UKRAINE RESPONSE IMPACT REPORT

MARCH - OCTOBER 2022

Traffik Analysis Hub

STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD

FOREWORD

On February 24th 2022, we knew we had the opportunity and responsibility to move fast, forward and together. To put our model to the test and see if we could get ahead of organised trafficking networks.

Our work utilises the connecting power of technology. When we collect information, no matter how small, we learn what's happening on the ground, giving us a chance to predict what comes next. Every piece of data counts from an individual sharing a story on The STOP APP to a community sharing stories offline. **Every voice matters.**

We bring this information together into one safe, secure, and accessible place - the [Traffik Analysis Hub](#). We have begun the revolution of **sharing** intelligence with everyone who plays a part in preventing harm and providing safety.

Driven by intelligence, we have reached **over 4 million** displaced people, predominantly women and children, fleeing the war in Ukraine with our geo-targeted digital prevention campaign.

We have become, for many, the trusted friend through their mobile phone and the essential company for millions in strange lands, even to those back in Ukraine who are facing new dangers. This is possible because we have built trusted networks, collaborating with over 30 organisations and signposting to those organisations offering practical help on the ground.

We have visualised routes, identified hotspots, and can evidence that we have been successful in disrupting the traffickers' business model and degrading their ability to establish a routine of recruitment and exploitation.

Although we are encouraged, **we must not stop.** The longer a war perseveres, the more organised traffickers become. This war is far from over with many millions still in constant danger.

We must step up our resistance. Please join us as we seek to serve those who face vulnerability. **Together, we can prevent harm and create safety.**

RUTH DEARNLEY OBE
CEO, STOP THE TRAFFIK Group

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EXECUTIVE SUMMARY

Three weeks after the invasion, STOP THE TRAFFIK Group launched an intelligence-led, Europe-wide, geo-targeted digital prevention campaign that is actively providing vital safety information to those on the move as a result of the war in Ukraine.

Historically, displaced people in desperate situations, fleeing war and persecution, are at one of the highest risks of trafficking. Trafficking hotspots and trends follow migrations; those on the move are likely to lack family ties, access to financial means, documentation or language fluency. **This crisis presents each of these risk factors in the strongest terms**.

In the last eight months, STOP THE TRAFFIK Group has worked with its partners and collaborators across multiple sectors to deliver this prevention campaign that has reached **over 4 million people** across 19 countries, in 9 languages, signposting to over 30 support organisations. Our analysis shows that 92% of our campaign traffic came from mobile devices, with 93 people clicking to download our STOP APP, and we can evidence that we directly signposted nearly 100 people to safety.

Varying forms of intelligence gathering, including interviews with academics and NGOs on the ground, have **informed our prevention campaigns and our published key judgements**, highlighting population demographics, migration routes, vulnerabilities to trafficking, and business sectors that may be susceptible to worker exploitation following the war. These assessments are shared across our partner networks to inform all actors seeking to prevent harm. Our team also shares bespoke briefing notes with businesses and financial institutions where we have identified specific supply chain or operational risks.

We have learnt that **long-term, trusted relationships are imperative to delivering impactful work at scale**, and we will continue to facilitate data sharing across; law enforcement agencies, NGOs, financial institutions and businesses to gain a clear picture of trafficking, where it is and how it operates ultimately, giving us the ability to continue to reach Ukrainian people with updated intelligence-led messaging, **signposting them to safety.**

01.
INTRODUCTION

As you read this report you will see our intelligence-led approach in action. From March 2022, STOP THE TRAFFIK Group, including Traffik Analysis Hub, have worked to:

- Gather and publish intelligence with those working to prevent harm and provide safety.

- Run a Europe-wide, geo-targeted digital prevention campaign that is actively providing vital safety information to those who are on the move as a result of the war in Ukraine.

This document details these efforts, key findings, and the impact we can evidence thus far, with the hope that this report is useful to any individual or organisation seeking to join the resistance.

However, we will not stop trafficking alone. Integral to our model is collaboration. Over the last several months, we have gained invaluable insight and support from partners and collaborators allowing us to reach over half of the Ukrainian refugees who fled the war. It is thanks to these trusted networks that we have been able to respond with speed, scale, and agility.

"UNFORTUNATELY, THE WAR IN UKRAINE CONTINUES. DAILY BOMBINGS, AND ECONOMIC AND ELECTRICITY CRISES CONTINUE TO FORCE UKRAINIANS TO LEAVE THEIR HOMES AND GO "NOWHERE". OUR HOPE IN CREATING THIS REPORT IS THAT THE FINDINGS ARE HELPFUL TO ALL ACTORS SEEKING TO PREVENT HARM AND PROVIDE SAFETY TO UKRAINIAN PEOPLE IN A TIME OF NEED.

AS A UKRAINIAN WOMAN WHO IS LEADING THIS PROJECT, I AM PROUD OF WHAT WE HAVE ACHIEVED IN THIS SHORT PERIOD OF TIME. WE CONTINUE OUR STRUGGLE, EVERY DAY AND WANT AS MANY PEOPLE AS POSSIBLE TO JOIN US. I AM CONVINCED THAT THE REAL SUCCESS WILL BE IF PEOPLE USE THIS RESOURCE TO INFORM THEIR WORK AND CONTINUE TO FIGHT TRAFFICKING AS SHORT-TERM ASSISTANCE SUBSIDIES AND RISK INCREASE.

ILONA OLEKSIUK
STOP THE TRAFFIK GROUP

02.
INTELLIGENCE

USING INTELLIGENCE TO INFORM PROGRAMMES

STOP THE TRAFFIK Group has a strong history of delivering activity with vulnerable communities that reduces their risk of being trafficked into exploitation.

We know from observing timelines with large unpredictable groups of people on the move (Rohynga and Syria) that initially they are subject to high levels of short-term assistance. Then as they settle, trafficking operations begin to create structures to encourage higher-value individuals to go on a journey by promising them hope of a good opportunity that is actually exploitation. Timelines are difficult to predict and at the start of the invasion, we were not clear whether trafficking groups were organised in refugee communities yet.

Our Director of Intelligence, Neil Giles, established key judgments* at the start of the war that informed the development of our prevention programme.

> **THEIR STORIES AND AN ANALYSIS OF THEIR STORIES EQUATE TO THE INTELLIGENCE WE NEED TO FOCUS OUR WORK GOING FORWARD. OUR PARTNERS ARE FUNDAMENTAL TO THIS PROCESS.**

NEIL GILES
DIRECTOR OF INTELLIGENCE,
STOP THE TRAFFIC GROUP

Key Judgements: A high-level intelligence assessment for policy and practice guidance.

