

**STOP  
THE TRAFFIK  
GROUP**  
IMPACT REPORT



# LETTER FROM OUR CEO

## WHO WANTS TO MAKE SOME MONEY?

This is a question I posed to the audience during my TEDx Talk earlier this year. I asked the question to stress the point that human trafficking is an illegitimate, but highly profitable business that ultimately exists because traffickers want to make money. When we disrupt the traffickers' business model, and their ability to profit from exploitation, we have the chance to truly STOP THE TRAFFIK.

In my speech, I had 12 minutes to describe the scale of the problem and our proposed solution. That would have been an impossible task one year ago, how do you solve one of the world's most devastating crimes? We are proud of the strides we have taken this year and now, **I think we stand on the edge of a moment in history.** We have an approach that can disrupt the trafficker's business model, and safeguard the vulnerable. We are a living, growing network that shares what it knows.

## WE CAN'T STOP WHAT WE CAN'T SEE. DATA IS AT THE HEART OF WHAT WE DO.

We will not stop trafficking alone. If we share what we know, every actor, anywhere in the world can be intelligence-led and take action to disrupt the traffickers' business model and protect the world's most vulnerable people from falling into exploitation.

We have the technology in our hands. The game changer will be true global data sharing, to stay one step ahead of the traffickers.

It is with great pride that we share this impact report as a window into our shared progress, and to encourage us that we are actively part of the solution to disrupt and prevent people from exploitation.

**This fight needs us all.**

Join, and be part of [#StoppingTheTraffik](#).

Yours truly,



**To hear more about our mission listen to our 2023 TEDx Talk from CEO Ruth Dearnley, OBE, [click here](#).**





# 1.

# MODERN SLAVERY & HUMAN TRAFFICKING

## The Global Scale

### **50 MILLION PEOPLE**

held in modern slavery globally, comparable to the entire population of Colombia.

(Walk Free, 2023)

### **FEMALE VICTIMS**

are subjected to **3x more physical and extreme violence** than males.

(UN Women, 2023)

### **FORCED LABOUR**

is a concern regardless of a country's wealth. **More than half of all forced labour** occurs in either **upper-middle income or high-income countries.**

(Walk Free, 2023)

### **EACH SEX WORKER**

could generate between £20,000 and £30,000 per month, equivalent to a total of £30M - £90M per year.

(STTG, 2023)

### **ONE IN FOUR PEOPLE**

in modern slavery are children.

(ILO, 2021)

### **CRIMINAL GROUPS**

may use the **disruption caused by climate change** hazards to seek out individuals to exploit, and their paths can directly cross as a result.

(University of Nottingham, 2023)



# MODERN SLAVERY & HUMAN TRAFFICKING

## The Global Scale

### **NINE IN TEN RECRUITED**

entered trafficking situations while seeking to migrate for work, as opposed to migrating for purposes like education.

(Fabbri, C et al., 2023)

**PRACTICES OF EXPLOITATION and control** have also been granted new affordances **thanks to emerging digital technologies.** New and continuously growing online spaces allow traffickers to advertise the forced sexual services of their victims via **adult service websites or social media platforms.**

(L'Hoiry et al., 2024).

### **CLIMATE CHANGE**

is significantly increasing the risk of trafficking.

(University of Nottingham, 2023)

### **BOYS REPRESENT**

the fastest-growing segment of identified human trafficking victims.

(US Dept. of State, 2023)

### **ONE IN THREE**

children report their recruiter was a **family member.**

(Fabbri, C et al., 2023)

### **OF THE 27.6 MILLION**

people in forced labour, 17.3 million are exploited in the private sector, 6.3 million are in forced commercial sexual exploitation, and 3.9 million are in forced labour imposed by state.

(Walk Free, 2023)





## 2. OUR INTELLIGENCE

### Routes and Hotspots

This map illustrates some of the routes and hotspots around the world on which we have rich insights.

INTENSITY	ROUTES
High	Source
Medium High	Destination
Medium Low	Transit
Low	

STOP THE TRAFFIK Group gathers data, including stories of lived experience, and translates that information into actionable insights. Our intelligence guides our work to disrupt the traffickers' business model, and prevent vulnerable people from falling into exploitation.

