



Good Practices Catalogue

CATALOGUE OF GENDER-BASED
GOOD PRACTICES ON PREVENTION
OF TRAFFICKING IN THE EU



The Gender Dimension
in Anti-trafficking Policies and Prevention Activities
in Romania, Italy and Spain



Co-funded by the Prevention of and
Fight against Crime Programme of
the European Union

Written by:

Center for Partnership and Equality

Fondazione Giacomo Brodolini

SURT Foundation

Differenza Donna

UNAR

March 2014

The GenderRIS Good Practices Catalogue was delivered within GenderRIS Project - The Gender Dimension in Anti-trafficking Policies and Prevention Activities in Romania, Italy and Spain HOME/2012/ISEC/AG/THB/4000003821, cofounded by the prevention of and Fight against Crime Programme of the European Union.

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the European Commission cannot be held responsible for any use which may be made of the information contained therein.



Introduction to GendeRIS project

The GendeRIS project aims at defining a methodological approach and a toolkit for gender sensitive policy making and action planning and for the prevention of THB. The ultimate result of the project is a reduction of demand and supply of goods and services provided by victims of THB by making prevention policies and actions more effective as they take into account the gender dimension. Providing tools for prevention that integrate the gender dimension will improve the capability of the stakeholders to prevent THB.

The activities focus on the development of tools for a gender sensitive prevention approach. The identification and collection of gender-sensitive good practices on trafficking prevention is a crucial action of the project. The other activities are: context analysis to identify gender issues on anti-trafficking prevention policies, studies and reports at a EU level; exchange of expertise and good practices on the gender dimension of anti-trafficking policies and practices between partners and relevant actors in the field; design, testing and evaluation of tailored gender sensitive prevention initiatives in selected areas within the countries involved; definition of policy recommendations on prevention and guidelines on the development of prevention initiatives.

The project lasts 24 months (May 2013- May 2015) and involves a partnership with strong expertise in the field of gender mainstreaming and THB. The four core partners are Fondazione Giacomo Brodolini – Italy (FGB) an independent research center with expertise in gender mainstream and social inclusion policies; *SURT foundation* – Spain (SURT) a foundation with expertise in women's labour insertion; Center for Partnership and Equality- Romania (CPE) an NGO committed to mainstreaming the principle of equal opportunities for women and men into the public policies; *Differenza Donna* – Italy (DD) an NGO running shelters for women victims of violence and a shelter for women victims of trafficking. The partnership sees the participation of two supporting partners that ensure the circulation of tools, represent the point of view of national level public agencies and facilitate project's results dissemination: ABITS - Agency for the protection of sex workers – Spain, for the protection of sex workers, UNAR-National Office Against Racial Discrimination -Italy, national antidiscrimination office.

The target group of the project is represented by: professionals working in the field of trafficking prevention; national stakeholders and policy makers directly involved in anti-trafficking activities, primarily from Romania, Italy and Spain; stakeholders involved in anti-trafficking activities from other EU countries, as well as from EU non MS, which are significant origin country for victims of trafficking exploited in EU MS.

Introduction to the Good Practices Catalogue

Assessing existing practices, produced by actors that are active at the level of the public or private field (either public organizations or non-governmental organizations) was a relevant step to take in order to complete the diagnosis of prevention regarding the phenomenon of trafficking in human beings in the European Union. The first activity of the project was to analyzing, from a gender perspective, the legal provisions and documents, policies, strategies and action plans in 3 member-states (Romania, Italy, Spain) and at the European Union as a whole (the legal analysis), as well as to collecting opinions from professionals working in the field (the qualitative research). The good practices catalogue is the second activity of the project and was intended as the final process of this radiography, that would provide the project with a more clear understanding of the existing trends.

The completion of the first two phases (legal analysis and qualitative research) was a strong indicator of the fact that much more progress is needed in recognizing gender as a root cause of trafficking in human beings and in including gender as a highly significant element in prevention legislation, policies, strategies and plans of actions, as well as in inserting gender training as part of the mandatory training of professionals working in the field of anti-trafficking. The project team has been able to identify just few good practices on prevention of trafficking in human beings that are designed, implemented and evaluated from a gender perspective, in Europe. Moreover also, the understanding of what gender-sensitive prevention practices mean has been very different from one organization to another, from one country to another, depending on several variables, from the country being a country of origin, transit or destination to the status of gender equality/commitment to promoting gender equality in that particular country of region.

Researching gender sensitive good practices on prevention of trafficking in human being, GendeRIS project team has contacted many organisations in all EU countries, however not all of them had gender sensitive experiences in prevention THB or were at that moment available to collaborate in the project. GendeRIS project team would like to thank all the experts and professionals who dedicated part of their time to fill in the template to collect the data on good practices. The catalogue presents all the good practices that has been gathered, according to the level of their gender sensitiveness as explained in the following paragraph. Organisations that have experiences on THB gender sensitive prevention actions, and that have not yet been contacted, are invited to get in touch with GendeRIS project team (mail genderis@fondazionebrodolini.it)

Overview of the Good Practices Catalogue

Taking gender as standpoint, this catalogue is the result of the activity of search and selection of prevention good practices in both EU countries of destination of trafficking and of origin, as well as at EU level.

The Methodology and criteria for selecting gender-based practices and the description of the research process are available at this link:

<http://www.genderis.org/wp-content/uploads/2014/03/Catalogue.pdf>

To compare the good practices and to sum up the data collected by national experts with the comments from the project gender experts, a good practices index has been drawn up.

The index is the tool for the final synthetic assessment of each good practice.

The gender sensitive good practice index is composed by the following three main dimensions: GENDER, ADEQUATENESS and TRANSFERABILITY LEARNING POTENTIAL. For each of the dimension the most relevant variables were selected and weighted according to the estimated role they have in relation with the aim of the project.

The following table sums up the index with the related weighted variables. Higher the final index score, higher is the level of gender sensitiveness in the action, campaign, policy.

GENDER ANALYSIS		Gender sensitive approach	Main messages of action / policy	Graphics	Diversity of women	Connection with significant gender vulnerabilities	The action provides valuable lessons for other potential campaign implementers	Total index score
Title of the prevention action and/ or policy GP	Country	Low: 0 Medium: 0,5 high: 1	Low: 0 Medium: 0,5 high: 1	Low: 0 Medium: 0,5 high: 1	Yes: 0,5 No: 0	Yes: 0,5 No: 0	Low: 0 Medium: 0,5 High: 1	
Animanova - Protect Your Loved Ones!	Romania	1	1	1	0,5	0,5	1	5
Help Desk for women in the administrative detention centre of Ponte Galeria	Italy	1	1	1	0,5	0,5	1	5
Pan-Hellenic Sensitization campaign - "Come Back to Life!"	Greece	1	1	1	0,5	0,5	1	5
Safe Migration Infoline	Bealorus	1	1	1	0,5	0,5	1	5
Inhuman Trafficking – Itinerant Exhibition, 2010-2013	Portugal	0,5	1	0,5	0,5	0,5	1	4
Preventing Trafficking in Persons	Romania	0,5	0,5	1	0,5	0,5	1	4
Campaign "One Story, Two Outcomes"	Netherlands / Europe	0	0	1	0,5	0	0,5	2
Summerjobs Campaign	Bulgaria	0	0,5	0,5	0	0	0,5	1,5
Awareness campaign on the role of demand in trafficking	Cyprus	0	0,5	0	0,5	0	0	1
Identifying and supporting victims of human trafficking - guidance for health staff	UK	0	0	0	0	0,5	0,5	1
Blue Heart Campaign	Serbia	0	0	0	0	0	0,5	0,5
Launching Initiatives supporting Malta's Efforts to Suppress trafficking	Malta	0	0	0	0	0	0	0

Title of good practice prevention initiative	AnimaNova – Protect Your Loved Ones!
Country	Romania
Implementing organisation/institution	CPE – Center for Partnership and Equality
Type of organisation/Institution implementing	Nongovernmental organization
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	<p>CPE – Center for Partnership and Equality, the main campaign implementer is a nongovernmental organization that promotes gender equality, developing and implementing programs in the field of equal opportunities for women and men on the labour market, trafficking in human beings, violence against women, gender differences in education and health, diversity management. For over 12 years, CPE works in the field of promoting gender equality and supporting women's rights in Romania. In order to accomplish its mission, CPE develops significant sociological research (the first nationally-representative research on family violence and violence at the workplace, research on sexual harassment at work, research on gender and human resources policies and practices in private and public companies etc.), training for representative target groups (teachers and educators, managers, women, trade unions, public authorities etc.), consultancy programmes for public institutions or private companies (on gender, diversity management, work-life balance etc.), network development (the network of NGOs working in the field of violence against women, the network of human rights NGOs developing women's programmes etc.), capacity building for different organisations especially relating to a better inclusion of the gender perspective at the level of their work. In the past years, CPE expanded its work at a European level, through partnerships with different organizations from other EU candidate and member-states.</p> <p>During the process of design and implementation, representatives of other organizations dealing with women and gender issues were consulted or provided support.</p>
Total budget	215.000 EUR
Source of funding	The prevention campaign was implemented and funded as part of "AnimaNova – Integration on the labour market for trafficked persons", a project co-funded from the European Social Fund, through the Human Resources Development Operational Sectorial Programme. The project's main objective was to develop an operational partnership between professionals from an origin (Romania) and a destination (Italy) country for victims of trafficking, in order to work more efficiently in prevention, identification and in the assistance and support for social integration of victims.

