

STOP THE TRAFFIK

PEOPLE SHOULDN'T BE BOUGHT & SOLD



AMAN SAFETY

SEEKING SANCTUARY
IN GREECE

CAMPAIGN REPORT
2022



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AMAN أمان

TRUST, SAFETY, PROTECTION

OVERVIEW

Aman Safety works to prevent the trafficking of refugees and asylum seekers as they travel to Europe. Aman means safety in Arabic. We aim to keep people safe from exploitation and harm as they seek safety far from home.

This report details the first of several projects in this program. The first campaign especially looked to reduce the trafficking and exploitation of young, and often unaccompanied, minors in Greece and border regions of Turkey, who may be awaiting travel to Greece. Through videos and bespoke web pages, the campaign aimed to equip 13-21-year-olds with information about trafficking, how to spot a potentially exploitative situation, advice about how to stay safe and how to access support.

Some of the achievements of this campaign include:

- **110,100 young people at risk of trafficking were reached**
- **Young people were signposted to safety and received support**
- **A report to the anti-trafficking police regarding suspected trafficking activity in Athens**
- **88% of survey respondents said they would take preventative action to stay safe after viewing the campaign video and landing web page**

The project highlighted the continued need for accessible information on trafficking and support for vulnerable young people travelling through Europe.



REPORT INTRODUCTION

RUTH DEARNLEY OBE

CEO, STOP THE TRAFFIK

Traffickers win when the truth is hidden. The Aman Safety Project is shining a light into the dark hidden world of trafficking to reveal that safety, hope and choice is possible.

The 'Seeking Sanctuary in Greece' prevention campaign reached young people and unaccompanied minors that had arrived in Greece, and young people in Turkey waiting to travel to Greece.

When young people arrive in a new country far from home, navigating their new surroundings can create obstacles, exasperated by a language barrier. This can prevent them from seeking support and thereby increasing their vulnerability to exploitation. Our campaign's geo-targeted social media adverts reached young people in their own language, with details of support organisations. Safety, hope and choice was placed directly in their hands through their smartphones.

Throughout this campaign, we have seen lives changed. From a 17-year-old asylum seeker changing his mind about selling his organ for money to a 16-year-old refugee seeking support instead of sleeping another night on the streets in Athens, the campaign was a light, guiding individuals to positive alternative options.

Of course, none of this would be possible without the support of the fantastic partner organisations in Greece, who work tirelessly to support young people seeking safety. Working with organisations on the ground has shown the power of international solidarity, and what we can achieve in collaboration.

I would like to say a huge thank you to our dedicated STOP THE TRAFFIK team and our amazing volunteers who gave their talents and time to the campaign.

Finally, I would like to thank our funders Comic Relief, for believing in the project and giving us the support to make it happen.

Thank you for reading this report. Together we can STOP THE TRAFFIK.



**DAME SARA
THORNTON
DBE QPM**

FORMER ANTI-SLAVERY
COMMISSIONER UK



Children and young people who have escaped war, poverty and persecution are extremely vulnerable to people traffickers. This initiative reaches out to those in Greece and Turkey with advice and the offer of assistance to protect them from the most serious harms including sexual exploitation and organ harvesting. Importantly, the intelligence gathered about how traffickers are recruiting and controlling people is crucial information that is now being shared with relevant organisations, promoting a collaborative response to disrupt trafficking and ultimately bring traffickers to justice.



**HERACLES
MOSKOFF**

PHD, LONDON SCHOOL
OF ECONOMICS

NATIONAL RAPPOREUR
ON TRAFFICKING IN
HUMAN BEINGS,
HELLENIC REPUBLIC,
MINISTRY OF FOREIGN
AFFAIRS, GREECE



The fight against human trafficking and the protection of high risk groups such as unaccompanied minors could become more effective with this great initiative. Combining research and the use of social media to geo-target individuals and vulnerable communities at risk, setting up campaign videos and web pages to raise awareness among vulnerable people who were forced to flee home because of conflict, poverty or persecution, is helping them to acquire a more informed perception of risk and to gain knowledge and adopt a preventative behaviour. The initiative is contributing to signposting people to safety, to get support and to report potential cases to the competent authorities but also to showcase that, addressing root causes such as poverty, homelessness and lack of support, can prevent human trafficking.

AMAN SAFETY

Aman Safety is a ground-breaking program that aims to raise awareness and prevent human trafficking. The campaign will ensure vital information reaches refugees and asylum seekers from Syria, Afghanistan, Iraq, Iran, Bangladesh, Pakistan and the Democratic Republic of the Congo whilst they travel and seek safety in countries such as Greece and Turkey.

BACKGROUND

Aman Safety is a three-year project funded by Comic Relief through its programme 'Across Borders: Routes to Safety for Refugees'. The programme funds organisations providing direct support to people on the move through grassroots approaches, developing arts-based advocacy projects and large-scale cross-border interventions.

THE ISSUE



Refugees/asylum seekers fleeing war, poverty and persecution seek safety in Turkey and Greece.



