



STOP THE TRAFFIK

RECRUITMENT PACK 2021

PEOPLE SHOULD
NOT BE BOUGHT
AND SOLD

STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD



THE WORLD WE ARE CREATING



It has been my privilege to lead STOP THE TRAFFIK (STT) from its inception in 2005 to the present day. Our vision and strategy remains constant as we have grown in our thinking, our processes and our impact.

STT sees things early, turning ideas into tools for change and radically shares what we know, embedding change to drive local, national and global system transformation.

We have come this far because we are a unique team.

We have an extensive, pioneering mix of skills, gifts and knowledge. We are always learning from each other and reaching further than yesterday. We know we can't succeed unless we fully understand that working together is about service and generosity. We face the challenges and celebrate progress.

We work to see change across global systems, in local communities and within individuals' lives. Our vision is to prevent the business of trafficking to flourish.

Our continued success rests on the history of the extraordinary service of so many people who have been part of STT over the past years. Yet critically we are seeking others who choose to come and join us to write the next chapter.

Are you excited to be part of our future story?

Yours

A handwritten signature in blue ink that reads "Ruth Dearnley".

RUTH DEARNLEY OBE
CEO



THE SCALE OF MODERN SLAVERY

40.3 million people held in modern slavery globally.

\$250 billion made in profit, with more than a third of these profits made in developed countries.

1 in 4 victims of modern slavery is a child.

Prevalent in every country.

These figures are estimates but they are likely to be the tip of the iceberg to the issue of human trafficking and modern slavery (HTMS).



WHO WE ARE

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WHO WE ARE

STOP THE TRAFFIK is a **world-class**, intelligence-led capability, driven by people and technology, working with global leaders & organisations who lead with a purpose-driven human rights/social justice agenda.

We are the **global collaborator** working to disrupt the errant economy that relies on exploitation.

This is integrated with our targeted, **effective** community work, as we **deliver resilience** where people are vulnerable to exploitation & being trafficked.

With this unique, proven 360° **systemic solution** we are changing the high profit, low-risk environment of trafficking and squeezing the criminal business to zero profit.



OUR VISION

To create a world where people are not bought or sold.

OUR MISSION

Leveraging the power of digital disruption to undermine the business of trafficking and improve the safety and choice of those targeted.

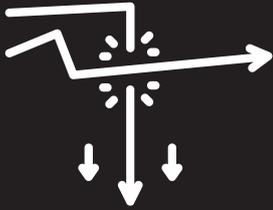
OUR TACTICS

We make it harder for traffickers

- To recruit vulnerable people
- To move the profits of crime through legitimate financial systems
- To not be able to move their products or people with businesses.

In this way we are shifting the nature of trafficking to high risk and low profit.

OUR VALUES

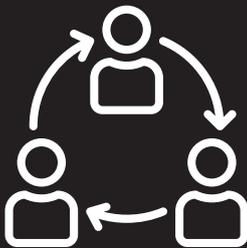


DISRUPTIVE

We challenge the systems and beliefs that allow trafficking to exist

TRUSTED

With openness and responding to evidence, we inspire confidence by demonstrating our integrity and honesty



COLLABORATIVE

We invest in generous and diverse relationships; recognising that through shared learning our vision can become a reality

IMAGINATIVE

We do things differently - our visionary approach enables us to innovate, design, and deliver something new



DRIVEN

With resilience, persistence, and courage, we are committed and impatient in our pursuit of systemic change

OUR OBJECTIVES

WHAT WE WILL DO

We will make trafficking high risk and low profit. We will turn vulnerable communities into resilient communities and equip people to make different choices.

We will disrupt the three pillars that the crime of trafficking needs:

Objective One- Recruitment:

Reduce the recruitment of vulnerable people who are required to maintain the organised global business of human trafficking.

Objective Two Money -: Prevent traffickers from moving (proceeds of crime) money through the financial systems.

Objective Three - Demand: Enable business to identify and reduce the human trafficking/modern slavery risk within their operations..

HOW WE WILL DO IT

We will do this work by being intelligence led, data driven and in an organisational culture that has our values at its core:

Objective Four - Data &

Intelligence: In collaboration with Traffik Analysis Hub, we will develop the richest global intelligence picture of trafficking in order to provide the core delivery of STT activity.

Objective Five - System

partnerships: Develop systems, people, partners and funding with a sustainable and strategic, evidence based approach.

Objective Six - Communications

& Influence: Amplifying the issue and our response. Influencing systems for transformation at scale.

Our approach places an emphasis on our ability to do both of these to exceptional standards and recognises that our greatest strength is our ability to operate as this hybrid. We firmly believe true change only happens with collaboration at scale and this model is our vehicle to, reduced trafficking, resilient communities and a safer world.



