

**STOP THE TRAFFIK**  
PEOPLE SHOULDN'T BE BOUGHT & SOLD



# STOP THE TRAFFIK

IMPACT REPORT 20-21





# THE WORLD WE ARE CREATING

## “You can’t stop what you can’t see”

I have spoken, written and shared these seven words thousands of times over the past 18 years. It is not only still true, but we are now hearing leaders around the world calling for an urgent need to bring transparency to criminal behaviour.

Creating transparency is fundamental to how STOP THE TRAFFIK thinks, works and delivers change. We are using innovative technology to create the world’s richest picture of human trafficking. That intelligence is put to work to systemically disrupt human trafficking.

You can stop what you can see. And we are seeing results.

This year, we reached nearly 3 million vulnerable individuals through our digital campaigns, preventing recruitment in at-risk communities. We risk mapped £2.4 billion direct procurement spend across our business clients, mitigating MSHT risk in their operations. We delivered an e-learning package to a global bank, watched over 9,000 times by 91% of their staff, preventing traffickers from moving profits through legitimate financial systems. Finally, we have established the world’s richest data hub of human trafficking with over 1 million incidents recorded.

We celebrate that we have built the capability for anyone to collect and analyse global data on MSHT. We celebrate that we are seeing emerging leadership committed to sharing data as they focus on prediction and prevention. We celebrate that many more are speaking with one voice that joining in our shared intelligence-led approach.

We must continue to share intelligence, coordinate our resources, and scale prevention work.

Let the light shine. We are creating a reality where there is nowhere for this crime to hide as we set and deliver ambitious 2030 targets committed to shifting the global environment to become high-risk and low profit to traffickers.

We see you. We can STOP THE TRAFFIK.

  
RUTH DEARNLEY OBE  
CEO





# WHO WE ARE

IMPACT SEP 2020-AUG 2021



# A MARKET FOR CHANGE

Covid-19 has bought a heightened awareness of societal issues and awareness of the use of data in tackling a global issue.

For the first time in 22 years business has been assessed as the most trusted entity for change within society (Edelman Trust Barometer).

The use of technology to automate is dramatically affecting the labour market and jobs for the future.

Climate change is driving migration globally which is known to drive trafficking in communities.

There is an ongoing revolution for transparency that will continue to shine a light on positive and negative actions.

There is an increasing requirement for a purpose driven human rights focus to sit at the heart of every organisation. (Deloitte Human Capital Trends Report 2021).

# THE SCALE OF MODERN SLAVERY



**40.3 million people held in modern slavery globally. There is prevalence in every country.**



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



**Globally, 1 in 4 victims of modern slavery is a child.**



**These figures are estimates but they are likely to be the tip of the iceberg due to the hidden nature of the issue.**



# 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
- Transfer proceeds of crime through legitimate financial systems
- Move their products or people with businesses

*We are changing the high profit, low-risk environment of trafficking and squeezing the criminal business to zero profit.*

WHO WE ARE



IMPACT SEP 2020-AUG 2021



# A HYBRID MODEL

At STOP THE TRAFFIK, we know that its international businesses, worldwide financial institutions and far-reaching social media platforms that have the greatest influence in affecting human behaviour. Where trafficking operates globally, we work with these institutions at scale to start pushing towards real trafficking prevention. We marry our human mission with a modus operandi that considers the corporate world, thereby marrying business strategy with the heart of charity. Applying a relentless fast pace to our work, we continue to keep up with some of the major players in the corporate world, delivering meaningful, mutually beneficial partnerships that end modern slavery.

## A PEER TO BUSINESSES

Delivering at pace.  
Agile & adaptable.  
Trusted partnerships.



## THE HEART OF A CHARITY

Purpose Driven.  
Relentless Energy.  
Impact Focussed.

WHO WE ARE

**“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

IMPACT SEP 2020-AUG 2021



# OUR OBJECTIVES

We are disrupting the three pillars on which human trafficking depends. This model is supported by our intelligence and data-driven approach to work.

## 1 Objective One RECRUITMENT

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

## 2 Objective Two MONEY

Prevent traffickers from moving (proceeds of crime) money through the financial systems.

## 3 Objective Three DEMAND

Enable business to identify and reduce the human trafficking/modern slavery risk within their operations..



## 4 Objective Four DATA AND INTELLIGENCE

In partnership with the Traffik Analysis Hub, we hold the world's richest intelligence picture of trafficking, supporting the core delivery of STT activity.

## 5 Objective Five SYSTEMS AND SCALE

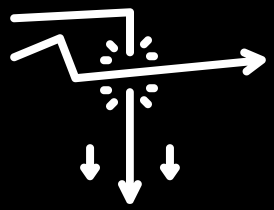
We develop systems, people, partners and funding with a sustainable, strategic, and evidence based approach.

## 6 Objective Six COMMUNICATIONS AND INFLUENCE

We amplify the issue and our response, influencing systems for transformation at scale.



