

Free2Link

Advocacy toolkit

Against e-trafficking of women and girls



Free2Link Project

Working towards an advocacy strategy to combat e-trafficking.

Danish Refugee Council Greece



A holistic approach to combat e-trafficking

The F2L project aims to strengthen capacities on e-trafficking and early identification of trafficking victims by:

- Enhancing existing collaborations
- Identifying educational needs of first responders
- Building capacities of first responders
- Advocating for Anti-trafficking strategies to be embedded in every policy area





Understanding e-trafficking as a human rights issue

- A rights-based approach takes into account root causes, push and pull factors of e-trafficking.
- Safeguards people wellbeing and rights.
- Understanding victims as right-holders places them in the centre of policy making



Advocating for a cause

Identify the issue of concern

What is the issue?

Who is affected by the issue?

What factors contribute to the problem?

What are the consequences (e.g., social, economic) of the issue?

What are the obstacles (political, cultural, etc.) to addressing the issue?

What are the resources available for addressing the issue?



Determine the objectives

- What is the proposed solution and how will it impact the problem?
- What do you want the decision-maker to specifically do following your interaction?



Objectives

- Concrete steps are taken to ensure the prevention and early identification of e-trafficking victims on national and international level.
- Victims of e-trafficking and especially women and girls on the move are empowered to seek protection and support when needed.
- National and international legislation and cooperation to strengthen investigation, compliance and prosecution of e-trafficking is increased.



Working on an action plan

Identify the advocacy targets



Decide on tactics

Discreet interventions

- Conduct a research (i.e., conduct surveys, gather data on public opinion, study the opposition)

Public activities /campaigning

- Conduct a direct-action campaign (e.g., write letters, lobby decision makers, conduct a public hearing, organize a boycott, electronic advocacy)

Semi-public approach

- Use media
- Provide education and encouragement (i.e., offer personal thanks, public support, reframe the debate)



Activity categories



EVENTS AND
MEETINGS



MATERIALS AND
PUBLICATIONS



GENERATING OR
COLLATING DATA AND
EVIDENCE



MEDIA AND
COMMUNICATIONS



Consider risks and challenges

Risk and Challenges	Rating: Low/Medium/High	Mitigation Measures
Limited evidence to support the needed change		
Lack of interest by the policy makers to take the topic forward		
Lack of funding or human resources		
Other		



Formulating messages

Formulate messages



Present the
problem/issue



Provide relevant
information, data
and facts



Identify shared
values with your
target audience



Make your request
(ASK)



Message to Professionals

UN Agencies warn that displaced women and girls, including those fleeing Ukraine, are at a higher risk of being trafficked. Targeted, gender and age-appropriate messaging on human rights, safe access to asylum procedures and the labor market is essential to prevent and mitigate risks of trafficking.



Message to technology sector

Popular social media platforms, dating apps as well as online employment advertisements are used by traffickers to identify, recruit and exploit victims. Understanding the links between trafficking and online technology can save lives. The technology sector can be instrumental and a true ally of authorities in raising awareness and in prosecution efforts against e-trafficking.



Message to the Authorities

Human Trafficking remains a Low-risk High-profit crime across borders. Improved cooperation and coordination among States will contribute to increased and more effective prosecution of trafficking crimes.



Message to Media & the Public

Teenagers use social media every day and can be easily reached by traffickers online. UNICEF also reported that children may be at increased risk of exploitation in front of webcams. Without raising awareness around e-trafficking, minors may be at risk. We must work to make social media a safe space for our children



Impact?

Monitor and evaluate

Mid-term evaluation

Expectations met?

Need to change
tactics
New opportunities?

New elements to
consider?

Final Evaluation Activities

Successful
implementation of
activities.

Are there additional
stakeholders?

Were advocacy
outputs considered?

Final evaluation Outcome

Is there a change in
media coverage?.

Is there increased
understanding of
the issue?

Has there been an
influence on policy



Thanks for your attention!