Emergency Response - Preventing the Trafficking of those Impacted by the Conflict in Ukraine

The Need

As of 26th April, the UN says, more than 5 million people have already fled Ukraine since Russia invaded. Refugees are crossing into neighbouring countries to the west, such as Poland, Romania, Slovakia, Hungary, and Moldova; with women & children making up the largest proportion of Ukrainian refugees on the move. It is thought that approximately 6.5 million people are displaced inside Ukraine.

The Response

1) **To Predict** where those fleeing Ukraine might go and when and where trafficking will intersect.

2) **To Identify** those most at risk of trafficking using an established data fed, intelligence-led, approach.

3) **To Inform** and equip those most at risk with increased knowledge, perception of risk and preventative behaviour, alongside options for holistic support including local referral pathways that will reduce their vulnerability to trafficking.

4) **To Warn** all levels of society (governments, NGOs, businesses) about how this conflict links to trafficking and may impact them so they can take action.

CAMPAIGN 1

STOP THE TRAFFIK and Traffik Analysis Hub have launched a Europe-wide digital prevention campaign that will provide vital safety information to those who are on the move as a result of the conflict in Ukraine.

'TRAVEL SAFE, STAY SAFE', the first of a series of prevention campaigns, seeks to bring immediate preventative information into the hands of those at high risk of exploitation. The campaign targets countries across Europe including Romania, Latvia, Poland, Moldova, Hungary, and Austria in three languages: English, Ukrainian and Russian.

Landing Page (English) – Click Here
Landing Page (Ukrainian) – Click Here
Landing Page (Russian) – Click Here

NB: The information on these pages has now been incorporated onto the landing page for Campaign 2.

CAMPAIGN 2

"TRAVEL SAFE, WORK SAFE", the second in the series of prevention campaigns, continues to target the countries across Europe from Campaign 1 alongside the places we believe people will move to settle, such as Germany. This campaign focuses on providing people with crucial safety information as they seek work, financial means, or community integration. This is another stage when traffickers will try to exploit and so our presence at this time is essential.

We are utilising our intelligence-led approach to guide further phases of this work as the situation develops.

Regular Campaign 2 Landing Page:

Landing Page (English) – Click Here
Landing Page (Ukrainian) – Click Here
Landing Page (Russian) – Click Here

UK Specific Campaign 2 Landing Page:

This page will be linked to adverts targeting the UK only. This page will contain the same information as the regular Campaign 2 landing page however, there will be an additional line that states the following: *"If you are already in the UK and looking for support, click here".*

If clicked, viewers will reach the UK-focused landing page of Campaign 2, "STAY SAFE IN THE UK", which is built in collaboration with Hope for Justice. This page will provide a directory of information on where individuals can find support in the UK if they have been displaced from Ukraine because of the war.

Landing Page (English) – Click Here *(not for dissemination - awaiting approval)*
Landing Page (Ukrainian) – Click Here *(not for dissemination - awaiting approval)*
Landing Page (Russian) – Click Here *(not for dissemination - awaiting approval)*

Collaboration & Intelligence: Collaboration continues to be essential in delivering this work and we are grateful for the robust partnerships that have enabled us to successfully launch this campaign. We are utilising our intelligence-led approach to guide further phases of this work as the situation develops.

Social Media Platforms are supporting this work with confirmed ad credits: Targeted adverts via Meta (parent company of Facebook & Instagram) & TikTok are targeting Ukrainian, Russian and English speakers across Latvia, Germany, Hungary, Poland, and Romania, Slovakia, Moldova, Poland and Austria. Every two days we are tracking the number of Ukrainian and Russian speakers across these locations. After previously seeing an overall increase in numbers both in Russian and Ukrainian languages across our target audiences at the end of March 2022, at the beginning of April 2022, we began to see very little movement change. As of 26th April 2022, the numbers remain stable, with no significant changes apart from fluctuating movements of Russian and Ukrainian speakers in Chișinău, Moldova.

Campaign 1 - TRAVEL SAFE, STAY SAFE:

- Example Meta (Facebook) Advert in Russian
- Example Meta (Instagram) Advert in Ukrainian
- Example TikTok Video in English *(not for dissemination - awaiting approval)*

Campaign 2 - TRAVEL SAFE, WORK SAFE:

- Example Meta (Facebook) Advert in Ukrainian
- Example Meta (Instagram) Advert in Russian

NB: Adverts are provided in English, Russian and Ukrainian depending on target locations.

Current Campaign Reach: 1.2m+
Unique Link Clicks: 30,820
Total Shares: 708

Collaboration: Alkemio is a Collaboration Platform that makes it easy to manage challenges and have contributors, from anywhere, working together on solutions. We are using this platform as a collaborative tool where we can utilise the skills of different external partners as well as a two-way communication channel.

- STOP THE TRAFFIK Alkemio Dashboard

Volunteers: We are working alongside specialist volunteers at IBM who are providing us with skills in Data Analysis, Language Translation, Communications and Research.

Daily Figures - 26th April 2022

STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD
Traffik Analysis Hub

Target Locations - Ukrainian Speakers

No significant changes, an increase in Moldova, Chișinău on 24/04/2022 with +2,300 Ukrainian Speakers.

Based on Meta Metrics reviewed every 2 days - subject to change.

Country	City	No. Speakers 24/04/2022	No. Speakers 26/04/2022
Latvia	Riga	2,800 (+100)	2,800 (no change)
Germany	Berlin	8,900 (no change)	8,900 (no change)
Hungary	Budapest	5,600 (no change)	5,700 (+100)
Poland	Warsaw	79,000 (no change	78,900 (-100)
Poland	Krakow	21,100 (no change)	21,200 (+100)
Poland	Wrocław	35,700 (no change)	35,700 (no change)
Romania	Bucharest	less than 1,000	less than 1,000
Slovakia	Bratislava	7,700 (no change)	7,700 (no change)
Moldova	Chișinău	10,600 (+2,300)	10,600 (no change)
Austria	Vienna	4,400 (no change)	4,400 (no change)

Daily Figures Continued

Target Locations - Russian Speakers

No significant changes, a more significant increase in Moldova, Chișinău on 26/04/2022 with +9,100 Russian Speakers.

Based on Meta Metrics reviewed every 2 days - subject to change.

Country	City	No. Speakers 24/04/2022	No. Speakers 26/04/2022
Latvia	Riga	353,300 (-500)	353,600 (+300)
Germany	Berlin	56,900 (+200)	56,900 (no change)
Hungary	Budapest	13,100 (no change)	13,400 (+300)
Poland	Warsaw	108,700 (-200)	108,900 (+200)
Poland	Krakow	33,300 (+100)	33,300 (no change)
Poland	Wrocław	61,300 (no change)	61,300 (no change)
Romania	Bucharest	4,600 (+100)	4,500 (-100)
Slovakia	Bratislava	12,200 (no change)	12,200 (no change)
Moldova	Chișinău	356,700 (-6,400)	365,800 (+9,100)
Austria	Vienna	17,300 (no change)	17,300 (no change)