ASSESSMENT AT THE START OF THE WAR

STOP THE TRAFFIK Group often refers to our intelligence-led model. At the start of the war, we formulated (and published) an assessment based on data that would inform the design and delivery of our response. Below is a summary of that assessment.

1 Trafficking and exploitation in Ukraine and of Ukrainians across Europe, including the UK, albeit in relatively small numbers, **has been in existence for years.**

2 **Women and girls are disproportionally represented** in the refugee set and are equally disproportionally represented in the exploited population globally. They simply have the potential to generate more illicit income.

3 Traffickers **are unlikely** as yet to be organised in the settling refugee communities (3 million+).

4 Any **trafficking activity is likely to be 'chance' rather than organised** and is dependent on traffickers having a market to traffik the victims too.

5 A **percentage of refugees are joining fellow friends and family who are in exploitative situations** and will be by extension similarly exploited.

Refugees are moving freely across the EU visa-free, and a proportion are joining relatives and friends. Due to the existing profile of trafficking of Ukrainian nationals to the EU and UK, there is a strong possibility that a percentage will join those already in exploitation and by extension be similarly exploited. **These key judgments were followed by six additional publications over the last several months.** *To read our entire set of Key Judgements* click here.

OUR INTELLIGENCE GATHERING PROCESS

A STOP THE TRAFFIK Group specialist investigator was tasked with gathering intelligence associated with the war in Ukraine. This activity requires building relationships and trust across a wide range of actors.

MONITORING STATISTICS

We monitor our campaign statistics on Meta which provides an independent source of intelligence. It shows us the movement of refugees and where they were coalescing.

LIAISING WITH ORGANISATIONS

We liaise with organisations that specialise in investigative, open-source and geolocation intelligence. This has been valuable as they have remained active in Russia and have been able to provide a window into an area where little information is forthcoming.

MONITORING SOCIAL MEDIA

We monitor Facebook and Telegram groups for false job advertisements, false offers to host refugees, and similar activity that could be detrimental to the safety of vulnerable people.

CROSS REFERENCING

We monitor reports from the United Nations (UN) and produce daily reviews of news sources in respect of the war; including fact checking and updates the team, cross referencing against our statistics.

INTELLIGENCE SHARING

We attend sessions with other organisations open to sharing data and intelligence, including sessions hosted by the European Freedom Network (EFN) and other forums.

THE STOP APP

We react to direct reports and incidents that enter The STOP APP, team email, or phone.

FOCUS GROUPS

IN THE UK

Our team conducted a focus group among Ukrainian nationals who had recently fled to the UK as a result of the war. **The aim was to listen to their experience and allow their feedback to guide our work.**

The participants shared their experiences and those of Ukrainian nationals who recently moved to the UK (and other European countries) the participants provided feedback about our digital prevention campaign assets and how we could improve our communications with the Ukrainian community.
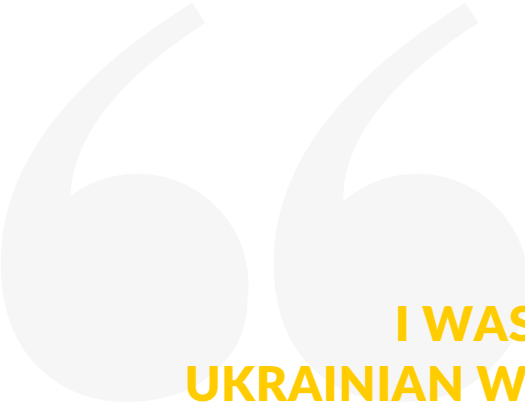
Importantly, the group **confirmed a great need for practical advice and safety information** for their community living in the UK and across Europe.

STOP THE TRAFFIK Group believe in doing work 'with' a community and not 'to' a community. The focus group has been an integral part of our work and will continue to guide our future trafficking prevention programs.

Our team also conducted a focus group in Poland with the aim of understanding how the STOP APP could be used by people on the move.

IN POLAND

We cannot underestimate the trusted power of technology. Many people on the move were separated from friends and family and the technology in their pockets had become a trusted companion. We know there are many who will seek to exploit this isolation by spreading messages of fear and false promise, that will land on someone's phone. It is imperative that on these same platforms and network providers there are messages of safety, hope and choice and reporting tools are provided that people can trust with vital information.

"

I WAS TALKING TO A GROUP OF UKRAINIAN WOMEN WHO HAD FLED TO POLAND. I ASKED THEM WHO THEY WOULD TELL IF THEY ENDED UP IN AN EXPLOITATIVE SITUATION. THEY SAID THEY WANTED TO MAKE REPORTS BUT DIDN'T KNOW WHO WOULD CARE. I SHARED THE STOP APP, OUR REPORTING TOOL, AND EXPLAINED THAT THERE WERE PEOPLE WHO WOULD CARE AND TAKE ACTION. THEY ALL DOWNLOADED THE APP THERE AND THEN. I ALSO SHARED OUR CAMPAIGN MATERIAL AND WE DISCUSSED WHAT INFORMATION THEY NEEDED AS THEY TRAVELLED AND LOOKED FOR SAFE PLACES TO STAY AND WORK. THEY WERE GRATEFUL THAT THEIR PHONE COULD GIVE THEM ACCESS TO INFORMATION THEY COULD TRUST AND SIGNPOSTING TO SUPPORT WHERE NEEDED.

REBEKAH LISGARTEN
DIRECTOR OF OPERATIONS
STOP THE TRAFFIK GROUP

INTERVIEW SERIES

Since March 2022, STOP THE TRAFFIK has been conducting interviews* with NGOs and academics across various countries to learn more about the evolving migration situation and trafficking risks facing people both fleeing Ukraine and those displaced within the country.

Interviews have been held across countries such as Ukraine, Romania, the UK, Germany, Greece, and Hungary. The interviewees included: those working in modern slavery prevention, advocacy for marginalised groups and those working to understand the drivers of migration and its changing patterns. **These interviews have provided valuable insights into business industries and population demographics vulnerable to human trafficking, migration routes and trafficking risks** - all of which have fed into our response.

In areas of Ukraine occupied by Russia (that have since been reclaimed by Ukraine), young women and children have been sexually exploited, some of whom have since committed suicide.

[Read a summary of findings for NGOs here.](#)
[Read a summary of findings for businesses here.](#)

> **SINCE THE START OF THE WAR, THE PATTERN OF TRAFFICKING HAS SHIFTED: IT HAS MOVED TOWARDS SEXUAL EXPLOITATION, WITH LABOUR TRAFFICKING BECOMING LESS DOMINANT.**

INTERVIEWEE

*These interviews were funded by Commonweal Housing.

COLLABORATION WITH UKRAINIAN POLICE

STOP THE TRAFFIK Group met with the Migration Police Department of the Main Directorate of the National Police in Ternopil, Ukraine. Both discussed how those fleeing the war could avoid the risks of human trafficking. The police officers shared real cases of human trafficking.