They are preyed upon by traffickers who capitalise on their displacement for profit.



The routes they travel have been identified as hotspots for trafficking risk. Recruitment is taking place on social media.



Types of exploitation reported so far include Sex Trafficking, Child Marriage, Organ Trafficking and Labour Exploitation.

— “ —

**YOUNG PEOPLE
ARRIVING IN GREECE
ARE AT RISK OF
TRAFFICKING EVEN
BEFORE THEY HAVE
STEPPED OFF THE BOAT**

” —

A21 GREECE

A21 Greece is the leading anti-trafficking organisation in Greece. They run the 1109 National Human Trafficking Hotline, which runs 24/7 enabling people to report instances of trafficking.

An illustration of a sunset over the sea. The sky is a gradient of orange and yellow, with a large, bright sun on the right side. There are several stylized clouds in shades of yellow and orange. In the foreground, a dark silhouette of a boat with several people inside is on the water. The overall mood is somber and evocative.

SEEKING SANCTUARY IN GREECE

PREVENTION OF TRAFFICKING OF YOUNG PEOPLE IN GREECE AND THE BORDER OF TURKEY

YOUNG PEOPLE FOCUS

EXPLAINED

Following discussions with NGOs working with refugees, asylum seekers and trafficking survivors in Greece, it was identified that the group most 'at risk' of exploitation were unaccompanied minors (UAM) travelling alone seeking refuge in Greece. Reports indicate that male and female young people have experienced Sexual Exploitation, Labour Exploitation and Forced Criminality.

The identified enabling factors experienced by UAM that put them at risk of trafficking include:

- Experiences of homeless
- Experiences of poverty
- Lack of knowledge of support organisations
- Pressure to send money home to family members
- Lack of money to pay smugglers for costs already incurred by their travel to Greece or lack of funds to pay for onward travel to Europe

Traffickers identify their vulnerabilities and capitalise on their need for shelter, money and support.

Following the advice of leading NGOs working on the ground in Greece, the first Aman Safety campaign aimed to reach young people between 13 - 21. Although not within the category of minors, young people aged between 18 - 21 are also at risk in similar ways to those under 18, so were also included in the target audience.

BACKGROUND RESEARCH

Prior to launching the project, we researched the target population of young people (male and female) aged 13 - 21, from Syria, Afghanistan, Iran, Iraq, Pakistan, Bangladesh and the Democratic Republic of the Congo, who are experiencing displacement and seeking sanctuary in Greece and Turkey.

Our research has come from these sources:

- Reports by organisations - [Relief web](#), the [IOM](#), the [European Commission](#), [InfoMigrants](#), [UNHCR](#), [Save The Children](#), [PLOS MEDICINE](#) and the [Greek Council For Refugees](#)
- Open-Source research (news articles and reports)
- Conversations with NGOs in Greece

SOURCES: GOVT. GREECE
AND UNICEF

4,222
**UNACCOMPANIED
MINORS IN GREECE**

SEPTEMBER 2020

Research indicates that most of the young people targeted are boys who are more likely to travel unaccompanied, whereas girls aged under 18 travel with family members. However, UNICEF Greece informed us that female minors often arrive in Greece alone and are targeted by traffickers.

Young people often feel alone and isolated on arrival in Greece. Some are keen to work for many reasons: to send money home to their families, to survive in Greece, to pay smugglers for any 'debt' incurred from travel or to pay smugglers to facilitate travel to another country. The recruitment method used by traffickers is often befriending and grooming. The young people are tempted by offers of friendship, financial support or other help without being aware of the risks.

Young people are often unaware of services provided by NGOs or confuse them with law enforcement, causing mistrust which prevents them from seeking support. Controllers often tell young people not to trust NGOs, conjuring feelings of fear to keep them trapped in exploitative circumstances.

WE USE **SOCIAL MEDIA** TO
GEO-TARGET INDIVIDUALS AND
COMMUNITIES AT RISK, WHO
MAY BE **DIFFICULT TO REACH**
THROUGH TRADITIONAL
METHODS.

OUR CAMPAIGNS **RAISE**
AWARENESS AND SHARE
VITAL INFORMATION ABOUT
HUMAN TRAFFICKING AND
HOW TO STAY SAFE.



PROJECT AIMS

The focus of the campaign was to provide young people experiencing displacement with information about exploitation, how to keep safe and details for organisations that can provide help and support. The campaign aimed to make young people less trusting of individuals who make often false promises and place more trust in NGOs working on the ground that can provide help and support.

TARGET AUDIENCE



Refugees, asylum seekers and unaccompanied minors from Syria, Afghanistan, Iran, Iraq, Bangladesh, Pakistan and the Democratic Republic of the Congo aged between 13 – 21 (girls and boys.)

Young people in Greece who might be at risk of exploitation. We reached people in the border provinces of Turkey who were waiting to travel to Greece via smugglers. The targeted areas in Turkey were: Izmir, Ayvacik, Balıkesir, Çanakkale, Aydın and Muğla.