### 3. OUR MODEL

#### Prevention Focused, Intelligence-Led

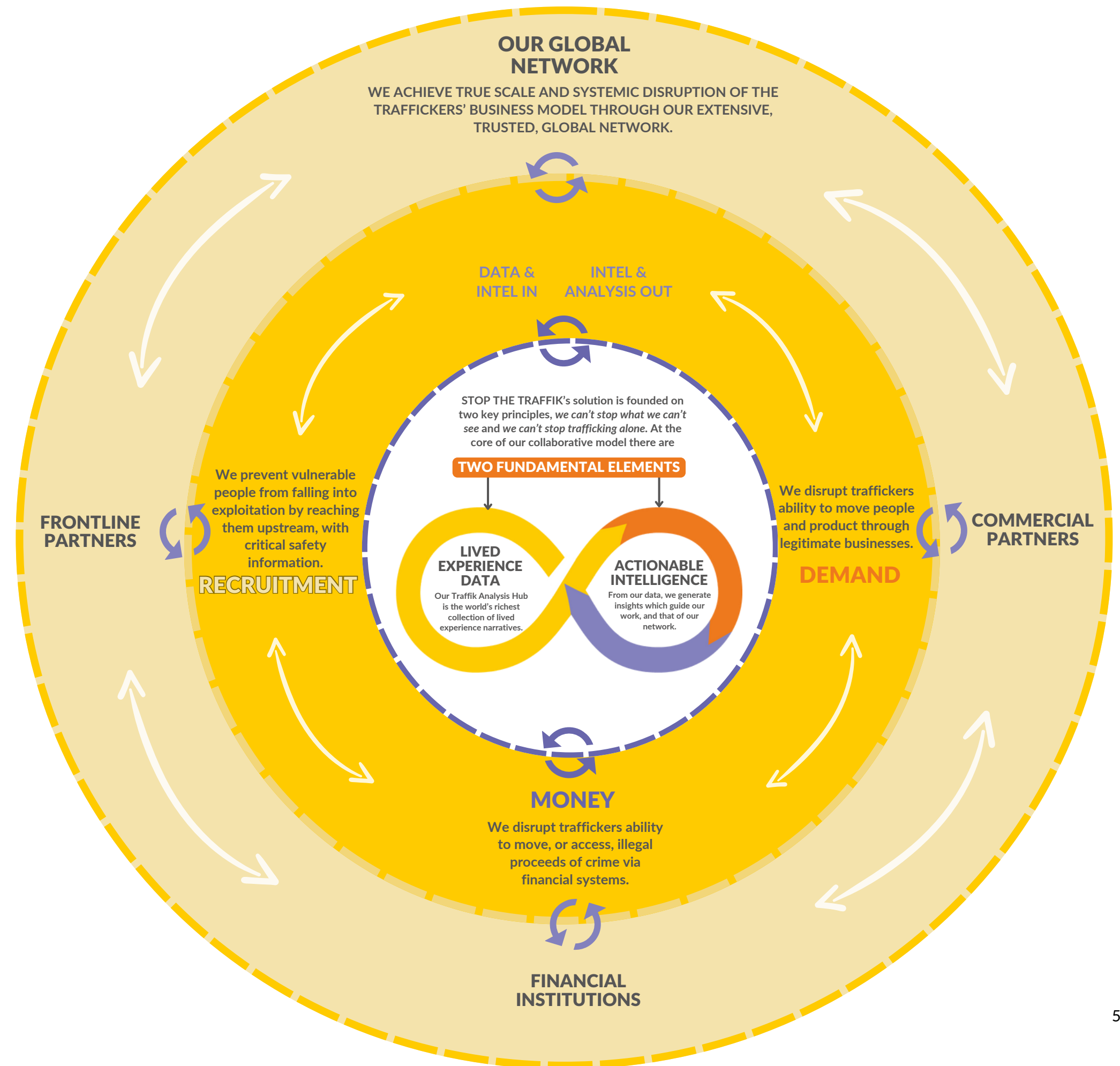
Our model places lived experience of modern slavery and human trafficking (MSHT) at its centre. We are harnessing the power of data and technology to uplift survivor narratives into a space that can drive real change, through our Traffik Analysis Hub and our global intelligence community.

Our approach depends on disrupting the three pillars upon which human trafficking relies:

- The **recruitment** of vulnerable people,
- The **demand** for exploited labour,
- The ability to move **money** through legitimate financial institutions.

Our work is intelligence-led and culturally competent. Our data guides our programmes and services to reach at-risk communities with safety information, collaborate with businesses to mitigate the risk of MSHT in their organisations, and escalate intelligence to financial institutions to inhibit traffickers ability to move and access money.

Our aim is to alter the landscape of trafficking, rendering it high-risk and low-profit, **to create a world where people are not bought or sold.**





# 4. DATA-DRIVEN & INTELLIGENCE-LED

## Lived Experience at the Heart of Change

We are harnessing the power of technology. Through our Traffik Analysis Hub and our STOP APP, we are uplifting lived experience narratives to drive global action.