Click here to read more

PEOPLE ARE OFTEN AFRAID TO REPORT TO THE POLICE THAT THEY ARE VICTIMS OF EXPLOITATION BY EMPLOYERS, SO INTERNATIONAL AND REGIONAL ORGANISATION CAN PROVIDE TANGIBLE HELP HERE

OLEKSANDR BUNYAK
HEAD OF THE MIGRATION POLICE
DEPARTMENT TERNOPIL

KEY FINDINGS

Below is a summary of our key findings across our intelligence and data gathering. To read our entire set of Key Judgements *click here.*

1 Unaccompanied children, generally 15 years +, are arriving at borders. There is some lack of communication across agencies in receiving nations. It is also clear that sex offenders with a predilection for child victims are drawn to the border areas. We are aware of 2 such UK nationals and this is likely replicated across the EU (April, 2022).

2 Domestic Servitude has emerged as an immediate exploitative risk in receiving countries (April, 2022)/

3 There is a strong suggestion that refugees who identify as Roma from Ukraine may be more vulnerable to exploitation when they enter Moldova and Romania (April, 2022).

4 Traffickers seem confident to use the official registration system to register 'homes for refugees' in Greece (April, 2022).

5 There is a pre-existing link to trafficked Ukrainians entering into exploited labour roles within the UK's agriculture sector and this could be replicated across Europe (April, 2022).

6 Unaccompanied minors (under 18s) are likely to be targeted with fake opportunities, particularly through social media and peers, to move outside support systems and into high risk (May, 2022).

7 Resources of nation-state agencies and NGOs are reducing at border points. There are groups, the majority men, from several European nations arriving at border-crossing between Ukraine and its neighbouring countries. Many are well-meaning, but a number are clearly "hunters". A Hunter's motivation may be to make money from those refugees who can pay a fee, but there are also routine attempts by traffickers to recruit refugees into going with them. All information indicates that small groups of young women are likely to be targeted (June, 2022).

8 Orphans from Ukraine, of which there is a good number, are a target for 'back door' adoption, which is extremely risky (June, 2022).

9 A good proportion of the 200,000 third-country nationals who left Ukraine because of the war originated from the Central Asian Republics (CARs) and remain in the receiving nations. Investigations are ongoing, trying to establish who has been in exploitation before becoming refugees. We believe they are highly vulnerable to trafficking and exploitation (June, 2022).

10 There is further evidence of a pipeline of Ukrainian refugees, young women and a proportion of unaccompanied minors (under 18, females) who are travelling via Romania/ Moldova via Bulgaria and Turkey (Istanbul) to Athens, where they are to work in the brothels managed by Greek or Albanian traffickers. This situation is likely to be replicated in other major cities in Greece and other Southern European cities (June, 2022).

12 English language learning ads online / social media are being used as a front for recruitment for sexual exploitation (August, 2022).

13 There are signs of 'host and guest fatigue' in receiving nations as the practicalities of living together collide. The Homes for Ukraine program in the U.K. has been operating for 4 months and will need to be extended from the 6 months agreed, but currently is rarely discussed. A small proportion of hosts are motivated by the opportunity to have sexual relations with their Ukraine guests. Ukrainians in the U.K. who abandon their hosts may become more vulnerable to trafficking and exploitation and the number of Ukrainians registered as homeless in the U.K. is growing quickly (August, 2022).

14 It remains clear that displaced Ukrainian people, mainly women and children, will become increasingly vulnerable to exploitation as we head into colder weather and as seasonal work dries up (September, 2022).

15 With the build-up of the NATO military forces and the attendant war economies on the western borders of Ukraine a new market for trafficking and exploitation is being served by trafficked labour and sex exploitation from South America. Mexican, Brazilian and Colombian victims are identifying themselves with local NGOs seeking help and repatriation. This is clearly identified in Poland and Baltic States (September, 2022).

03.
CAMPAIGN MODEL

OUR CAMPAIGN MODEL & METHODOLOGY

STOP THE TRAFFIK Group has built a robustly tested and independently evaluated model for reaching audiences through social media.

Our framework for reaching our target audiences was developed with the help of monitoring, evaluation and learning (MEL) experts and refined over time.

OUR STANDARD METHODOLOGY

Our campaign model follows a highly targeted approach – with the ability to reach specific audience groups through a combination of factors including age, gender, location, language(s) spoken and interests. This is possible through the marketing parameters made available by social media companies, such as Meta- one of our long-term, key partners.

WE ARE DISRUPTING SOCIAL MEDIA CHANNELS COMMONLY USED BY TRAFFICKERS TO RECRUIT WITH HIGHLY SPECIFIC, GEOTARGETED PREVENTION CAMPAIGNS, AIDED BY OUR PARTNERSHIP WITH META, AND ARM AT-RISK COMMUNITIES WITH INFORMATION THAT ENABLES THEM TO ASSERT AND DEFEND THEIR OWN RIGHTS.

1 DISCOVERY

Audience Definition & Targeting

We use our data against our campaign brief to identify, define and target at-risk people to reach with our message.

Contextual Research

We then conduct research around our area of focus to fill any gaps in knowledge. This could be looking into industry-specific legislative standards and frameworks, region-specific immigration policies, or relevant existing research.

2 DEVELOPMENT

Data & Intelligence Audit

We start our discovery phase by finding out what we already know with a comprehensive audit of existing data and intelligence.

Pre-Campaign Surveys & Focus Groups

We run pre-campaign surveys with our target demographics to gain insight on baseline awareness and take our initial campaign materials to focus groups to ensure they are relevant, engaging and effective.

3 DELIVERY

Campaign Creative

We produce the final campaign creative that audiences will see, ensuring that it is speaking to at-risk communities in their language and giving them vital awareness and prevention information.

Landing Page

We produce a detailed and comprehensive landing page that viewers of the campaign creative can click through to. This gives audiences more information on the topics of focus for the project, and signposts them to available support.

Post-Campaign Survey

We run a post-campaign survey to the audience of the campaign to measure impacts and gather learnings.

4 DISCOVERY

Project Impact Report

We analyse our campaign data to produce a report which details campaign metrics, points of monitoring and evaluation, and our campaign learnings. This then feeds back into our research, data and intelligence work to help deepen knowledge and strengthen future campaigns.

04.

OUR

PROGRAMME

RESPONSE

Our research, cooperation with Ukrainian and international organisations, and communication with our audience allowed us to formulate the accurate objectives of our campaign. So far, we have created and delivered five successful, preventive information campaigns for those fleeing the war in Ukraine.