“What appears to have made STOP THE TRAFFIK so successful, and is seen as added value by its stakeholders, is its ability to engage with stakeholders and partners in a manner relevant to the partner’s needs. **It is rare for NGOs to be able to speak to businesses in a way that the businesses can understand and appreciate...**”

STOP THE TRAFFIK is highly valued for its collaborative approach and its global reach. Partners and other stakeholders believe that **the organisation regularly punches above its weight and has an influence wider than its own scale.** At the same time, the organisation is valued for its independence and ability to **bring diverse groups together to affect change at a local level too.**”

- Independent evaluation of STTs model 2019



**HOW
WE DO
SOMETHING
MATTERS
AS MUCH AS
WHAT
WE ARE GOING
TO DO**

We have a strong team culture. As part of a Belbin survey that looked at our whole organisation, the quality noted by all staff members was how caring staff were to each other. In May 2021 100% of staff said they would feel comfortable to speak to a manager if they were struggling with distressing content.

It is a priority to protect and keep building this strong staff culture, focussing on equality, diversity and inclusion and our staff wellbeing.



OUR HISTORY

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OUR ACHIEVEMENTS TO DATE

STOP THE TRAFFIK (STT) was founded, we created a coalition and launched a two-year campaign to coincide with the bicentenary of the Abolition of the Slave Trade Act 1807

STT creates FREEDOM DAY (March 25th), a globally recognised day that brings awareness to the issue of human trafficking.

STT sets up global ACT groups to empower people to make their communities safer, this resulted in over 800 groups in more than 50 countries.

STT is recognised for its innovative use of new media at the New Statesman's New Media Awards

STT establishes Finance Against Trafficking which produced the first tool kit that allowed the financial sector to spot trafficking in transaction patterns - a key moment in financial institutions current operations against trafficking

STT holds a global Olympic summit that engaged every layer of civil society, from commercial to community, preparing to take action to prevent trafficking during the 2012 Olympics

STT establishes the first trafficking intelligence-led steering group which grew into the Centre for Intelligence-Led Prevention and is now the heart of our unique model

2005

2006

2007

2008

2009

2010

2011

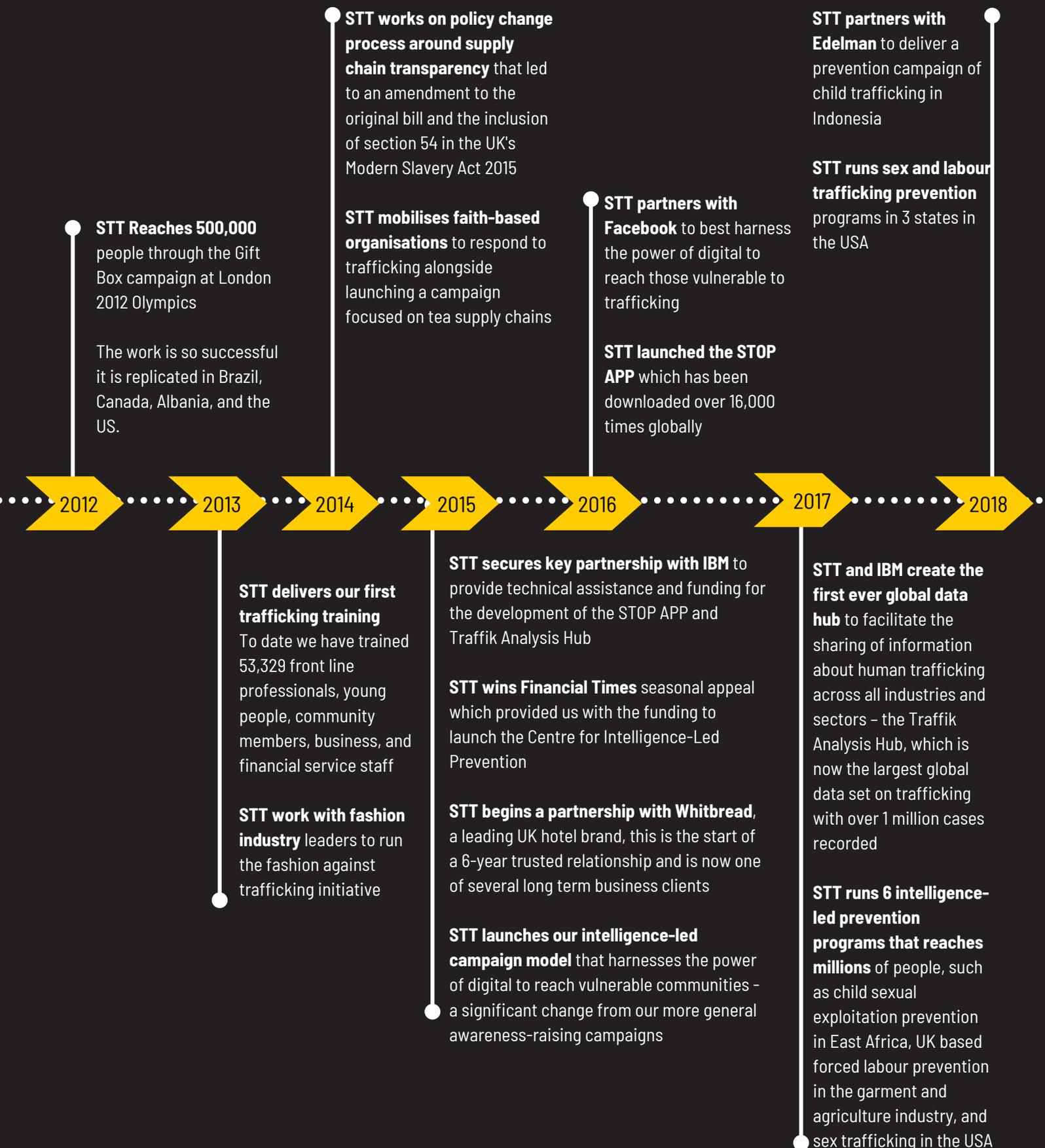
STT launched our chocolate campaign that would end up running for four years and included the world's largest chocolate fondue party across 20 different countries and 5,000 parties. After years of raising awareness, we see significant results with Cadbury, Mars and Nestle agreeing to a fair wage, and work certification, for those in chocolate supply chains

