WE CANNOT STOP WHAT WE CANNOT SEE.

STOP THE TRAFFIK, PEOPLE SHOULDN’T BE BOUGHT & SOLD

CENTRE FOR INTELLIGENCE-LED PREVENTION
WIHINI AND SUNNI

After two young Indian children - Wihini aged 9, and her brother Sunni aged 7 - didn’t turn up to the day centre they attended it was discovered that they had both been sold for £10 by their father to buy a bottle of wine. The father never received the money. The children were never seen again.

They had been trafficked.

Today STOP THE TRAFFIK work across the world shining a light into dark places, depriving traffickers of the secrecy they need for success and protecting some of the world’s most vulnerable people. We exist to bring the global crime of human trafficking to a permanent STOP.
THE PROBLEM
WHAT IS TRAFFICKING?

Human trafficking is the recruitment or movement of persons, by means of threat or use of force, deception or coercion for the purpose of exploitation.

Due to the hidden and illegal nature of human trafficking, gathering statistics on the scale of the problem is difficult; the numbers of people involved are probably significantly higher than the current estimates.

The greatest obstacle to disrupting this growing global crime is the lack of clarity around the strategies and inner-workings of it. To truly STOP THE TRAFFIK we need an accurate and analysed global perspective which can only happen with the coordinated gathering and sharing of data.

- Human trafficking is the fastest growing international crime, and one of the largest sources of income for organised crime.
- Profits from human trafficking are estimated by the International Labour Organisation (ILO) to be $150 billion annually.
- The estimated amount of money spent on addressing human trafficking is just $350 million.
- Matt Friedman, an international human trafficking expert and CEO of the Mekong Club, says that “There are 1.1 million new human trafficking victims a year, which is 3,000 victims a day, 125 per hour.”
The limited data on trafficking that currently exists is disparately held across a crowded anti-trafficking sector. We seek to develop a revolutionary culture of sharing.

STOP THE TRAFFIK has already secured the partnership of IBM to build the capacity to gather community data, empowering every individual to be connected. “Big data” brings the possibilities of identifying trends and hot spots and gaining real time pictures of what is happening on the ground.

We already have 15 trained analysts, the use of intelligence analytical tools and have secured database capacity.

Crucial to the gathering of data at street level will be the launch of the STOP App - smart phone technology that will gather, collect and funnel information from anywhere where there are vulnerable communities.

The STOP App will channel this data to a secure and safe central store where it is collated and fed into a system with quality data analytical capabilities.

We will overlay our data set with copies of other useful data to ensure there is the best comparison and contrasting of material.

This information store will be analysed by experts using the latest intelligence software to expose trafficking activities and criminals.
In order to make our vision of creating a global centre for the gathering, sharing and utilising of data a reality, we have formed a ground-breaking partnership with IBM Cloud Data Services who will provide and fund the data centre.

We are also working with Edelman, a leading global communications marketing firm, to ensure that effective use of communications and technology sit at the heart of the initiative. Our strategic team also includes representatives from the legal and law enforcement community. Crucially, our approach is led by Neil Giles along with Dr Bill Peace, a Visiting Professor at Kings College London, both have a background in the Serious Organised Crime Agency (SOCA) and the security services.

STOP THE TRAFFIK has a long history of partnership. We signed a partnership agreement with Serious Organised Crime Agency, now the NCA (2008) and our founder, Steve Chalke MBE, was given the role of United Nations Global Initiative to Fight Trafficking (UN.GIFT) Special Advisor in 2009.
RESULTS

With the launch of a global centre that will gather and utilise trafficking data we will develop intelligence-driven initiatives that will prevent trafficking and protect vulnerable people. Our initiatives and targets will always need to be agile and responsive to the movements of traffickers.