THE NEED

As of 17th October 2022, the UN says, more than 7.6 million people have 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 most significant proportion of Ukrainian refugees on the move. It is thought that approximately 6.5 million people are displaced inside Ukraine.

Women and children make up the largest proportion of Ukrainian refugees on the move, and it is estimated that 90% are women and children, while most men aged 18-60 are required to stay behind under martial law.

Historically, displaced people in desperate situations, fleeing war and persecution are at one of the highest risks of trafficking. Trafficking hotspots and trends follow migration; those on the move are likely to lack family ties, access to financial means, documentation or language fluency. **This crisis presents each of these risk factors in the strongest terms.**

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.

OUR UKRAINE RESPONSE CAMPAIGN PHASES

STOP THE TRAFFIK Group 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 war in Ukraine.

PHASE 1

'TRAVEL SAFE, STAY SAFE' seeks to bring immediate preventative information into the hands of those at high risk of exploitation.

Languages: English, Ukrainian and Russian.

PHASE 2

'TRAVEL SAFE, WORK SAFE' seeks to provide people with crucial safety information as they seek work, financial means, or community integration.

Languages: Ukrainian, English, Russian

PHASE 3

'WORK SAFE IN SOUTHERN EUROPE' seeks to provide information on how to find employment safely during the summer season.

Languages: English, Ukrainian and Russian.

PHASE 4

'SEEKING SANCTUARY FROM CONFLICT' seeks to share information about how to stay safe whilst seeking safety in Poland. This campaign will focus on 'Third Country Nationals' who fled to Poland due to the war.

Languages: Arabic, Farsi, Bengali, Hindi, Belarussian and French

PHASE 5

'LIVE SAFE IN THE UK' seeks to provide information on how to find hosts in the UK safely and what to do if hosts say that you must leave.

Languages: English and Ukrainian.

UKRAINE RESPONSE TIM

FEBRUARY

Russia launches a full-scale assault on Ukraine

MARCH

STOP THE TRAFFIK Group release Statement on the conflict in Ukraine

MARCH

STOP THE TRAFFIK Group release first in a regular series of public Ukraine intelligence briefing

MARCH

STOP THE TRAFFIK Group Launch Phase 1: **"TRAVEL SAFE, STAY SAFE"**

MARCH

The STOP APP is updated to service Ukrainian speakers to help them share suspicious activity safely and securely

APRIL

STOP THE TRAFFIK Group Launch Phase 2: **"TRAVEL SAFE, WORK SAFE"**

MAY

In partnership with Hope for Justice, STOP THE TRAFFIK Group produce a comprehensive resource for NGOs to use and share for Ukrainians in the UK

ΙΕLINE

MAY
STOP THE TRAFFIK Group Launch Phase 3: "**WORK SAFE IN SOUTHERN EUROPE**"

JULY
STOP THE TRAFFIK Group hosts an online conversation titled, **Intervention Opportunities:** *Standing between Threat and Vulnerability*

JULY
STOP THE TRAFFIK Group hosts a focus group in the UK with Ukrainians

AUGUST
STOP THE TRAFFIK Group meets with Ukrainian Police and a Ukrainian charity

SEPTEMBER
STOP THE TRAFFIK Group Launch Phase 4: "**Seeking Sanctuary from Conflict**"

SEPTEMBER
STOP THE TRAFFIK Group Launch Phase 5: "**Live Safe in the UK**"

NEXT
Our intelligence-led work continues

THANK YOU FOR THIS VERY USEFUL RESOURCE.

OFFERING HELP AND SUPPORT LIKE THIS IS KEY!

FOR OTHER REFUGEES FROM UKRAINE, THESE ARE USEFUL TIPS AND RECOMMENDATIONS.

THANK YOU FOR BEING THERE.

CAMPAIGN COMMENTS
ON SOCIAL MEDIA

TRUSTED COLLABORATION

On Wednesday 14th July 2022 STOP THE TRAFFIK Group held a conversation with its Network titled, "Intervention Opportunities: Standing between Threat and Vulnerability". The discussion focused on building a stronger coalition, being more effective in our work to safeguard, and looking at how we can all learn from this experience.

During the conversation, we collaboratively explored the roles we all have in preventing human trafficking within the context of Ukraine and we also explored the barriers we faced in combatting the problem.

We facilitated the following conversations:

CONVERSATION **ONE**

THE THREAT OF TRAFFICKING: What do we know about Ukraine?

CONVERSATION **TWO**

LAW ENFORCEMENT & JUSTICE: What more could we do to help?

CONVERSATION **THREE**

PREVENTION ACTIVITY: What impact can we evidence thus far?

CONVERSATION **FOUR**

LOOKING AHEAD: What do we need to know?

THANK YOU SO MUCH FOR THIS INSPIRING WORKING GROUP. I AM LOOKING FORWARD TO MANY MORE, DEVELOPING A COORDINATED RESPONSE. WE ARE MUCH STRONGER AS A COMMUNITY WHEN WE LEAN IN WITH TRUST