Objectives and description of intervention

The overall objective was to raise public awareness and understanding with regard to the phenomenon of trafficking in girls and young women for the purpose of sexual exploitation, as well as to support the social integration of victims of trafficking. The campaign's specific objectives were:

- 1) to gain a better understanding of trafficking in girls and young women for sexual exploitation from the perspective of an origin (Romania) and a destination (Italy) country;
- 2) to include the issue of sexual exploitation of Romanian girls and young women on the public agenda and in the media;
- 3) to raise public awareness with regard to gender and other vulnerability factors that deepen the sexual exploitation risk for Romanian girls and young women;
- 4) to increase public understanding with regard to trafficking strategies, vulnerable girls and young women and the potential of communities and families to act as protective or risk factors;
- 5) to raise knowledge, in urban and rural communities, with regard to the best modalities communities may identify and put in practice in order to prevent the trafficking of girls and young women and to support the development of secure environments, that contribute to a healthy development of girls and young women;
- 6) to offer accurate information on the phenomenon, that would decrease the blaming of the victim of sexual exploitation and would support the social integration of women that were already victims of trafficking for sexual exploitation.

The intervention of the campaign was based on the following steps and activities:

- 1) elaborating „Hopes, for sale. Qualitative research on trafficking for sexual exploitation in Romania and Italy, from 2007 to 2011”, based on 100 interviews with Romanian and Italian professionals in the social integration of victims of trafficking and on 26 interviews with Romanian victims of trafficking (for the research report in English, Italian or Romanian, please contact CPE at laninosanu@cpe.ro)
- 2) producing a documentary film, based on 7 testimonials of Romanian women victims and their family members (for a copy of the documentary movie in English, Italian, Romanian or Hungarian, please contact CPE at laninosanu@cpe.ro)
- 3) developing campaign products (brochures, blog, newsletters, radio spots – see more at <https://blog.animanova.ro>)
- 4) organising workshops in 8 main Romanian cities for media, local public authorities, NGOs and schools, to communicate the research results, debate the topic and launch the prevention campaign
- 5) organising interactive events for the general public in public spaces (shopping malls, parks, squares) in 8 main Romanian cities; visitors were guided by experts through a painting exhibition made by victims of trafficking in art-therapy workshops during the social integration process
- 6) organising 16 workshops in rural communities for 12 to 14 years old children, addressing their needs, concerns, vulnerabilities, support references and models at the community level
- 7) organising 16 workshops in the same rural communities for children's parents and local authorities on trafficking for sexual exploitation and best modalities to protect girls and support the social integration of victims

	<p>Though the final campaign beneficiaries were potential and actual girls and women victims of trafficking for sexual exploitation and the whole campaign was built around their stories and life experiences, the final direct beneficiaries were:</p> <ul style="list-style-type: none"> a) 340 representatives of media, local public authorities, NGOs and schools participating in 8 research-launching workshops in 8 main Romanian cities; b) 3000 visitors participating to the 8 interactive events for the general public in public spaces in 8 main Romanian cities – exhibitions with paintings made by victims during the social reintegration process; c) 430 participants (12 to 14 years old) to 16 workshops for children in 16 rural communities; d) 300 parents and local authorities’ representatives participating in 16 workshops for adults in 16 communities.
Where it has been drawn up, implemented, evaluated	The campaign was drawn up and implemented at the national level, including activities in 8 main cities of Romania (Bucuresti, Timisoara, Cluj, Ploiesti, Craiova, Constanta, Iasi, Targu Mures) and 16 small communities (mainly villages from the 8 development regions of Romania – 2 small communities per region). The evaluation was performed after each regional event.
When it has been implemented	May 2011 – June 2012
Target group	The target group was composed of the general public, potential victims of trafficking for sexual exploitation and professionals in the field.
Contact and links to the web page	<p>Livia-Oana Aninosanu CPE – Center for Partnership and Equality Address: 4 Natiunile Unite Blvd, bloc 106, scara 1, ap. 11, sector 5, Bucharest, Romania Telephone: +4021 335 4175 +40724 255 768 E-mail: laninosanu@cpe.ro Website: www.cpe.ro https://www.facebook.com/cpegalitate www.animanova.ro https://blog.animanova.ro www.facebook.com/CampaniaAnimaNova</p>

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	The implementer assessed their initiative under the high gender score, as the whole prevention initiative took the gender vulnerabilities and the gender perspective into account, was designed on the basis of a research initiatives that has as one of the most important focuses the gender-related vulnerabilities in the case of persons who were subjected to trafficking for sexual exploitation and addressed these issues during all the events and interactions of the campaign.
	Main messages of action / policy	The implementer assessed their initiative under the high gender score, as all the events and interactions that took place during the campaign implementation brought up gender vulnerabilities as an important factor in the process of trafficking. The experts and specialists in the field from both public and private organizations that were present during the research-launching events in the main Romanian cities were exposed to these messages through the presentation of the gender-specific vulnerability factors and to how these create a more significant trafficking risk; this is also valid for the workshops held with adults and authorities in the small communities and for the visitors of the exhibition in the big cities. In the workshops with children, there were indicators of gender-fixed roles and stereotyping already reproduced at that early age (12-14) and these cases were properly addressed.
	Graphics	The implementer assessed their initiative under the high gender score, as: the image of the campaign was a teenage girls who was not presented in a sexualized or objectified manner the exhibition and other communication materials were mainly illustrated with paintings made by victims of trafficking for sexual exploitation during the art-therapy workshops they participated in while benefiting from assistance/services for social and professional reintegration.
ADEQUATENESS	Diversity of women	The implementer assessed their initiative under the medium gender score, as the initiative did not fully take into account women's diversity. There were no specific objectives in this regard and this could be a significant improvement point if the campaign would be replicated. Most women involved in the campaign apparently had similar characteristics.
	Connection with significant gender vulnerabilities	The implementer assessed their initiative under the high gender score, as most activities and the design of the campaign were created taking the connection between gender and trafficking into account and with the aim of making these connections visible.
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	In order to be able to answer this question, an impact assessment should have been made, prior and post campaign implementation. As this activity was not among the ones included in the report, we are not able to assess the campaign success in terms of changing trafficking-related behaviours. However, the campaign had an impact at the level of raising awareness with regard to risk factors, vulnerabilities and protection means.
TRANSFERABILITY	Adaptation	The initiative could be adapted in any origin country successfully. In the destination countries, some of the activities could be adapted (as, for instance, the exhibitions that took place in large cities and provided visitors/ the general public with in-depth information about trafficking, as well as with awareness-raising with regard to the needs, particular situations and voices of victims).
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	The implementer assessed their initiative under the high score, as the lessons the campaign could provide for other campaign implementers are particularly relevant concerning the strong gender perspective of the campaign.

COMMENTS BY GENDER EXPERTS

Why is AnimaNova considered to be a good practice in including the gender perspective in trafficking prevention?

Before designing and implementing the prevention campaign activities, the project team considered it is very important to research among some on the main vulnerability factors women and girls face that predispose them to trafficking for sexual exploitation. The result of this activity was the Romanian-Italian research „Hopes, for Sale”. Some of the main findings of the research, also supported by the work performed during the campaign were:

- the age category mostly exposed and vulnerable for trafficking with the purpose of sexual exploitation is comprised between 14 and 17 years old
- trafficking for sexual exploitation is a highly gendered phenomenon, girls being mostly impacted
- the level of education of girls and young women subjected to trafficking for sexual exploitation is low to medium; most victims with a low level of education come from a family background where the conservative, traditional gender roles are still dominant and represent the norm
- the family and social roles are distributed based on gender stereotyping and inequality. The discounting of formal education and the lack of support from the traditional families with regard to the efforts of girls towards continuing education is very present. The importance of education for the social evolution of women and girls is minimized. The gender roles and gender division is also present in terms of how the future of girls is perceived and presented – in many cases, very much in connection with emotional, material and status-related dependence on a male figure.
- in many situations, the women and girls subjected to sexual exploitation grew up in family environments that were marked by dysfunctionalities at the level of the relationships between family members. These dysfunctionalities are in direct relation with social/community characteristics (poverty, lack of opportunities, unemployment), as well as with specific family characteristics (family violence, abusive relationships, neglect, lack of affectivity and of physical and emotional care).
- most women and girls who were subjected to sexual exploitation grew up in families where the gender roles are very firm (especially in rural areas), where the father is the central family figure and frequently abusive, violent, dominator; the mother and the rest of the female members of the family are inferiorly positioned inside the family constellation, are rather passive figures, prone to self-sacrifice for the family and not being an equal partner in decisions
- girls take early responsibility for domestic tasks and adult roles, are frequently over-responsibilized, in the same self-sacrificing spirit as their mothers, grandmothers or elderly female models; moreover, they experiment violence as a permanent lifestyle and as a permanent behavioral family pattern, disguised in normality. The gender-related behavioral and educational models are deeply integrated by girls from early age, consolidated in time and through repetition and constant community and social validation and socialize girls to play emotional, physical and social dependency roles in relation with the male counterparts.

- in a significant number of cases, girls were subjected to sexual violence very early in their childhood and these experiences remained unrecognized, unprocessed or processed in stereotypical or unhealthy manners by the parents or other family members, communities etc. The trauma is reinforced by the common and frequently and publicly repeated attitudes of diminishing experiences of sexual violence, molestation and rape of girls, young women, older women, women of all ages or by the highly present phenomenon of victim blaming. In this context, girls and women have high difficulties in searching justice, in exposing the perpetrator, in receiving support and recognition of their traumatic experience, which do not conduct to resilience, self-acceptance, healthy coping, but rather allow the sexual violence to remain invisible and perpetrators to benefit from impunity, this further leading to potential re-victimization, as well as to vulnerability and the lowering of limits and self-protection in front of situations of accepting abuse.