### THE STOP APP

#### MAKING GLOBAL REPORTING ACCESSIBLE

Our STOP APP is an anonymous, confidential, and secure reporting tool. Anyone who has experienced or witnessed suspicious activity or exploitation can safely share their story into safe hands.

---

**96,000**

All time downloads of the app.

---

**555**

Reports received in 2023.

---

**17**

Languages available for international accessibility.

### TRAFFIK ANALYSIS HUB

#### CREATING A GLOBAL PICTURE OF TRAFFICKING

Our Traffik Analysis Hub (TA Hub) is the world's richest collection of lived experience data. The TA Hub offers a range of unique and innovative data visualisations and interactive tools, providing over 500 users across a range of sectors with an interactive and customisable interface to inform their work preventing MSHT.

---

**90,000**

Incidents of modern slavery and human trafficking across the TA Hub.

---

**520,000**

Data points across the TA Hub.

---

**500**

Users of the TA Hub as a tool to fight trafficking.

---

**200**

Actors sharing data into the TA Hub, encouraging coordinated action.







**WE SHARE INTO THE TRAFFIK ANALYSIS HUB BECAUSE WE BELIEVE IN THE POWER OF SHARED DATA TO DISRUPT HUMAN TRAFFICKING. INSIGHTS FROM THE HUB ALLOW US TO HAVE A BETTER PICTURE OF HOW AND WHERE EXPLOITATION HAPPENS BEYOND OUR OWN COUNTRY AND SHAPE OUR PREVENTION EFFORTS TO KEEP PEOPLE SAFE FROM TRAFFICKING."**

**LOREDANA URZICA-MIREA**  
EXECUTIVE DIRECTOR OF ELIBERARE

# 5. REDUCING RECRUITMENT

## Reaching Vulnerable Communities Upstream

Our prevention programmes reach vulnerable communities with critical safety information, and can be the difference between someone being exploited or staying safe.

We leverage social media to arm vulnerable people with essential information and safeguarding during times of severe need. Our digital campaigns are highly bespoke, culturally relevant, and geo-targeted programmes run in collaboration with Meta and TikTok.

Some people need safety information in an urgent moment, such as Ukrainian women needing to know how to safely travel and find work in Europe. Others are facing a desperate circumstance, and feel engaging with risky offers is their only option, and need reliable guidance, such as the teenagers we support in Türkiye and Greece, who organ traffickers prey on.

From knowing their rights to bespoke safeguarding support, we are a trusted companion to millions. When we build resilience in vulnerable communities, we make it harder for traffickers to operate long-term.

### PREVENTION PROGRAMMES

**13.6 Million**

People reached with critical safety information.

**6,500**

People have saved and shared our safety information with loved ones, taking preventative action.

**954 Thousand**

People actively engaged in our programmes to stay safe.