SHERRIE CALTAGIRONE
EXECUTIVE DIRECTOR
GLOBAL EMANCIPATION NETWORK

WITH THANKS TO OUR STRATEGIC PARTNERS & COLLABORATORS

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; allowing us to bring vital safety information into the hands of those who need it the most.
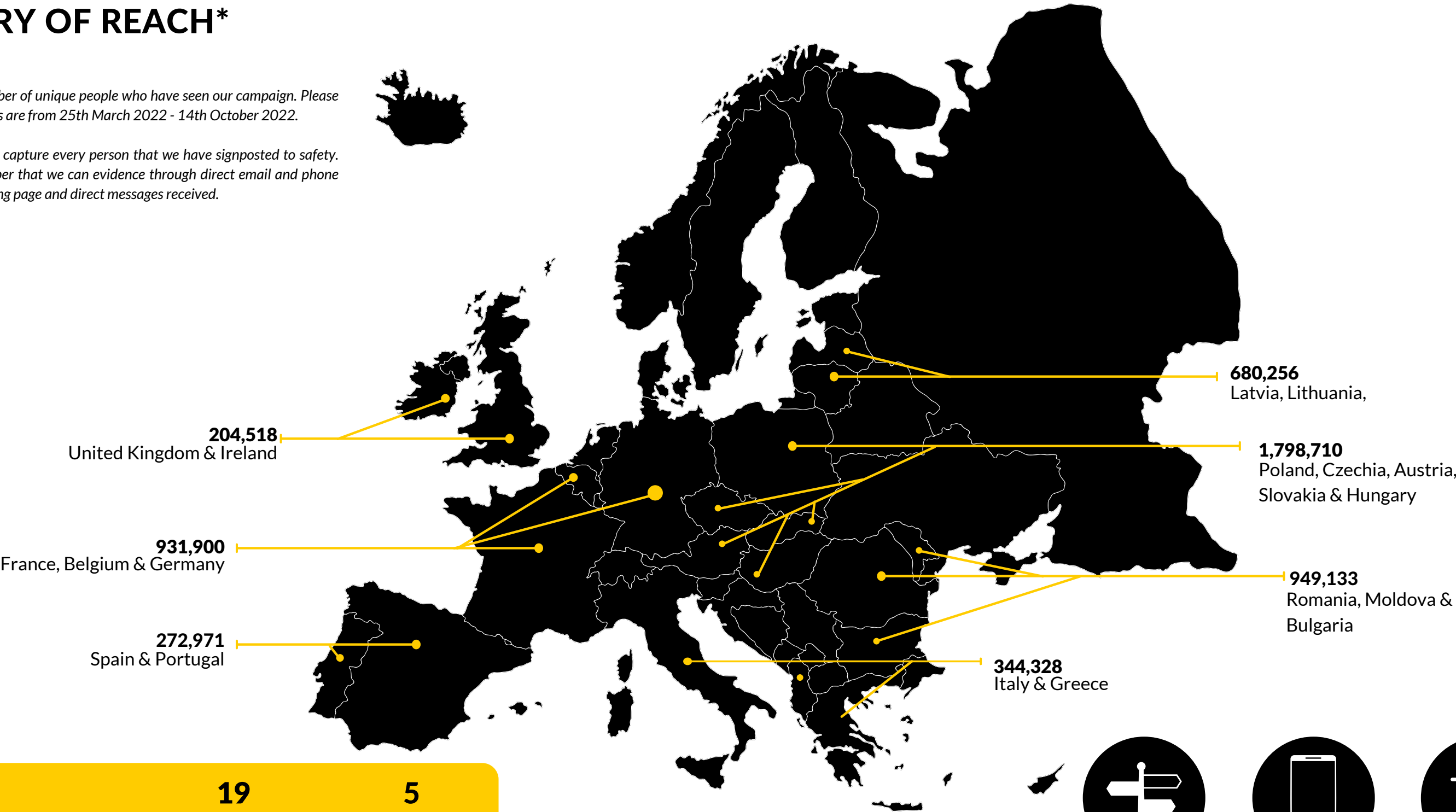
+More

05.
IMPACT

SUMMARY OF REACH*

Reach is the total number of unique people who have seen our campaign. Please note that these statistics are from 25th March 2022 - 14th October 2022.

**This number does not capture every person that we have signposted to safety. However, it is the number that we can evidence through direct email and phone clicks through our landing page and direct messages received.

204,518
United Kingdom & Ireland

931,900
France, Belgium & Germany

272,971
Spain & Portugal

680,256
Latvia, Lithuania,

1,798,710
Poland, Czechia, Austria, Slovakia & Hungary

949,133
Romania, Moldova & Bulgaria

344,328
Italy & Greece

4,054,901	**19**	**5**
PEOPLE REACHED	**COUNTRIES**	**PHASES**
	34	**9**
	SUPPORT ORGS	**LANGUAGES**

STATS IN BRIEF

95
PEOPLE DIRECTLY SUPPORTED**

92%
OF CAMPAIGN VIEWS ON MOBILE

226,176
UNIQUE CLICKS

2,052
CAMPAGIN POST SHARES
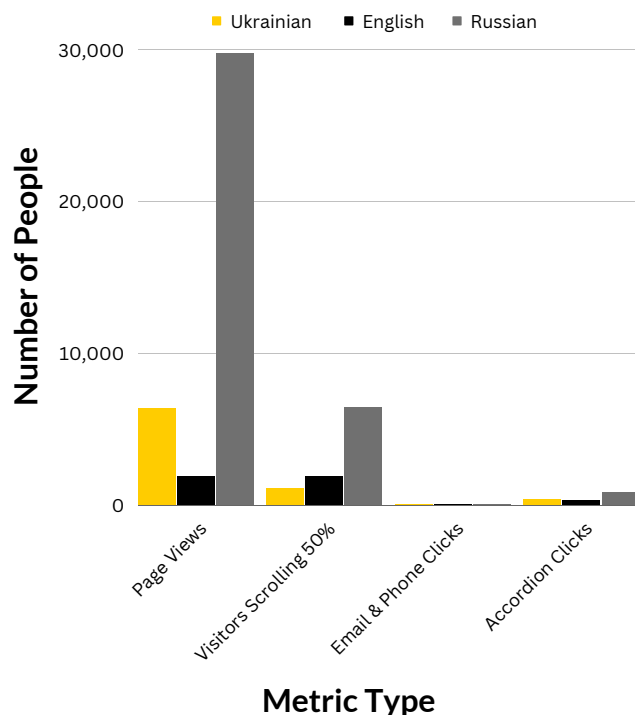
ENGAGEMENT

Figure 1: Landing Page Metrics

Figure 1: Landing Page Metrics (bar chart)
- Legend: Ukrainian, English, Russian
- Y-axis: Number of People (0 to 30,000)
- X-axis: Metric Type (Page Views, Visitors Scrolling 50%, Email & Phone Clicks, Accordion Clicks)

Figure 2: Top 5 Organisations by Email Clicks

Figure 2: Top 5 Organisations by Email Clicks (bar chart)
- Legend: Clicks
- Y-axis: Organisation (Slovenská katolícka charita, La Strada Ukraine, Pestisanas Armija, Baptista Szeretetszolgálat, La Strada Poland)
- X-axis: Email Clicks (0 to 8)

Figure 1: Landing Page Metrics

This graph illustrates metrics on our landing page reflecting the level of engagement with the information. We can also tell that:

- Russian pages received the most views at 74%. We are not certain why this is, but we do know many Ukrainian individuals have their phone language settings to Russian by default.
- The highest amount of web traffic was registered at the end of May and June, peaking on the 29th of April with 2575 unique page views.

