain risks for businesses and run targeted awareness raising campaigns on social media to inform and signpost vulnerable individuals to local organisations for help and support.

In the past two years, STT has stepped out into the world, proud and confident both in our approach and our results. This comes with the invitation to every organisation and individual to join in and be part of this shared movement of change.

In this report, we will present our model, share the successes of our awareness campaigns and introduce our research and intelligence core. You will be able to read about our business and community practice and how we harness the power of technology for good.

A key focus for the coming year is to increase data sharing through the updated STOP APP and the Traffik Analysis Hub (TA Hub), which are starting to revolutionise global sharing of trafficking information. At the same time, we're scaling our work through the formation of STOP THE TRAFFIK nodes with partners and affiliates in Singapore and the USA.

We could not, and will not, succeed without the generosity of our many supporters, partners and sponsors, the dedicated staff at STOP THE TRAFFIK, and the support of the board, who never shy away from the challenges that come from imagining and working towards a changed world.

We hope you will join us on our journey ahead. Only together we can STOP THE TRAFFIK.

Yours,

Ruth Dearnley, OBE

STOP THE TRAFFIK CEO

5.75 MILLION PEOPLE REACHED
through 11 social media campaigns

19,500 PEOPLE TRAINED
through face-to-face and eLearning programmes

11,212 STOP APP DOWNLOADS

UK

STT USA

STT GLOBAL, LONDON

ITALY

UGANDA

USA

LIBYA

KENYA

STT SINGAPORE

NIGERIA

ZAMBIA
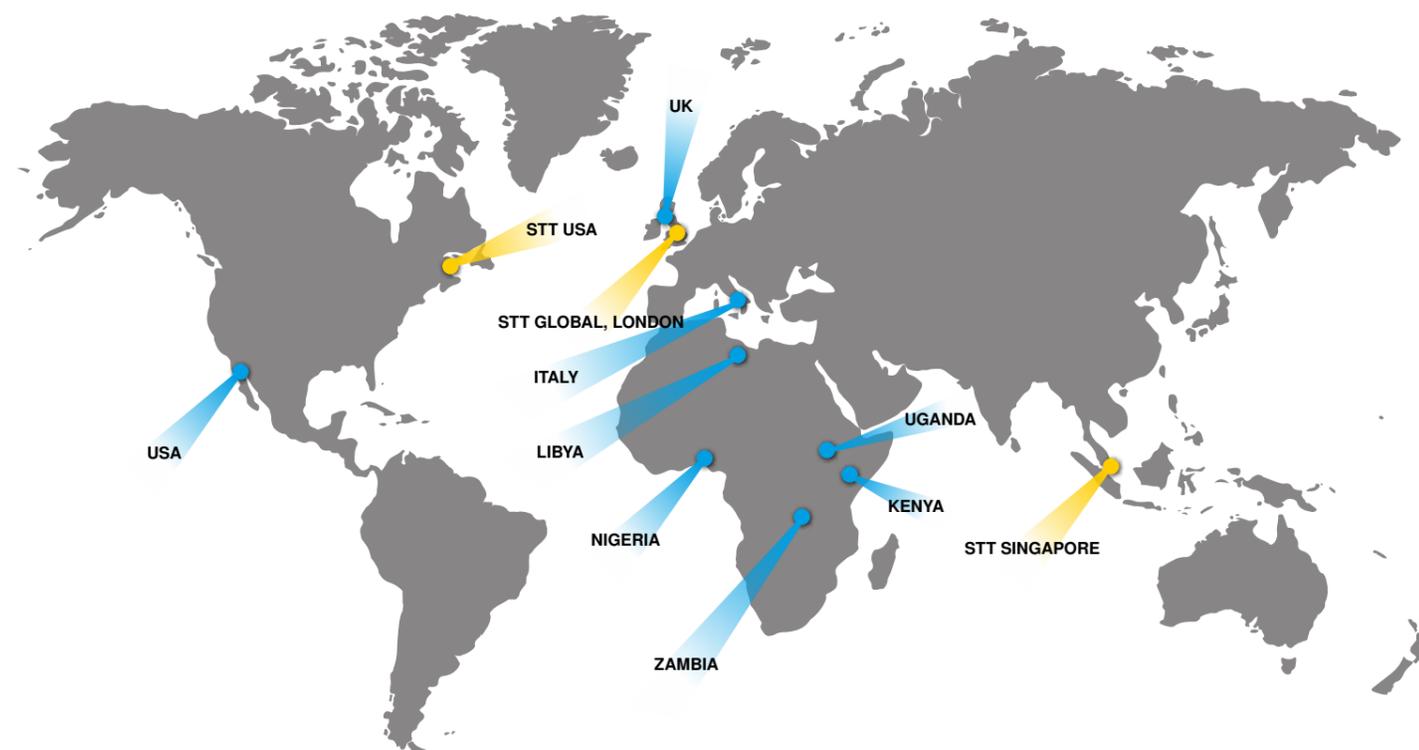
KEY

● OPERATIONAL HUBS

● CAMPAIGN IMPLEMENTED

DISRUPTING HUMAN TRAFFICKING THROUGH INTELLIGENCE LED PREVENTION

SHARE · COLLECT · SHARE · COLLECT · ANALYSE · COLLECT · SHARE

COMMUNITY INTELLIGENCE · PARTNERSHIP DATA · OPEN SOURCE INTELLIGENCE · COMMUNICATION · MONITORING

COMMUNITY · PARTNERS
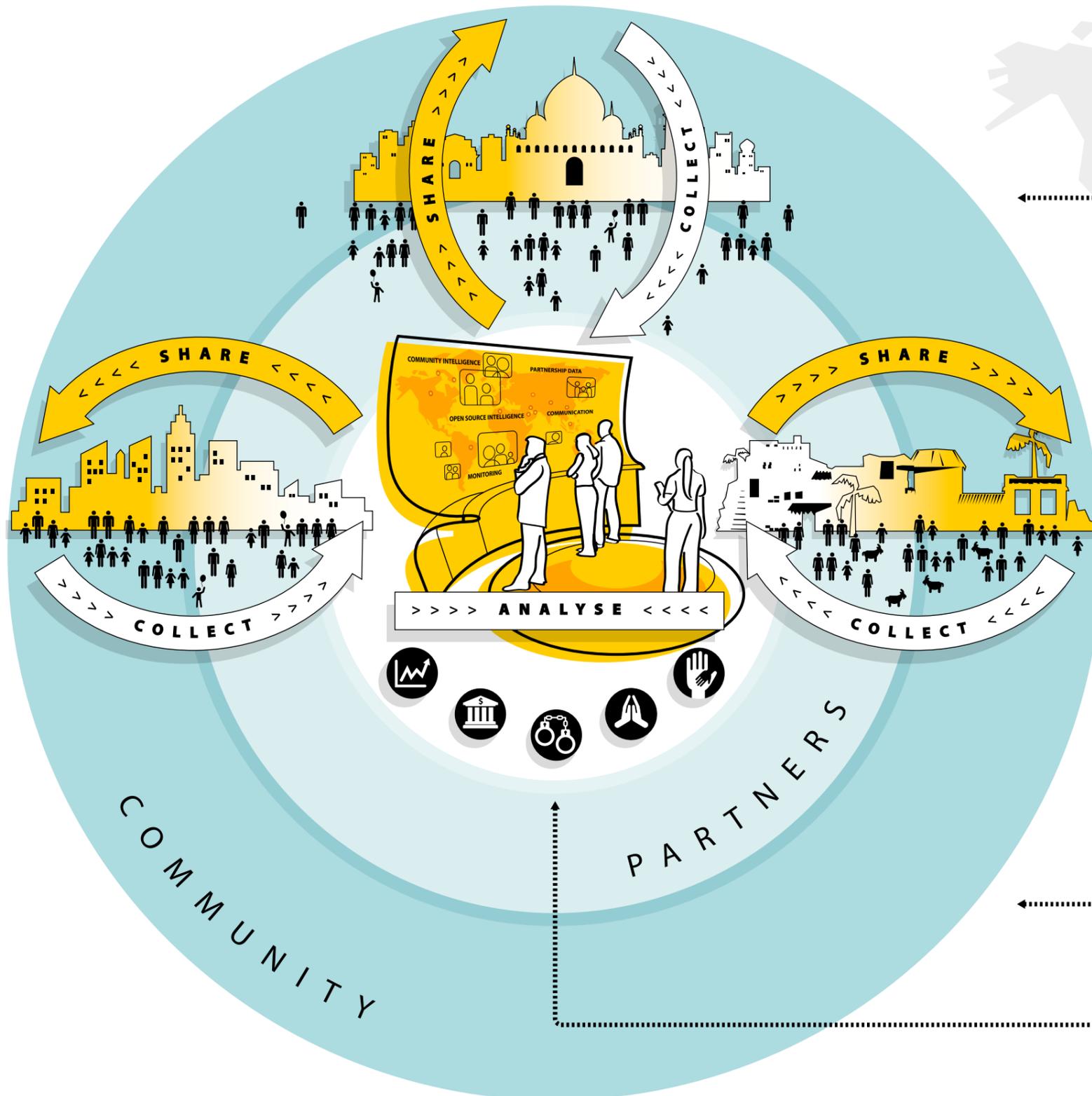
COMMUNITY

People are trafficked from one community to another. Communities need to have access to information to make the right choices that save lives and prevent people from being exploited. STT supports communities become high risk and low profit environments for traffickers.