# OUR VALUES



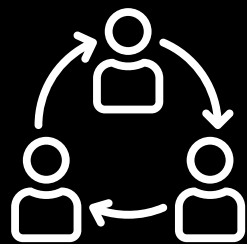
## DISRUPTIVE

We challenge the systems and beliefs that allow trafficking to exist



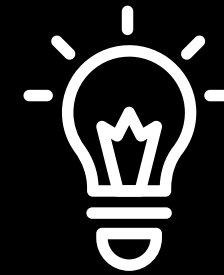
## TRUSTED

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



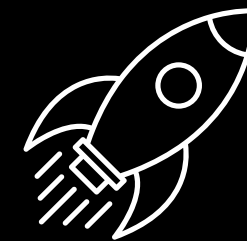
## COLLABORATIVE

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 HISTORY

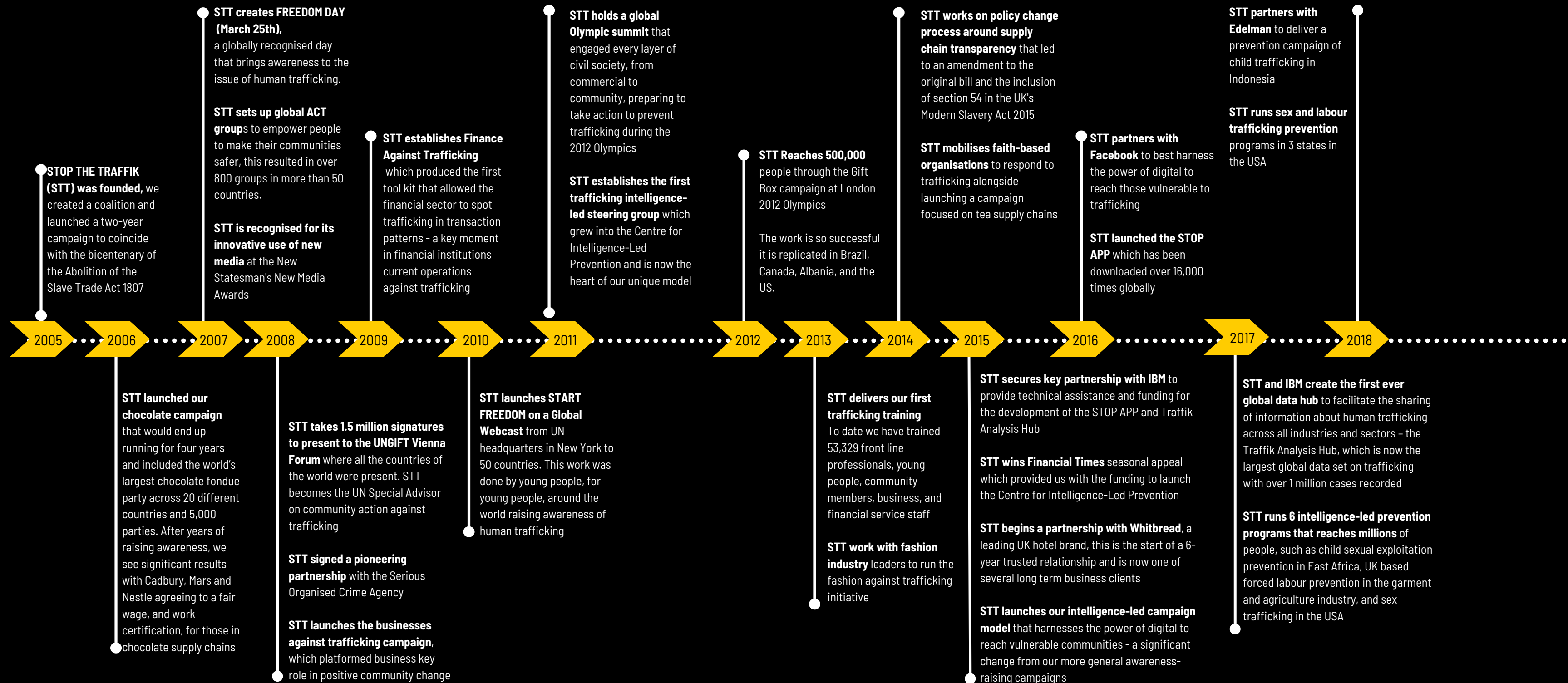
STOP THE TRAFFIK

IMPACT SEP 2020-AUG 2021



# OUR ACHIEVEMENTS TO DATE

## AWARDS AND METRICS





**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

2019

2020

**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

2021

**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

**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





# OUR YEAR

STOP THE TRAFFIK

IMPACT SEP 2020-AUG 2021



# OUR YEAR IN SUMMARY

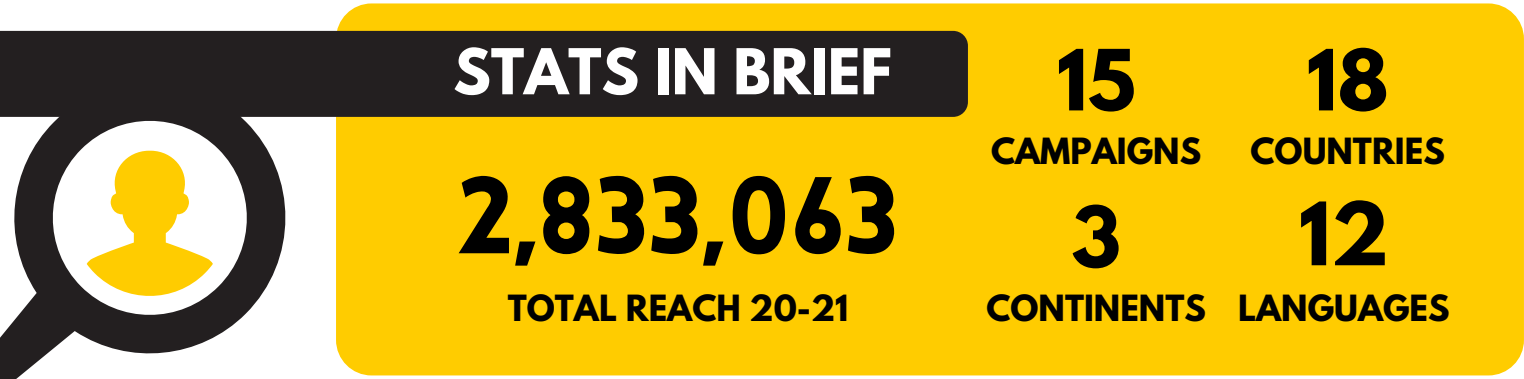
## REDUCING RECRUITMENT

STOP THE TRAFFIK works to prevent the **recruitment** of vulnerable individuals through digital, geo-targeted prevention building resilience in at-risk communities.

- 15 digital, geo-targeted prevention campaigns
- 2,833,063 individuals reached this year, bringing our total to 10.5 million
- 18 countries
- 3 continents
- 12 languages

**“I had many problems. I was considering selling one of my organs to solve my problems in Greece. I now have good living conditions. Thank you to your good organisation.”**

Quote from 17-year-old Asylum Seeker from Afghanistan



OUR YEAR

## PREVENTING MONEY FLOW

STOP THE TRAFFIK works to prevent traffickers from moving (proceeds of crime) money through financial systems.

- Secured and delivered work 9 major financial clients
- Trained 1060 professionals across 4 commercial banks
- Developed e-Learning training package, which has been watched by 8,000+ staff (91% of staff scope) from a global bank

**"Modern day slavery and human trafficking has no place in society. From education our staff of warning signs, through to better understanding the profiles of our suppliers, we are working to beat the traffickers and protect our communities."**

John Collins, Chief Legal and Regulatory Officer at Santander UK



IMPACT SEP 2020-AUG 2021



# OUR YEAR IN SUMMARY

## REDUCING DEMAND

STOP THE TRAFFIK enables businesses to identify and mitigate MSHT risk within their operations, reducing the demand for trafficking.

- Secured and delivered work for 14 new business clients
- Trained 214 business professionals
- Mapped £2.4 billion direct procurement spend across 3,181 suppliers
- Co-produced the first free resource for SMEs in Modern Slavery prevention

**"It's our responsibility to promote human rights and sustainable work practices at every level of our business - and we take that responsibility seriously. That's why we're working without all of our partners - from restaurant to supply chain - to make sure we put the welfare of people first, and we're delighted STT are helping us on that mission."**

Jenny Packwood, Director, Responsibility & Reputation, KFC

### STATS IN BRIEF

**214**  
WORKERS  
TRAINED

**14**  
NEW  
CLIENTS

**£2.4B**  
DIRECT SPEND  
MAPPED ACROSS  
**3,181**  
SUPPLIERS

OUR YEAR

## STRENGTHENING DATA & INTELLIGENCE

STOP THE TRAFFIK holds the world's richest intelligence picture of trafficking, supporting the core delivery of STT activity.

- 1,049,857 data points in the Traffik Analysis Hub
- 130 direct intelligence submissions to STOP THE TRAFFIK
- Developed a pioneering intelligence sharing database for 15 of the UK's leading food and agriculture brands

**“Considering the challenge in compiling multisource information in an analytical and visually insightful way, the platform you have built is one of the most structured and tailored we have used. INTERPOL is pleased to be an active member of the TA Hub and to use its platform to inform its operational planning against human trafficking worldwide.”**

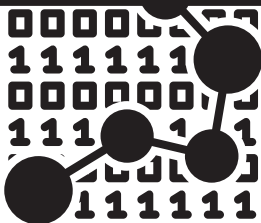
Isaac Espinosa Delgado - Coordinator pro tempore, INTERPOL Human Trafficking and Smuggling of Migrants Unit

### STATS IN BRIEF

**1,049,857**  
DATA POINTS IN THE  
TRAFFIK ANALYSIS HUB

**130**  
DIRECT INTEL  
SUBMISSIONS

**15**  
BRANDS IN DATA  
SHARING PROJECT



IMPACT SEP 2020-AUG 2021



# OUR YEAR IN SUMMARY

## DEVELOPING SYSTEMS & SCALING

STOP THE TRAFFIK is developing systems, people, partners and funding with a sustainable, strategic, and evidence based approach.

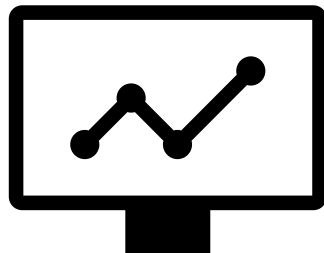
- Developed an organisational plan around Equality, Diversity, and Inclusion - open to contribution from our entire team
- Delivered an in-house training to the entire team on dealing with distressing content, now mandatory for all new starters
- Significantly strengthened our Monitoring, Evaluation, and Learning (MEL) structure and frameworks

**"The distressing content training was fantastic. It's grounded in science, psychology, and experience which makes it far more compelling and easier to put into action."**

A new starter with STOP THE TRAFFIK



EDI PLAN



MEL BOOST



TRAINING

## AMPLIFYING THE ISSUE AND INFLUENCE

STOP THE TRAFFIK is working amplify the issue and our response, influencing systems for transformation at scale.

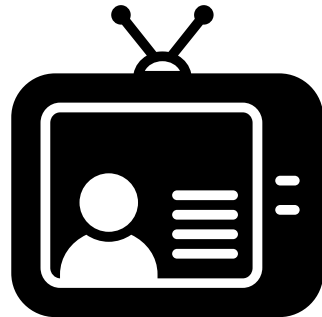
- Maintained and strengthened a positive, long-term, trusted partnership with Meta
- Published a video on human trafficking across supply chains with CNN
- Led a pilot of 'Power of 10', embedding a framework that would allow us to significantly increase how data is gathered and shared by NGOs

**"It was exciting to see survivor stories safely turned into data pictures that can be shared with everyone. When we bring stories together, we amplify every voice."**

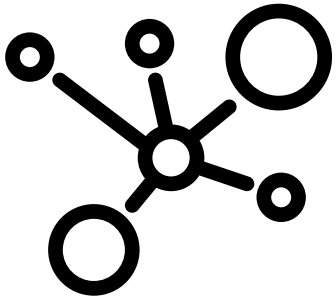
Emily Clifford, PHD Researcher and Ella's Home Volunteer



META



CNN



P10





# OBJECTIVE 01: RECRUITMENT

STOP THE TRAFFIK

IMPACT SEP 2020-AUG 2021



# IMPACT 01: RECRUITMENT

Over the past year we have successfully:



Delivered 15 digital, geo-targeted prevention campaigns across North America, Europe, and Asia.



Developed strong relationships with private and public sectors to scale this work including sharing our methodology and supporting other organisations to deliver effective prevention programs.



Significantly increased engagement across online media raising awareness of human trafficking, informing the public on how to spot the signs of exploitation and how and when to report suspicions.



**2,833,063**

PEOPLE REACHED IN TOTAL

**15**

PREVENTION  
CAMPAIGNS

**18**

COUNTRIES

# OUR CAMPAIGN METHODOLOGY

STOP THE TRAFFIK 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.