In brief:

- The whole prevention initiative took the gender vulnerabilities and the gender perspective into account, was designed on the basis of a research initiative that had as one of the most important focuses the gender-related vulnerabilities in the case of persons who were subjected to trafficking for sexual exploitation and addressed these issues during all the events and interactions of the campaign.
- All the events and interactions that took place during the campaign implementation brought up gender vulnerabilities as an important factor in the process of trafficking.
- The experts and specialists in the field from both public and private organizations that were present during the research-launching events in the main Romanian cities were exposed to these messages through the presentation of the gender-specific vulnerability factors and to how these create a more significant trafficking risk; debates were constructed around gender as root cause of trafficking for sexual exploitation. This is also valid for the workshops held with adults and authorities in the small communities and for the visitors of the exhibition in the big cities. In the workshops with children, there were indicators of gender-fixed roles and stereotyping already reproduced at that early age (12-14) and these cases were properly addressed.

Title of good practice prevention initiative	Help Desk for women in the administrative detention centre of Ponte Galeria
Country	Italy
Implementing organisation/institution	Differenza Donna
Type of organisation/Institution implementing	Nongovernmental organization
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	Differenza Donna NGO, is a feminist women association against violence against women born in 1989 with the aim to open antiviolence shelter as best practice to support women in exit from violence and to change the societies in their patriarchal values
Total budget	The initiative was voluntary.
Source of funding	-
Objectives and description of intervention	<p>The overall objective was to support the emersion of women potential victims of trafficking in human beings in the administrative detention centre of Ponte Galeria in Rome, in particular</p> <ul style="list-style-type: none"> - Identification of women victims of THB - Prevention of further exploitation and re trafficking - eradication of bad practices which expose THB victims to double victimization - Cooperation with involved agencies and sensitization of their staff about indexes of THB - Collecting information about new trend of THB <p>The main intervention is a Differenza Donna desk service, to meet women potentially trafficked in the CIE Ponte Galeria and support them with adequate services.</p>
Where it has been drawn up, implemented, evaluated	<p>The initiative was drawn up, implemented and evaluated at regional level in Lazio Region - Italy.</p> <p>CIE, Centre for Identification and expulsion of Ponte Galeria, Rome (Italy). It has been operating since 1999. Its maximum capacity is 360 places. Actual manager is coop. Auxilium. Internal STAFF composition: social workers, medical doctor, psychologist.</p> <p>With the last Italian immigration law it is possible to detain people for 18 months inside CIE where there are not adequate services.</p>
When it has been implemented	From 2006 to now
Target group	The target group is potential victims of trafficking for sexual exploitation.
Contact and links to the web page	<p>Ilaria Boiano Differenza Donna Address: Via Flaminia n. 43, 00196, Rome, Italy. E-mail: ilaria.boiano84@gmail.com Website: www.differenzadonna.org</p>

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	<p>The implementer assessed their initiative under the high gender score, as Differenza Donna is a feminist association with a long experience in supporting women in exiting from violence. Differenza Donna cultural background permit to use the experience with women victims of violence in general.</p> <p>Women victims of gender violence in general, and therefore also victims of trafficking for sexual exploitation are considered by the patriarchal society responsible for the crime they've suffered, so they are ashamed to tell it and are worried about repercussions and punishments. The gender approach allows to overcome the hostility socially built up against the gender violence victims, creates solidarity and openness with these women and consequently makes the intervention in support of the potential victims much more effective.</p>
	Main messages of action / policy	<p>Immigration control activity ignores the more evident indexes of THB and the removal procedure is implemented without any consideration of specific need of victims of trafficking, in particular for women.</p> <p>It is not ensured information about special protection program provided by law. It is not provided specific medical assistance or psychological support.</p> <p>It is not rare that women who are recipient of an expulsion order are detained together with their exploiters.</p> <p>In case of successful judicial appeal against the removal order, they come back into the control of their exploiters.</p> <p>This action would like to create opportunity for women potential victims of THB to meet operators without gender stereotypes and patriarchal prejudice and able to create a place where talking and obtain rights.</p>
	Graphics	<p>The advertising desk Difference Woman is affixed inside the canteen with CIE of Ponte Galeria with the following information: Objectives, dates and times, description of the service.</p>
ADEQUATENESS	Diversity of women	<p>The implementer assessed their initiative under the high gender score, as the involved staff has awareness and takes into account the different characteristics of women from different geographical areas, in matters of religion, language, socio-political and cultural background.</p>
	Connection with significant gender vulnerabilities	<p>The implementer assessed their initiative under the high gender score, as the beneficiaries of the initiative were undocumented women, often involved in prostitution and others form of exploitation.</p>
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	<p>Differenza Donna front desk meet a 90/100 women each year and 15% are recognize as victims of trafficking</p>
TRANSFERABILITY	Adaptation	<p>The collaboration between women's NGOs working against violence against women and institutions (Court, police, Interior Ministry) would enhance the emersion of women victims of trafficking.</p>
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	<p>This good practice is easily replicable in places where there are CIE but also in all the other places where we have a concentration of undocumented migrants. The main difficulty is to obtain permission to enter these sites.</p> <p>National laws makes it possible to initiate social protection programs as a result of a formal complaint in the case of THB.</p> <p>The collaboration between women's NGOs against violence against women and institutions would enhance emersion of women victims of trafficking and could facilitate the development of policies to reduce the demand for goods and services produced by trafficked persons. It may also foster analysis on the relations between genders aiming at promoting the contrast gender discrimination and to support women empowerment.</p>

<p>COMMENTS BY GENDER EXPERTS</p>		<p>Differenza Donna experience at the front desk in Ponte Galeria Cie shows that the emersion of THB experiences highly increases when the desk is active and potentially trafficked people can get in contact with staff specialised not only in THB but also with a gender perspective.</p> <p>A higher emersion would probably increase the possibility to acquire more information about the practices and strategies used by criminals responsible for trafficking reinforcing the contrast activity.</p> <p>Instead, the little funds made available for these activities, decreased along the years, made the intervention weaker.</p> <p>The emersion of the women victims of trafficking for sexual exploitation as well as the emersion of women victims of domestic violence can't be handled separately from the possibility for them to get protected hospitality. In fact, as stated by the EU in many documents produced the first goal in the fight against gender-based violence is the protection of the victim. This statement does not correspond to the opportunities offered by the Italian country but also the decrease of funds devoted to these actions was such as to completely defuse the scope of Legislative Decree 286/98 which is instead a model of intervention at European level and contrast to THB</p>
------------------------------------------	--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Title of good practice prevention initiative	Pan-Hellenic Sensitization campaign - "Come Back to Life!"
Country	Greece
Implementing organisation/institution	Centre for Research on Women's Issues "DIOTIMA"
Type of organisation/Institution implementing	Nongovernmental organization
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	<p>Besides the Centre for Research on Women's Issues Diotima, the following other organisations which have gender expertise have been working closely with the coordinator of the project in the implementation:</p> <ul style="list-style-type: none"> • DES Me – Migrant Women's Support Network <p>DES Me (literally meaning "see me" in Greek) is a voluntary thematic network of NGO's (both migrants' organizations and advocacy NGO's), having the following aims: Sensitize both the majority society and migrants communities and raise awareness about the diverse identities, needs, constraints of migrant women; form alliances with the feminist movement in Greece and enrich the feminist agenda with migrant women's rights; promote gender mainstreaming in advocacy (antiracist movement, civil society organisations, political parties, NGO's supporting migrants, etc) and the following goals: promote Legalisation, documentation and residence rights; pull migrant women working in the domestic/ care sector from invisibility – regularisation of domestic work and recognition of labour rights; professionalization of domestic work and acknowledgement of their contribution within the framework of insufficient social services of the deficient welfare state; zero tolerance of VAW – especially in the domestic sector – and of trafficking; citizenship rights, access and participation in goods and services, equal life opportunities.</p> <ul style="list-style-type: none"> • UNITED AFRICAN WOMEN ORGANIZATION <p>United African Women's Organisation aims and objectives: to create awareness of various issues concerning the African women and their children living in Greece; to support and fight for the rights of especially our second generation and at all levels; to create mutual bonds of solidarity between Africans and our host the Greeks; to explore and incorporate the rich African woman heritage into the rich Greek heritage; to work hand in hand with various social, NGOs and other Organizations that stand for justice, non racial and friendly society for all.</p> <ul style="list-style-type: none"> • FEMINIST CENTRE OF ATHENS (FCA) <p>The FCA is a collectively referring to and identifying with the feminist movement by choosing to make it visible, to continuously explore new levels of actions and to fight for feminist discourse in the present by enriching it with new meanings. With their political actions they have been trying to demonstrate and vitiate what is considered evident with regard to women's subjugation within the gender system. At the same time they acknowledge the potential to detach individuals from positions considered evident and this is the reason why they have chosen, sometimes systematically and sometimes coincidentally, to act together with other collectivities and individuals with whom they may not share the same political understanding or objectives. Examples of such activities are protests and demonstrations at the detention centre of Amygdaleza (for migrant women) in March 2005, at Korinthos (for the murder of young woman) in November 2005, at the General Security of Athens (for the rape of a women victim of trafficking by police officers) in April 2006, at Amarynthos (for the rape of a girl by her fellow students) in October 2007. They also participated in the Feminist Solidarity Initiative for Konstantina Kouneva (the organization of a concert), the Anti-Racist Festival, the Athens Pride and the Campaign "No to Racism from the Baby's Cot". The choice to come together and act jointly is an effort to comprehend the multiplicity of social relations of subjugation and to trace common objectives. They believe that the feminist movement nowadays should move beyond political identities and the claim for rights as defined by the 'laws' of bourgeois democracy.</p>
Total budget	200.000 EUR
Source of funding	European Fund for the Integration of Third Country Nationals (EIF - Greece) Action 1.8/09

Objectives and description of intervention

The overall objective was the provision of information, awareness raising and sensitization regarding the correlation between violence, gender and migration in specific political, social and cultural contexts and the highlighting of latent/silent aspects of various forms of violence against migrant women with a special focus on sex trafficking. They also regard publicizing and raising awareness about the causes, dimensions and consequences of violence against migrant women in the context of the migrant family (domestic violence), at work (sexual harassment) and in the context of human trafficking (sexual slavery, commercial sexual exploitation) which is at the focus of public discourse relating to gender and migration. Moreover the objectives of the action regard informing all migrant women and particularly victims/survivors of violence about responsible agencies (of the central state, of local authorities, NGOs, voluntary organisations, protection and advocacy services, etc) which they can appeal to (i.e. consultation centres, shelters, social services, health services, solidarity groups, self-help groups and NGOs, etc) in order to support their social integration and provide the required multi-level, specialized and systematic care.