This systemic approach brings together the diverse stakeholders of a community, including NGOs, faith networks, business, government, law enforcement, legal and financial institutions, to work together by collecting and sharing information to stop and prevent HT. Due to the complexity of this crime, the model relies on intelligence to identify hotspots and trends across the ever adapting trafficking environment. This global data driven solution will always result in local action and change.

PARTNERS

STT's model is totally reliant on working with others. That is the only way sustainable change can take place. Since 2005, STT has worked with hundreds of partners and developed a reputation for innovation, integrity, delivery and commitment to share. STT partners represent the whole ecosystem of stakeholders that are vital to changing the environment.

The power of partnership lies in the ability to engage leaders at a global level as well as those who work at local level having the power to influence their community. The model is not top down or bottom up but all round. This is due to the types of relationships STT have with every organisation they work alongside.

DOMAINS

STT recognises that data and information is of little use unless it is applied to become relevant to those who can use it, for necessary action to drive change. STT has built a unique team working to apply the intelligence for targeted places, people and sectors. The team bring expertise in intelligence gathering and operations, money laundering and financial flows, global business leadership, civil society development, marketing and learning, data analysis and research, as well as legislative innovation.

This interdependent group of extensive domain leaders works with partners to collect, analyse and interpret data and information and then translate it into usable intelligence, shared back to partners and the public.

COLLECT > ANALYSE > SHARE

COLLECT > The information collected by STT includes source, destination, and transit locations for trafficking; recruitment methods; control methods; transport methods; trafficking types; trafficking subtypes; and the demographics of offenders and victims. All these allow STT to build an understanding of patterns and trends around the world.

ANALYSE > STT uses state-of-the-art analytical tools to work across the growing data set to identify trends, patterns, hotspots and routes. This includes visual intelligence technology that allows analysts to quickly collate, analyse and disseminate large amounts of data from disparate sources, in order to predict, prevent and disrupt human trafficking activity. The data analysed so far has uncovered human trafficking activity in over 125 different countries, from which the team has identified approximately 600 trafficking routes.

SHARE > STT currently shares intelligence with over 100 partners from more than 15 countries, in the most appropriate format for them to act upon. The challenge for change is scale. STT has proven to be committed to share with everyone who can benefit and become more effective in what they are doing to stop trafficking. This is the revolution required to scale the necessary global change to disrupt the thriving trafficking networks.

DATA SOURCES

Technology places the power to prevent into the hand of any person who holds a mobile device. In 2014, STT developed the STOP APP, the first anonymous reporting tool collecting stories of trafficking and transforming them into usable intelligence. People around the world can share a story when they see something that doesn't look right. In many places they have no-one to tell. Any place, anywhere from anyone: sending stories to STT.

- Open source information
- Multiple partners sharing information and data sets
- Community information resulting from STT campaigns that stimulate conversations across digital platforms and collect 'real-time' stories of trafficking
- THE STOP APP- potential trafficking stories from anywhere and anyone.

THE STOP APP

PRACTICE & PRODUCTS

STT delivers pioneering products generated by the intelligence created at the heart of its model.

These include training, reviews, reports, and campaigns to drive policy change and networks of best practice across business, financial organisations, enforcement, government and civil society.

Monitoring, Evaluation and Learning (MEL)

STT has always acted, reflected and learnt, adapted and been prepared to do things differently in order to achieve its goals. This is now embedded in the work of STT with a robust MEL framework to identify impact and show how prevention can be measured.

MONITORING EVALUATION LEARNING

TRAFFIK ANALYSIS Hub

To scale the sharing of information, STT has led the creation of a new legal entity 'TRAFFIK ANALYSIS HUB (TAHub)' with technology built by IBM. The TAHub brings together partners in a collaborative and trusting to overcome data sharing barriers. It is looking to combine data diverse partners collect on their daily business.

The shared outputs generated will have greater depth and insight than any one organisation could derive. Thus, each partner arrives at a better understanding of the human trafficking risks and issues they face while contributing to a wider, clearer picture of human trafficking.