## DISCOVERY

### Data & Intelligence Audit:

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

### 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.


## DEVELOPMENT

### Audience Definition & Targeting:

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

### 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.



## 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 campaigns audience to measure impacts and gather learnings.

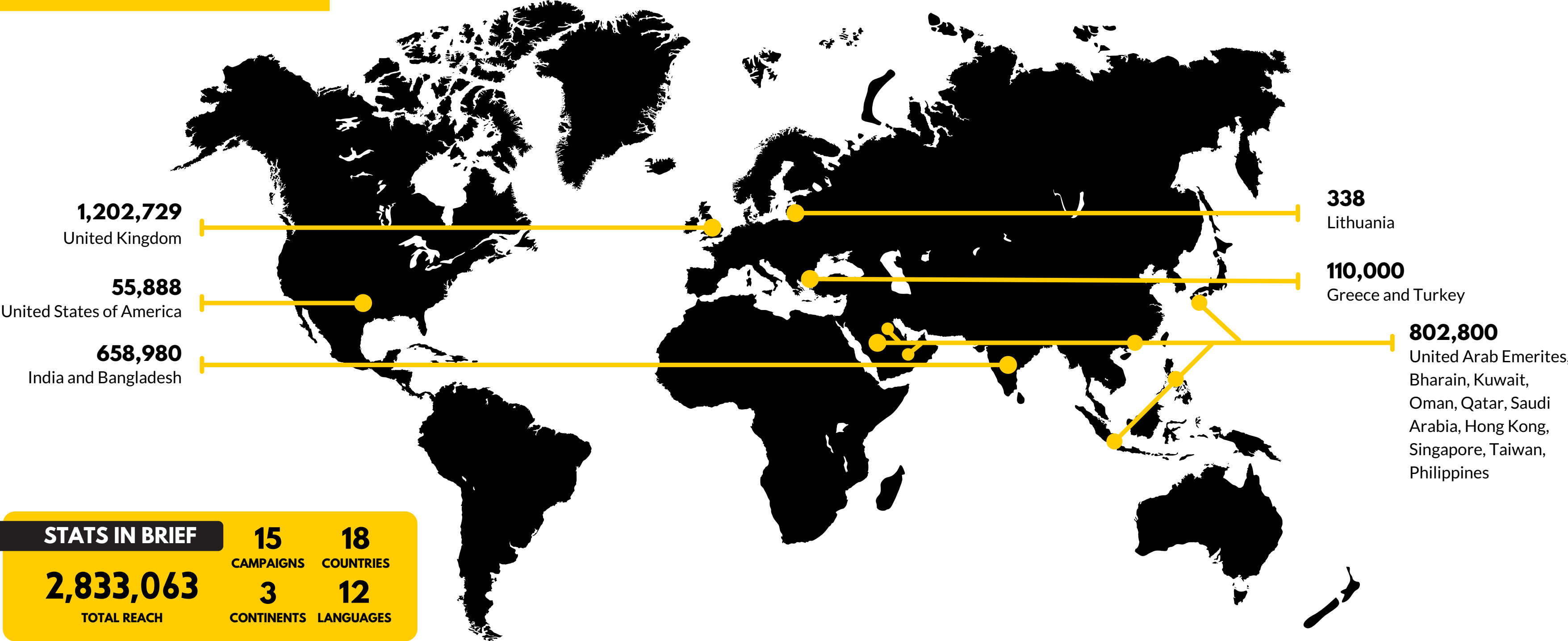
## DISCOVERY

### 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.



# OUR REACH





# DOMESTIC SERVITUDE CAMPAIGN

Based on multi-agency data and intelligence, STOP THE TRAFFIK identified Filipino domestic workers as vulnerable to exploitation in the UK.

STOP THE TRAFFIK worked with specialist organisations Kalayaan, Kanlungan, Filipino Domestic Workers Association and the Voice of Domestic Workers to develop an intelligence report and design a creative social media campaign.

## CAMPAIGN OBJECTIVES

- Filipino domestic workers know their rights in the UK and where to access support and advice. By knowing their rights, domestic workers feel empowered to demand these are met by their current or future employer to prevent exploitation.
- The wider Filipino community in London know the rights of domestic workers in the UK, can spot the signs of domestic servitude and signpost exploited workers to specialist organisations. By involving the wider community, they can identify potential exploitative situations and alert domestic workers of their rights to prevent exploitation.



## RESULTS

- The campaign reached 66,928 people in our target audience.
- 90% of the post-campaign survey respondents said they found the campaign helpful.
- 89% of post-campaign survey respondents took action after seeing the campaign.
- 42% said they contacted an organisation for advice or support.
- 37% (almost all are currently employed as domestic workers in the UK) added the phone numbers of support organisations to their phone.
- The Voice of Domestic Workers reported 6 out of 9 referrals they received the week of the creative campaign contacted the charity as a result of seeing the video.
- They also reported a further 5 referrals mentioning STOP THE TRAFFIK in the following weeks since the campaign and receiving an increase in calls.
- Filipino Domestic Workers Association reported receiving 5 new referrals as a direct result of the campaign.
- FDWA also reported their members shared the video with friends and family in the Gulf countries so they would know their rights if they were brought to the UK.

# CONSTRUCTION WORKERS' RIGHTS CAMPAIGN

Based on STOP THE TRAFFIK research and multi-agency data-sharing, it was identified that Romanian and British men working in the construction sector in East Sussex were at an increased risk of labour exploitation and various forms of labour rights violations.

Using findings from the pre-campaign survey, we designed a campaign that included:

- Information on key workers' rights, particularly around Covid self-certification and the minimum wage
- Information on keeping safe at work
- Advice on how to safely record and report exploitation or abuse at work



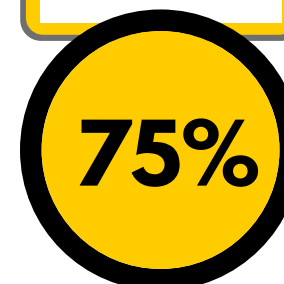
## RESULTS

- The campaign reached 97,786 people in our target audience
- 3,500+ people clicked to 'Learn more'
- 20,000+ people saw the campaign in Romanian and +77,000 in English
- At least 8,300 people watched the campaign video to at least 75%



In response to our question on what action they took after seeing the campaign:

**'I spoke to my employer about my working conditions' and 'I looked for more information online'.**



75% of respondents 'strongly agree' or 'somewhat agree' with the statement: "I am confident that I would know how and to whom to report unsafe working conditions or exploitation at work", showing a positive knowledge change in comparison with the pre-campaign survey.



75% of men agreed that "The campaign changed my perception of what is considered exploitation at work in the UK and the workplace issues I am able to get advice and support for".

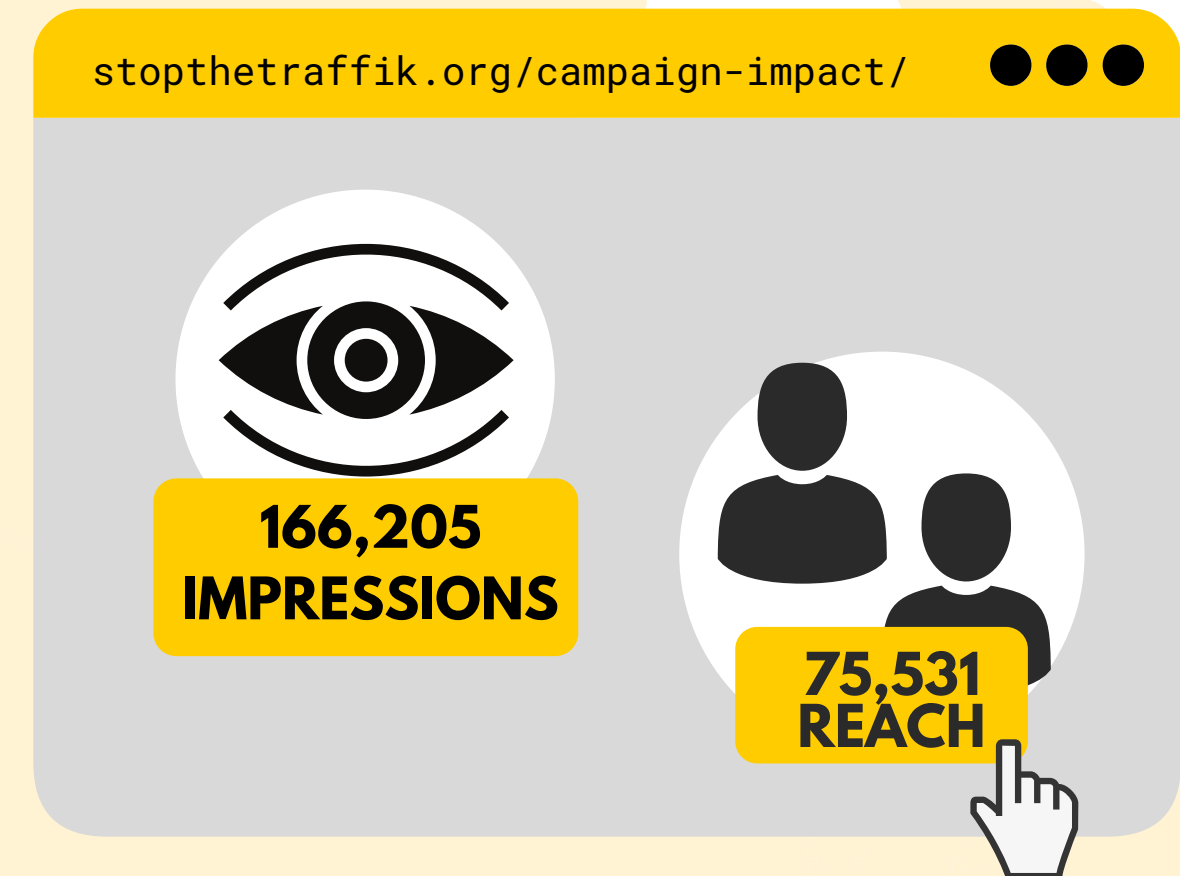


# NORTH AMERICAN SEX TRAFFICKING PREVENTION CAMPAIGN

In October 2020, STOP THE TRAFFIK worked with one of our 150 global partners: the Avery Centre, a survivor led organisation, to engage in a sex trafficking prevention campaign in Colorado, USA.

## RESULTS

- The campaign reached 75,531 people in our target audience
- Total impressions during the campaign - 166,205
- Referrals to service - 2 individuals self-referred to 3 services
- Page views during the campaign: 1769

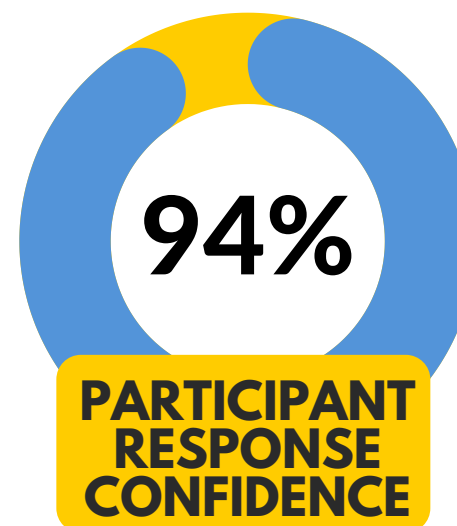


# MANCHESTER: HOMELESSNESS & EXPLOITATION CAMPAIGN

Project TILI found that "when people were first 'recruited' or coerced into exploitation, the most common living arrangements were either sofa surfing or rough sleeping, each accounting for roughly a quarter of cases. However, whilst the exploitation was ongoing, a staggering two thirds of victims were living in accommodation provided by or linked to their exploiters. This shows that people experiencing homelessness aren't only more exposed to exploitation, but that modern slavery itself is often also a housing issue. It exploits people's need for accommodation, and can then turn that accommodation into a means of control."