The geo-targeted social media campaign reached audiences in these locations who spoke Arabic, Farsi, Bengali, Urdu and French, who had access to Facebook or Instagram.

PROJECT OBJECTIVES

The project had three main objectives concerning the prevention of trafficking of young people: increased perception of risk, gained knowledge and adopted preventative behaviour.

FOLLOWING THE CAMPAIGN, YOUNG PEOPLE SHOULD BE ABLE TOO

INCREASED PERCEPTION OF RISK

- Understand what human trafficking is and the associated risks
- Know that being trapped in exploitation can be difficult to escape, due to the control methods used
- Have increased awareness of these risks, and to view offers of work, friendship and help with travel onwards with caution

GAINED KNOWLEDGE

- Know how to spot the signs of trafficking
- Understand what an NGO is, the services they provide and how they are different to the police/authorities
- Have gained knowledge about local organisations that can provide on-the-ground support and offer alternative positive options

ADOPTED PREVENTATIVE BEHAVIOUR

- Ask the right questions about a job offer
- Understand that if they accept an offer of work, to find out all the details, including the location address and share these details with family members
- Know to never give away travel documents, ID or passport
- Save emergency hotline numbers (A21, EU Emergency helpline) in their phones or write them on a note, in case something happens
- Approach organisations for help or advice

PROJECT METHODOLOGY

Using Meta advertising credits, the campaign provided targeted messaging through creative content to the target audience. The social media adverts ran across all of Greece and in certain areas identified in Turkey. The campaign consisted of a video and landing page with relevant information. The posts appeared as adverts on the Facebook and Instagram social media timelines of the target audience. The 'learn more' option directed the audience to a landing page with further information.



The 1-minute film told the fictionalised story of a young person who experienced exploitation and sought help. The film was launched in Arabic, Farsi, Bengali, Urdu and French language. The film can be viewed in English language [here](#).



The landing page provided useful information, including how to spot the signs, trafficking risks, how to stay safe and contact details for NGOs that can provide support. The page can be viewed in English language [here](#).

This landing page is designed to be viewed on a smartphone, as the target audience accessed this page via their phones



Surveys published ahead of the campaign enabled us to gauge the audience's knowledge and understanding of the issue. A follow-up survey after the campaign enabled us to learn if the campaign achieved its objectives.



PRE-CAMPAIGN SURVEY

We ran a pre-campaign survey, using the same Meta advertising reach, to understand a baseline of the current awareness within the communities we aimed to reach. In the surveys, we also provided details of help and support available.

The surveys enabled us to understand:

- what young people had experienced
- the baseline of the audience's awareness of trafficking and the associated risks
- the audience's knowledge of support organisations
- what information should be provided in the campaign

The pre-campaign surveys had a total of 721 respondents. The answers gave insight into the target audience and confirmed our campaign was delivering appropriate information and addressing gaps in knowledge and awareness.

A survey following the campaign enabled us to gather information if the campaign achieved its objectives.

Running surveys enables Aman Safety to gather intelligence and measure changes in the target community.

PRE-CAMPAIGN SURVEY: FINDINGS

OF THE 721 SURVEY RESPONDENTS

97% had been forced to flee their home due to **conflict, poverty or persecution.**

52% had experienced at least one type of **exploitation or abuse.**

82% thought that **no help or support was available** for them, were unsure where to find it or did not know whom they could trust.