STOP THE TRAFFIK is CHANGING THE ENVIRONMENT by INCREASING THE RISK TO THE TRAFFICKERS and INCREASING SAFE PLACES FOR THE VULNERABLE

AWARENESS CAMPAIGNS

TECHNOLOGY HAS THE POWER TO TRANSFORM LIVES. IT CAN BE USED TO EXPLOIT BUT, WHEN USED TO FIGHT FOR GOOD, IT HAS THE POWER TO MAKE HUMAN LIVES BETTER.

STOP THE TRAFFIK runs geo-targeted social media campaigns to raise awareness of human trafficking, to inform communities and individuals and to signpost to local organisations for help and support. We work with Facebook, local and global law enforcement and government agencies, financial institutions and support and rescue organisations to develop campaigns in areas of vulnerability. We overlay data with human insight, ensure communication is both locally and culturally relevant and engaging, and promote appropriate responses to human trafficking.

RAISING AWARENESS

- 80% of Lithuanian community reached in The Fenlands UK campaign
- 2.4 million+ children and adults reached in Kenya campaign
- 76% aware of labour rights in Croydon, UK campaign

CHANGING BEHAVIOUR

- 45% of Lithuanians said they will do things differently in the future following the Fenlands campaign
- Local partners reported an increase in calls for support and advice across all campaigns
- Financial institutions recorded an increase in internal reporting of potential human trafficking indicators following campaign-related training

WIDER IMPACT AND FUTURE PLANS

- The workers' rights campaign in The Fenlands (UK) targeting the Lithuanian community was organically shared across the UK and back in Lithuania. The success of the campaign in the UK resulted in a demand for a campaign to be run in Lithuania, which is planned for May 2019.
- The Child Protection Club waiting lists of our partner Solidarity with Women in Distress increased by a third following the campaign raising awareness about child trafficking in Kisumu, Kenya
- Croydon Community Against Trafficking, who partnered with us on the two-pronged campaign informing people of their workers' rights and sex trafficking, were approached to provide awareness raising training for over 100 people
- Two multi-phased campaigns in four cities in California reached over half a million people. The close partnership formed with Alameda County's District Attorney, Nancy O'Malley, led to new partnerships in New York and the development of a campaign by STT USA in 2019
- Enhanced intelligence throughout: 37 intelligence pieces shared with local, national and international law enforcement agencies such as UK's National Crime Agency and Europol, as well as financial institutions. Following our campaign in Kenya, a local partner in Nairobi provided further insight into hotspots, including specific slum and high-income areas. The insight was passed to our global financial partners operating in Nairobi, enabling them to look into suspicious transactions and set up red flag indicators as appropriate

11 CAMPAIGNS
geo-targeted online and offline

13 LANGUAGES

3 CONTINENTS
Africa, Europe and North America

"[IN A FUTURE SITUATION I WILL BE] EXTREMELY TEMPTED TO ACCEPT BECAUSE OF CURRENT LIFE SITUATIONS. BUT I'LL ALWAYS HAVE TO LOOK INTO WHAT I'M ACCEPTING"
16-YEAR-OLD GIRL, KENYA

RESEARCH AND INTELLIGENCE

We can't stop what we can't see.

Research and intelligence is at the heart of STOP THE TRAFFIK's intelligence-led prevention model. STT transforms raw data into useful insights that contribute to a better understanding of global human trafficking activity. The insights are developed into informative and easily digestible visualised reports, which are then shared with organisations, communities and individuals to enable an informed and targeted response.

What?

STT collects, extracts and codes non-sensitive information on locations, types of exploitation, recruitment methods, routes, demographics, vulnerabilities, control methods, and other characteristics of global human trafficking activity. STT focuses on sourcing specific material and structuring it in a way that is suitable for statistical analysis. In doing so, our secure database provides insights into documented instances from an array of sources.

How?

STT collects and extracts human trafficking data from eight sources: primary research and information; local, regional, national and international media outlets; court cases and case law databases; NGO partner data; reports published by NGO, government agencies, law enforcement and academic institutions; financial institutions' and businesses' non-sensitive data; the STOP APP; and human trafficking incidents reported directly to STT.

For the past few years, we have relied on a team of passionate international volunteers and data-sharing partners that periodically gather and extract data from emerging sources, using our predetermined parameters. Their contribution is vital for the intelligence-led work carried out by STOP THE TRAFFIK.

Addressing limitations

Our commitment to an evidence-based approach means we also recognise the importance of the legal and ethical considerations around its data collection methodology. Methodological clarity, along with transparency in data quality, assumptions, and issues surrounding thematic and media bias, are at the forefront of STT's work. We routinely address these limitations with the objective of improving the standards of how information is structured, cleaned and, ultimately, reported.