STOP THE TRAFFIK delivered two awareness campaigns in Greater Manchester targeting the city's homeless community, identified through our research as having an increased risk of trafficking compared to the general population.

After the campaigns, we delivered "train the trainer" sessions to organisations in Greater Manchester that work to support people with no fixed address.



## RESULTS

- Our campaign reached 186,346 individuals within our target audience.
- 94% of participants correctly identified, what the most common nationality for victims of Modern Slavery in the UK was, a 46% increase.
- 94% of participants agreed with the following statement: "I am confident I could respond appropriately if I suspected a case of modern slavery", a 48% increase.
- 88% of participants agreed the training was relevant and applicable to their role.

**"I work in elderly services and following this training I will present an overview of the training to my team tailored to things we are more likely to spot with our particular customer base. It was really interesting to have a case study with an older person as I think there is an assumption this is a younger person's issue."**

**"The research and engagement undertaken by Stop the Traffik into the exploitation experiences of homeless communities in Greater Manchester has been invaluable to us. It has provided us with insights and recommendations that enable agencies to make a real difference in the lives of people who may be at significant risk of exploitation, by recognising and reducing vulnerabilities."**

Partner Officer with Greater Manchester



# AMAN SAFETY CAMPAIGN

Aman Safety is a three-year program funded by Comic Relief involving several projects. The program works to prevent the trafficking of refugees and asylum seekers as they travel to Europe.

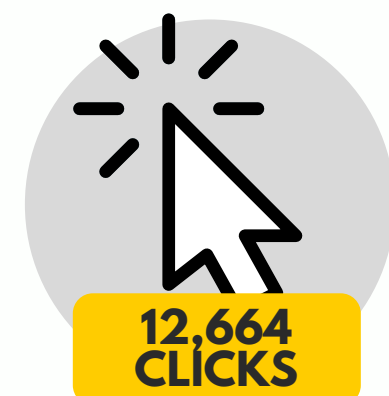
During this year, Aman Safety ran three campaigns, all in four languages, specially looking to reduce the trafficking and exploitation of young, and often unaccompanied, minors in Greece and border regions of Turkey.

## OBJECTIVES

The project had three main objectives concerning the prevention of trafficking of young people:

- Increased perception of risk
- Gained knowledge
- Adopted preventative behaviour

Through feedback from the signposted partner NGOs and responses received via the surveys and messages from the target audience, **we CAN evidence that the campaign achieved its objectives.**



## RESULTS

- 110,000 young people are reached in Greece and Turkey border provinces and provided with information about trafficking and support organisations.
- 12,664 young people clicked to learn more about trafficking and the support available on the campaign landing page.
- 88% respondents to the post-campaign survey noted they would take preventative action.
- STOP THE TRAFFIK signposted 79 young people to safety
- Our partner NGOs reported an increase in contact with people seeking support.
- Our partner organisations picked up suspected trafficking cases and reported the activity appropriately.

**“I had many problems. I was considering selling one of my organs to solve my problems in Greece. I now have good living conditions. Thank you to your good organisation.”**

Quote from 17-year-old Asylum Seeker from Afghanistan

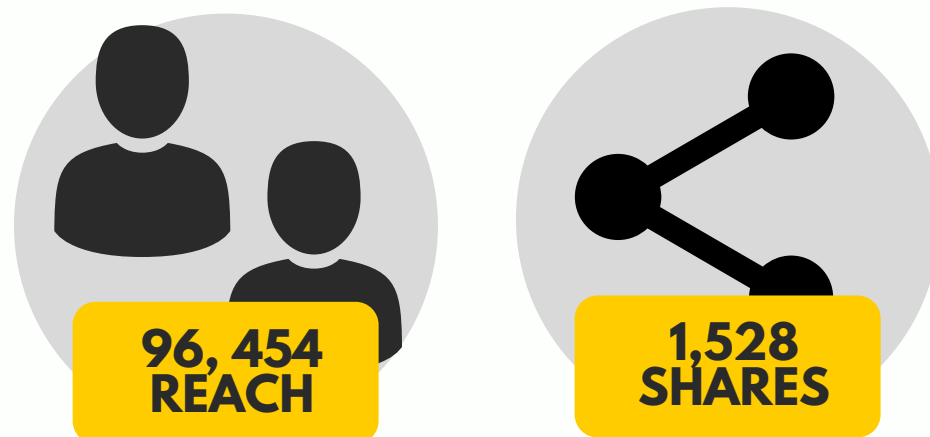
# LATIN AMERICAN WOMEN IN CLEANING, HOSPITALITY AND DOMESTIC WORK: RIGHTS IN THE UK

## THE NEED

Based on STOP THE TRAFFIK data and research conducted by Focus on Labour Exploitation (FLEX) and the Latin American Women's Rights Service (LAWRS), it was identified that Latin American women working in cleaning, hospitality and domestic work in the UK are at an increased risk various forms of labour rights violations since Covid-19.

## OUR METHOD

Having identified labour rights violations, we armed this community with information relating to their working rights and produced a preventative video campaign.



## RESULTS

- The campaign reached 96,454 people in our target audience
- 1,528 post shares

### The majority of women who answered our post campaign survey:

- Were more confident in their ability to spot a suspicious job ad.
- Were half as likely to be misled by misinformation on the National Minimum wage.
- Were significantly less likely to be misled by the red flags in the ads including long hours, vagueness, informality of WhatsApp ads, informality of mobile number ads, deduction to wages and no salary information more able to identify forms of exploitation that they had experienced.

**"THANK YOU for your collaboration to ALL immigrants. BLESSINGS FOR ALL. It is good to know that in such a big and culture so different from our own country, we have organizations for our rights ... God bless you !!!"**

Campaign comment on social media



# OVERSEAS FILIPINO WORKERS CAMPAIGN

Having identified the need for a campaign ensuring the safe passage and recruitment of OFW, STOP THE TRAFFIK worked with specialist organisations The Blas F. Ople Policy Center, ChildFund and the Philippine Overseas Employment Agency (POEA) to deliver a digital prevention program.

## CAMPAIGN OBJECTIVES

- To **increase knowledge** of the risks associated with moving abroad for a job offer among the target audience. OFW know the safest way to secure a job abroad, including 'top tips' on where to find approved job orders, where to check in a private recruitment agency (PRA) is approved and licensed, and the relevant people to contact for advice. It also states the fees to pay and avoid.
- The wider OFW community **knows their working rights** and who to contact for advice specific to labour exploitation – even if already set to leave or overseas.
- To **increase collaboration** with on the ground partners. Presenting an open picture of exploitation not only enables more rounded support for at risk communities, but also helps build a wider understanding of the trends and hotspots of exploitation.



## RESULTS

- The campaign reached 802.8k people in our target audience with 27.5k likes, 7k shares and 569 comments.
- Sentiment analysis revealed a high level of recognition among the target audience surrounding the prevalence of OFW exploitation, with several people commenting their personal exploitative experiences.
- Downloads of the STOP APP increased significantly in the regions targeted by the campaign throughout its duration.
- The majority of campaign comments received were tagging friends or family. Several comments encouraged others to "watch this".

**“A good outcome of this campaign was that some commenters have shared their own experiences regarding unscrupulous overseas jobs. They were able to provide caution to those who were inquiring about sketchy overseas job offers online offered through unregistered and unaccredited agencies.”**

Blas F. Ople Policy Center

# LITHUANIAN EDUCATION PROJECT

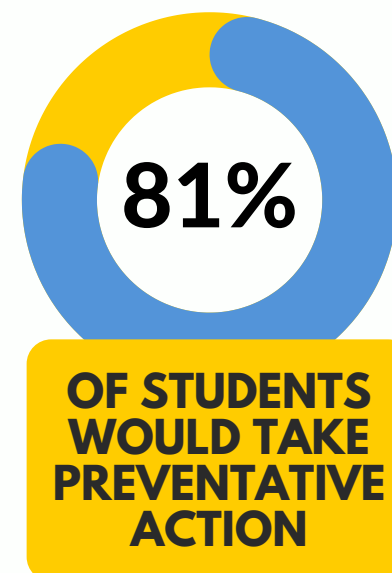
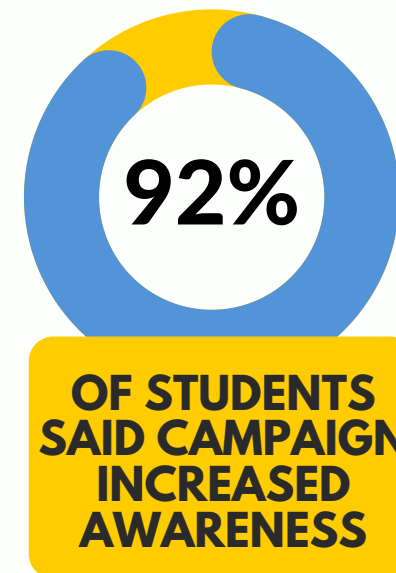
## THE NEED

Lithuania has a huge emigrant population, and for several years, the main destination of Lithuanian migrants has been the UK. Other emigration destinations include Ukraine, Belarus, Germany and Norway. There is a need for resources and sessions in schools to ensure young people are aware of trafficking risks, how to spot the signs of a potentially exploitative offer and how to keep themselves, and others safe from exploitation.

## CAMPAIGN OBJECTIVES

- To build relevance of the issue within our target audience
- To equip target audience with knowledge
- To drive changes in behaviour

STOP THE TRAFFIK and the National Agency for Education collaborated on a project which shared information about human trafficking with students at educational institutions across Lithuania. The target audience were the students aged between 14 – 19 who attended a range of educational facilities, including youth schools, lower secondary schools and secondary schools.