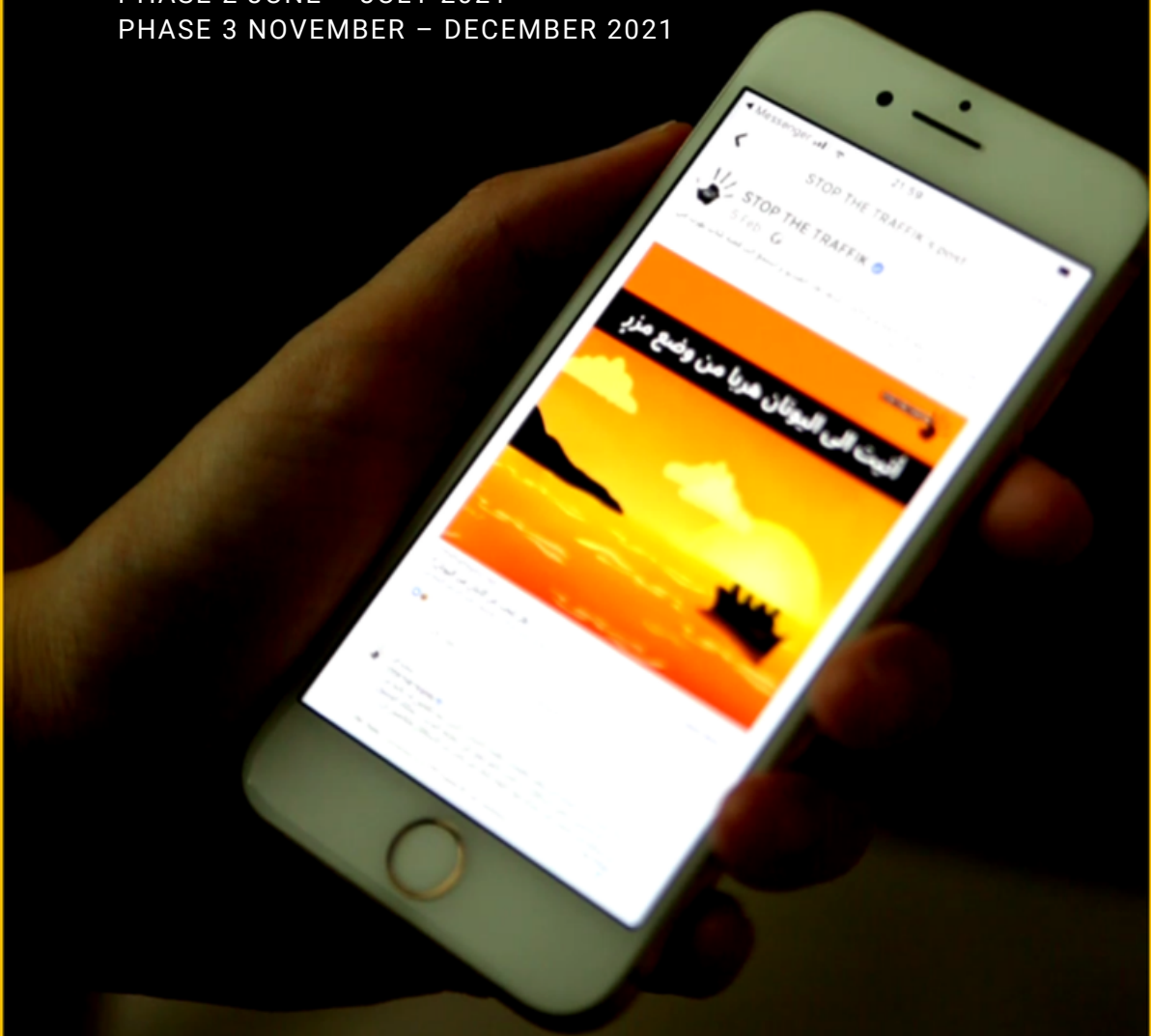
63% **did not know about human trafficking** or said they had 'heard about it' and wanted to learn more.

Most said the top issues they faced were **poverty, homelessness and lack of support.**

The vast majority said that they would feel 'more empowered' by having knowledge and **information about the asylum process and legal aid.**

THE FIRST **AMAN SAFETY**
GEO-TARGETED SOCIAL
MEDIA CAMPAIGN,
'**SEEKING SANCTUARY IN**
GREECE' WAS LAUNCHED
ACROSS **FACEBOOK AND**
INSTAGRAM IN 2021*

* PHASE 1 DECEMBER – MARCH 2021
PHASE 2 JUNE – JULY 2021
PHASE 3 NOVEMBER – DECEMBER 2021



RESULTS

110,100

YOUNG PEOPLE WERE REACHED

in Greece and the Turkish border and provided with information about trafficking and support organisations.

12,664

YOUNG PEOPLE CLICKED TO 'LEARN MORE'

to find out more about trafficking and the support available on the campaign landing page. Engagement was highest amongst minors aged 13 – 17. Young people were able to connect to support organisations via phone and e-mail directly from the campaign landing page. There were 227 calls made, and e-mails sent directly from the campaign landing pages to the listed support organisations.

88% SAID THEY WILL TAKE PREVENTATIVE ACTION

88%* respondents to the post-campaign survey noted they would act different in future and take at least one preventative action including;

- discussing their own experiences with others
- seeking help and support from an organisation
- keeping their ID documentation safe and not giving it to anyone (potential traffickers)
- noting the contact details of support organisations in case needed in future

*Respondents might have chosen more than one answer

RESULTS

STOP THE TRAFFIK SIGNPOSTED 82 YOUNG PEOPLE TO SAFETY

STOP THE TRAFFIK was contacted directly and received messages from refugees and asylum seekers requesting help. We signposted 82 young people to support organisations, with the majority identifying as minors. Many told us that they did not know help or support was available.

NOTED INCREASE IN CALLS AND MESSAGES TO ORGANISATIONS

Our partner NGOs reported an increase in contact with people seeking support. For example, Mobile Info Team (MIT) noted a very significant increase in contacts from Arabic speakers (120 people who spoke Arabic contacted MIT in phase 1, roughly double the normal number of new contacts) and English speakers (48 new contacts, which is nearly three times as high as normal.) The English language speakers were from the following countries: Somali, Syria, Bangladesh, Ethiopia, Nepal and Afghanistan. Since the campaign, Mobile Info Team have implemented regular training for their staff about trafficking.