While obtaining material from different sources comes with its limitations, STT's database includes wide-reaching source material that helps to reduce bias and paint a more comprehensive picture. For example, human trafficking incidents are obtained from multiple sources, with the name, source type and link always recorded and incorporated into analysis.

50 VOLUNTEERS
researchers and data scientists

5 DATA SHARING PARTNERS

97 INTELLIGENCE REPORTS
developed and shared with agencies

WE WILL CONTINUE TO SUPPORT COMMUNITIES AND INDIVIDUALS TO BE SAFE AND FREE BY SHARING TRUSTED INTELLIGENCE TO ENHANCE UNDERSTANDING, EFFECTIVE RESPONSES AND PREVENTION STRATEGIES AGAINST HUMAN TRAFFICKING.

STOP THE TRAFFIK offers businesses bespoke solutions to mitigate their modern slavery risk in order to ensure compliance and protect brand reputation. In 2017 and 2018 we worked with businesses in the construction, education, hospitality and retail sectors that wanted to address the risk of modern slavery in their operations and supply chains. We provided them with tools and best practice guidance tailored to their sector and operating structure, enabling them to address their risk and lead positive change in their sectors.

WHITBREAD

WHITBREAD: ADDRESSING EXPOSURE TO HUMAN TRAFFICKING

Whitbread PLC is the UK's largest hospitality company, owning Premier Inn as well as a number of restaurant chains. Whitbread believes that "a company needs to do more than just make profit, it needs to be a force for good". One of the company's focus areas is reducing the risk of human trafficking linked to the business, both among guests and in their supply chain.

- Suppliers – 2,600+
- Employees – 35,000+
- Guests – 37 million customers monthly

Whitbread commissioned STOP THE TRAFFIK to conduct a supply-chain risk assessment. The work led to the honing and prioritising of the company's ethical procurement process, including suppliers undergoing self-assessment, independent assessment and being provided with a handbook developed by STT and Whitbread that aimed to enhance their understanding of both their own human trafficking risk and compliance best practice.

Following the success of the initial project, Whitbread wanted to do more work in this area. STT were commissioned to deliver training to procurement and HR teams as well as managerial operational staff. The dynamic training sessions covered general awareness-raising, how to spot the signs in a business setting, and reporting; as well as discussing potential risks in their business-context and ways to mitigate them. The face-to-face training was followed by eLearning to other employees.

TRAINING
- 250 employees trained face-to-face
- 15,550+ employees trained through e-Learning

Whitbread then contracted STT to carry out two extensive policy design and implementation reviews that included best practice recommendations which are currently under review.

Our relationship with Whitbread developed from a service provider to a trusted partner. As the company as a whole deepened its understanding of human trafficking, they wanted to do more work with us. We were able to support Whitbread's understanding of their potential risk and develop ways to mitigate it. Whitbread has now implemented policy and practice changes that drastically reduce the risk to its business and people including guests, employees, suppliers and their communities.

In the future, while Whitbread is planning to roll out the eLearning programme to all employees, STT has been re-commissioned for another supply-chain risk assessment that will be delivered in 2019.

"During an awareness-raising campaign in Worthing, we approached a local hotel for collaboration. The manager, a former Premier Inn employee, knew all about human trafficking through his training at Whitbread and was happy to engage with the campaign". Jane Myers, STT volunteer

Activities implemented
- Supply chain risk assessment performed
- 20 awareness training workshops
- 1 eLearning package
- 2 policy reviews (CSE & recruitment)
- 1 suppliers handbook developed

To learn more about our work with businesses and financial services organisations, visit our website.

"WE'RE PROUD OF HOW OUR PROGRAMME TO TACKLE THE RISKS OF HUMAN TRAFFICKING AND FORCED LABOUR HAVE GONE AND THE SUCCESSES TO DATE ARE TESTIMONY TO OUR WORKING PARTNERSHIP WITH STT. THEIR KNOWLEDGE, SKILLS AND SUPPORT HAVE BEEN INVALUABLE AND WE LOOK FORWARD TO CONTINUING THIS WORK OVER THE NEXT YEAR AND BEYOND"

ROSANA ELIAS, HEAD OF RESPONSIBLE SOURCING, WHITBREAD

"WHAT WORKS ABSOLUTELY IS PARTNERSHIP WORKING"

SIR ROB WAINWRIGHT, SENIOR PARTNER FOR DELOITTE

Modern Slavery Act AMENDMENT REVIEW

In 2013-2014, STT successfully led lobbying for the inclusion of a transparency in supply chain amendment (TISC) in the UK Modern Slavery Act (2015).