## RESULTS

- 37 educational facilities ran awareness raising sessions.
- 338 students between 14 - 19 reached across Lithuania.
- 92% of students\* said the videos raised awareness that before accepting a job offer abroad, they should ask questions, find out more information and seek help if needed.
- 74% of students\* said they were better informed, equipped with knowledge and learned what to do if they were in a potential risk situation in the future.
- 81% of students\* said they would take preventative action to stay safe after participating in the sessions.

**“When you work and you don’t get any holidays, I think that’s also exploitation... I went to that link and I was surprised that I didn’t know anything when I came here. Everything was new to me... Also, information in the link about the number of working hours, etc. was useful. It’s good to know it because everything is very different from what we have in Lithuania.”**

Female, 46, in UK for 2 months

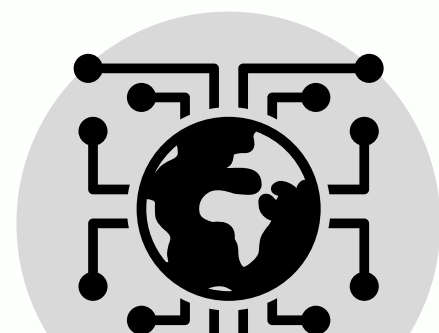


# DISRUPTING CROSS BORDER TRAFFICKING NETWORKS IN JASHORE

Each year, over 50,000 women and children are trafficked from Bangladesh into India for the purposes of sexual exploitation. This project focused on supporting children and women who are vulnerable to or victims of cross border trafficking from Bangladesh to India for sexual exploitation through capacity building, service integration, awareness raising and advocacy reaching.



**82,547 REACH  
AT COMMUNITY  
LEVEL**



**658,980 REACH  
WITH DIGITAL  
CAMPAIGN**



**3,248 LOCAL  
LEADERS  
TRAINED**

## RESULTS

- 658,980 people were made aware of the risks of trafficking through the digital awareness campaign.
- This project reached 82,547 people in our target audience, all of whom were sensitized through community-level Interactive Popular Theatre (IPT) shows.
- 8 BCC materials have been developed and awareness messages disseminated against human trafficking in the community.
- 30,104 Polli Shomaj members were trained and sensitized on roles and methods for reducing human trafficking in communities.
- 3,248 local leaders were capacitated on roles and methods to reducing trafficking into their communities.
- 35 trafficked survivors have been identified in India.
- 4 human trafficking survivors have been repatriated from India.
- 45 human trafficking survivors have received reintegration support.
- 100 human trafficking survivors received psychosocial counselling and 74 have completed their sessions.
- 100 people were reached through an advocacy event held on functioning of Special Tribunals, and the inclusion of a repatriation and reintegration model in the National Plan of Action for Prevention and Suppression of Human Trafficking in Bangladesh.
- 1 district level workshop was held with 37 people, of which 28 were non-state actors.

# CHILD EXPLOITATION PREVENTION CAMPAIGN

In 2020, just under 5,000 children were officially identified as victims of exploitation in the UK. This has increased and evolved in the virtual sphere, with greater use of internet in the last decade and the widescale impact of COVID-19.

## CAMPAIGN OBJECTIVES

STOP THE TRAFFIK deployed a a one minute campaign video and website landing page in England between July and August, 2021. This project's aims were twofold:

- The information campaign invited viewers to contribute to our research by anonymously answering questions on their perceptions and understanding of child exploitation.
- produce a research output with actionable recommendations based on i) the findings from an online survey; and ii) insights from 48 in-depth interviews with subject matter experts.



## KEY FINDINGS

- The information campaign effectively increased awareness on child exploitation.
- Awareness of child exploitation is associated with a view that children require adult assistance in order to adequately identify, which is partially explained by a different use of language between children and adults.
- The information campaign also improved caregiver and non-caregiver perceptions on the signs of child exploitation.
- The lack of understanding about consent is a main barrier for early identification and intervention in child exploitation.
- Adults' gendered and racial views of exploitation types, as well as their age can be a barrier to the recognition of child exploitation.
- School exclusion, social isolation and spending time unsupervised outside of a structured environment increases the risk of recruitment into exploitation, particularly through social media.
- The information campaign shifted perceptions, mainly of non-caregivers, as to which group is most likely to be affected by exploitation in the UK.
- A recurrent misconception is that recruitment into exploitation is necessarily coercive and/or executed by unknown and older males.
- The word 'grooming', commonly used to describe the recruitment process of a child into exploitation, is often associated exclusively with sexual predation on girls by older men.
- Children who have been exploited may not identify as a 'victim' and may find the language and narrative around victimhood alienating and shameful.





# OBJECTIVE 02: DEMAND

STOP THE TRAFFIK

IMPACT SEP 2020-AUG 2021

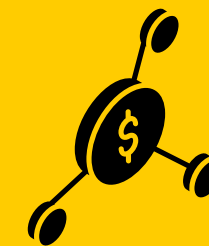
## IMPACT 02: DEMAND

### WE HAVE SUCCESSFULLY:

- Secured 14 new business clients from hospitality, food service, and manufacturing
- Launched a sector-led change initiative with the food agriculture sector in the UK
- Worked on supply chain risk mapping projects for 3 companies, covering £2.4billion annual spend across 3,181suppliers
- Delivered 11 training sessions to 214 business professionals. Participants worked in procurement, human resources, legal and compliance, and operations functions
- Redesigned the onboarding due diligence procedure for a food retail company
- Supported the design of a hospitality company's reporting procedure for cases of modern slavery. This has led to the security team committing to respond within 24 hours for any reported suspicion of modern slavery
- Provided training to an advertising agency, which has led to the agency underwriting the cost of delivering the same training package, to other agencies, encouraging sector wider progress.
- In collaboration with the Shiva Foundation, we produced the first free resource for SMEs in Modern Slavery prevention



*A few of the brands we work with!*



**£15.3 BILLION**

**DIRECT PROCUREMENT SPEND  
MAPPED ACROSS OUR BUSINESS CLIENTS.**

# PARTNERSHIP HIGHLIGHTS

## WHITBREAD

Over 2000 suppliers have been risk assessed for their ethical and human rights risks.

20,000+ members of staff have been trained in spotting the signs of modern slavery. Whitbread won the SEDEX award for best health/safety labour practices for their work with us.

**"Anti-Slavery Day provides an important opportunity to raise awareness of global modern slavery. Over the last 6 years we have partnered with STOP THE TRAFFIK to uphold human rights and mitigate the risk of modern slavery in our supply chain and operations by educating and training over 20,000 team members on spotting signs of modern slavery at our site level or in our local communities."**

Rosana Elias, Head of Sustainability, Whitbread



Bunzl is a specialist international distribution and services Group with operations across the Americas, Europe, Asia Pacific and the UK & Ireland.

STOP THE TRAFFIK partnered with Bunzl in 2021 to guide their responsible sourcing work. We applied our methodology to rank the inherent modern slavery and human rights risks in the Bunzl supply chain. This work was based on a combination of the sourcing country and market sector applicable to the products and services being procured. The results have been used to refine Bunzl's responsible sourcing commitments and enhance their global supplier audit and engagement programme.

**"We believe that everyone is entitled to safe and decent work and our Global Supply Chain Solutions team in Shanghai is uniquely positioned to give us a thorough level of oversight over our supply chain to support this objective. This is a competitive advantage in our industry, with our 50-strong team supporting the regular auditing of direct suppliers and it has been excellent to work with STOP THE TRAFFIK to guide our work effectively."**

Gijs Voskuilen, Head of Corporate Responsibility, Bunzl plc.



# PARTNERSHIP HIGHLIGHTS



In 2021, KFC signed a partnership with STOP THE TRAFFIK. This partnership will help drive best practice within KFC's operations and supply chains.

KFC have been working with STOP THE TRAFFIK on an e-learning module for team members about how to spot the signs of modern slavery, to ensure greater customer safety and well being.

Through the partnership, KFC and STOP THE TRAFFIK have conducted deep dive risk assessments on human rights and environment, whilst mapping parts of KFC's supply chain.

**"It's our responsibility to promote human rights and sustainable work practices at every level of our business - and we take that responsibility seriously. That's why we're working without all of our partners - from restaurant to supply chain - to make sure we put the welfare of people first, and we're delighted STT are helping us on that mission."**

Jenny Packwood, Director, Responsibility & Reputation, KFC



For the last two years, Costa Coffee and STOP THE TRAFFIK have developed a trusted partnership.

**"At Costa Coffee, we set ourselves high standards to protect the health, safety and wellbeing of the team members who work for us, and the suppliers who work with us. We are proud of the progress we continue to make on safeguarding human rights, including formalising our valued partnership with STOP THE TRAFFIK, launching an enhanced supplier due diligence procedure and ongoing auditing programme in 2020-2021."**

Helen Ireland, Global Senior Sustainability Lead, Costa Coffee

# HELPING UK SME'S MITIGATE THE RISK OF MODERN SLAVERY

In collaboration with the Shiva Foundation, we developed a free toolkit for SMEs including: includes a practical risk assessment tool, advice on how to mitigate risks for direct employees and agency workers, relevant reporting mechanisms, supply chain risk management advice and a wealth of additional free resources. The toolkit has been downloaded over 3000 times.



**Dame Sara Thornton, DBE, Independent Anti-Slavery Commissioner, said:**

“Small and medium sized businesses have an essential role in combatting modern slavery, but often struggle to find resources tailored to their needs.

I welcome this accessible and informative guide which sets out the practical steps SMEs can take to safeguard workers in their own operations and in their supply chains. It can be used across any sector, and may be a useful reference tool for larger businesses tool.”