The particularity and possible innovation of the action is related to the fact that the overall approach frames gender violence against migrant women not only in the context of trafficking and the connection of violence exclusively with migrant women - victims of international and transnational crime networks of sexual exploitation and slavery. Through the campaign the continued silence in the public agenda and discourse regarding the multiple and often interrelated forms of gendered violence against migrant women becomes evident and publicized.

The following activities took place during the campaign:

- 1) Distribution and mailing of 20.000 brochures (in four languages, i.e. Greek, English, Albanian and Russian) and 750 posters with the main slogan "Come back to Life!" and information about the events organised;
- 2) A TV spot and a radio spot broadcasted in public TV and radio stations of a national/local range and at the kiosks during the two-day events organised in the five cities;
- 3) Internet page and Facebook page of the project;
- 4) Establishment of info-kiosks which became a reference point for the organization of happenings aiming at informing and offering support to migrant women, hosting discussions about issues related to violence and also showing documentary projections, organizing theatre games for children/young people and musical events. At the same time a series of supplementary/additional activities were also organised, as for example:
 - Meetings and discussions, with representatives from local authorities, public agencies and NGOs active in the field of migration and VAW.
 - Sensitization seminars for groups of professionals dealing with the above mentioned phenomenon, who also provide support and integration services to victims of violence.
 - Informative and awareness raising meetings with migrant communities.
 - Discussions/Seminars with representatives of trade unions for issues of sexual harassment.
 - Interventions and street work/outreach activities in areas and spots of the city of Athens where migrant women live or gather, aiming to inform them about their rights.

	<p>Concretely, the intervention used during the implementation of this initiative was based on:</p> <ol style="list-style-type: none"> 1) the use of both traditional communication means with high range to reach wide audiences and spectators (i.e. TV and radio) and social media accessed by population groups of a diversified profile and information requirements (e.g. young people); 2) the use of a task-force team (port parole) consisting of migrant women, migrants' communities, NGOs and women's groups having a significant comparative advantage of recognition and penetration to the target-groups, safeguarding the attraction of larger audiences and also the successful diffusion of messages; 3) the involvement of specific professional groups in direct contact with victims (police staff, trade union representatives, migrant community activists, consultants) as multipliers of the objectives and messages of the campaign; 4) the use of outreach interventions to inform the public through street work and reach target groups which may be (self)excluded from such interventions, through the diffusion of brochures and flyers at high density points, meeting points and walkways in the 5 cities; 5) the addressing of both native and migrant children and adolescents aiming to highlight the significance of non-violence when resolving differences and conflicts and question gender stereotypes about sexuality, femininity and masculinity.
<p>Where it has been drawn up, implemented, evaluated</p>	<p>The initiative was drawn up at a national level (pan-Hellenic) based on a comprehensive communication strategy and means taking into account and utilizing regional /local particularities and resources. It was implemented at a national level (pan-Hellenic) and at five major cities simultaneously: Athens, Salonica, Patras, Larissa and Heraklion. It was evaluated at both regional and national level (pan-Hellenic).</p>
<p>When it has been implemented</p>	<p>It was planned in 2010 and was implemented and evaluated in 2011.</p>
<p>Target group</p>	<p>The target group was composed of the general public, potential victims of trafficking for sexual exploitation, professionals in the field and clients (receiving sexual services from victims of sexual exploitation).</p>
<p>Contact and links to the web page</p>	<p>Centre for Research on Women's Issues DIOTIMA Address: 24 Nikis street, 105 57 Athens, Greece Phone number: +30210 324 4380 Fax: + 30210 322 7706 E-mail: diotima@otenet.gr Website: www.diotima.org.gr Webpage: www.ziseksana.gr Come back to Life! facebook: https://el-gr.facebook.com/pages/%CE%96%CE%AE%CF%83%CE%B5-%CE%9E%CE%B1%CE%BD%CE%AC/223352774359654 Ζήσε Ξανά! - Ομάδα OFF.ART - για το Trafficking (Come back to Life! - Zise Ksana in Greek) the OFF ART Group performance against trafficking http://ow.ly/wCsbu Video Stop Trafficking: http://www.diotima.org.gr/english/?p=97</p>

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	<p>The implementer assessed their initiative under the high gender score, as the gender sensitive approach, integrated in the campaign strategy, means and sensitizing material used, has highlighted the way by which gender and relative femininity and masculinity constructions are embedded in the various dimensions of exploitation and violence and aspects interrelated with trafficking itself - i.e. movement, migration and the labour market. It has also highlighted the interconnection of supply and demand for sexual services (e.g. via ads in the media and on the internet) with stereotypical perceptions and representations of gender (e.g. representations of sexuality), gender power relations (objectification and manipulation of women's bodies), as well as with social tolerance or acceptance of prostitution and trafficking and the reproduction and acceptance of sexist-commercial patterns for gender relations.</p>
	Main messages of action / policy	<p>The implementer assessed their initiative under the high gender score, as the main message/slogan of the campaign "Come back to life" (ziseksana in Greek) focused on migrant women's rights and embraced a more integrated approach towards gender violence against migrant women aiming to reverse the perception that migrant women are victims and forwarding the fact that they are social agents with the right to have rights. It moreover focused on raising awareness about the multiple causes of violence and trafficking, the consequences and the correlation between violence, gender and migration and the responsibility of the host country and the civil society with regard to the violation of women's rights. The campaign also applied the feminist approach and aimed at empowering women in order to be informed and act, take control of their lives, together and with the support of NGOs, advocacy groups, migrants' communities and responsible state agencies.</p>
	Graphics	<p>The implementer assessed their initiative under the high gender score, as the graphics used did not portray women suffering or in pain or use photos of victims, but instead used abstract and multicoloured designs and "portrayed" women acting, breaking chains, putting a stop to violence and fighting for their rights and against the objectification of women's body.</p>
ADEQUATENESS	Diversity of women	<p>The implementer assessed their initiative under the high gender score, as the experiences of different groups of women have been taken into account on various levels: through the active involvement of migrant women representing different ethnic and multiethnic communities, associations and organisations in drawing up and implementing the project, through the involvement and partnership with NGOs and feminist organisations working in the field and supporting women - both migrant and native - of different ages and backgrounds, family statuses and occupational experience, living in major cities or in small towns etc.</p>
	Connection with significant gender vulnerabilities	<p>The implementer assessed their initiative under the high gender score, as the campaign aimed at raising awareness about three types of violence against migrant women (domestic violence, sexual harassment and trafficking) and therefore a number of significant gender aspects have been highlighted (e.g. gender inequalities regarding access to rights and social integration, changing gender roles and labour distribution in a globalised context, etc). With regard to trafficking more specifically it has been highlighted that trafficking is embedded within gendered migration and labour contexts as trafficking lies at the crossroad of migration, gender, work conditions, policies and crime in a globalised environment. Moreover, what has also been highlighted is the connection between gender power relations, dominant representations about sexuality and the objectification of women's bodies which are reproduced and tolerated and may therefore result in the acceptance or non questioning of violence against women and of commercialisation of sexual/labour exploitation.</p>

EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	<p>The implementer scored the initiative under the medium outcome score, as it has in many cases opened and/or enriched the agenda and the public discourse regarding trafficking given that the civil society and local communities in the 5 major cities where the campaign took place, became aware of significant and latent aspects and consequences of trafficking, and questioned stereotypical perceptions moving between pity and revulsion. The fact that most events organised were open-air and in major meeting points of the five cities, allowed for the participation of citizens of all ages and of different backgrounds and in a way shook up those present by informing them and sensitizing them about their responsibility and about women's rights.</p>
TRANSFERABILITY	Adaptation	<p>The initiative can be adapted in other contexts given that it can serve as a model or a guide on how to elaborate and apply an effective communication and diffusion strategy, involving from the very beginning stakeholders and civil society organisations, designing multiple means to be used in order to inform and sensitize the public about the content and scope of prevention, addressing a multiplicity of audiences and producing a wide range of tools and materials.</p>
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	<p>The implementer assessed their initiative under the medium score, as transferability on European level would mean a similar legislative, policy, cultural context, similar needs regarding the rights of migrant women and similar profiles and expertise of agencies and organisations involved. The aspects of the campaign that could be transferred is the interrelation of various forms of violence against migrant women and not just the focus and identification of migrant women with trafficking alone, and as already stated before, the active involvement of migrant women (and men) and of feminist organisations in all phases and activities designed and implemented.</p>
COMMENTS BY GENDER EXPERTS		<p>The campaign presents high level of gender sensitiveness in contrasting THB, therefore has to be considered one of the best good practices identified in the project.</p>

