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FOREWORD

STOP THE TRAFFIK Group is building a movement of resistance.

I am proud to share the impact of our work over the past year and the extraordinary team that has delivered that work. We have seen significant growth in the size of our organisation, and the leadership and the quality of work delivered are driving our impact and influence.

STOP THE TRAFFIK Group holds itself accountable for evidence of signs of success in disrupting the traffickers' network and operations. To be both effective and true to our mission, our success has to be measured by what we have stopped and what we have prevented from happening. **It is our calling and our purpose.**

As you read this report, you will see our intelligence-led approach in action, targeting key routes and hotspots of exploitation. We will share the impact of our partnerships with businesses, leading global influencers, law enforcement, government agencies, NGOs, faith networks, academia and financial institutions. Without these networks, our approach is meaningless. We will not stop trafficking alone; **we will only be successful through true, meaningful collaboration.**

This report demonstrates our progress and the incredible work the STOP THE TRAFFIK Group team, partners, networks, and funders have achieved together worldwide.

Although we are encouraged, there is much more work to do. **We have to pick up the pace.**

Next year, STOP THE TRAFFIK Group is commencing a 3-year plan (2023-2026) that will prioritise routes and hotspots, data-sharing and collaboration, and first and foremost, seek to scale survivor leadership and the centre of global strategy.

Please support us and deliver an impact where the global leadership of critical actors can evidence our combined intelligence-led resistance, pushing back the relentless forward momentum of the traffickers.

Now is our time.



RUTH DEARNLEY OBE
CEO, STOP THE TRAFFIK Group





01.
INTRODUCTION



WELCOME

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WELCOME TO THE 2021/2022 STOP THE TRAFFIK GROUP IMPACT REPORT

This year we have run innovative prevention programmes in Ukraine, Türkiye, Greece, the Philippines and the United Kingdom. We have worked with data-sharing partners such as the Metropolitan Police, The Clewer Initiative and Azadi Kenya to create an even richer picture of the traffickers' movements. Finally, we have worked closely with businesses and financial institutions, firmly believing that business-led coordinated action creates safer communities.

This Impact Report aims to evidence that our work has caused real disruption to the traffickers' global business model and show that we are helping to protect people around the world who are at risk.

Globally, as the climate crisis deepens and conflict threatens to drive millions more from their homes, the risk of exploitation and vulnerability increases.

We know we will not stop trafficking alone. Integral to our success is collaboration and the sharing of intelligence. Our global network of NGOs, law enforcement agencies, businesses, financial institutions and organisations supported by data and technology, is what makes our mission possible.

Thank you for being a part of what we do.

UKRAINE RESPONSE CASE STUDY

Olga* told us that she works and lives on a farm in the UK. She came to the UK from Kharkiv, as her city is constantly under attack. She opened a visa under the sponsorship programme of the UK government. Being frightened by her new circumstances, she asked for help from her former employers. The farm owners where Olga used to work accepted her and her daughter, inviting them to arrange a sponsorship scheme for themselves. Soon after they arrived, they began working on the farm and rented a caravan, which was generally uncomfortable. Their working day began at 04:00 or 05:00 in the morning, until late in the evening, and without weekends.

The women did not know their salaries and did not receive any extra pay for overtime. One day, Olga's daughter fell ill while working, and due to her health, she was forced to stop working. Her 'sponsors' asked her to leave the caravan. The girl was forced to return to Ukraine because she could not find accommodation. Olga continued to work on the farm, realising she would be homeless if she stopped. Olga was unaware of her rights; she had no documents and knew nothing about the benefits for Ukrainians who fled the war. Without English skills, it was even harder to find support. When we spoke to her, she felt depressed and scared.

** Name changed to protect identity*

STOP THE TRAFFIK Group collaborates with numerous organisations across our prevention programmes. As part of our Ukraine Response we worked with [Opora](#), an organisation helping Ukrainians to sustainably rebuild their lives by offering emergency assistance and long-term support for Ukrainians in the UK. Thanks to our collaboration, we managed to support Ukrainians who were in potential danger and at risk of being exploited by their "sponsors' employers".