## KEY SUCCESSES

- The toolkit has been downloaded over 3000 times
- 200 people have attended webinars
- A network of over 20,000 SMEs have been reached through 75 directly linked stakeholders
- 7 organisations have embedded the toolkit in their own business offerings
- The toolkit was deemed fit for purpose by webinar attendees

**+3,000**  
**DOWNLOADS**

**+20,000**  
**SME'S REACHED**

## BUSINESS NETWORK SHARING THE TOOLKIT

- The Chamber of Commerce
- GLAA
- Federation of Small Businesses
- Hertfordshire Growth Hub
- Two local independent business advisory groups





# OBJECTIVE 03: MONEY

STOP THE TRAFFIK

IMPACT SEP 2020-AUG 2021



## IMPACT 03: MONEY

We are establishing ourselves as the 'go to' organisation for anti-trafficking support for financial institutions.

### WE HAVE SUCCESSFULLY:

- Secured work for 9 major financial institutions
- Trained 1060 professionals across 4 commercial banks
- institutions to improve identification and response to human trafficking
  - This includes a training series which began before the close of our financial year and finished just after.
- Work included:
  - Supply chain mapping, provision of e-learning material, awareness training, self-assessment work, roundtables, and speaking opportunities
- Delivered 4 training sessions to staff from 3 banks, including sessions for Board of Directors, anti-money laundering, financial crime, corporate clients relationship managers, customer focussed and pensions teams
- Trained 8000+ team members at Santander



**9 MAJOR FINANCIAL INSTITUTIONS  
WORKED WITH ON MSHT PREVENTION**

**1,060 PROFESSIONALS TRAINED ACROSS  
4 COMMERCIAL BANKS**

**+8,000 COLLEAGUES TRAINED  
AT SANTANDER**

# FINANCIAL INSTITUTIONS SERVICE PROVISION

There is an increased need in this area as scrutiny on financial institutions increases. Below is a sample of the extensive and in depth range of services we offer to financial services.

To our knowledge this is the only service of this kind globally. We are continuing to build the quality of this robust offering, assisting financial institutions around the world to spot the signs of MSHT.

## **1.HUMAN RIGHTS AWARENESS RAISING (FACE-TO-FACE, ZOOM, E-LEARNING ETC.)**

- a. General awareness
- b. Awareness for key group functions and roles (e.g. Audit and FCU)

## **2.RETAIL BANKING**

- a. Account red flag indicators
- b. Embedding risk mitigating process improvements for existing and new accounts (KYC, Audit)
- c. Awareness raising for key function in retail banking teams (e.g. Branch staff)

## **3.COMMERCIAL BANKING**

- a. Risk mapping of commercial clients – identifying sectors with high inherent risk
- b. Red flag indicators for sectors with high inherent risk
- c. Identifying clients with high actual risk
- d. Embedding risk mitigating process improvements for existing and new accounts (KYC, Audit)
- e. Awareness raising for key functions in commercial banking teams (e.g. Relationship Managers)
- f. Supporting SMEs who work with you, such as through the SME Toolkit here

## **4.OPERATIONS**

- a. Supply chain mapping – contractors and suppliers
- b. Benchmarking supplier responsible sourcing policies, procedures and contracts
- c. Embedding a human rights perspective in to AVL process
- d. Supplier risk mitigation strategy – supplier engagement and audit
- e. General employee awareness raising
- f. Modern slavery statement writing and support

## **5.DATA PERSPECTIVE**

- a. Identify opportunities to utilise data analytics to highlight potential risks in retail and commercial accounts datasets
- b. Utilising STT and TA Hub GIS risk mapping capabilities to identify hot spots
- c. Sharing intelligence insights

## **6.INVESTMENT BANKING**

- a. Embedding a human rights perspective in to your institutions due diligence processes

## **7.FUND MANAGEMENT**

- a. Embedding a human rights perspective in to your ESG processes

## **8.FINANCIAL INCLUSIONS**

- a. Survivor Inclusion Initiatives, encouraging more banks to follow in the footsteps of HSBC's Survivor Bank Account scheme
- b. Awareness Resources, such as posters and leaflets for branches





## SPOTLIGHT: SANTANDER

- Santander have been carrying out risk assessments, supported by STOP THE TRAFFIK, to understand the human rights risk profile of suppliers, banks, pension schemes and customers.
- STOP THE TRAFFIK trained 8000+ employees at Santander to identify warning signs of human trafficking.
- Together, we are building a "speak up" culture, where colleagues are comfortable reporting unethical practice.

**"Modern day slavery and human trafficking has no place in society. From education our staff of warning signs, through to better understanding the profiles of our suppliers, we are working to beat the traffickers and protect our communities."**

John Collins, Chief Legal and Regulatory Officer at Santander UK



## SPOTLIGHT: DEUTSCHE BANK

STOP THE TRAFFIK delivered three awareness training session on MSHT and financial crime to members of staff at Deutsche Bank. Participants responded to the feedback survey with hugely positive results.





# **OBJECTIVE 04: DATA & INTELLIGENCE**

STOP THE TRAFFIK

IMPACT SEP 2020-AUG 2021



# IMPACT 04: DATA & INTELLIGENCE

STOP THE TRAFFIK founded the Traffik Analysis Hub alongside IBM with legal advice from Clifford Chance. This section reflects our joint impact together.

## OVER THE PAST YEAR WE HAVE SUCCESSFULLY:

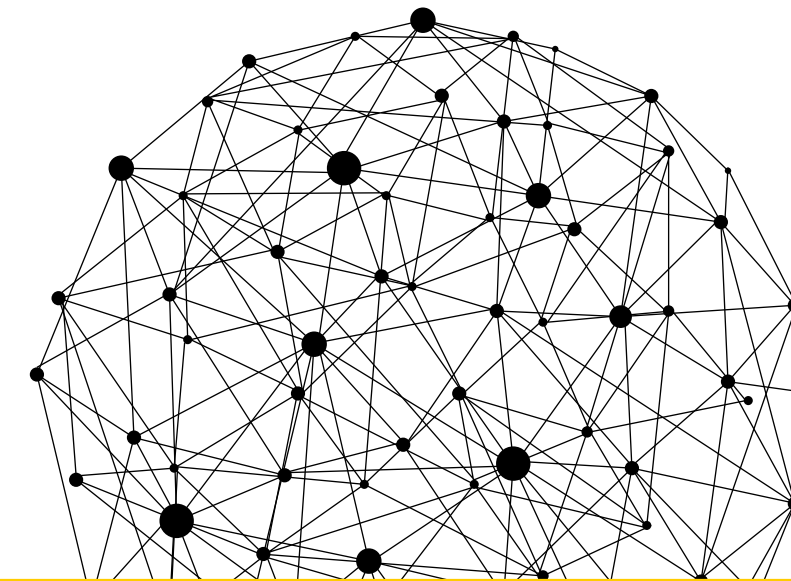
- Re-developed the STOP APP with an AWS back-end and revamped User Experience
- Escalated 11 cases from our data gathering through the STOP APP to law enforcement
- Built an AI model to automatically prioritise stop app submissions and code developed to automatically populate law enforcement template from submissions
- Developed a pioneering intelligence sharing database for 15 of the UK's leading food and agriculture brands.
- Created a potential data solution for sharing meta data with financial institutions to cause global change
- Ran workshops with global NGOs to gather the largest amount of survivor data to date
- Developed pipeline to extract, clean and visualise incidents of trafficking
- Developed relationships with tech giants to collaborate and create a federated architecture to radically increase the volume of data and intelligence that can be analysed to prevent human trafficking in a safe and secure manner



STOP THE TRAFFIK

"The TA Hub closes the data gap between NGOs and business, financial and law enforcement sectors and it equips its users with real-time comprehensive data..."

Cristina Huddleston - Director of European Operations, Justice & Care



**1,049,857**

DATA POINTS IN THE TRAFFIK ANALYSIS HUB, +19,464 FROM LAST QUARTER

**97**

ORGANISATIONS  
USE TRAFFIK  
ANALYSIS HUB

**130**

DIRECT INTEL  
SUBMISSIONS TO STT

IMPACT SEP 2020-AUG 2021



# IMPACT 04: DATA & INTELLIGENCE

## CASE STUDY: Global E-Commerce Company

### THE CHALLENGE

To assist our investigation team by providing us with information and data to help us identify illicit activity.

### THE SOLUTION

Enriched data available through the API allows us to search for and extract entities giving us the ability to uncover a potential network of payments associated with trafficking and exploitation.

### VALUE DELIVERED

Traffik Analysis Hub has shown us that we can provide hundreds of cases for law enforcement from just one clue and more importantly, provide real safeguarding opportunities.

## CASE STUDY: Justice and Care (NGOs)

### THE CHALLENGE

To provide us with data visualisations that support us with how and where we invest our resources.

### THE SOLUTION

Traffik Analysis Hub allows users to visualise the demand, question the registered data, and add further research. There was a gap in the trafficking NGO community and between other organisations and companies that has now been closed by them.

### VALUE DELIVERED

Traffik Analysis Hub allows users such as NGOs and law enforcement to better understand trafficking tactics, tackle these business models and focus resources accordingly. The ability to see what is going on in real-time and provide data that shows a potential incoming trend on top of being able to have access to this data so quickly allows NGOs like Justice and Care to re-think our investments strategies.

## CASE STUDY: Law Enforcement

### THE CHALLENGE

To be able to go beyond our capacity in law enforcement, allowing us to identify those regions that are not yet on our radar and help us to target those regions.

### THE SOLUTION

Geospatial Analytics allows participants to see what regions need particular attention and identify trafficking patterns, hotspots and networks.

### VALUE DELIVERED

Traffik Analysis Hub enables Law Enforcement Agencies to see those areas that are hotspots of human trafficking activity and target those locations in specific operations.