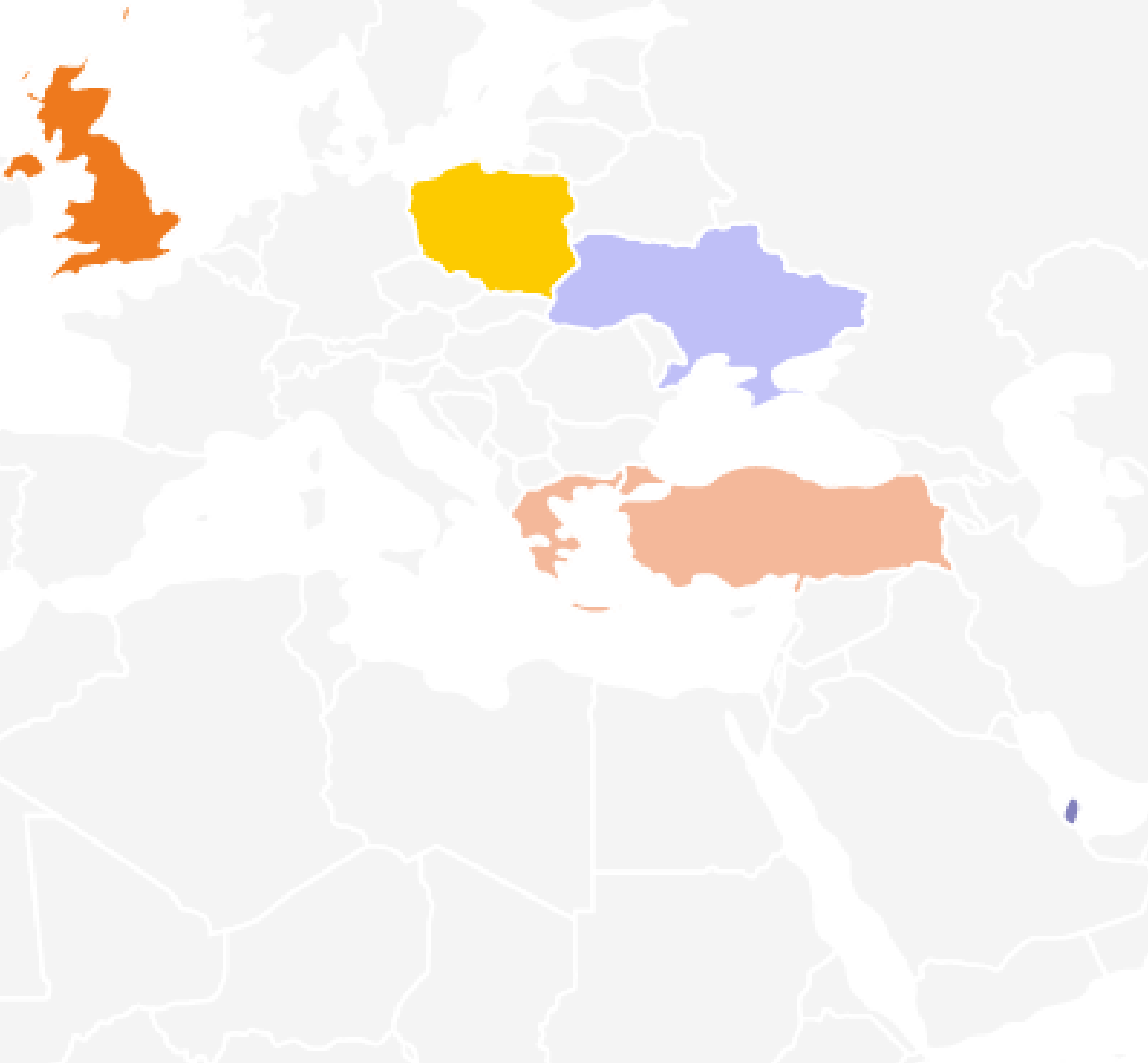
**3,000**

People guided to safety, a number of which were upstream interventions for those who would have otherwise been trafficked.



# REDUCING RECRUITMENT

## 2023 Prevention Programmes



### UNITED KINGDOM

#### ■ West Midlands Campaign

Chinese, Hong Kong, and Taiwanese individuals living in the West Midlands were identified as high risk groups, vulnerable to being targeted, specifically for sexual exploitation. We led an engagement and intelligence-building programme in West Midlands to disrupt organised crime groups. We reached 44,040 vulnerable individuals and prompted over 10 investigations with financial institutions.

#### ■ PanLondon Campaign

PanLondon Prevention Project created a live picture of trafficking across all London boroughs. With the data and intelligence gathered, we ran an anti-county lines prevention programme geotargeted toward at-risk young people across the capital.

### POLAND

#### ■ LATAM Campaign

Our LATAM Prevention Programme addressed the upsurge in labour exploitation of individuals from Latin America into Poland, reaching over 92,000 at-risk people upstream with information on how to stay safe and spot red flags.

### GREECE & TÜRKIYE

#### ■ AMAN Safety Campaign

Our 4-year AMAN Safety Programme prevents the trafficking of refugees and asylum seekers in Greece and Türkiye, by reaching communities upstream with safety information in at least five languages and connecting beneficiaries with vetted frontline organizations for on the ground support.

### QATAR

#### ■ Qatar World Cup Campaign

Our prevention programme ran throughout the FIFA World Cup Qatar 2022, reaching over 1 million at-risk individuals providing information about how to spot the signs of exploitation.

### UKRAINE

#### ■ Ukraine Emergency Response Campaign

Our Ukraine Emergency Response Programme gathered live intelligence to monitor trafficking amidst the crisis of mass displacement, and provided geotargeted digital campaigns across 21 countries to reach people on the move with safety information to prevent harm.

### GLOBAL

#### ■ Project Reach

Project Reach is implemented via Meta, so that when users post content on Instagram and Facebook seeking to sell their own organs, the content is removed, and the users receive informational resources, developed by **STOP THE TRAFFIK**.



We're delighted to have been able to support STOP THE TRAFFIK's Pan London project. By targeting those at greatest risk of exploitation via the channels they use most, this scheme is having a powerful impact in raising awareness in young people across London of the danger signs to look out for, and empowering them to take action to avoid falling into the clutches of criminal gangs.