Google Analytics counts the total number of times visitors scrolled halfway through a page instead of the number of unique visitors who scrolled halfway through.
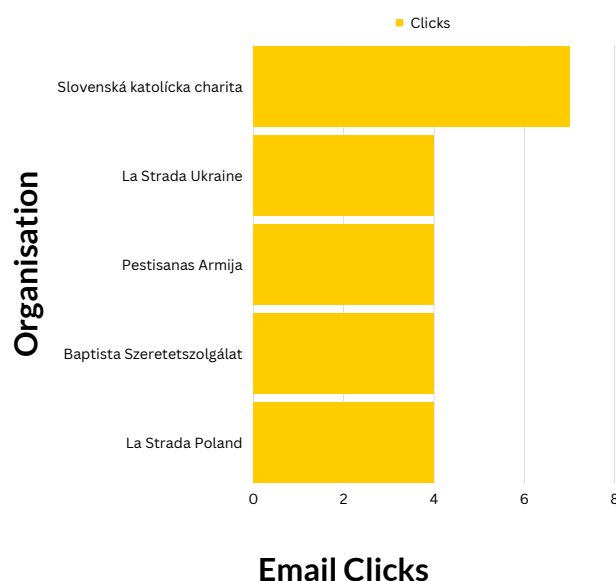
Figure 2: Top 5 Organisations by Email Clicks

Our campaign signposts visitors to safety organisations and attaches their email addresses. This graph shows the top five organisations by the number of people who clicked on their email through the landing page.
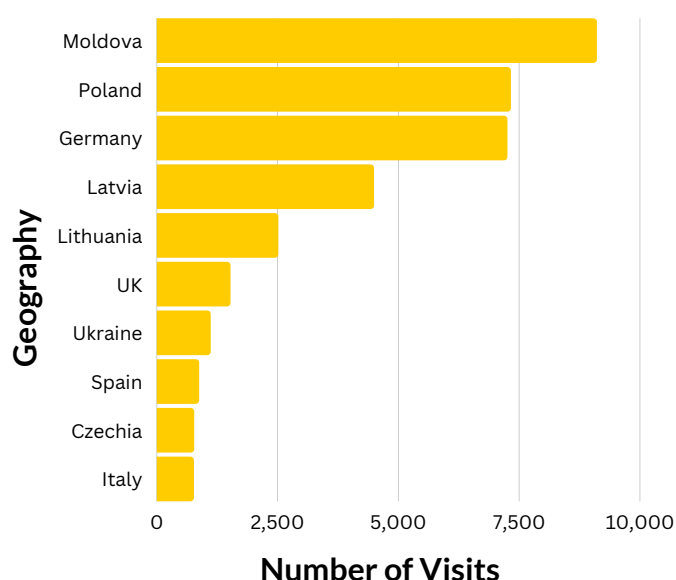
ENGAGEMENT

Figure 4: Visits Per Country Across Campaign Phases

This graph shows the number of visits, from countries across our campaign phases, helping us understand where our content is most engaged with and relevant.

- Most visits came from Moldova (22%), Poland (18%), Germany (18%) and Latvia (11%)
- Most visits in Moldova came from Chisinau (55%)
- 45% of visitors had Russian as their device system language

STOP APP ENGAGEMENT

93 people clicked to download the STOP APP from our campaign landing page, which allows users to report suspicions of human trafficking anonymously.

Scholarships for Anti-Money Laundering Courses

The STOP THE TRAFFIK Group has worked with the International Compliance Association (ICA) to create joint scholarships for courses on Anti-Money Laundering. These scholarships are open to displaced people, especially from Ukraine and Afghanistan. These resources will be available for English and Arabic speakers to help rebuild their lives. **We have successfully connected four individuals from Ukraine to this scholarship program.**

SIGNPOSTING

STOP THE TRAFFIK Group signposts individuals to safety through our landing page, but during the course of our campaign, we also receive direct messages from individuals seeking safety information or support.
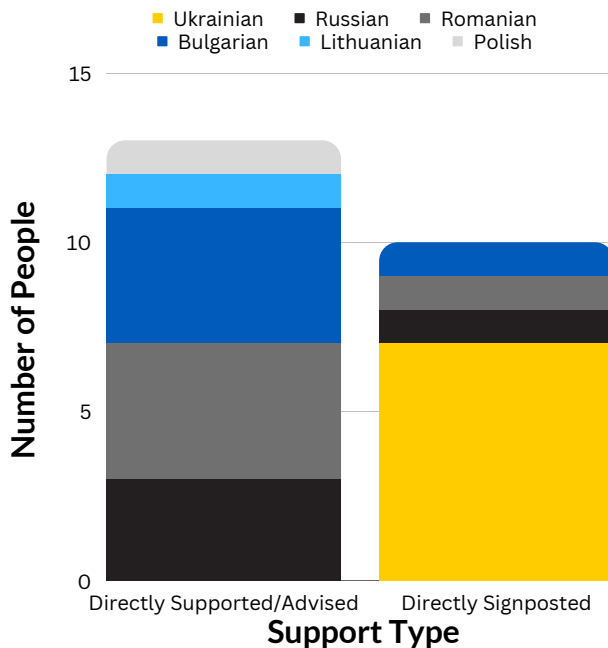
Figure 3: Number of People supported via Direct Message

This graph illustrates the number of people, by respective language, who STOP THE TRAFFIK directly supported with advice or directly signposted to another organisation via direct message.

We directly supported, advised, and signposted a total of 22 individuals through messaging to safety.

Case Study*

STOP THE TRAFFIK Group was contacted by a woman who fled Ukraine with her child and relocated to where she had a family. She subsequently faced a dangerous situation where she was at risk of losing custody of her child. We were able to signpost her to an organisation that began working with her to provide legal representation and potential employment opportunities.

*case is redacted to ensure anonymity.

CAMPAIGN SENTIMENT ANALYSIS

Our team analysed the 600+ comments across our campaign ads to gain an understanding of the public perception of the campaign and people's experiences. Recurring themes included:

- People tagging one another in the comments is a positive sign demonstrating that the campaign may be relevant and individuals are sharing with each other.

- Many people compare the response and support towards Ukraine, to other crises of mass displacement occurring around the world.

- Individuals noting the timeliness and relevance of campaign materials.

- The campaign that ran in Italy had the highest level of negative sentiment for the campaign and charity support generally.

- One of our campaigns was titled "travel safe work safe" which sparked some criticism of the word travel. We adapted our language.

- People tagging one another in the comments is a positive sign demonstrating that the campaign may be relevant and individuals are sharing with each other.

- Many people compare the response and support towards Ukraine, to other crises of mass displacement occurring around the world.

- Individuals noting the timeliness and relevance of campaign materials.

- The campaign that ran in Italy had the highest level of negative sentiment for the campaign and charity support generally.

- One of our campaigns was titled "travel safe work safe" which sparked some criticism of the word travel. We adapted our language.

- People were critical of our running campaigns in the Russian language.

- There was a high level of anti-immigration sentiment.

- 1 potentially exploitative offer of accommodation and 1 potentially false job advertisement was shared in the comments. Both were hidden and escalated.

- Individuals expressed gratitude for the campaign materials.

LEARNINGS

- Long-term, trusted relationships are key to delivering impactful work at scale, in a short time frame.

- Need to ensure that it is clear on every campaign asset and page that the material exists in multiple languages, in order to have the most impact.

- New social media platforms are critical to reaching individuals under 18.