Defence for Children International were approached by a 16-year old unaccompanied minor from Afghanistan who came forward after seeing the campaign. He was unregistered in Greece and contacted them asking for help with his asylum claim, legal support and shelter. All was provided and he received full support.

SUSPECTED TRAFFICKING CASES AND ACTIVITY REPORTED

Partner organisation the Greek Council For Refugees assigned legal support to survivors of trafficking who made contact after seeing the campaign.

A21 received a call from someone who saw the campaign. The call was regarding suspected trafficking activity targeting Asylum Seekers in Athens. The report was referred to the anti-trafficking police (more information provided on page 27).

A21 also received a call from a young male from the Democratic Republic of the Congo, who made contact after seeing the campaign on Facebook. He came forward after experiencing labour trafficking in the agriculture sector in Greece. A21 provided him with full support.

KEY AUDIENCE FINDINGS

POVERTY, HOMELESSNESS AND LACK OF SUPPORT

As mentioned on page 14 the pre-survey revealed the main issues people are experiencing are poverty, followed by homelessness, family separation, lack of support with basic services and lack of knowledge about the asylum process. This was confirmed in the messages received by STOP THE TRAFFIK during the campaign. The messages we received included requests for help with asylum papers, how to find shelter (many were experiencing homelessness), poverty, essentials (food/detergent) protection from 'immediate danger' and help with family reunification. These scenarios are 'enabling factors' that make this community vulnerable to, and targets for, exploitation.

ADDRESSING THESE ISSUES CAN PREVENT TRAFFICKING

With people experiencing poverty, homelessness, family separation and feeling that no support is available, these are all factors that make communities vulnerable to trafficking and targets for traffickers for exploitation, who capitalise on their need for shelter, money, and support. The lack of knowledge about support organisations (indicated by the survey) heightens the vulnerability this community face to trafficking. By knowing about organisations that can help alleviate poverty, provide shelter, and help with family reunification, they will be less likely to be interested in the trafficker's 'offers'.

AMAN SAFETY TO SIGNPOST PEOPLE TO SUPPORT

Aman Safety aims to reach refugees and asylum seekers to raise awareness about trafficking and address the enabling factors that make people at risk, for example, poverty, homelessness, and insecure immigration status. By promoting the work of organisations and services that provide support for people experiencing these issues, we aim to signpost people to safety and prevent them from being at risk of exploitation.

CAMPAIGN CASE STUDY

AHMAD* IS A 17-YEAR-OLD REFUGEE WHO SAW OUR CAMPAIGN ON INSTAGRAM. HE KNEW THAT YOUNG PEOPLE WERE BEING EXPLOITED, AS THE STORY TOLD IN THE VIDEO HAPPENED TO HIM.

“ I thought that it’s my story

because I faced such a situation in Greece. This campaign can be very useful when profiteers and human traffickers are lurking to exploit immigrants. I saw it with my own eyes. I knew such things happened as I faced all these, but it may be completely different for others who don't know about human trafficking. Young girls were forced into prostitution and sexually exploited, because of poverty. This is true of boys as well. Most of the refugees who come to Europe, think they are in a safe place, unaware of the problems they face.

”

Ahmad was keen to help others avoid the exploitation he endured. He offered to help the campaign and now volunteers with Aman Safety, assisting with language translations.



CAMPAIGN 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, RESPONSES RECEIVED VIA THE SURVEYS AND MESSAGES FROM THE TARGET AUDIENCE, **WE CAN EVIDENCE THAT THE CAMPAIGN ACHIEVED ITS OBJECTIVES.**

**"IT WAS VERY USEFUL,
BECAUSE IN THE ISLAND
THESE KINDS OF THINGS
HAPPEN A LOT.**

**NOW I KNOW
THAT I SHOULD NOT
TRUST EVERYONE."**

RESPONSE TO POST-CAMPAIGN SURVEY REGARDING THE VIDEO

INCREASE PERCEPTION OF RISK

The campaign aimed to increase the perception of risk by raising awareness of the risks unaccompanied minors and those seeking asylum may face concerning human trafficking and modern slavery.

HOW THE CAMPAIGN ACHIEVED THIS OBJECTIVE:

There was a noted increase in suspicion towards strangers who offer help, most notably towards smugglers offering help to travel onwards, revealed by comparisons between our pre/post-campaign surveys.

Comments received in the post-campaign survey revealed that after watching the campaign film, people will be more aware of the risks and know not to trust everyone.

Comments received in post-campaign survey:

"This video was very useful. I learned a lot, including not trusting anyone in a foreign country where I don't know anyone. This was the most important part that I should not forget."

"I realised that I should not trust others until I fully know them."

**"I DID NOT KNOW ABOUT
ANY ORGANISATIONS
THAT COULD HELP ME"**

**A YOUNG PERSON SEEKING ASYLUM
IN GREECE WHO CONTACTED STOP THE
TRAFFIK AFTER SEEING THE CAMPAIGN.**

GAINED KNOWLEDGE

The campaign aimed to equip young people to spot the signs of trafficking and where they can get holistic support.