**GILES SHILSON**  
City Bridge Foundation Chairman



**OUR GREATEST  
ACHIEVEMENT  
COMES IN THE FORM  
OF FEEDBACK FROM  
THE COMMUNITIES  
WE ARE REACHING...**

# PREVENTING ORGAN TRAFFICKING

Amina\* was considering selling an organ to solve her financial problems. She mentioned the option of getting involved in sex and escort work but was hesitant to do so.

We had multiple calls with Amina\* to understand her situation, offer her a listening ear, and reassure her that support is available.

We connected her to organisations that were able to offer emergency cash assistance to pay rent, psychological support, food cards, and legal support to register in the country.

Amina\*, who was once at a high risk of being targeted for sex and organ trafficking, is now in a better situation. She has safe accommodation and is on the track to legal employment.

**THIS IS THE POWER OF PREVENTION IN ACTION,  
COMMUNICATING DIRECTLY WITH THOSE AT-RISK  
TO AVOID POTENTIAL EXPLOITATION.**

AMINA\*  
21 YEAR OLD  
MORROCO

\*Name changed for anonymity



# ADDRESSING HIGH RISK VULNERABILITY IN REFUGEE COMMUNITIES

Nabil's\* friend told him about an advert that he had seen on his Facebook page from an organisation with safety information for refugees. Nabil reached out.

The third-year university student fled his home country, Yemen, because of the war and arrived in Türkiye. His main goal was to continue his university education. After multiple failed attempts of registering in Türkiye and enrolling in an educational institution, Nabil decided to take the dangerous route to Greece.

Out of despair, he made an agreement with someone online. This person told him that he would take him to Greece where he would arrange a job for him to work and pay back the money owed for the trip.

A few days after his arrival to Greece, we were able to connect him with organisations on the ground. The Greek Council for Refugees (GCR) provided Nabil with legal counselling and advised him on the legal procedures. Nabil is now awaiting legal documentation in the country and is on the path to continuing his education.

**THIS IS THE POWER OF COLLABORATION AND INFORMATION SHARING, ALLOWING STAKEHOLDERS TO ACT BEFORE EXPLOITATION OCCURS.**



**NABIL\***  
**28 YEAR OLD**  
**YEMEN**

\*Name changed for anonymity

# 6. DISRUPTING MONEY FLOWS

## Exploitation Analytics

Human trafficking is a devastating human rights abuse. It is also important to remember that **this crime is financially motivated**. If we can cut off the traffickers' ability to move and access their profit, we can stop the crime. Working with the financial sector is thus integral to our model.

Our unique ability lies in the actionable insights we deliver to facilitate coordinated action to cut off the traffickers' financial access. This service is called Exploitation Analytics.

Exploitation Analytics (EA) is a suite of intelligence products created for global organisations to disrupt traffickers' ability to move money through legitimate systems. This service includes different forms of intelligence reporting, outlined on the right.

### KEY JUDGEMENT REPORTS:

Key judgements are high-level, strategic assessments on routes, trends, and methods of human trafficking to inform risk, as well as policy and practice change.

### TACTICAL REPORTS:

These reports contain specific instances of MSHT that include actionable intelligence, including Personally Identifiable Information (PII), relating to suspicious individuals or businesses where appropriate.

### EXPLOITX:

This series focuses on commercial sexual exploitation based on data from Adult Service Websites (ASWs). The reports identify suspected instances of commercial sexual exploitation to be run through financial systems for potential links.



WE WORK WITH STOP THE TRAFFIK BECAUSE THEIR EXPLOITATION ANALYTICS REPORTS ARE DATA AND INTELLIGENCE LED. THEIR INSIGHTS HELP TO KEEP US ON TOP OF EMERGING TRENDS, ALLOWING US TO STRENGTHEN OUR CONTROLS AND PLAY OUR PART IN THE DISRUPTION AND PREVENTION OF HUMAN TRAFFICKING. WE ARE PROUD TO BE PART OF STOP THE TRAFFIK'S GLOBAL INTELLIGENCE NETWORK.

ALLIED IRISH BANK

## EXPLOITATION ANALYTICS

SHARING ACTIONABLE INSIGHTS TO DRIVE ACTION

170

Tactical intelligence opportunities shared for immediate action with our network of financial institutions.

399

Disruption opportunities created through our key judgments for financial institutions to take upstream action to prevent trafficking.