“

I AM FROM UKRAINE, THE CITY OF KHARKIV. I CAME TO ENGLAND TO WORK BECAUSE IT WASN'T POSSIBLE TO STAY IN MY CITY. BEING ALONE, IN ANOTHER COUNTRY, WITHOUT ENGLISH LANGUAGE KNOWLEDGE, I URGENTLY NEEDED TO FIND A NEW HOUSE. I MANAGED TO CONTACT STOP THE TRAFFIK. EMPLOYEES FROM THIS ORGANISATION IMMEDIATELY RESPONDED, EXPLAINED MY RIGHTS, AND GAVE ME SIGNIFICANT SUPPORT. ON THE SAME DAY WHEN I LEFT THE FARM WITH SUPPORT FROM STOP THE TRAFFIK, THE LOCAL COUNCIL SETTLED ME IN A HOTEL. I AM APPRECIATIVE OF STOP THE TRAFFIK'S HELP, WORK AND CARE. THEY CONTINUE TO SUPPORT ME WHICH IS VERY IMPORTANT TO ME NOW.



THE NUMBERS MODERN SLAVERY & HUMAN TRAFFICKING

The potential profit for a trafficker is upwards of **\$200,000 PER VICTIM** and the cost of risk is **UNDER \$100** (Avery Centre, 2021).



\$150 BILLION IN REVENUE with more than a third of this amount made in developed countries (ILO, 2014). This is likely a gross underestimate.



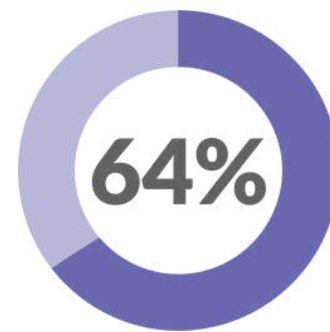
50 MILLION PEOPLE held in modern slavery globally. There is prevalence in every country (ILO, 2021).



86% OF FORCED LABOUR occurs in the private economy (ILO, 2021).



The purchase of sex from trafficking victims occurs **MILLIONS OF TIMES A YEAR**, ILO estimates that nearly \$100 billion is generated annually by trafficking for the purpose of sexual exploitation alone (ILO, 2014).



64% OF FORCED LABOUR happens in upper-middle or high-income countries (ILO, 2021).

NEARLY 4 IN 5 of those in forced commercial exploitation are girls/women. That still leaves 20% as men/boys (ILO, 2021).



1 IN 4 people in modern slavery are children (ILO, 2021).





02.
WHO WE ARE

INFLUENCING FACTORS THE GLOBAL CLIMATE

Climate change and natural disasters will continue to drive migration, and in extreme scenarios, mass displacement. This is a known factor in driving human trafficking within and across communities. **You cannot separate people from the planet.**

Technology continues to enable traffickers to recruit, control, and exploit victims, while operating through the veil of anonymity. Conversely, technology also offers a powerful opportunity to disrupt the traffickers' operations.

As we cautiously emerge from a pandemic, Covid-19 has increased awareness around societal vulnerabilities and how data can empower solutions.

Business has been assessed as the most trusted entity for change within society in the UK (Edelman Trust Barometer, 2021).

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 TRUE SCALE OF MODERN SLAVERY AND HUMAN TRAFFICKING IS UNKNOWN. RADICAL, SCALED DATA SHARING AND VEHICLES FOR SURVIVOR NARRATIVE INCLUSION ARE OUR BEST OPPORTUNITIES TO TACKLE THE GLOBAL DATA GAP.



VISION, MISSION, TACTICS
WHO WE ARE



**WE ARE
CHANGING THE
HIGH-PROFIT,
LOW-RISK
ENVIRONMENT
OF TRAFFICKING
AND SQUEEZING
THE CRIMINAL
BUSINESS TO
ZERO PROFIT.**

OUR VISION

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

OUR MISSION

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

OUR TACTICS

We make it hard for traffickers to:

- Recruit vulnerable people
- Transfer proceeds of crime through legitimate financial systems
- Move their products or people through businesses

UNDERSTANDING OUR APPROACH

At STOP THE TRAFFIK Group, we understand that international businesses, worldwide financial institutions, and far-reaching social media platforms significantly influence human behaviour.