HOW THE CAMPAIGN ACHIEVED THIS OBJECTIVE:

We collected data before running the program that showed 82% of young people (who responded to the pre-campaign survey) felt no help or support was available to them. We changed this through the campaign and saw an increase in those reaching out to STOP THE TRAFFIK for support and an increase in engagement with the listed support services.

One of the comments received in the post-campaign survey read "many people are abused, but they do not know how to get help. Maybe this video will help us get help". Many of our partners noted they directly supported young people who made contact after seeing the campaign. They were able to access support as a result of our prevention program.

Comments on the social media posts show the audience had gained knowledge. One person commented, "WOW, I didn't know about such things! Thanks so much for giving us all the information". Another commented "I didn't know much about this topic, so the video helped me".



**"I DECIDED TO KEEP MY DOCUMENTS
PROTECTED AND HIDDEN."**

ONE OF THE MULTIPLE-CHOICE ANSWER OPTIONS
SELECTED BY SURVEY RESPONDENTS TO THE QUESTION
'AS A RESULT OF SEEING THIS CAMPAIGN, WHICH
OF THE FOLLOWING WILL YOU DO IN FUTURE?'

ADOPTED PREVENTATIVE BEHAVIOUR

The campaign aimed to equip young people in Greece and Turkey with protective behaviour that would make it harder for traffickers to exploit them.

HOW THE CAMPAIGN ACHIEVED THIS OBJECTIVE:

We saw a strong response in this section:

88%* respondents to the post-campaign survey noted they would act differently in the future and take at least one preventative action including:

- discussing their own experiences with others
- seeking help and support from an organisation
- keeping their ID documentation safe and not giving it to anyone (potential traffickers)
- noting the contact details of support organisations in case needed in future

All the listed actions were included in the campaign landing page in the section titled '**How to stay safe.**' The respondents to this question said they remembered reading the landing page.

*Respondents might have chosen more than one answer



CASE STUDY: A STORY OF TRAFFICKING PREVENTION

We were contacted by a young person from Afghanistan who saw the campaign. He lived in a closed camp in Lesbos. He feared deportation and was told he had to pay for a lawyer.

**HE WAS CONSIDERING SELLING AN
ORGAN OUT OF DESPERATION FOR
MONEY TO PAY THE LAWYER.**

We advised him of the dangerous situation he was considering and the potential risks. We assured him that he was entitled to legal aid. We connected him to an organisation that could provide shelter and legal support.

"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.

He was recently granted asylum, so no longer faces the threat of deportation. He is attending school and is currently learning English and Greek language. Thanks to the support he has received, he is no longer considering putting himself in high-risk situations.

HIGH-LEVEL INTELLIGENCE ASSESSMENT

AMAN SAFETY'S KEY OBJECTIVE IS TO PREVENT EXPLOITATION AND TRAFFICKING OF PEOPLE EXPERIENCING DISPLACEMENT AND SEEKING SAFETY. UNDERSTANDING WHAT PEOPLE ARE EXPERIENCING IS VITAL TO KEEPING COMMUNITIES SAFE.



Intelligence-gathering and analysis enables us to build a picture of exploitation, so we can target our prevention work. By understanding trends, hotspots, routes and how trafficking gangs are operating, we are generating action to target trafficking networks at their source. Through this campaign, we have identified 'key intelligence findings' that will help shape our future response initiatives. **Top findings are:**

- Traffickers recruit from refugee and asylum-seeking communities in Greece and Turkey primarily by face-to-face offer of fake jobs and offers of help in return for payment later.
- Traffickers use control methods such as violence and abuse, threats of imprisonment or deportation, withholding the individuals' wages or not paying any wages for their work.
- The highest campaign engagement was seen amongst those identified as being in the 13 – 17 age group. Most requests for help were received from this age group. Many individuals from this age group reported being targeted for sexual exploitation on arrival in Greece.
- Trafficking types experienced include Labour Exploitation (e.g agriculture sector) Sex Trafficking and Forced Criminality. Organ Trafficking was mentioned. Young vulnerable people are becoming increasingly aware of this trade and are actively consider engaging with it.
- Campaign engagement was high in Athens and Thessaloniki in Greece, and Izmir, Bursa and Istanbul in Turkey. Further research needs to be done to identify if these locations are trafficking hotspot areas.

HIGH-LEVEL INTELLIGENCE ASSESSMENT

• INTELLIGENCE AND ANALYSIS

97% of the respondents to the pre-survey campaign self-identified as refugees or asylum seekers and stated they had been forced to flee their home due to conflict, persecution or poverty. This shows that the campaign did reach the target audience using Meta's geo-targeting settings.

Top cited issues experienced by respondents that would put them at a higher risk of exploitation included poverty (52.7%), homelessness (35.7%) and an inability to access protective government/NGO support (31.9%). STOP THE TRAFFIK received messages regarding the following: Requests for help with asylum papers, how to find shelter (many were experiencing homelessness), poverty, essentials (food/detergent) protection from 'immediate danger' and help with family reunification. All the scenarios identified via the survey and messages received are the 'enabling factors' identified that make people vulnerable to, and targets for exploitation. Ensuring people are supported in these areas will ultimately prevent trafficking instances.