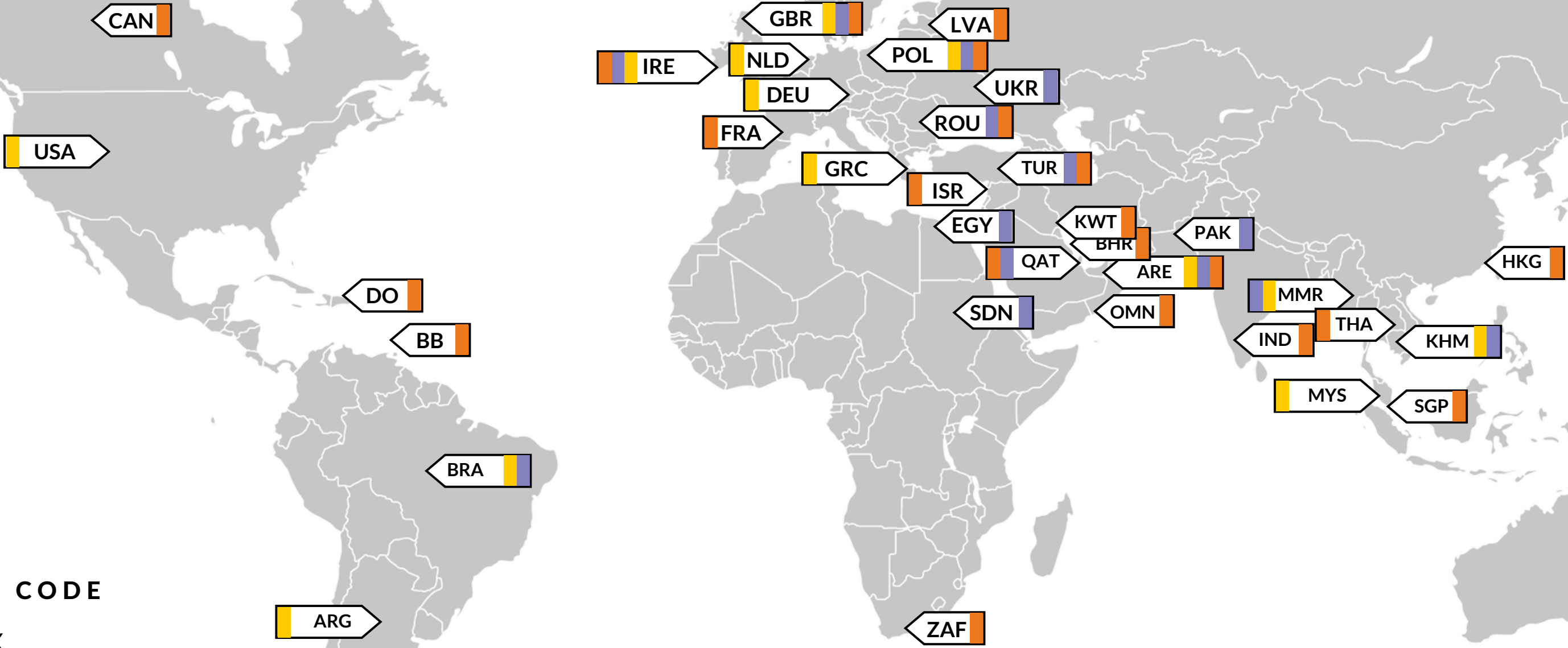


**WE WORK WITH STOP THE TRAFFIK BECAUSE THEIR EXPLOITATION ANALYTICS REPORTS ARE DATA AND INTELLIGENCE LED. THEIR INSIGHTS HELP US PROVIDE A SAFER EXPERIENCE FOR JOB SEEKERS. WE LOOK FORWARD TO OUR ONGOING PARTNERSHIP WITH STOP THE TRAFFIK'S GLOBAL INTELLIGENCE NETWORK.**

INDEED

# DISRUPTING MONEY FLOWS

2023 Intelligence Outputs



## COLOUR CODE

- ExploitX
- Tactical Reports
- Key Judgements Reports



# COORDINATING DISRUPTION



Abdul reached out to us via one of our safe reporting lines. Abdul had been lured into forced criminality for fraud (known as pig butchering) and was held in a compound against his will.

Abdul, originally from Uganda but living in Dubai, was promised a legitimate job opportunity in Thailand having seen an advert online. The job was not real and Abdul was forcibly taken to Laos before being smuggled into Myanmar.

Once in Myanmar he was forced into scamming innocent people across the world. His captors gave him annual targets and if he did not meet them he was tortured with extreme physical violence and unimaginable cruelty.

Abdul risked everything to reach out to us.

We acted immediately, coordinating our intelligence, and safeguarding networks. This included quickly getting information to global law enforcement, financial actors, and other NGO's.

