

THE STOP THE TRAFFIK GROUP

UKRAINE IMPACT REPORT

MARCH - MAY 2022

PREPARED BY

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



Trafik Analysis Hub



THE STOP THE TRAFFIK GROUP

The STOP THE TRAFFIK Group has a strong history of delivering activity with vulnerable communities that reduces their risk of being trafficked into exploitation. In the current crisis, we are working with a range of partners on the ground to produce this analysis.

OUR UKRAINE RESPONSE

- 1) TO PREDICT** where those fleeing Ukraine might go and when and where trafficking will intersect
- 2) TO IDENTIFY** those most at risk of trafficking using an established data fed, intelligence-led, approach.
- 3) TO INFORM** and equip those most at risk with increased knowledge, perception of risk and preventative behaviour, alongside options for holistic support including local referral pathways that will reduce their vulnerability to trafficking.
- 4) TO WARN** all levels of society (governments, NGOs, businesses) about how this conflict links to trafficking and may impact them so they can take action

RESOURCES

- **Ukraine Intelligence Briefings**
 - Routes and hotspots
 - On the ground analysis
 - Assessments based on data
- **Briefings for Businesses**
 - Potential sector risks
 - Recommendations
- **The STOP APP**
- **Emergency Response**
 - Resources for those on the move

UKRAINE RESPONSE TIMELINE

24 FEBRUARY

Russia launches a full-scale assault on Ukraine

3 MARCH

STOP THE TRAFFIK and Traffik Analysis Hub Statement on the conflict in Ukraine

22 MARCH

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

25 MARCH

STOP THE TRAFFIK and Traffik Analysis Hub Launch TRAVEL SAFE, STAY SAFE Resource Campaign

29 MARCH

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

26 APRIL

STOP THE TRAFFIK and Traffik Analysis Hub Launch TRAVEL SAFE, WORK SAFE Resource Campaign to help provide employment resources

12 MAY

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

26 MAY

STOP THE TRAFFIK and Traffik Analysis Hub Launch WORK SAFE IN SOUTHERN EUROPE

NEXT

Our intelligence-led work continues

UKRAINE EMERGENCY RESPONSE CAMPAIGN

[STOP THE TRAFFIK](#) and [Traffik Analysis Hub](#) have launched an Europe-wide, geo-targeted digital prevention campaign that is providing vital safety information to those who are on the move as a result of the conflict in Ukraine. Our response is now the STOP THE TRAFFIK Group's longest-running campaign to date.

We are utilising our Intelligence-led approach which is guiding our work and enabling us to share risk intelligence with partners.

Phase 1:

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

'Phase 2: **TRAVEL SAFE, WORK SAFE**' seeks to provide people with crucial safety information as they seek work, financial means, or community integration.

Phase 3: '**WORK SAFE IN SOUTHERN EUROPE**' seeks to provide information on how to find employment safely.

UPCOMING

Phase 4: Our intelligence-led approach will point us to the next area of potential risk of exploitation



1093
SHARES



44,400
UNIQUE LINK
CLICKS



6,853,411
IMPRESSIONS

2,015,241
PEOPLE REACHED

3
PHASES
19
NGOS

12
COUNTRIES
3
LANGUAGES

STATS IN BRIEF

Statistics are from March - May 2022

BUSINESS ENGAGEMENT

- Our Business Engagement Team regularly monitor events that will likely impact operational, human rights, and supply chain risk and provide briefing notes. With severe disruption of supply chains and the rising refugee crisis in Europe we have provided downloadable briefings of our investigation
- Insights from interviews with academic and NGOs on the ground have informed prevention campaigns and key judgements; highlighting population demographics, migration routes, vulnerabilities to trafficking, and business sectors that may be susceptible to worker exploitation following the war

"Thank you for this very useful resource"

- Campaign comment on social media

"Offering help and support like this is key!"

- Campaign comment on social media

"Two million reach is a really important milestone particularly when you consider many of these two million will represent family groups. This suggests we have had some influence on the behaviour on a significant proportion of the refugee set. 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

The STOP THE TRAFFIK Group
Director of Intelligence

THE STOP APP

- The STOP APP is a resource that puts the ability to report something suspicious in the hands of anyone on the move
- Available in both the Apple App Store and the Google Play Store and in multiple languages including Ukrainian
- Reports on the ground from the Ukraine are starting to come in building intelligence

STRATEGIC PARTNERS

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.



**CHOOSE
LOVE**

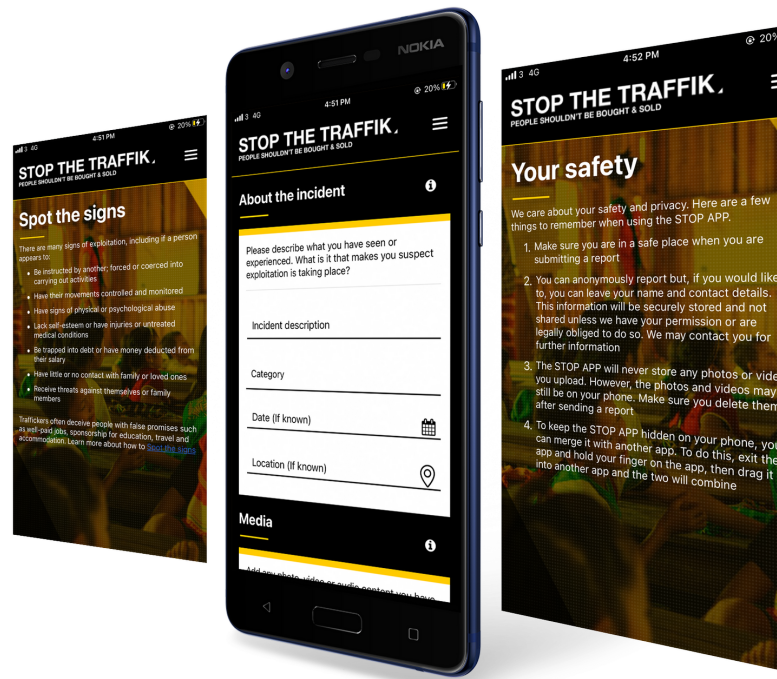


HOPE FOR JUSTICE

+ more

115

VOLUNTEERS FROM IBM WHO
ARE ASSISTING WITH OUR
UKRAINE RESPONSE



IMPACT ON THE GROUND

"I was talking to a group of Ukrainian women who had fled into Poland. I asked them who they would tell if they turned up to a job and it was exploitative. They said they would want to report but **they didn't know who they could tell or who would care.**

I shared with them about The STOP APP, our reporting tool, and explained that there were people who would care and people who would take action.

They all downloaded the app there and then. I showed them our prevention program material and they commented what it is the information they needed as they travel and find 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**
STOP THE TRAFFIK
Director of Operations

STOP THE TRAFFIK

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Traffik Analysis Hub

CONTACT

STOP THE TRAFFIK

info@stopthetraffik.org

TRAFFIK ANALYSIS HUB

communications@traffikanalysis.org

**FURTHER RESOURCES CAN BE FOUND AT:
[STOPTHETRAFFIK.ORG/UKRAINE](https://stopthetraffik.org/ukraine)**