SUMMARY OF IMPACT

Historically, displaced people in desperate situations, fleeing war and persecution, are at the highest risk of trafficking. We have seen this over the past decade of the war in Syria, where Syrian refugees seeking safety have been targeted by traffickers, ready to profit from their vulnerable situation. Trafficking hotspots and trends follow migration; as well as carrying trauma and fear, those seeking sanctuary are likely to lack access to financial means, documentation, or language fluency.

By this stage in a refugee crisis, exploitation can flourish in neighbouring countries and beyond. **The scale of exploitation we expected has not manifested itself in the way we feared and traffickers hoped.** At this time, it appears trafficking networks have not found a strong foothold to turn this situation into a high-octane trafficking scenario. Risk does of course remain high, and there are continuing reports of suspicious offers and dangerous recruitment tactics targeting people who have fled Ukraine.

However, the migrant community fleeing Ukraine are well-informed, identifying fake job adverts and suspicious offers and instead are seeking legitimate support.

Based on the above information (reach, engagement, signposting metrics, direct feedback) we can safely gather that our targeted campaign has effectively reached vulnerable communities with relevant safety information showing a high level of engagement.

We believe our efforts and the fast response of others across the sector enabled the right information to be shared at the right time on a large scale. Providing vital safety information to those who need it most has significantly reduced recruitment opportunities for traffickers and contained the flourishment of trafficking networks across Europe.

However, as short-term assistance and support wane, the risk of trafficking increases. We are not finished and will use our findings thus far to inform our next phase of action.

LOOKING AHEAD

We will continue to reach Ukrainian people with updated, intelligence-led messaging to signpost to safety and prevent harm.

Our research shows that people continue to be at risk of exploitation when travelling to Europe. The experts we interviewed believe that the movement of migrants may increase in the autumn due to new military actions and the economic situation in Ukraine.

Target safety information to third-country nationals.

Third-country nationals are at risk because they don't have the right to work and other benefits that are provided to citizens of Ukraine. Recruiters can take advantage of their vulnerable position and exploit it.

Continue to facilitate data sharing across law enforcement agencies, NGOs, financial institutions, and businesses in order to gain a clear picture.

Cooperation with organisations will help to monitor cases of human trafficking and respond promptly to them. The exchange of experiences and knowledge will formulate strong and powerful data to act.

Reach Ukrainians in the UK with guidance around accommodation, given the end of the Homes for Ukraine programme.

The "Homes for Ukraine" program is ending for many refugees, so they will face increased risk. Our focus group showed that Ukrainians are afraid of becoming homeless after the program finishes, which increases risk of potential exploitation.

Seek ways to reach children and minors who are uniquely vulnerable.

Children under the age of 18 are the primary risk group for human trafficking. Working across social networks popular with children and teenagers will help protect this group from possible exploitation.

> **THE REAL SUCCESS WILL BE IF PEOPLE USE THIS RESOURCE TO INFORM THEIR WORK AND CONTINUE TO FIGHT TRAFFICKING AS SHORT-TERM ASSISTANCE SUBSIDIES AND RISK INCREASE.**
>
> **ILONA OLEKSIUK**
> UKRAINE EMERGENCY
> PREVENTION PROJECT MANAGER
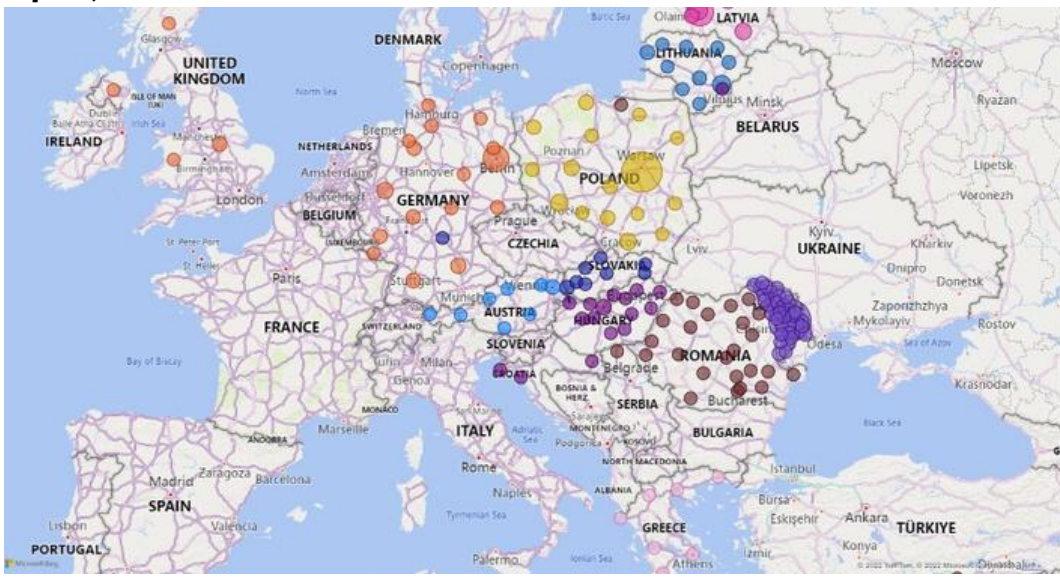> STOP THE TRAFFIK GROUP