The Section requires a business with a turnover in excess of £36 million who are operating in the UK to report annually on the steps taken to ensure that modern slavery and human trafficking are not taking place within their operations or supply chain. In Autumn 2018, STT were invited to submit written evidence to the Independent Review of the Modern Slavery Act. In collaboration with our long-term partner, Peter Talibart - partner at Seyfarth Shaw, we submitted specific recommendations that focused on Section 54.

We recommended that the requirement to report annually was embedded into the Companies Act (2006) in order to improve business risk mitigation and place anti-trafficking activities into a business framework. Our recommendation was adopted in the Review's Second Interim Report, which recommends that the Government amends the Companies Act (2006) "to include a requirement for companies to refer in their annual reports to their modern slavery statement".

"A business culture which treats modern slavery prevention as a marketing technique will only ever commit to the easiest and lightest action possible, reducing effective due diligence to simply ticking a box. Only once modern slavery prevention is established as statutory business compliance will the majority of businesses commit to substantive change"
STT MSA Amendment Review written evidence

Events: New York & London

STOP THE TRAFFIK held events in New York and London in October and November 2018. Held at Facebook's Headquarters in London and St Paul's Chapel, Wall Street in New York, the events brought together over 320 attendees to learn about strategies for disrupting human trafficking.

Ruth opened the London event with Gail Kent, Global Public Policy Lead for Facebook, reminding us that "we are here today because slavery is still big business".

At both events, we heard from panels of industry experts – including Barclays, Deloitte, Facebook and IBM in London and Citibank, IBM and Manhattan District Attorney's office in New York – discussing the vital role of businesses, financial institutions and NGOs working together, the challenges involved in combating trafficking, and the need for collaboration across every sector to fight this crime.

John McGrath, Senior Architect at IBM, demonstrated the potential of the AI powered Traffik Analysis Hub (TA Hub), which is the first of its kind for human trafficking data sharing. He invited organisations from every sector to join and help build the bigger picture of human trafficking.

Both brilliant and successful evenings resulted in media articles from NASDAQ, Fortune and others announcing the launch of the TA Hub in partnership with IBM, STOP THE TRAFFIK, Western Union, Barclays, Lloyd's Banking Group, Liberty Shared, Europol, and University College London; and a very positive article in the Evening Standard about using tech for good in the fight against human trafficking. Those attending the events showed interest to hear more about funding, data sharing and our work, as well as increased support from existing partners such as Red Compass.

We are thankful to all our dedicated volunteers and partners that made the events possible.

"WINNING HERE IS ABOUT MAKING IT VERY DIFFICULT FOR CRIMINALS TO SUCCEED"

GERALDINE LAWLOR, GLOBAL HEAD OF FINANCIAL CRIME FOR BARCLAYS PLC

COMMUNITY PRACTICE

138 UK PARTNERS
including law enforcement agencies, first responders and safeguarding from local government, education and health teams, voluntary organisations and groups, national and local businesses

4,000+ PEOPLE
engaged in training, awareness raising sessions, conferences and local events

In partnership with police forces and local authorities in the UK, STOP THE TRAFFIK's Community Coordinators work in multi-agency teams to build resilience to human trafficking within communities. The Coordinators' systemic approach brings together a large number of community stakeholders, from local law enforcement and government agencies to healthcare providers, NGOs, faith and community groups, businesses, banks and the general public. At the heart of their work is collaboration, bringing together and supporting these organisations to spot the signs of human trafficking, making them more aware of the risks and indicators, and encouraging appropriate response. The work of the coordinators and their multi-agency teams embody the way communities and organisations can work in partnership to tackle human trafficking.

DISCOVERY
EXPOSING HIDDEN CRIME

Discovery – a changed approach

I joined a police raid on a local brothel during my first few months as the Modern Slavery Community Coordinator in the multi-agency Discovery team at Hastings & Rother. The women working there didn't speak English, so uniformed officers conducted broken conversations through a phone translation service. The officers confiscated their money and phones and instructed them to leave the property and never return. They were out on the street and more vulnerable than before.

Following the raid, the Discovery team sought to identify a different approach. Through STOP THE TRAFFIK's partnership with the Met, I shadowed the police on a monthly 'welfare visit' to a brothel, bringing learnings and best practice back to the Discovery team. Conversations were initiated with local organisations – SWOP, Adored and Streetlight – who work with sex workers. Streetlight was already working with the police, and we discussed ways of working and how the partnership could be improved as well as sharing best practice to enable victim protection, while also gaining intelligence. Adored has also agreed to share information and work with the Discovery police team. They are now incorporated into any response activity.