Title of good practice prevention initiative	Safe Migration Infoline
Country	Belarus
Implementing organisation/ institution	Gender Perspectives (NGO) under the programme LA STRADA
Type of organisation/Institution implementing	Non-governmental organization
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	Gender Perspective, the implementing organization of Safe Migration Infoline, is an international public association which mission is to contribute to the social development where women and men making free social choices. The activity of organization is aimed at promotion of de-facto gender equality and protection from all forms of gender discrimination via social programmes on prevention of gender-based violence, including trafficking in persons, family violence, discrimination at the working place, sexual harassment.
Total budget	25.000 – 30.000 USD/year
Source of funding	Donors (particularly European Ministries of Foreigners, as the Danish and British Ministries of Foreigners)
Objectives and description of intervention	<p>The overall objective is to offer a counseling service in order to prevent trafficking in human beings. The initiative consisted of:</p> <ul style="list-style-type: none"> - Counselling service through the hotline and via e-mail to Belarusian people willing to move abroad. The service offers all kind of information about the specific country about migration policies, laws, work regulation, risks, etc ; -Collecting all data in order to analyse migration trends and beneficiaries' needs, and use them for advocacy and drafting research reports; -Awareness campaign connected to the hotline. In the past 2 years 2 campaigns were carried out: <p>"When you are going abroad call 113!"The campaign was aimed at promoting and advertise the new hotline number 113. The campaign was targeted differently to women and men.</p> <p>First stage:</p> <ul style="list-style-type: none"> - Two posters, leaflets and website; <p>Second stage:</p> <p>Three video-clips based on the real and most typical situations that Belarusian migrants face before travelling abroad with various purpose were prepared and have been started broadcasting on different Belarusian TV-channels in 2014.</p> <p>The campaign was started in 2012 and lasts 3 years.</p> <p>http://ow.ly/wCqv1 http://www.genderperspectives.by/ipo_gender_perspectives/our_banners/programme_la_strada/ http://ow.ly/wCqhO</p> <p>The website La Strada is itself a prevention instrument containing all possible information on migration and risks. http://www.lastrada.by/en/</p> <p>Among all information about specific countries, successful migration stories are also published.</p>
Where it has been drawn up, implemented, evaluated	At national level.
When it has been implemented	The initiative started in 2001, as an anti-trafficking hotline, and was transformed, in 2009, in the Safe Migration hotline. The service is still ongoing at present.
Target group	The target group was composed of potential victims of trafficking and migrants.
Contact and links to the web page	Irina Alkhovka (Chairperson of the Board), Gender Perspectives Elena Nesteruk , National Coordinator of La Strada Belarus Programme E-mail: lastrada@infonet.by Websites: www.lastrada.by , www.genderperspectives.by

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	The implementer assessed their initiative under the high gender score, as: <ul style="list-style-type: none"> - collecting disaggregated data allows to understand and analyze the situation - all services are build up on the basis of this analysis, taking into consideration specific needs of women and men. A gender approach is applied in both cases. - services for clients: the client situation is analyzed with a gender approach, explaining the risks situation in particular detail - advocacy: the basis is that gender inequality is a root cause of trafficking.
	Main messages of action / policy	The implementer assessed their initiative under the high gender score, as: <ul style="list-style-type: none"> - all images are gender related.
	Graphics	The implementer assessed their initiative under the high gender score, as: <ul style="list-style-type: none"> - the graphical messages are sent out through the use of humor (in the 4 cartoons), which was a result of the opinion expressed by the participants in focus groups. The conclusion was that using direct messages and images related to trafficking actually away people from the possible risk ("not me") while, on the opposite, avoiding direct and violent images and using humor attract people and bring them closer to the message.
ADEQUATENESS	Diversity of women	The implementer assessed their initiative under the high gender score, as: <ul style="list-style-type: none"> - the graphic images (cartoons) used to promote the message present women in different hypostases.
	Connection with significant gender vulnerabilities	The implementer assessed their initiative under the high gender score, without further explaining the choice of the score.
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	According to the implementer, the impact of the initiative itself in reducing trafficking related behaviors cannot be evaluated due to the nature of the service (phone counseling is anonymous). However, the number of phone calls increased during the years, this being an indicator of the fact that people feel that the service is useful.
TRANSFERABILITY	Adaptation	Yes. At the national level, there has been a good framework for cooperation with the Byelorussian Government, with Ministry of interior and Foreign Affairs. At a broader level, the initiative already exists in several countries, especially in origin countries.
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	The implementer assessed their initiative under the high gender score, as: <ul style="list-style-type: none"> - the initiative is easily transferable even in the country of destination. One of the most important activities is to start collecting gender disaggregated data consulting real people. On the basis of an analysis of disaggregated data anti-trafficking actions should be designed. Recommendations from the implementer for other potential organizations working in anti-trafficking prevention: <ul style="list-style-type: none"> - many victims of trafficking had previously experienced domestic violence. Moreover, where the family situation is complicated or absent, it is easier to develop the willingness to leave home and the country, and migration is seen as an opportunity - the cultural gender behavior is also perpetrated in the destination countries - there is a need to improve working conditions in the labor market for women in Belarus in order to reduce the need of migration - it is important to constantly analyze desegregated data in order to acknowledge that victims of trafficking have different gender-related needs and to base further actions on the conclusions coming out from the analysis (for women, for example, it is important that kids are save; children should be also part of the programme)

<p>COMMENTS BY GENDER EXPERTS</p>		<p>We considered this to be a good practice from several points of view:</p> <ul style="list-style-type: none"> - the service offered, which is very useful in prevention of THB. Initially the hotline was an anti-trafficking hotline especially dedicated to women, in 2009 it was broadened the field covering all risks of migration; - the awareness campaign and diverse communication tools, in particular the website which is a prevention instrument itself; - the important role of the collection of disaggregated data, and analysis in order to understand better beneficiaries needs and at the same time to make advocacy on the issue. <p>It is also important to mention that all activities are designed and implemented with a gender based approach, coming out from the analysis of collected data, always taking in consideration specific and different needs of women and men. The gender approach is applied in both sides.</p>
------------------------------------------	--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Title of good practice prevention initiative	Inhuman Trafficking – Itinerant Exhibition, 2010- 2013
Country	Portugal
Implementing organisation/institution	Observatory on Trafficking in Human Beings / Ministry of Interior
Type of organisation/Institution implementing	Governmental organization
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	Women’s organizations participated in the implementation of the initiative, by contributing with materials and through their participation in roundtables and conferences.
Total budget	Over 30.000 EUR
Source of funding	<p>Own funding sources of the implementer.</p> <p>The overall objective was to promote awareness raising and education on the trafficking in human beings phenomenon through an integrated and partnership-based approach.</p> <p>The intervention was constructed around the INHUMAN TRAFFICKING Itinerary Exhibition that included:</p> <ol style="list-style-type: none"> 1. A Multimedia Exhibition, with: <ul style="list-style-type: none"> - 5 Thematic Panels - A Sculpture - A video montage - The “Human Merchandise” photographic display - The “Affected for Life” documentary film - A theatre play (not in all exhibitions, due to budget constrains) 2. Promotion of the Council of Europe and the Congress of Local and Regional Authorities Declaration against Trafficking in Human Beings 3. Conferences with local authorities for schools and the general population. <p><u>The above-mentioned 5 thematic panels were focusing on:</u></p> <p><u>1. Trafficking in the World</u> Although slavery is mainly associated to a distant past, in the XXI century and despite some differences, men, women and children are still treated as commodities. The Exhibition starts with this apparent anachronism. This panel simultaneously seeks to answer a set of questions that are often raised, namely what is the difference between Human Trafficking and other crimes such as illegal immigration. In this panel the public can read several real testimonies about the various types of trafficking.</p> <p><u>2. Dare to Discover</u> This panel presents a composition of news published in the media. By its reading (social representation of human trafficking) it is intended to alert to the important role that the media has on the awareness and information level. On the critical side, the Panel also alerts to the sensationalism of some journalistic pieces, with some voyeurism and lack of respect for the victims privacy.</p> <p><u>3. Observe to Understand</u> Recognizing that THB has a hidden nature, strong opacity and complexity, the OTSH - Observatory on Trafficking in Human Beings - must assume a systemic and systematic monitoring. The panel Observe to Understand presents the OTSH work, the monitoring system on data collection and analysis through a collaborative platform among several actors, from police to NGOs. Through the visualization of its international and national routes, victims profiles and types of trafficking, the goal is to demystify some pre-conceived notions about the crime of trafficking in persons.</p>

	<p><u>4.Prevent, Investigate, Prevent</u> From the responsibility of the Migrants and Border Service - SEF (OTSH partner in numerous other projects), this panel displays information about a key dimension in the strategy against trafficking in human beings: the investigation also as a means of prevention. Visitors are informed about SEF's work, particularly as the national body responsible for the Council of Europe campaign "You're Not for Sale."</p> <p><u>5. Fighting Trafficking In Human Beings: A Global Challenge</u> From the responsibility of the Directorate-General for Justice Policy/Ministry of Justice (OTSH partner in numerous other projects), this panel presents another key dimension in the strategy against trafficking in human beings: the punishment.</p> <p><u>A Sculpture</u> The beauty of the sculpture quickly arouses discomfort. Hands clasped and shackled in chains evoke the suffering of the victims of this crime.</p> <p><u>Dare to listen - A video montage</u> This video presents several international and national anti-trafficking campaigns. It is an effective means of awareness by alerting visitors, especially the younger generation to dare to listen and learn what is human trafficking.</p> <p><u>The "Human Merchandise" photographic display</u> Human Merchandize is a photographic installation by Pedro Medeiros done within the Project "Human Merchandize – Project for Human Trafficking Awareness" that Saúde em Português - Associação de Profissionais de Cuidados de Saúde dos Países de Língua Portuguesa, implemented in the Center Region of Portugal. The OTSH established a partnership both with the photographer and with the NGO and associated his work to the INHUMAN TRAFFICKING Itinerary Exhibition. Despite being a work of art, it is intended to present the submission and debauchery as an expression of discrimination, violence and loss humanity.</p>
<p>Objectives and description of intervention</p>	<p><u>Signature of the Council of Europe and the Congress of Local and Regional Authorities Declaration against Trafficking in Human Beings</u> One of the most important moments was the signing of the Council of Europe and the Congress of Local and Regional Authorities Declaration against Trafficking in Human Beings by the Mayors during the conference and the opening of the Itinerary Exhibition.</p> <p><u>Conference and Documentary Film "Affected for Life"</u> One main activity of the Exhibition was the Conference.</p> <p>Calling out to key actors in the field of anti-trafficking activities, such as law enforcement agencies, NGOs, and the OTSH, it is open to civil society and especially to schools. During the Conference it was discussed what THB is, how can we identify victims. Moreover, experiences are shared to exemplify the role that we all must assume in its prevention.</p> <p>One important moment is the presentation of the Portuguese version of the United Nations Office on Drugs and Crime Anti-Human Trafficking and Migrant Smuggling Unit, together with Danish Doc Production, "Affected for Life".</p> <p>Its screening serves as a starting point the conference. This documentary also acts as a training and awareness tool. The documentary is structured on the following dimensions: - What is human trafficking? - What are the different forms of human trafficking? - What are the differences between human trafficking and migrant smuggling? - How does human trafficking affect its victims?</p> <p><u>Theatre Play</u> Theatre Play "I Felt the Emptiness" by Lucy Kirkwood - A play that explores the life of an Eastern European woman forced into the sex trade in London.</p>