The highest engagement with the campaign was seen amongst those identified by Meta metrics as being in the 13 – 17 age group, some of which may be potential unaccompanied minors. Most of the messages received to STOP THE TRAFFIK's inbox were also from young people aged 18 and under. This may demonstrate that this age group are more likely to engage, as they are most in need of the information provided.

The audience mainly accessed the campaign using Android smartphones. This means we need to ensure all future campaigns visuals and information are suitable for Android devices. Further investigation could be carried out into where these devices are purchased on the ground.

There was much higher engagement with the campaign from young people in Greece than those in the border provinces of Turkey. Either the information was not relevant for those in Turkey, thinking of travelling to Greece, or more research needs to be done into what information would be useful for those waiting in Turkey to travel.

HIGH-LEVEL INTELLIGENCE ASSESSMENT

A21 GREECE RECEIVED A CALL FROM AN INDIVIDUAL WHO HAD SEEN THE CAMPAIGN ON INSTAGRAM. THE CALLER REPORTED SUSPECTED TRAFFICKING ACTIVITY TARGETING ASYLUM SEEKERS IN ATHENS.



• REPORT INTELLIGENCE

A21 Greece received a report from a caller who noticed suspicious activity by a group of people of a specific nationality (the informant would not disclose details through fear of being identified) who were approaching the migrant population in Athens. The group said they represented an 'international organisation' that could provide money and support if the migrants registered to their services. They would then visit their "clients" in apartments provided by genuine humanitarian organisations while their asylum request was being assessed. What was suspicious to the informant was the international organisation were asking potential clients not to share this information with anyone. The hotline operator reported this incident to the anti-trafficking police. They also informed the NGO providing the apartments.

• DEVELOPMENT OPPORTUNITIES

At this time A21 has had no feedback if there has been any further action. Aman Safety will speak with NGOs that provide housing services to discuss potential information sharing and explore ways to respond to suspected activity. Research will be completed on this recruitment method to address intelligence gaps, for example, finding out more about the offers of 'help' being suggested to asylum seekers.

• CORROBOARTING INFORMATION

This account appears uncorroborated at this time. Research continues.

HIGH-LEVEL INTELLIGENCE ASSESSMENT

ANECDOTAL INFORMATION

Responses to the post-campaign surveys launched after each phase of the campaign revealed insights into the types of exploitation experienced by refugees and asylum seekers, and recruitment and control methods used by traffickers.



TYPES OF EXPLOITATION

Labour Exploitation (36 cases) was the most experienced exploitation type. Labour exploitation in agriculture was mentioned by an individual who contacted A21 Greece. Respondents to survey also had experienced Forced Criminality (22 cases) and Sexual Exploitation (16 cases).



Although Organ Trafficking is not the most frequent type of trafficking, it's often one of the most under-reported and misunderstood types of exploitation. One person said that he had experienced Organ Trafficking: a male, over 25 years old who answered in Farsi. It is worth noting that this respondent, in replying to the question 'was the video helpful?' answered 'It was useful in every way, and the information was true!' An additional 6 respondents said they knew someone who had experienced organ trafficking. As explored in this report, young people experiencing displacement have told us they are aware of this trade and have actively considered engaging with it.



CONTROL METHODS

The post-campaign surveys revealed most of the respondents had been controlled by traffickers by 'threats of violence and abuse' (34 cases), followed by 'threats of prison or deportation' (31 cases) and 'withholding wages or not being paid' (28 cases).



RECRUITMENT METHODS

Most respondents to the survey noted 'face-to-face job offers' (23 cases) as the main method of recruitment followed by 'help in return for payment later' (21 cases).

HIGH-LEVEL INTELLIGENCE ASSESSMENT

• INTELLIGENCE FROM CAMPAIGN FEEDBACK

Comments from the audience confirmed the scenario explored in the video is a common occurrence in Greece, and refugees and asylum seekers are being exploited in this way. This is evidenced in the feedback received in the survey responses and the comments on the social media adverts.

**“ Everything is true,
I went through it recently.**

These things happened to my friends.

**Some young people are being sexually
abused in exchange for money.**

Similar things happened to me, but I ran away.

**I have been exploited,
but I haven't talked
about it to anyone.** ”

Comments on adverts and survey responses

• DEVELOPMENT OPPORTUNITIES

The highest number of engagements with the campaign were noted in the following areas: Greece: Athens, Thessaloniki and Nikaia and Turkey: Izmir, Balikesir, Bursa, Canakkale Ankara and Istanbul. Interestingly the adverts did not geo-target Bursa, Ankara and Istanbul, so it would be worth more research into these areas and potentially targeting them in the next campaign. We will continue to research the reported types of exploitation in these areas.