Our **multipronged approach** works to build resilience within at-risk communities while simultaneously weaving mitigation strategies through the corporate world. We are strengthening the response to trafficking threats within vulnerable groups and raising the risks to traffickers within conglomerates who have the power to prevent exploitation across industries.

Applying a relentlessly 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 disrupt and prevent modern slavery.



STOP THE TRAFFIK GROUP CONTINUES TO INVEST IN A STRONG EVIDENCE-BASED MODEL. QUITE APART FROM THE FUNCTION DATA AND DATA ANALYSIS PLAYS IN ITS OPERATIONAL MODEL, STOP THE TRAFFIK ALSO SEES THE VALUE IN ENSURING IT CAN PROVE AND IMPROVE THE IMPACT THAT IT IS MAKING THROUGH ITS CAMPAIGN AND PROJECTS. STOP THE TRAFFIK HAS INVESTED IN MONITORING, EVALUATION AND LEARNING (MEL), INCORPORATING THIS INTO ALL ASPECTS OF ITS DELIVERY MODEL. STOP THE TRAFFIK'S COLLABORATIVE AND TRUST-BASED APPROACH HOLDS SIGNIFICANT POTENTIAL TO DISRUPT TRAFFICKING MODELS USED ACROSS EUROPE.

ROBIN BRADY
INDEPENDENT MEL CONSULTANT

UNDERSTANDING OUR STRATEGY

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**

Undermine trafficker ability to create demand for those they exploit by helping businesses identify the risk of exploitation in their operations

OUR ENGINE : **DATA & INTELLIGENCE**

Our work is fuelled by the Traffik Analysis Hub, our Data Teams, our Intelligence Teams, and our critical partnerships to ensure that we are making evidence based and intelligence-led decisions.





ETHOS 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.



03.
OUR HISTORY

OUR PARTNER

2005 ●

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

2006 ●

STT launch our chocolate campaign.

2005 ●

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

2008 ●

STT takes **1.5 million signatures** to present to the UNGIFT Vienna Forum.

2008 ●

STT signs a pioneering partnership with the Serious Organised Crime Agency

2010 ●

STT launches START FREEDOM on a Global Webcast from the UN HQ in New York to 50 countries.

2011 ●

STT holds a global Olympic summit to prevent trafficking during the 2012 olympics.

2012 ●

STT reaches 500,000 people through the Gift Box campaign at the London 2012 Olympics. The work is so successful a replicated in Brasil, Canada, Albania & the USA.

2013 ●

STT works with fashion industry leaders to run the fashion against trafficking initiative.



2014
STT works on policy change process around supply chain transparency that led to an amendment to the original bill and the inclusion of section 54 in the UK's Modern Slavery Act 2015.

2015
STT secures key partnership with IBM to provide technical assistance & funding for the development of The STOP APP & Traffik Analysis Hub.

2015
STT launches our intelligence-led campaign model harnessing the power of digital to reach vulnerable communities.

2016
STT partners with Facebook (now META) to best harness the power of digital to reach those vulnerable to trafficking.

2016
STT launches the STOP APP

2017
STT & IBM create the first ever global data hub to facilitates the sharing of information about human trafficking across all industries & sectors - Traffik Analysis Hub.

2018
STT partners with Edelman to deliver a prevention campaign of child trafficking in Indonesia.

2019
STT delivers a large-scale cross-country prevention programme, in collaboration with Barclays, which spanned trafficking routes between Lithuania & the UK.

2022

2020

STT pioneers a UK-wide COVID-19 Campaign that informed vulnerable people about the increased risks of trafficking in the pandemic.

2020

STT delivered two campaigns to high-risk groups - Latin American women in the cleaning industry & Filipinos in domestic work in the UK. This work is expanded in 2021 to focus on Afro-Caribbean women exploited in the cleaning & hospitality industries.

2021

STT delivers the first of a 3-year prevention project in the EMEA region targeting refugees and asylum seekers

2021

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

2022

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, reaching over 4 million people to date.

2022

STT Group issues the first in a series of **Key Judgements** about the war in Ukraine.

STOP THE TRAFFIK GROUP
35-41 Lower Marsh,
London
SE1 7RL



Traffik Analysis Hub