Where it has been drawn up, implemented, evaluated	At municipal level.
When it has been implemented	The initiative was planned in 2010, implemented in from 2010 to 2013 and continuously evaluated.
Target group	The target group was composed of the general public and professionals in the field.
Contact and links to the web page	Rita Penedo Observatory on Trafficking in Human Beings (OTSH) Address: Av. D. Carlos I, nº134, 4º, 1249-104 Lisbon Telephone: + 351 21 394 71 61 E-mail: rpenedo@otsh.mai.gov.pt otsh@otsh.mai.gov.pt Website: www.otsh.mai.gov.pt

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	The implementer assessed their initiative under the medium gender score, the approach being more visible within the conference dimensions and selection of participants.
	Main messages of action / policy	The implementer assessed their initiative under the high gender score, the approach being more visible within the conference dimensions and selection of participants.
	Graphics	The implementer assessed their initiative under the medium gender score, as the graphics used contained both sexualizing and non-sexualizing images.
ADEQUATENESS	Diversity of women	The implementer assessed their initiative under the high gender score, as within the conference and when explaining THB for sexual exploitation in Portugal, a disaggregation was made regarding some socio-demographic analysis.
	Connection with significant gender vulnerabilities	The implementer assessed their initiative under the high gender score, the approach being more visible within the conference dimensions and selection of participants.
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	According to the implementer, there are no indicators that could be used to assess this dimension.
TRANSFERABILITY	Adaptation	The project could be expanded at the level of other municipalities.
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	The implementer assessed their initiative under the high score, providing no further information.
COMMENTS BY GENDER EXPERTS		The participation of Women's organizations in the implementation of the initiative has to be considered a positive element to support a gender perspective in actions to tackle THB, nevertheless more information would be necessary to fully evaluate the gender sensitiveness in the project.

Title of good practice prevention initiative	Preventing Trafficking in Persons
Country	Romania
Implementing organisation/ institution	ACSIS, Romania with support from Samilia Foundation, Belgium ECPAT, Belgium
Type of organisation/Institution implementing	Nongovernmental organizations
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	The three partner organizations are basing their missions on promoting gender issues or specific issues particularly affecting women in general and vulnerable women: Samilia Foundation works in the field of gender and human rights, especially through initiating international networking with other NGOs working in these fields, as well as by being active in the prevention of trafficking in women and girls. Ecpat Belgium works in the field of prevention of sexual exploitation of women and children. ACSIS deals with the gender issues, as its first objective and a significant part of the mission are to provide support to young mothers in precarious situation.
Total budget	2010-2011: 5 000 euro 2011-2012: 15 000 euro 2012-2013: 37 500 euro 2013-2014: 25 000 euro
Source of funding	ECPAT, Belgium and Samilia Foundation, Belgium
Objectives and description of intervention	The overall objective was to reduce the trafficking in persons' phenomenon by increasing the self-defence capacity of groups at risk and raising awareness at the community level regarding this issue. The specific objectives of the campaign were: <ol style="list-style-type: none"> 1) Decreasing vulnerability to traffic in persons by counselling and informing young people at risk (students, ACSIS beneficiaries) with respect to trafficking in persons risks, consequences and prevention methods; 2) Training of professionals who come in contact with at-risk groups and empowering them in counselling those groups regarding trafficking in persons; 3) Raising awareness with respect to human trafficking at the community level. The project intervention consisted of the following: <ol style="list-style-type: none"> a) Organizing workshops with ACSIS beneficiaries, single mothers in difficult situations, to raise awareness on the phenomenon of trafficking and particular risks; b) Providing individual help to beneficiaries (social, psychological, etc.), including support in the search of a job (write a CV, look for safe jobs, etc.), in order to decrease vulnerabilities; c) Organizing workshops with students from vocational schools in Bucharest and Chisinau to raise awareness on the phenomenon of trafficking; d) Organizing essay and drawing contests among students on the topic of trafficking as closing session of the workshops; e) Organizing awareness-raising interventions on trafficking in human beings during specific events; f) Organizing training sessions on trafficking in human beings for professionals.
Where it has been drawn up, implemented, evaluated	Local level (Bucharest) but extended to Republic of Moldavia in 2013. Evaluation report from ACSIS each year.
When it has been implemented	Planned in 2010 and implemented until the present.
Target group	The target group was composed of the general public, potential victims of trafficking for sexual exploitation and professionals in the field.
Contact and links to the web page	Georgiana Neuman Asociatia pentru O Comunitate Solidara si Interventie Sociala ACSIS Address: Calea Mosilor, nr 215, Bl. 21, ap. 37, Sector 2 - Bucuresti Telephone: +40 021 21130 94 E-mail: georgiana.neuman@acsis.ro Website: www.acsis.ro

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	The implementer assessed their initiative under the medium gender score, as though not initially taken into account or planned for in a particular way, the gender sensitive approach is especially given by the fact that, since the very beginning of the project, ACSIS has adapted its activities to reach single mothers., its main beneficiaries.
	Main messages of action / policy	The implementer assessed their initiative under the medium gender score, as: The messages were not visibly constructed as to include a gender-sensitive or gender-oriented perspective. The main products of the campaign designed for victims – a brochure and a leaflet – are mainly focused on informational aspects related to trafficking in human beings (only mentioning that women and girls are mostly affected by the phenomenon of trafficking for sexual exploitation in the leaflet), as well as on information related to particular aspects of recruitment, transportation, exploitation and conditions under which the exploitation takes place, means of control used by the traffickers, general advice to protect oneself from trafficking and the mentioning of the general Romanian legal framework in the field of trafficking, the organizations working in the field and providing services for victims of trafficking. Concerning the brochure produced for social operators on the topic of prevention of trafficking in human beings, the approach is also human-rights oriented, this not being strongly supported by a gender perspective in the case of trafficking for sexual exploitation. It does, however, mention that girls with a low level of formal education are particularly vulnerable to trafficking. The brochure also provides information on the existing legal instruments in fighting trafficking at a national and international level, on the legal provisions comprised in the national legal framework regulating trafficking in human beings, on main trafficking processes (recruitment, transportation, exploitation), on factors that have the potential to increase trafficking vulnerability (family neglect or abuse, poverty, lack of information, cultural factors – patriarchal societies, with low levels of respect for women and children).
	Graphics	The implementer assessed their initiative under the high gender score, as the graphic solutions in the printed materials use images of human bodies (men, women, children, full coloured in black or white, in natural standing hypostasis).
ADEQUATENESS	Diversity of women	The implementer assessed their initiative under the high gender score, as the campaign beneficiaries were women coming from different backgrounds, having different ethnicities and the status of single mothers and being particularly affected by multiple discrimination, poverty and vulnerabilities.
	Connection with significant gender vulnerabilities	The implementer assessed their initiative under the high gender score, as the project services were adapted to meet the particular needs and context faced by the women involved in the project (see above).
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	The implemented assessed their initiative under a medium outcome score, as after the intervention, the beneficiaries answered a questionnaire and declared that they will be very careful in identification and evaluation of a job, that they will know how to react if they see a person in danger, that they will keep in touch the trusted persons when they travel..
TRANSFERABILITY	Adaptation	The initiative can be adapted to also reach other women at high risk of being subjected to trafficking for sexual exploitation.
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	The implementer assessed their initiative under the medium score, as the intervention was focused on young people, single mothers in difficult situations, professionals, but they could be extended to different areas: persons of different ages, children from placement centres etc.

COMMENTS BY GENDER EXPERTS

We considered this to be a good practice especially through the results it achieved. Though it was not initially planned with a very strong gender perspective, the structure of the beneficiaries (women who have been already subjected to trafficking for sexual exploitation, teenage mothers, single mothers with very little levels of education, Roma women with histories of multiple discrimination, women with a history of family and sexual violence, women coming from situations of extreme poverty and social exclusion, women who were discriminated on the labour market, who were refused employment on the basis of their single parent status or were forced to work in dangerous and illegal jobs, women who were fired during the maternity or child-raising leave, girls and young women with institutionalization histories etc.) as well as the activities provided to these beneficiaries (in some cases also preventing revictimisation, as some have already been victims of trafficking or had relatives in this situation) qualify it to be considered a good practice from the gender perspective.