STOP THE TRAFFIK

IMPACT SEP 2020-AUG 2021



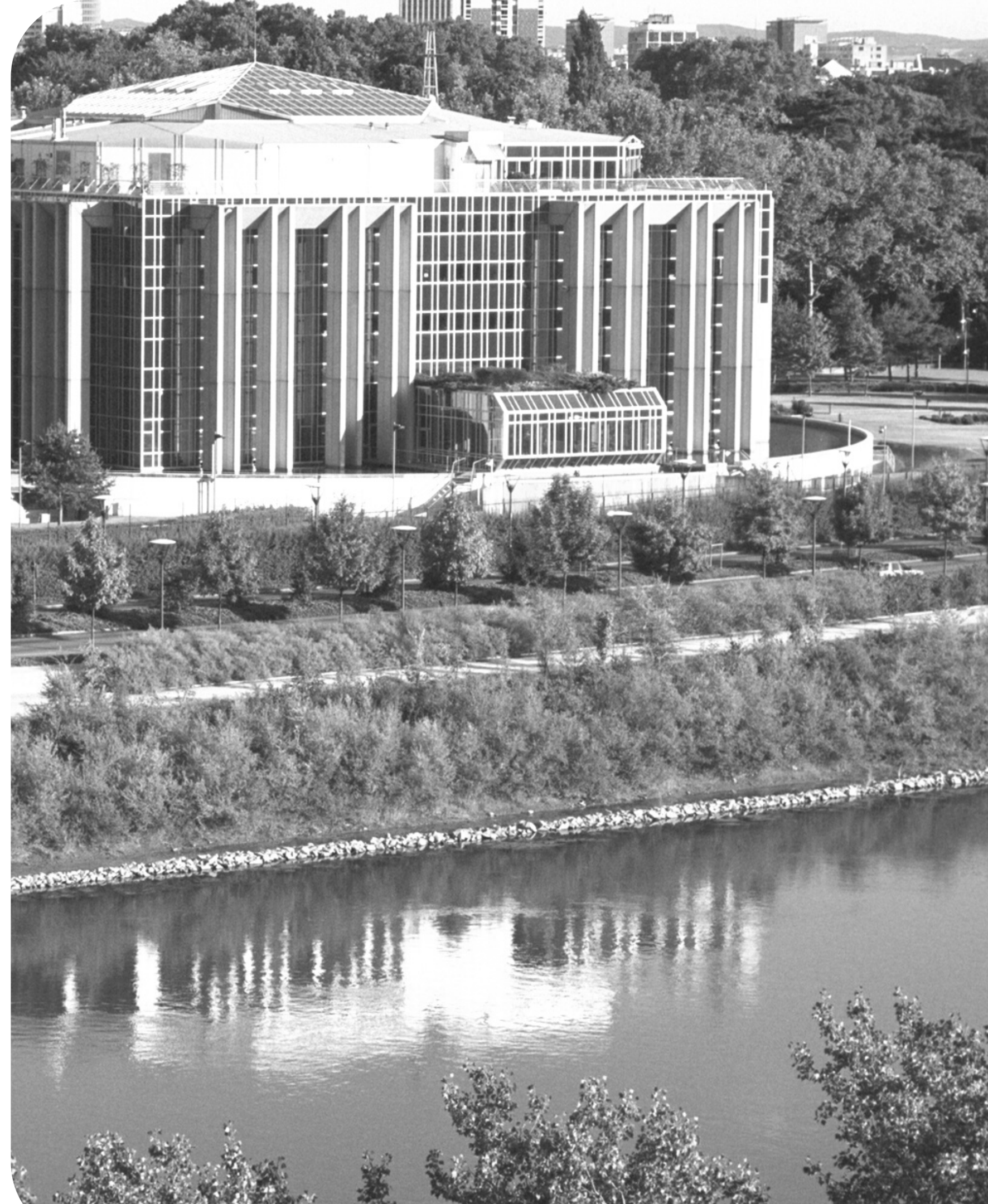


**“Considering the challenge in compiling multisource information in an analytical and visually insightful way, the platform you have built is one of the most structured and tailored we have used. INTERPOL is pleased to be an active member of the TA Hub and to use its platform to inform its operational planning against human trafficking worldwide.”**

Isaac Espinosa Delgado - Coordinator *pro tempore*, INTERPOL Human Trafficking and Smuggling of Migrants Unit

**"Quality data-driven strategies and investments is a crucial aspect in the fight against the hideous crimes of human trafficking and modern-day slavery. The TA Hub closes the data gap between NGOs and business, financial and law enforcement sectors and it equips its users with real-time comprehensive data sets that informs, enables and coordinates innovative responses in the prevention and protection of victims caught in the grip of the criminals using human beings as a commodity."**

Cristina Huddleston - Director of European Operations, Justice & Care







# OBJECTIVE 05: SYSTEMS & SCALE



# IMPACT 05: SYSTEMS & SCALE

## Over the past year, STOP THE TRAFFIK has:

- Developed a team plan around Equality, Diversity, and Inclusion - open to contribution from our entire staff
- Delivered an in house training to the whole team on dealing with distressing content, now a mandatory part of all new starter induction
  - 100% of staff found the training helpful.
  - 100% of staff said that after the training they felt more comfortable to say if they have seen distressing content at work
  - 100% of staff said they felt more equipped to deal with distressing content at work
- Worked to further embed monitoring, evaluation and learning practices into our operations by incorporating outcome gathering on projects on a quarterly basis, building on our existing framework
- Collaborated with trusted partners from UK, Singapore, Lithuania, Greece, Turkey, Bangladesh and USA, enabling us to increase the capacity and reach related to the awareness campaigns
- We have established working groups with organisations, trustees, and experts looking at the themes of communications, delivery, intelligence, and technology



**"The distressing content training was fantastic.  
It's grounded in science, psychology, and  
experience which makes it far more compelling  
and easier to put into action."**

A new starter with STOP THE TRAFFIK



# **OBJECTIVE 06: COMMUNICATIONS & INFLUENCE**



# IMPACT 06:

## COMMUNICATIONS & INFLUENCE

### INTERNAL ADVANCEMENTS

- Built out of our Communications Department, adding new audio visual capabilities
- Created four key action groups: Intelligence, Communications, Technology and Delivery, forming a strong basis on which we can expand at executive competence, leadership and expanding our agile project process

### COLLABORATIONS

- Led the pilot **Power of 10**. It included 8 organisations, that have never shared with each other before, sharing intelligence into one common data set. The pilot generated 70 new subject matter expert stories and hundreds of data points. We are embedding a framework that would allow us to significantly increase how data is gathered and shared by NGOs
- Informed government policy, legislation, the public, economic thinking, and the digital sphere on human trafficking prevention work throughout the year
- Partnered with the **National Crime Agency** on launching the NCA ASW Google Keywords Campaign, forwarding users towards our resource on sex work and exploitation



### GLOBAL ADVANCEMENTS

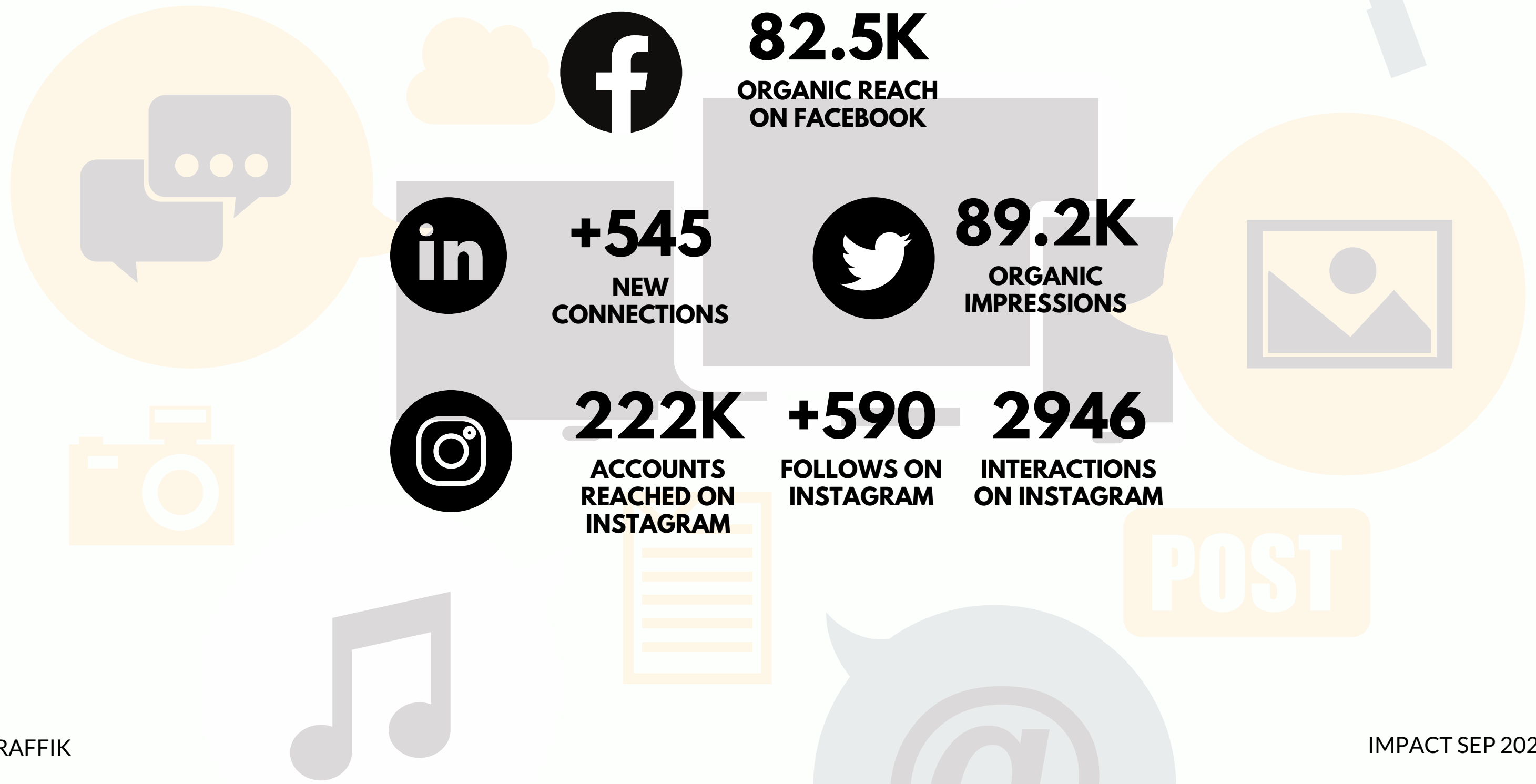
- Published a video on human trafficking across supply chains with CNN
- Appeared on several global webinars and conferences hosted by The **Virtual Legal Advisory** and **Traffik Analysis Hub**
- Maintained a rapid statement response to real-world events such as the massage parlour massacre in the United States



### Fundraising

- Developed the **STOP THE TRAFFIK 13 for 13 Challenge** (#STT13FOR13), a social-first fundraising initiative, which raised over £21k

# SOCIAL MEDIA METRICS







# FINANCES

STOP THE TRAFFIK

IMPACT SEP 2020-AUG 2021

# FINANCES

**We believe in financial transparency and integrity.  
Here is our funding breakdown and approach to spending.**

At STOP THE TRAFFIK we are deeply grateful for our global supporters who come together in pursuit of a shared goal – the eradication of human trafficking. We pride ourselves on how carefully we manage our funding and projects to ensure our budget serves beneficiaries to the best extent possible.