In the time that followed, we saw arrests made of actors known to be part of this organised crime, and reports that the guards in Abdul's compound had walked out due to not being paid, indicating disruption to the criminal's finances.

All of this was enough to weaken the defences of the compound. Law enforcement intervened and rescued Abdul.

**STORIES SHARED WITH US, LIKE ABDUL'S, ARE ESSENTIAL TO SHAPING HOW WE CAN GO UPSTREAM TO SUPPORT THOUSANDS OF OTHERS WHO WILL FACE A SIMILAR FATE IF THERE IS NO INTERVENTION.**

**ABDUL**  
**UGANDA**

\*Name changed for anonymity



“

PLEASE BE INFORMED THAT  
THREE INDIVIDUALS WERE  
RESCUED ON 12 OCTOBER 2023,  
THANKS TO THE INFORMATION  
SHARED BY STOP THE TRAFFIK.

INTERPOL

# 7. REDUCING DEMAND

## Business Resilience

Traffickers rely on working with legitimate businesses to operate their illegal business.

We work with businesses to bring education to their employees and procurement teams, empowering people to know what trafficking looks like and how to play their part in disrupting it.

Further we work with companies to promote transparency of their supply chains, something which directly impacts the trafficker's business model that relies on being able to stay hidden.

As an example, Bunzl *"utilises our monthly alerts and reports to track potential issues in their supply chain and operations."*

Our business support is bespoke and uniquely fed by intelligence generated by our network.

## BUSINESS COLLABORATION

EQUIPPING BUSINESSES TO ACT PREVENTATIVELY

---

### 357

**Disruption opportunities created through our key judgments for businesses to take upstream action to prevent trafficking.**

---

### 37,000

**Individuals trained across different business sectors this year**

---

### £1.7 Billion

**Procurement spend mapped, bringing crucially needed transparency to supply chains, reducing exploitation in legitimate businesses.**

“

**STOP THE TRAFFIK PARTNERED WITH US IN 2023 TO IMPROVE TRANSPARENCY THROUGHOUT OUR SUPPLY CHAIN, ALONGSIDE EDUCATION INITIATIVES WITH COLLEAGUES IN THE BUSINESS. OUR PARTNERSHIP IS A GREAT EXAMPLE OF BUSINESS AND THIRD SECTOR COLLABORATION. TOGETHER WE CAN PROGRESS EVEN FURTHER WITH OUR COMMITMENT TO ZERO MODERN SLAVERY AND HUMAN TRAFFICKING IN OUR SUPPLY CHAINS.**

DEME KYPRIANOU

Head of Responsible Business at Burger King





# REDUCING DEMAND

## SPOTLIGHT: Modern Slavery Intelligence Network (MSIN)

The Modern Slavery Intelligence Network (MSIN) is a pioneering collaboration in the UK food and agriculture sector created in response to the findings of [Operation Fort](#), the UK's largest ever modern slavery investigation.

MSIN is comprised of 16 leading food and agriculture companies in the UK, including Tesco, G's Fresh, Morrisons, Waitrose & Partners, Co-op, and Marks & Spencer. Through sharing intelligence, its purpose is to enhance the effectiveness of members to detect, prevent, and disrupt modern slavery and labour exploitation activity, protecting workers and improving outcomes for those directly impacted.

## MODERN SLAVERY INTELLIGENCE NETWORK

COORDINATING REAL-TIME RESPONSES

**16**

Members in the network, including those with significant system change potential, such as Waitrose, Tesco and Sainsbury's.

**576**

Opportunities for preventative action created by our intelligence reports on the platform.



The Modern Slavery Intelligence Network collaborate with STOP THE TRAFFIK because they are data and intelligence-led. Their insights help our members with general awareness of human trafficking and help them to identify risk within their operations and wider supply chains.

PAUL WILLGOSS,  
MSIN Chair



# TO OUR FRIENDS & SUPPORTERS THANK YOU

Without the incredible encouragement and support of every single donor and funder, our work simply would not be possible. Thank you from our entire team.

We are proud to share that 96.5 pennies for every pound donated goes directly to our charitable projects and programmes, with just 3.5% of our annual income spent on generating further vital funds.

STOP THE TRAFFIK Group is a small team, and we are hugely grateful for the pro-bono support that companies such as Merkle, Clifford Chance, XCyber, and many more provide on a huge range of topics.

Skills based volunteering and pro-bono resource supports us to progress and scale faster, in turn we can reach a greater number of people in need.

Thank you to our exceptional network of NGOs, frontline responders, law enforcement agencies, and organisations who trust and collaborate with us across our programmes to protect vulnerable people from harm.