Since my first raid, the Discovery team had made a concerted effort to change police operations – officers no longer wear uniform but plain clothing, money is never seized and although phones are taken in order to investigate possible organised crime groups, the women are given replacement phones. If we know the women's nationality in advance the team will always endeavour to have a translator present, and meaningful intelligence can be developed. We always have a safe place outside the property to take potential victims, where the women are free to go at any time and are signposted to appropriate services to receive support.

This has been a significant step in bringing STOP THE TRAFFIK's approach into Discovery's anti-trafficking work. By facilitating sharing and collaboration, police and NGOs now work together to understand the big picture of trafficking in East Sussex and protect the vulnerable.

Laurie Church, STT Modern Slavery Community Coordinator, Discovery

Programme Challenger
Manchester

Safer Colchester Partnership
Colchester

Modern Slavery & Exploitation Partnership
London Boroughs of Westminster, Hammersmith and Fulham, and Kensington and Chelsea

Discovery Partnership
East Sussex

THE POWER OF TECHNOLOGY

The STOP APP

Every human trafficking story, no matter how brief, whether current or historic, is important and relevant. It may be the missing piece of the puzzle, contributing to a larger and more accurate picture of human trafficking, a picture which can then inform efforts to combat it. Technology places the power to prevent into the hand of a person who holds a mobile device.

The STOP APP, released in 2016, is a reporting tool collecting stories of trafficking that our analysts then transform into usable intelligence. It can be used by anybody who knows, has seen or even heard a situation that they believe to be human trafficking. All information inputted to the STOP APP is fed directly into STT's dataset, where it is analysed alongside global data on human trafficking and modern slavery. This data is used to expose global trends and hotspots of human trafficking, which enables us to disrupt, prevent and, ultimately, predict this criminal activity.

Traffik Analysis Hub

STOP THE TRAFFIK teamed up with a range of partners from across academia, law enforcement, NGOs and the financial sector to develop the first ever international data hub, the Traffik Analysis Hub (TA Hub). IBM, STOP THE TRAFFIK's long term technology partner, has donated a significant grant to create a technology platform and is continuing to provide leadership to make the TA Hub a reality. The TA Hub, launched as a separate entity in October 2018, aims to facilitate the exchange of human trafficking information, allowing a multi-agency, intelligence-led approach to preventing human trafficking globally. Using secure cloud-based technology and ongoing support from IBM, the TA Hub will combine multiple data sets held by NGOs, governments, law enforcement agencies and employers in one system. These will then be overlaid with public, open source data to deliver a single repository of information – a virtual community of intelligence on where trafficked victims come from, how they get where they are, and in which regions and industries they are most likely to end up working. Financial organisations, for example, can use this new information to identify where people are financially benefitting from this activity, and then design processes that make it more risky for them to do so.