INITIAL KPIs INCLUDE:

STOP App downloads
Target: 100,000 in the first year

Report trafficking-related activities
Target: 1,000 received per month

Collaborate globally and build knowledge
Target: 100 agencies

Establish a multi-discipline creative team who will produce a series of targeted prevention tools based on intelligence-led prevention for use across global communities

Change legislation concerning supply chain amendment
Target: 20 countries

To establish pioneering resilient communities globally using intelligence-led prevention
Target: 20 communities

Establish common use of measurable evaluation and monitoring of the impact of intelligence-led prevention
ACHIEVEMENTS TO DATE

Designed and developed ‘STOP’ App

In partnership with IBM we have secured data space, trained analysts and have industry standard analytical tools

Successfully led global consumer campaigns to highlight human trafficking within the supply chains

Engaged with business to address human trafficking risks

Successfully campaigned for inclusion of supply chain amendment of the Modern Slavery Act 2015

Became Special Advisor to the United Nations on Community Action to Prevent People Trafficking.

Launched a new report: ‘Forced Labour, Human Trafficking And The FTSE 100’
We have a growing national and international reputation for developing easily accessible ways for individuals and communities to prevent human trafficking. While many anti-trafficking charities seek to rescue people who have been trafficked, we seek to prevent trafficking at source, by making individuals and communities more resilient, by campaigning for change and by using data to disrupt trafficking operations.
In order to prevent trafficking we must work at street level on the ground, raising awareness, educating and training those who have influence and those who are vulnerable within every community.

Yet being purely localised will not disrupt this global crime. The traffickers are not just efficient on the ground but seriously organised across borders. We must be networked and connected along the supply chains that transport people on demand from source to destination communities.

The supply chains that transport the proceeds of crime that flow around the money systems of our world must be interrupted. We need to access this otherwise invisible system.
THE GREATEST GIFT TO THE TRAFFICKER IS THE ABILITY TO OPERATE IN THE SHADOWS AND WORK UNSEEN
Whatever currency we may obtain in terms of funds, resources and data, in order to achieve the disruption of trafficking we are dependent on the life-giving oxygen of publicity. The greatest gift to the trafficker is the ability to operate in the shadows and work unseen, to maintain a state of impunity, enabling the continued growth of illegal profits. We will continue to be the innovators who turn knowledge into creative tools putting them in the hands of every person, business, community and volunteer, empowering them to be part of the prevention.

Our goal is to disrupt trafficking supply chains by starving them of profit through using the greatest of tools, people and technology.

We are seeking partners...
WHAT IS OUR REACH AND GLOBAL IMPACT?

Through a series of campaigns, STOP THE TRAFFIK has brought about real change to protect vulnerable people across the world. In the past ten years, leading consumer goods companies such as Cadbury, Mars and Nestlé have taken steps towards greater transparency in their supply chains. Most recently we successfully campaigned for the inclusion of a vital supply chain amendment in the Modern Slavery Act.
NEEDS

Thanks to the support of many STOP THE TRAFFIK has pioneered a strategy using technology that can undermine criminal activity. But ultimately it is people, not technology alone, that can make the difference.

By 2015 STOP THE TRAFFIK has provided training and education to 35,000 delegates in the UK, trained 1,040 community based professionals to spot the signs of modern slavery. STOP THE TRAFFIK’s business team ‘Finance Against Trafficking’ – which confidentially and expertly supports companies to monitor, track and review their own supply chains.

There are now 70,000 individuals, across 4 continents, and 60 countries signed-up and engaged in support and activism against trafficking. The movement has a strong multi-media platform, social media presence with 53.2K followers on Facebook as well as 30.4K followers on Twitter.

Large scale public education around human trafficking
A continuation of our education programme that helps people to understand the complexities and diversity of human trafficking and forced labour and empowers communities to spot the signs, becoming resistant to the crime. Only when people learn to spot the signs can we gather the data at street level.

Mass awareness of the STOP App
The ground-breaking technology around the STOP App can only be utilised if people understand its use, download and engage. We need to develop, fund and implement high-penetration marketing communications activity to engrain this technology, and the need for it, on the consumer conscience.

Embed expertise in data analysis and effectively utilise knowledge to prevent trafficking
Only through intelligent analysis of the data can we outsmart the traffickers. We need to recruit the best analysts and fund a creative team that can construct intelligence-based communications and awareness tools that will make communities trafficking-resistant.

Creation of an agile infrastructure
A movement of volunteers is essential to the fight against trafficking; but this requires the support of a well-funded team who can empower the network with resources and infrastructure.
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