Title of good practice prevention initiative	Campaign “One Story, Two Outcomes” launched on Human Rights Day – 10 December 2013
Country	The Netherlands/Europe
Implementing organisation/institution	Campaign via internet, e-mail, social media
Type of organisation/Institution implementing	La Strada International, Nongovernmental organization
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	La Strada International and its partners work in the area of prevention of human trafficking and supporting its victims, with a different degree of focus on women victims (some organisations support only women, others – both men and women) but all acknowledge equally that women and girls are specifically vulnerable to human trafficking.
Total budget	10 000 Euro
Source of funding	The campaign was supported financially by the European Commission and private foundations.
Objectives and description of intervention	<p>The overall objective was to draw attention to the human rights of trafficked persons.</p> <p>The campaign presents the story of Anna, who finds work abroad but is exploited doing this work (picking mushrooms on a farm). One day the police raids the farm and finds all the exploited workers. From there the story has two outcomes – in one outcome, Anna is detained for working illegally, cannot afford a lawyer and is scared to testify. She ends up being exploited again. In the other outcome Anna is properly identified as a trafficked person, given shelter and reflection period, receives free legal aid, is granted compensation for damages and with the compensation starts her own small enterprise and begins her life anew.</p> <p>The main message is that trafficked persons have many rights according to international legislation (e.g. the EU directive and the CoE Convention) but they are not always properly enforced because of lack of knowledge on the part of the involved institutions – police, social services, lawyers, judges, prosecutors, NGOs, etc. Therefore, the second outcome shows how a person's life can change, if their human rights are respected.</p>
Where it has been drawn up, implemented, evaluated	At the national and international level. It was launched simultaneously on 10 December 2013 by the partners in the following countries: Austria, Belarus, Bosnia and Herzegovina, Bulgaria, Germany, Moldova, The Netherlands, Serbia, the United Kingdom.
When it has been implemented	The planning began in September-October 2013, the implementation was on and around Human Rights Day (10.12.2013) and the evaluation – in January 2014.
Target group	The target group was composed of the general public, potential victims of trafficking for sexual exploitation, professionals in the field and clients (receiving sexual services from victims of sexual exploitation).
Contact and links to the web page	Name: Borislav Gerasimov Company/institution: La Strada International Address: De Wittenstraat 25 Telephone: +31206881414 E-mail: bg@lastradainternational.org Website: www.lastradainternational.org

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	The implementer assessed their initiative as medium gender score since the campaign is gendered in the sense that the story uses a female character but it could also have been a male character.
	Main messages of action / policy	The implementer assessed their initiative as low gender score, since the message is about the human rights of all trafficked persons, regardless of gender.
	Graphics	The implementer assessed their initiative under the high gender score, since the graphic solutions identifies draw the attention on the phenomenon in a creative way which does not further present women in highly sexualized or objectified hypostasis.
ADEQUATENESS	Diversity of women	The implementer assessed their initiative under the high gender score, since the action and /or policy take into account and highlight experiences of different categories of women who might be subjected to trafficking for sexual exploitation.
	Connection with significant gender vulnerabilities	The implementer assessed their initiative under the low gender score, since there are no connections with significant gender aspects that might impact trafficking.
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	The prevention action and/ or policy has not been evaluated, there are not data on its impact.
TRANSFERABILITY	Adaptation	The campaign can be adapted to any context, by adapting the images.
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	The campaign is highly transferrable since in any country the human rights and entitlements of trafficked persons are often not respected, however it is generally gender-neutral, even though it uses the story of a woman.
COMMENTS BY GENDER EXPERTS		The campaign has had a broad national and European implementation, however it assumes a gender-neutral approach, therefore more attention should be focused to consider gender sensitiveness in THB.

Title of good practice prevention initiative	Summerjobs Campaign
Country	Bulgaria
Implementing organisation/institution	The A21 Campaign Bulgaria
Type of organisation/Institution implementing	Nongovernmental organization
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	No women's organizations took part in the campaign.
Total budget	7.000 EUR
Source of funding	The campaign budget was part of The A21 Campaign Bulgaria annual operational budget provided by The A21 Campaign global office.
Objectives and description of intervention	<p>The overall objective was to increase awareness about the risks of labour trafficking and the main ways for protection/prevention among Bulgarian young people (18-30) with a special focus on university students. The specific objectives included directly reaching, through meetings, events and public presentations, 8,000 young people and online reaching of 90,000 young people.</p> <p>In terms of specific intervention, the initiative started from the fact that, pressed by low incomes and lack of opportunity for development more and more young Bulgarians look for better jobs outside the country. Summer jobs (mainly in the USA or the UK) are seen by many students as a way to generate some additional income, or even as the first step of a later-on emigration. For this reason the number of young people starting summer jobs is increasing each year. Most of the young people starting a summer job never double check the conditions or ask their summer employer for additional information. For this reason more and more stories of mistreatment and even abuse are being shared by students returning to Bulgaria. Based on these facts, the campaign that was implemented included the following tools to reach target groups and raise awareness about the problem:</p> <ol style="list-style-type: none"> 1) A campaign website – a micro-website, giving students the basic information about labour trafficking: a definition, what it looks like, what their rights are, what they should do if they find themselves in such situation. Information focusing on prevention was also added: how to double check a job, what to look for in your job contracts etc. 2) Social media promotion – raising awareness and posting advices through social media channels (mostly Facebook). 3) Media partnerships – secured partnerships with key media in order to convey the message more efficiently. 4) Other partnerships – government bodies, universities, job agencies, to make sure that messages are distributed as wide as possible.
Where it has been drawn up, implemented, evaluated	The initiative was drawn up, implemented and evaluated at a national level.
When it has been implemented	The initiative was planned from November 2012 to February 2013. It was launched in March 2013 and implemented from March 2013 to May 2013.
Target group	The target group was composed of young people/university students looking for a temporary/summer job abroad and their family members.
Contact and links to the web page	Mihail Stefanov The A21 Campaign Bulgaria Address: 24 San Stefano Str, 1000 Sofia, Bulgaria Telephone: +359888635544 E-mail: Mihail.s@thea21campaign.org Website: www.a21.bg http://ow.ly/wCqKK

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	The implementer assessed their initiative under the high gender score, as when it comes to labour trafficking prevention, men are as vulnerable as women and equal focus to both genders should be paid (with no extra attention to women as with sexual exploitation prevention). For this reason we developed a creative idea based on two main visual messages – one relevant for men, and one relevant for women.
	Main messages of action / policy	The implementer assessed their initiative under the high gender score, as from the very beginning the Summerjobs campaign was planned to deliver messages separately targeting men and women, explaining the different ways in which men and women become victims of labour trafficking, and telling real stories of both men and women who were involved in labour trafficking.
	Graphics	The implementer assessed their initiative under the high gender score, as the creative idea of the campaign presented the issue of labour trafficking in an engaging way without presenting women in a sexualized way. No visual images/real photos of women or men or parts of their bodies (faces, hands, etc.) were used to convey campaigns messages – the whole visual process was based on graphic illustrations.
ADEQUATENESS	Diversity of women	The implementer assessed their initiative under the medium gender score, as since Summerjobs is a campaign against labour, and not sex trafficking, a creative message that was adequate for women was developed, but have not addressed women's diversity in any more detail.
	Connection with significant gender vulnerabilities	The implementer assessed their initiative under the low gender score, as gender aspects are not impacting labour trafficking in the same way they are impacting the sexual exploitation. For this reason the focus was not placed on any gender vulnerabilities since both men and women easily become victims of labour exploitation.
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	The initiative has not been externally evaluated, in order to understand its impact.
TRANSFERABILITY	Adaptation	The campaign is easy to adapt in similar contexts – where many young people feel dissatisfied with the situation and opportunities they've got in their own country and are willing to look for better ones abroad.
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	The implementer assessed their initiative under the medium score, as the campaign is applicable only in the context of having many young people that feel dissatisfied with the situation and opportunities they've got in their own country and are willing to look for better ones abroad.
COMMENTS BY GENDER EXPERTS		Despite the importance of the campaign to contrast THB, the initiative does not include a deep gender sensitive approach since it does not refer to gendered cause of trafficking and it does not consider the phenomenon of THB as a gendered phenomenon based on the unequal and structural relations between women and men.

Title of good practice prevention initiative	Awareness campaign on the role of demand in trafficking - Voice messages via radio
Country	Cyprus
Implementing organisation/institution	Ministry of Interior
Type of organisation/Institution implementing	Governmental organization
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	The Mediterranean Institute of Gender Studies and Stop Trafficking Cyprus were initially involved in the process in the drawing of the messages to be played in the radio.
Total budget	40.000 EUR
Source of funding	Governmental sources
Objectives and description of intervention	The overall objective was to inform the public on the phenomenon of trafficking in human beings. The main rationale behind the campaign was that, since it is evident from practice and research, as well as from literature that the demand side for all forms for trafficking is one of the major pull factors, an important intervention in this context is to target the demand side of trafficking.
Where it has been drawn up, implemented, evaluated	The initiative was drawn up and implemented at national level. No evaluation was performed.
When it has been implemented	Implementation dates: from 18.11.2013 to 13.12.2013.
Target group	The target group was composed of the general public and clients (receiving sexual services from victims of sexual exploitation).
Contact and links to the web page	Anna Christodoulidou Ministry of Interior Address: Ministry of Interior Cyprus Telephone: 357 22 867 879 E-mail: achristodoulidou@papd.mof.gov.cy Website: http://ow.ly/wCqU4

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	The implementer assessed their initiative under the medium gender score. The initiative tried to message that most of victims of THB are women. However, that does not mean that the Ministry used a gender sensitive approach.
	Main messages of action / policy	The implementer assessed their initiative under the medium gender score, without providing further details.
	Graphics	The implementer underlined the fact that no graphics were used as part of this initiative since the initiative was the broadcast of radio messages.
ADEQUATENESS	Diversity of women	The implementer assessed their initiative under the medium gender score, as: - women who participated in were diverse and came from different backgrounds - this was clear from the pronunciations used by the women when speaking Greek and when they were telling their stories (from where they were coming and the aim for them migrating).
	Connection with significant gender vulnerabilities	The implementer assessed their initiative under the medium gender score, as the initiative did establish some connections between gender and THB. However they were not clearly explained.
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	No evaluation was performed.
TRANSFERABILITY	Adaptation	The implementer stated that the initiative could not be adapted to other contexts, due to the language used, as well to the specific context under where trafficking is happening in Cyprus.
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	The implementer assessed their initiative under the low score, as the initiative is meaningful in a very narrow and specific context only.
COMMENTS BY GENDER EXPERTS		The initiative was indeed important since it reached the whole population and it provided information about the phenomenon of trafficking in human beings. However, even though it put special emphasis on the fact that most of the victims of THB are women, gender perspective was not really taken into account.