Traffik Analysis Hub
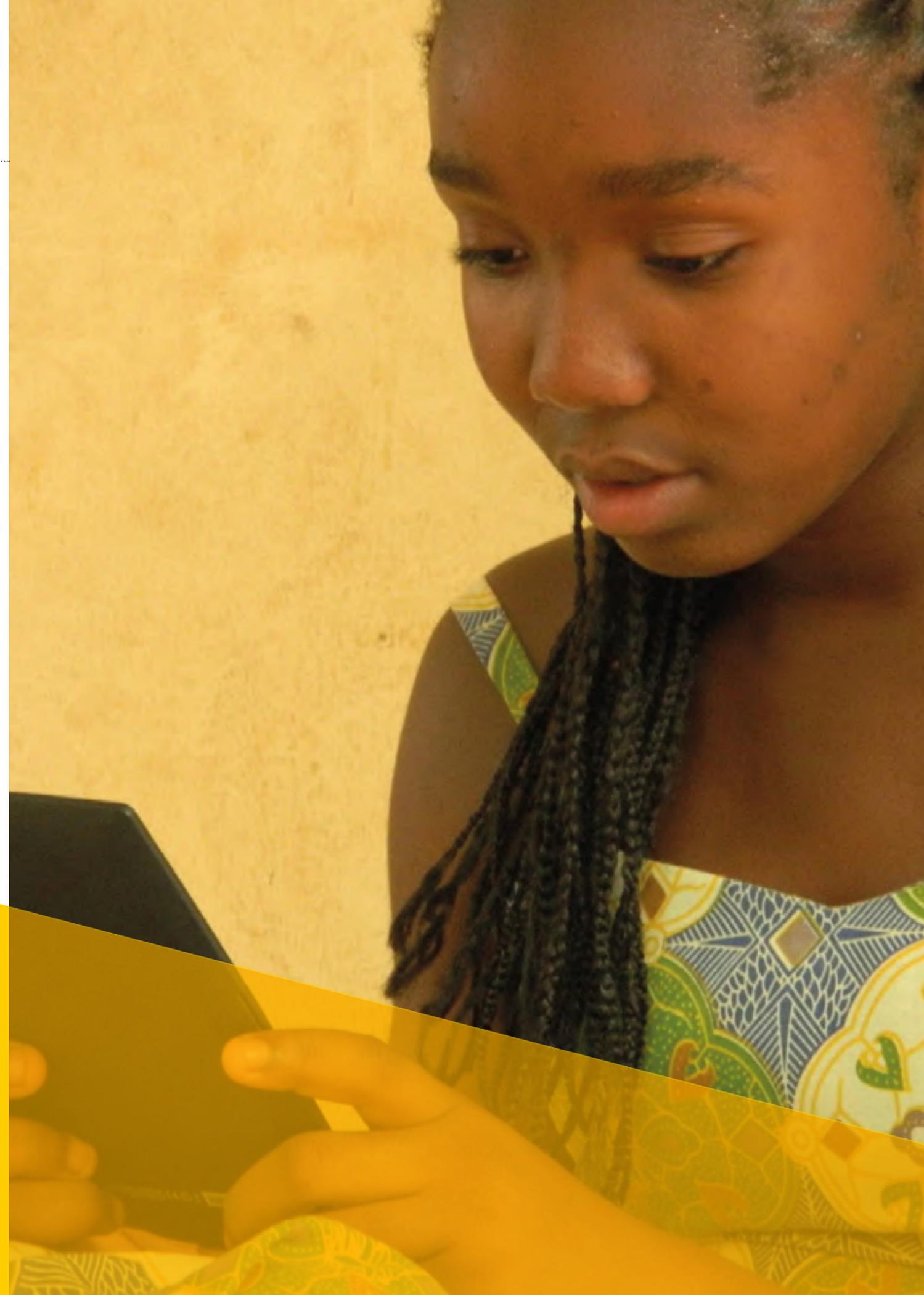
FINANCIAL SUMMARY

INCOME

2016-2017
£283,000
- 26%
- 16%
- 58%

2017-2018
£586,000
- 3%
- 12%
- 20%
- 65%

2018-2019
£666,000
- 3%
- 12%
- 20%
- 65%
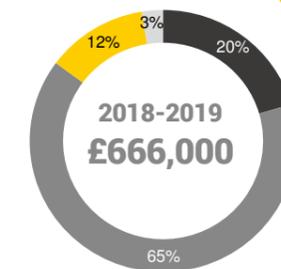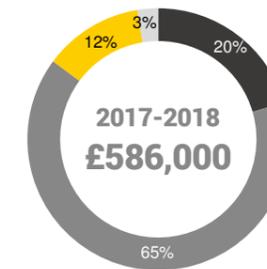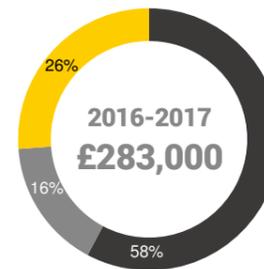
● Individual & Community Giving ● Grant Funding ● Business & Community Practice ● Node Contribution

EXPENDITURE

2016-2017
£350,000
- 20%
- 22%
- 25%
- 33%

2017-2018
£439,000
- 22%
- 19%
- 25%
- 33%

2018-2019
£582,000
- 13%
- 17%
- 19%
- 29%
- 22%
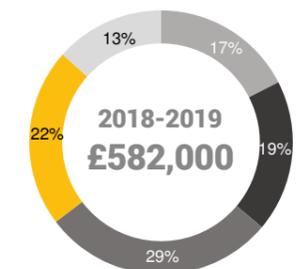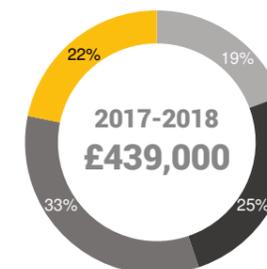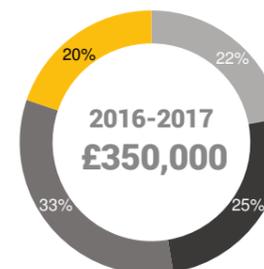
● Communications & Campaigns ● Business & Community Practice ● Operations & Governance
● Intelligence & Research ● Monitoring & Evaluation

Our financial year runs from 1st September to 31st August. Data for 2018-2019 is forecasted.
For our Accounts covering this reporting period, please visit the Charity Commission website.

THANK YOU TO ALL OUR PARTNERS, CLIENTS AND SUPPORTERS. ONLY TOGETHER WE CAN STOP THE TRAFFIK.