We will not stop modern slavery and human trafficking alone. True collaboration with all actors and stakeholders positioned to take action against this crime is integral to our mission.



Comic Relief is proud to have supported STOP THE TRAFFIK for 4+ years to support the AMAN Safety Project reaching vulnerable people across Turkiye, Syria, and Cyprus.”

SWIRE  
CHARITABLE  
TRUST

ef Esmée  
Fairbairn  
FOUNDATION

inthallo

COMIC  
RELIEF

U COUNT  
FIGHT HUMAN TRAFFICKING

Seyfarth



# JOIN THE FIGHT!

## SKILLS BASED VOLUNTEERING

If you are interested in sharing your skillset and experience, we have ample need for volunteers across a range of short and long-term projects.

## CORPORATE PARTNERSHIPS

We offer various partnership opportunities for organisations including:

- Active challenges
- Joint events
- Training days
- Lunch & learn sessions
- Charity of the Year opportunities
- In-kind support

## CORPORATE VOLUNTEERING

Take part in tailored full and half-day volunteering sessions where teams can attend a bespoke session to understand more about the crimes of modern slavery and human trafficking, and include bespoke workshops.



***So glad I went to the volunteer day. I learned so much and...I felt proud to work for Bank of Ireland.***

Attendee of Corporate Volunteer Event

## JOIN OUR GLOBAL DISRUPTOR NETWORK

- If you are a financial institution, reach out to learn more about Exploitation Analytics.
- If you are a business, reach out to better prevent exploitation in your operations.
- If you are a frontline organisation or agency, learn more about how you can use the TA Hub to support your work, and join a global intelligence community sharing data and coordinating action.



***Freedom Collaborative embraces data sharing and accessibility, believing that data is not a finite resource, but rather a powerful tool that benefits all when shared and used wisely. That's why we actively contribute and use the Traffik Analysis Hub, so that the strategies of many different stakeholders can be data-informed and more effective in protecting vulnerable individuals and communities.***

Julia Macher  
CEO of Freedom Collaborative

## GET ACTIVE !

We love to welcome people to the STOP THE TRAFFIK Team for active events all over the world including Marathons, Half-Marathons, Tough Mudders, IronMans, and more! Our opportunities reach far and wide, across the UK and beyond.

## DONATE

### ONE TIME GIFT



### MONTHLY DONATION



***I love supporting STOP THE TRAFFIK. Their passion and their well thought-out strategies keep people safe and provide help to victims. Grateful for all their tireless work.***

Monthly Donor



# REFERENCES

- Walk Free. (2023). Global findings. [online] Available at: <https://www.walkfree.org/global-slavery-index/findings/global-findings/>.
- UN Women – Headquarters. (2023). Facts and figures: Ending violence against women. [online] Available at: <https://www.unwomen.org/en/what-we-do/ending-violence-against-women/facts-and-figures#:~:text=Trafficking%20in%20women.>
- International Labour Organization (2021). Forced labour, Modern Slavery and Human Trafficking. [online] Ilo.org. Available at: <https://www.ilo.org/global/topics/forced-labour/lang--en/index.htm>.
- Climate change, migration and human trafficking Assessing the impact of climate change, migration, and human trafficking risks for populations in the Bangladesh and India Sundarbans Rights Lab. (n.d.). Available at: <https://www.nottingham.ac.uk/research/beacons-of-excellence/rights-lab/resources/reports-and-briefings/2023/september/final-version-climate-change-migration-human-trafficking-september2023.pdf>
- Fabbri, C., Stöckl, H., Zimmerman, C., Jones, K., Cook, H., Galez-Davis, C., Grant, N. and Lo, Y. (2023). Labor Recruitment and Human Trafficking: Analysis of a Global Trafficking Survivor Database. *International Migration Review*, p.019791832211391. doi:<https://doi.org/10.1177/01979183221139120>.
- L'Hoiry, X., Moretti, A. & Antonopoulos, G.A. Human trafficking, sexual exploitation and digital technologies. *Trends Organ Crim* (2024). <https://doi.org/10.1007/s12117-024-09526-4>
- U.S. Department of State (2023). 2023 Trafficking in Persons Report - United States Department of State. [online] United States Department of State. Available at: <https://www.state.gov/reports/2023-trafficking-in-persons-report/>.

**STOP THE TRAFFIK GROUP  
CONTACT US**

For more information about any of the above,  
or additional queries please reach out:

[info@stopthetraffik.org](mailto:info@stopthetraffik.org)

T +44 (0) 203 4799833

[www.stopthetraffik.org](http://www.stopthetraffik.org)



@STOPHETRAFFIK