Title of good practice prevention initiative	Identifying and supporting victims of human trafficking - guidance for health staff
Country	United Kingdom
Implementing organisation/institution	Platform 51 on behalf of the Department of Health
Type of organisation/Institution implementing	Governmental organization- Ministry of Health
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	NGOs that are specialized in supporting women victims of THB were involved, among which the POPPY project, an organization specifically dealing with women suffering from trafficking.
Total budget	Data not available.
Source of funding	Department of Health, Ministry of Health
Objectives and description of intervention	The overall objective is to support the emersion of women potential victims of trafficking in human beings through providing information that will help health staff identify potential victims of trafficking, setting out the physical and behavioural signs that someone may have been trafficked, advising on how to respond in a way that will not put the potential victim in further danger and providing information on how to respond in the person you suspect has been trafficked is under 18. In particular, were organized on-line training courses targeted at health staff of first aid in order to increase their knowledge about the victims of trafficking in human beings, the main countries of origin, the physical signs that may suggest potential victims of trafficking (such as multiple scars untreated) provide them with clear information on routes and rights for victims of trafficking in human beings join the network with support services for victims of trafficking in human beings
Where it has been drawn up, implemented, evaluated	At national level.
When it has been implemented	2013.
Target group	The target group was composed of professionals in the field.
Contact and links to the web page	Ministerial Correspondence and Public Enquiries Department of Health Website: http://ow.ly/wCr3b

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	The implementer assessed their initiative under the low gender score, as the guidance does not make any specific reference to gender issues involved in THB and in identifying and supporting THB victims, however it could be easily integrated.
	Main messages of action / policy	The implementer assessed their initiative under the low gender score, as the language of the information and indications which the guidance provide are gender neutral.
	Graphics	The implementer did not assess their initiative, the only mentioning is that the graphics are gender neutral.
ADEQUATENESS	Diversity of women	The implementer assessed their initiative under the low gender score, as the guidance does not contain specific indications addressing specifically women.
	Connection with significant gender vulnerabilities	The implementer assessed their initiative under the medium gender score, as such connections are partially mentioned within the e-learning module developed as part of the initiative.
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	The prevention action and/ or policy has not been evaluated, there are not data on its impact.
TRANSFERABILITY	Adaptation	<p>The guidance should be integrated by an initial training for the staff and periodical meetings for sharing experiences on cases. The presence of specialized operators of gender based organisations and a strong network with police forces should be included.</p> <p>It could be useful to integrate the guidelines with information about the legal provisions on THB and the available protection measures.</p> <p>The data should be collected in order to acknowledge the potential of the health care system for the identification of victims of THB.</p>
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	The implementer assessed their initiative under the high score, as the guidance could be written in many languages, integrated by a gender approach and very easily disseminated among health professionals who are the most suitable to encounter THB victims .
COMMENTS BY GENDER EXPERTS		<p>We consider this project a good practice because it enhances the emersion of potential victims of trafficking in human beings, in fact</p> <ul style="list-style-type: none"> - it acts in a strategic place to meet potential victims (first aid) - it reaches a high number of health workers through the organization of on line training courses - it facilitates networking between the first aid and other organizations specialized in supporting victims of THB - it brings together institutional organizations with a non-governmental organizations <p>The practice does not have a gender approach but it could be easily adapted from a gender perspective and this could guarantee a more efficient intervention because it would provide adequate knowledge to review gender stereotypes.</p> <p>The prejudices on victims on trafficking in human beings for sexual exploitation are related to their willingness and credibility. The deletion of these prejudices would increase the possibility for the health staff to individuate potential victims and to create the conditions to facilitate the victims report on the exploitation.</p>

Title of good practice prevention initiative	Blue Heart Campaign - Serbia
Country	Republic of Serbia
Implementing organisation/institution	Ministry of the Interior. Partnership between public and private organizations
Type of organisation/Institution implementing	Governmental organization. Partnership between public and private organizations
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	Data not available.
Total budget	Data not available.
Source of funding	Budget of the Republic of Serbia and International Organization for Migration (IOM), the European Union and the Joint Programme to Combat Human Trafficking in Serbia - Serbian UN.GIFT.
Objectives and description of intervention	The overall objective was to prevent the phenomenon of trafficking in human beings in the Republic of Serbia through the movie about human trafficking "Sisters", round tables, forums, radio and TV shows and education events and with central event during the premiere of "Sisters" movie which addresses the problem of trafficking in women. The essence of the campaign was showing the film "Sisters" in Serbian towns and then organizing public discussions on human trafficking. The campaign is conducted in accordance with the principle of "public-private partnership" so that the main partner of the Ministry of Interior is the production company "Monte Royal Pictures" and the main promoter of a campaign is a well-known actress Bojana Maljević, which is the film's producer as well.
Where it has been drawn up, implemented, evaluated	At municipal, regional and national level.
When it has been implemented	The initiative started in 2011 and is still active at present.
Target group	The target group was composed of the general public, potential victims of trafficking for sexual exploitation, professionals in the field and clients (receiving sexual services from victims of sexual exploitation).
Contact and links to the web page	Ministry of the Interior Website: www.mup.gov.rs http://ow.ly/wCrbE

GENDER ANALYSIS	Item	Score
GENDER Degree of gender specific objectives	Gender sensitive approach	The language used, target to men, shows the use of women body according to men paradigm: the spectacularisation, objectification and sexualisation of women body.
	Main messages of action / policy	
	Graphics	
ADEQUATENESS	Diversity of women	No specific attention to diversity is present in the campaign
	Connection with significant gender vulnerabilities	High level: gender vulnerabilities are at the core of the campaign
EFFECTIVENESS The extent to which targeted problems are solved	Evaluation of action outcome – impact	Evaluation of outcome is not available, nevertheless, the communication strategies were carefully considered with the aim to reach a broad target through the crucial role of a well know woman actor and her active participation in presenting the movie and in taking part in public debate on it.
TRANSFERABILITY	Adaptation	Low level of transferability because of the use of women body according to men paradigm: the spectacularisation, objectification and sexualisation of women body.
LEARNING POTENTIAL	The action provides valuable lessons for other potential campaign implementers	Valuable lessons concern: <ul style="list-style-type: none"> - The positive experiences of partnership between public and private stakeholders - The focus on communication campaign through the crucial role of a well know woman actor and her active participation in presenting the movie and in taking part in public debate on it.
COMMENTS BY GENDER EXPERTS		The movie was definitely an important initiative in Serbia and had attracted debate on the issue of trafficking for sexual exploitation, in this way contributing to the awareness raising on the phenomenon at a national level. However, there are several issues concerning the implementation of the product that we consider to be problematic from a gender perspective, among which: <ul style="list-style-type: none"> - the fact that the movie could contribute to the general perception and belief that only the cases of trafficking accompanied by situations of extreme violence could be considered to be real cases; meanwhile, other cases of trafficking in women and girls could be left out of this very narrow definition - the communication and promotion strategies around the movie were not fully appropriate, due to the language used, targeted to men and portraying once more the use of women's bodies according to a certain male paradigm. The way the movie was promoted was accomplished through methods that involved the spectacularization, objectification and sexualisation of women's body - during the peer review organized in Rome, where a part of the movie and a few of the communication instruments were showed, there were two main points of view raised. On one side, most participants underlined the fact that messages used to support the prevention of trafficking in human beings should be very aware of gender issues and reflect on them properly, not promoting sexualisation and objectification and compromising these aspects in the pursuit of large impact; however, fewer participants argued that in order to reach men, the male language should be taken into account and used as efficient, eventually promoting and reaching the necessary cultural change.

Title of good practice prevention initiative	Launching Initiatives supporting Malta's Efforts to Suppress trafficking – LIMES
Country	Malta
Implementing organisation/institution	IOM – International Organisation for Migration
Type of organisation/Institution implementing	International organization (in partnership with the Maltese Ministry for Home Affairs and National Security)
Participation of women organisations in the design, implementation or evaluation of the initiative (name and description of organisations)	Data not available.
Total budget	Total amount of budget not available.
Source of funding	Malta Government.
Objectives and description of intervention	The overall objective was to enhance the ongoing efforts of the Malta government to counteract trafficking in persons, building on the already existing knowledge among national stakeholders about trafficking features in the country, and the ongoing efforts as outlined in the National Action Plan. As a result of the initiative, a National Referral Mechanism was established in the country, as well as Standing Operating Procedures to refer trafficking cases. An awareness and information campaign was organized and several professionals were trained in the field.
Where it has been drawn up, implemented, evaluated	Initiative was drawn up and implemented at the national level. Data on evaluation not available.
When it has been implemented	The action was planned in 2011 and implemented during a time period of 2 and a half years.
Target group	The target group was composed of the general public, potential victims of trafficking for sexual exploitation and professionals in the field.
Contact and links to the web page	IOM – International Organization for Migration Info: http://ec.europa.eu/ewsi/en/news/newsdetail.cfm?ID_ITEMS=27397

GENDER ANALYSIS	Item	Score
COMMENTS BY GENDER EXPERTS		The Launching Initiatives supporting Malta's Efforts to Suppress trafficking – LIMES represents an important initiative to tackle THB since it caters for training for stakeholders, the establishment of a formalised victim referral mechanism and an awareness campaign. However, available data do not show a specific gender sensitive approach.