STT takes 1.5 million signatures to present to the UNGIFT Vienna Forum where all the countries of the world were present. STT becomes the UN Special Advisor on community action against trafficking

STT signed a pioneering partnership with the Serious Organised Crime Agency

STT launches the businesses against trafficking campaign, which platformed business key role in positive community change

STT launches START FREEDOM on a Global Webcast from UN headquarters in New York to 50 countries. This work was done by young people, for young people, around the world raising awareness of human trafficking



STT completes two independent evaluations of our model, funded by Comic Relief, it confirms our model of disruption as effective and highlights the need to scale

STT delivers a large-scale cross-country prevention program, in collaboration with Barclays, that spanned trafficking routes between Lithuania and the UK. We saw results of proven preventative behaviour, gained knowledge and an increased perception of risk in target communities

STT delivers the first of a 3-year prevention project in the EMEA region targeting young people at risk of trafficking on the move from Syria, Afghanistan and Pakistan

STT launches a child trafficking prevention project, working alongside UK commissioners to platform the experiences of young people in the UK

STT expands our Latin American work to focus on Afro-Caribbean women exploited in the cleaning and hospitality industries and to expand our phase 1. The work was evaluated by over 100 women from the target community and demonstrated positive changes in community resilience

2019

2020

2021

STT delivers a sex trafficking prevention project, informed entirely by those with lived experience in Colorado

STT pioneers UK-wide Covid campaign that informed vulnerable risks of increased risk of trafficking in the pandemic

STT delivered two campaigns to high-risk groups - Latin American women in the cleaning industry and Filipinos in domestic work in the UK

STT runs a prevention program targeting the homeless community in London. The project brings together 22 project partners including local authority, NGOs and law enforcement. The outcomes from the work have been adopted into long term policy changes in the region

STT delivers a nationwide Philippines campaign to prevent labour exploitation, the campaign has been shared thousands of times and reached over 800,000 people who had recently searched for work abroad

STT business consultancy work has numerous and varied clients, and since 2016 we have risk mapped supply chains to the value of £7,569,061,326 across 36,447 suppliers

STT works with financial institutions, including pioneering work on financial supply chains. Our model is tried, tested and effective

STT has put the stories of those with lived experience at the heart of community action, with 80,000 cases informing our global prevention programs that have a digital reach of over 10 million people

**BIG
PROBLEMS
REQUIRE
BIG
SOLUTIONS
BUT OUR
WORK ALSO
HAS A
BIG
IMPACT
ON
INDIVIDUAL
LIVES**

"It was one of the very few times when I felt real international solidarity"

- Kristina Mišinienė, Head of Centre, KOPŽI, Lithuania, discussing the partnership with STOP THE TRAFFIK for the Lithuania Communities campaign

"Through this video, I heard my suffering. All the time I have blamed myself that I am failure, I couldn't find a job and was exploited. I was so ashamed of myself but watching this short video, I understood that it was not my fault that this happened to me and I was a victim and I shouldn't be ashamed of myself anymore."

- A person who engaged with one of our targeted community campaigns

"Working with STOP THE TRAFFIK has enabled a greater understanding of the numerous guises of human trafficking and the potential opportunities to detect, deter and disrupt, protecting the most vulnerable."

- Samantha Margiotta
Santander



THANK YOU

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