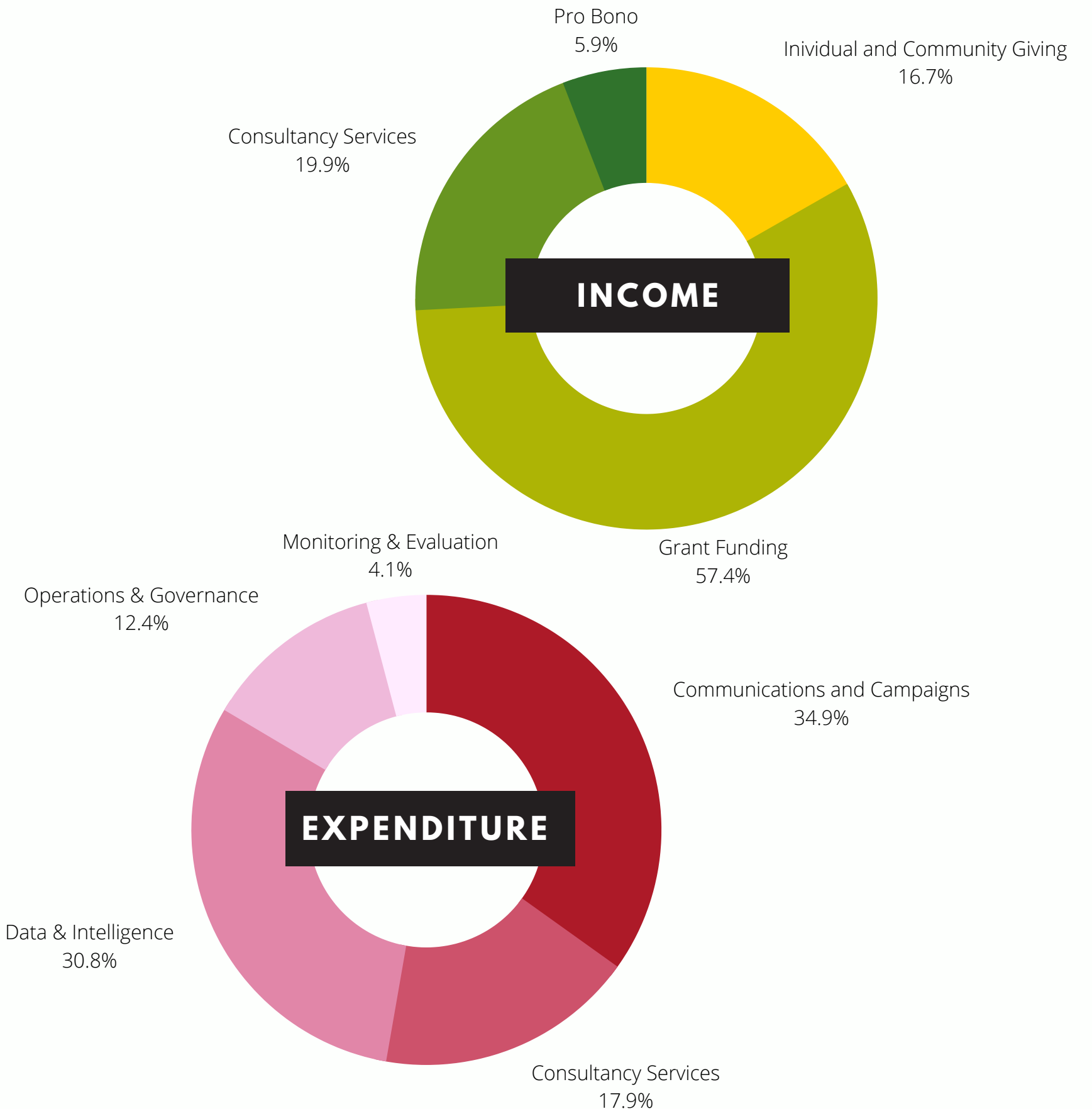
STOP THE TRAFFIK is intelligence led. In practice this means every decision is made based on comprehensive data around MSHT which guides how we allocate resource and budget.

## INCOME

- Individual and Community Giving: £145,556
- Grant Funding: £499,209
- Consultancy Services: £173,258
- Pro Bono: £51,124
- Total: £869,147

## EXPENDITURE

- Communications and Campaigns: £288,237
- Consultancy Services: £147,582
- Data & Intelligence: £254,326
- Operations & Governance: £102,105
- Monitoring & Evaluation: £34,035
- Total: £826,285





# STOP THE TRAFFIK BOARD AND EXECUTIVE:

## **Darcy Willson-Rymer, Chair**

Darcy is currently Chief Executive Officer of Card Factory Plc and was previously CEO of Costcutter Supermarkets Group and MD of Starbucks UK & Ireland. Outside of work, Darcy enjoys spending time with family, cooking, travelling and sailing.

## **Elaine Roberts, Trustee**

Elaine Roberts is helping businesses to lead good change. Her background as a CMO has focused upon customer centricity, commercial growth, strategic marketing and business transformation.

## **Matt Ryan, Trustee**

Matt currently runs a Chartered Certified firm of accountants in Buckinghamshire, supporting local individuals, businesses and charities with their accounts and tax needs.

## **Peter Talibart, Trustee**

Co-chair of International law department, Managing Partner of London office- Seyfarth Shaw LLP. International employment lawyer. Pro bono adviser to STT for 15 years.

## **Suzanne Raine, Trustee**

Suzanne Raine is an affiliated lecturer at the Centre for Geopolitics, University of Cambridge, and a visiting Professor at King's College London.

## **John Patterson, Trustee**

John Patterson is a former senior army officer. He now he advises tech companies developing out of the national security and wider public sector. He recently joined the advisory committee of the UK Innovation & Science Seed Fund.

## **Stuart Rennison-Price, Trustee**

Stuart is an HR and Operational professional with 20 years leadership experience within blue chip retail, human and veterinary healthcare, and automotive sectors. He has led a career of continuous progression holding generalist and specialist positions within strategic head office and multisite operational environments. Stuart joined STT as a trustee in 2019.

## **Geraldine Lawlor, Trustee**

With over 15 years of experience in the area of financial crime, Geraldine is currently the Global Head of Financial Crime at KPMG in the UK. Prior to joining KPMG, she was the industry lead on the Government led Economic Crime Reform programme. Geraldine joined STT as a trustee in 2020.

## **Ruth Dearnley, OBE, CEO**

Ruth's vision is to inspire community transformation and lead a systemic response to disrupt human trafficking. With a law degree and background in education, Ruth was part of the formation of STT in 2005 and became the Chief Executive of STT in 2008.

## **Neil Giles, CEO of Traffik Analysis Hub**

Neil spent 36 years in UK Law enforcement including service as the U.K. liaison officer to United States and COO of Child Exploitation and Online Protection. Finally, Neil was Deputy Director, Serious Organised Crime Agency (SOCA).

## **Rebekah Lisgarten, Director of Operations**

Rebekah has worked in anti-human trafficking for 11 years in both rescue and prevention initiatives internationally, her last role before joining STT was overseeing the operations for the largest provider of support to survivors of trafficking in the UK alongside working on the promotion of trauma informed survivor care standards.

## **Tom Higgins, Director of Technology**

With over 20 years in data and analysis, from building data products to creating data strategy, previous experience includes working as data science manager at Macmillan cancer support and running strategy and planning for sales at Wood Mackenzie

## **Jason Nunn, Director of Business**

With over 30 years of executive and board level experience across multiple sectors including oil and gas and financial services; Jason brings the business implementation and understanding needed for STOP THE TRAFFIK's targeted and practical approach to consultancy. Jason's experience better equips our business consulting team to provide sector leading operational advice alongside the delivery of our services such as supply chain risk mapping.



# THANK YOU

STOP THE TRAFFIK continues to grow, develop, and evolve. What remains consistent is our belief and understanding that the power to fuel real impact lies in building strong, resilient communities.

We've accomplished so much in the past year. We've reached nearly 3 million people with our awareness campaigns keeping individuals safe from exploitation, delivered critical work to several financial institutions, and engaged with numerous businesses to eradicate exploitation from their operations.

There is so much work left to do, and only together can we shift the paradigm.

You are a crucial part of our work. From the entire STOP THE TRAFFIK Team, thank you for supporting our organisation. Let's create a world where people are not bought or sold.

**STOP THE TRAFFIK**  
PEOPLE SHOULDN'T BE BOUGHT & SOLD