Based on the anecdotal information shared with us in via the surveys, we plan to undertake further research into instances of Organ Trafficking along with the other types of exploitation noted as occurring in Greece and Turkey.

**“ THIS VIDEO
HELPED ME TO
TALK ABOUT MY
DIFFICULTIES. ”**

Response to post-campaign survey
regarding the video

BREAKING THE SILENCE

In the post-campaign survey, we received a response from a young person (aged under 18) from Bangladesh. He told us the video helped him talk about his difficulties

One of the barriers survivors of trafficking often face is being able to talk about what happened, either due to fear, feelings of shame or the pain of recounting the experience. This can prevent them from seeking help, increase isolation and make them at risk of exploitation again. As seen in previous campaigns, survivors often find it helps to recount their experiences by referring to the video to explain what happened. We hope by speaking about his experience, he was able to receive support and take steps towards a positive future.

PROJECT RECOMMENDATIONS

- **THERE IS A CONTINUED NEED FOR WORK IN THIS AREA**

Over half of the survey respondents reported that they had experienced or witnessed at least one form of exploitation. As highlighted throughout the report, we also received comments from young people who identified with the story of trafficking told in the video and said this happened to themselves, or someone they know. **This response requires urgency, collaboration and a focus on preventative action for many vulnerable people who face exploitation.**

- **ADDRESS LACK OF KNOWLEDGE OF SUPPORT AVAILABLE**

The surveys revealed that 82% of respondents thought that no help or support was available for them in Greece, were unsure where to find it or did not know who they could trust. In direct messages we received, people said they did not know support organisations existed. **This is another area of concern, and a need to promote the services of NGOs and support organisations in Greece.**

- **SHARING INFORMATION CAN PREVENT TRAFFICKING**

We are grateful to NGOs and survivors who shared their stories and experiences. Without their input, work like this would not be informed or effective. By sharing and analysing anonymous data, we can see where and how trafficking is happening, so we can predict and prevent it. **This project recommends that NGOs safely share anonymous data to aid rescue and prevention work.**

- **AREAS OF RESEARCH AND FOCUS FOR FUTURE**

This work highlighted the need for a continued project focus on young people and unaccompanied minors. There is also a need for further focus and research specifically on Farsi-speaking communities, young women at risk of Sex Trafficking and a clearer picture on the prevalence of Organ Trafficking.

CAMPAIGN

CASE

STUDY

DURING THE FRENCH LANGUAGE PHASE OF THE CAMPAIGN, WE WERE CONTACTED BY AN 18-YEAR-OLD WOMAN WHO HAD A THREE-MONTH-OLD BABY.

Originally from the Democratic Republic of the Congo, she had recently gained refugee status in Greece. This meant she was no longer allowed to stay in the hostel, as it was only accommodation for asylum seekers awaiting their decision.

The woman was concerned she faced homelessness and was trying to find a refugee camp for her and her child. After seeing our advert on Facebook, she contacted us for advice.

By working with partner organisations on the ground, we were able to find accommodation. We referred her to Safe Place International who agreed to provide her and her child with accommodation.

BY SUPPORTING YOUNG PEOPLE TO FIND ACCOMMODATION, WE AIM TO SIGNPOST THEM TO SAFETY AND PREVENT THEM BEING TARGETS FOR TRAFFICKERS.



— “ —

IT IS EXTREMELY IMPORTANT
TO **RAISE AWARENESS** AND
INFORM THE RELEVANT TARGET
GROUPS ABOUT THE RISKS OF
TRAFFICKING.

AWARENESS AND INFORMATION
CAN **GIVE PEOPLE THE POWER**
TO AVOID GETTING TRAPPED IN
TRAFFICKING SITUATIONS.

— ” —

MICHAEL KIENTZLE
DIRECTOR | MOBILE INFO TEAM



THIS CAMPAIGN WOULD HAVE BEEN IMPOSSIBLE WITHOUT ORGANISATIONS WORKING ON THE GROUND, TO WHOM WE WERE ABLE TO SIGNPOST YOUNG PEOPLE FOR FURTHER SUPPORT.



WE SAY A SPECIAL THANK YOU TO THE YOUNG PEOPLE WHO BRAVELY SHARED THEIR EXPERIENCES AND STORIES.

THANK YOU TO THE META ONLINE SAFETY TEAM, CHOOSE LOVE, SAFE PLACE INTERNATIONAL, VELOS YOUTH CENTRE, AMNA, ROBIN BRADY AND ALL THE VOLUNTEERS WHO CONTRIBUTED TO THE PROJECT.

THANK YOU TO THE TEAM AT MERKLE AQUILLA FOR THEIR SUPPORT.



FINALLY, WE WOULD LIKE TO SAY THANK YOU TO COMIC RELIEF AND THE ACROSS BORDERS PROGRAMME FOR THEIR SUPPORT WITH THE PROJECT.



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www.stopthetraffik.org



+44 (0)20 7921 4258



info@stopthetraffik.org