06.
APPENDIX

APPENDIX

Appendix 1: This shows the amount of Unique link clicks for the geo-targeted Facebook prevention campaign (March – September 2022).
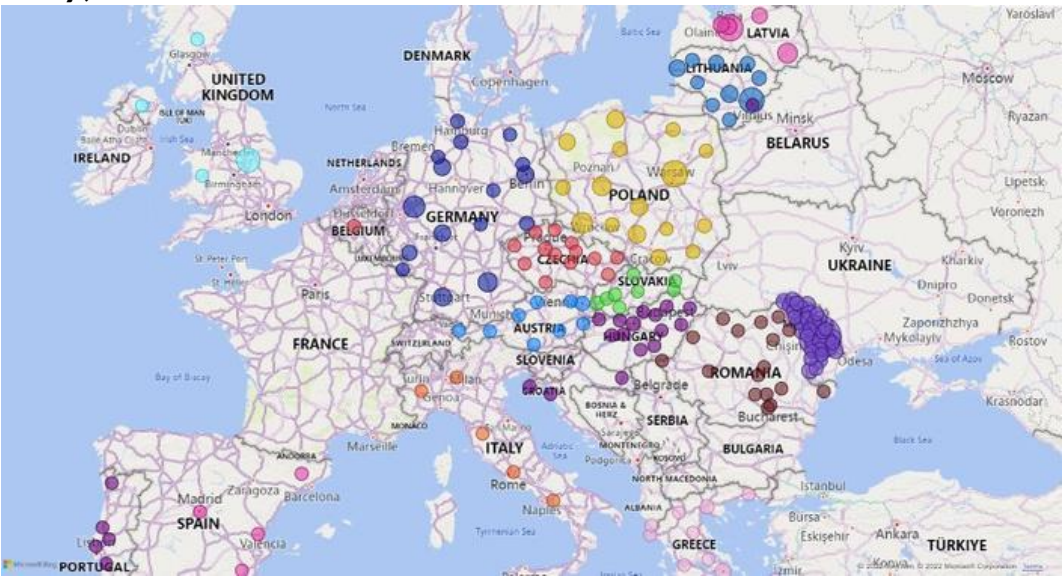
March, 2022
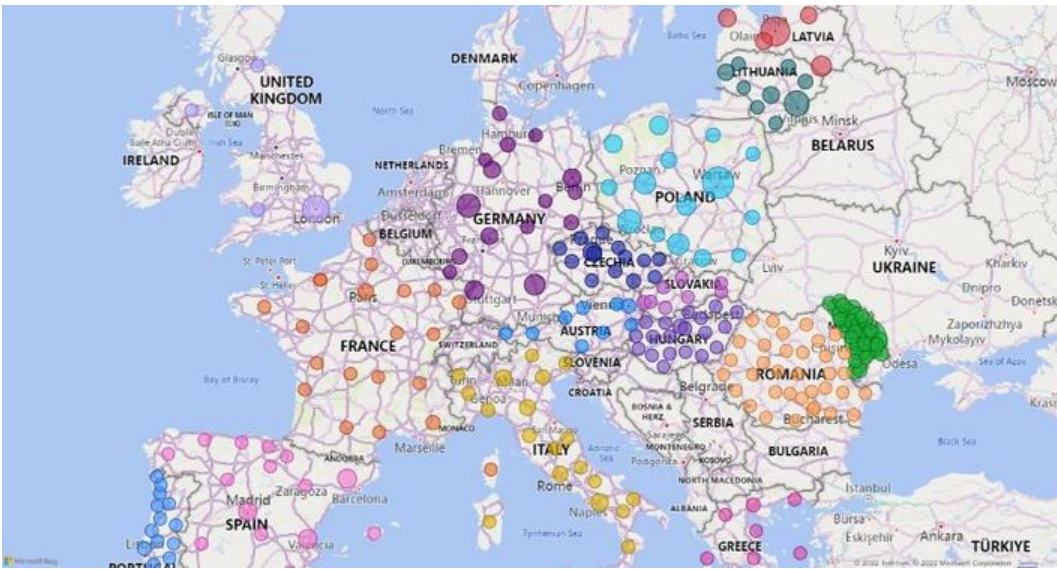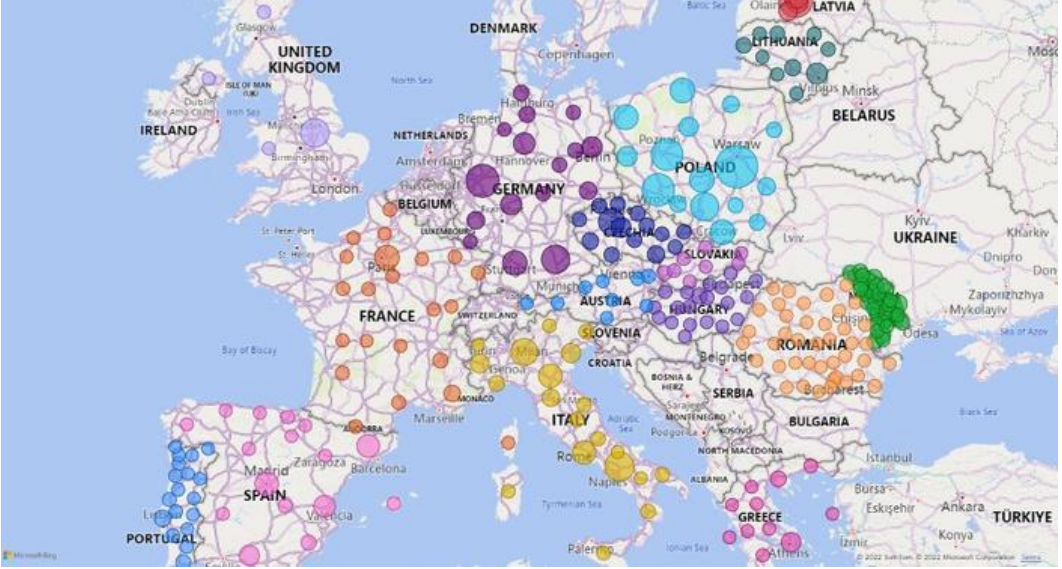

April, 2022

May, 2022
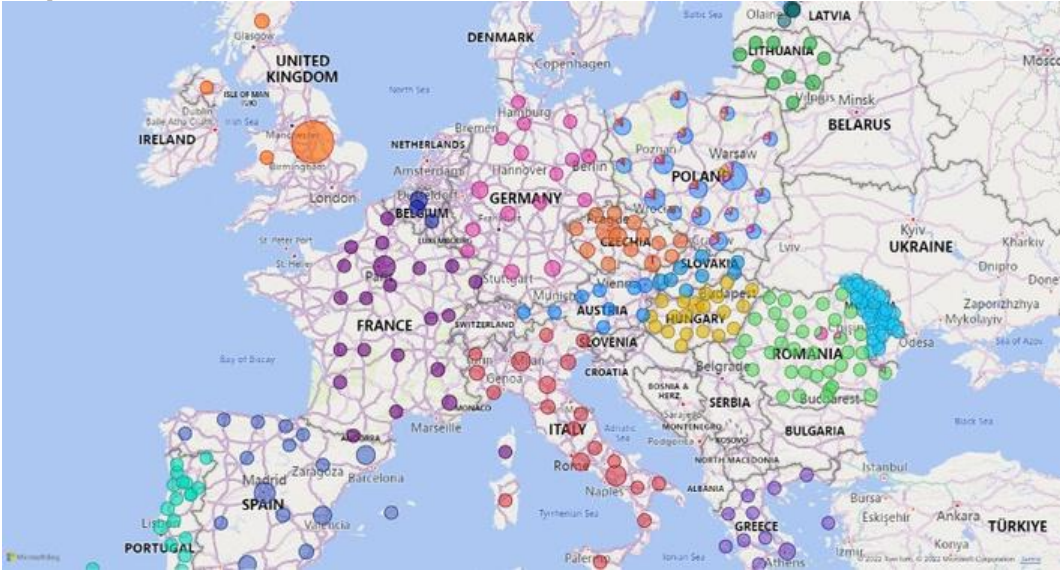

June, 2022

July, 2022

August, 2022

APPENDIX

Appendix 1 Continued: This shows the amount of Unique link clicks for the geo-targeted Facebook prevention campaign (March – September 2022).

September, 2022

CONTACT US

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