

Operational Objectives/Activities	Output Indicators	Achieved target	Sources of information
<i>Activity 1. Media Campaign for raising awareness about human trafficking with a specific focus on labour exploitation</i>	<ul style="list-style-type: none"> - Produced and displayed 1 video clips, 1 radio spot, social advertisement banner and 500 posters. Conducted two press conferences and send press release; 3 briefings with journalists, Posts and topics on the social media portals; 	<ul style="list-style-type: none"> - Produced and displayed 3 video clips, 1 radio spot, social advertisement banner and 5000 posters. Conducted two press conferences and send press release; 3 briefings with journalists, Posts and topics on the social media portals; 	<ul style="list-style-type: none"> - Report for assessment of the public perception and opinion - Media campaign products (TV and radio spots, social media advertisement, posters);
<i>Activity 1.2 Award for the best investigative story on trafficking in human beings</i>	<ul style="list-style-type: none"> - Awarded three journalists for the best investigative story on trafficking in human beings 	<ul style="list-style-type: none"> - Awarded three journalists for the best investigative story on trafficking in human beings 	<ul style="list-style-type: none"> - Awarded journalist story;
<i>Activity 1.3 School competition for the best multi-media product on prevention of human trafficking</i>	<ul style="list-style-type: none"> - The youth has developed sensitivity to and accumulated knowledge about trafficking in human beings and its implications; Youngsters have skills to design multi-media products and can use them as a tool for changing the peers and public perception about trafficking - selected, promoted and awarded 3 multimedia products 	<ul style="list-style-type: none"> - 5000 youth has developed sensitivity to and accumulated knowledge about trafficking in human beings and its implications; - 50 Youngsters have skills to design multi-media products and can use them as a tool for changing the peers and public perception about trafficking 	<ul style="list-style-type: none"> - Awarded multi-media products; List of participants, activity report

		- selected, promoted and awarded 4 multimedia products	
<i>Activity 2.1 National conference for proactive and coordinated fight against trafficking in human beings especially labour exploitation</i>	- Implemented one national conference and open discussion for trafficking in human beings among relevant anti-trafficking stakeholders	- Implemented one national conference and open discussion for trafficking in human beings among relevant anti-trafficking stakeholders	- Report of the national anti-trafficking conference; - Media articles - List of participants,
<i>Activity 2.2 Coordinative meeting with relevant anti-trafficking stakeholders</i>	- Implemented at least 10 coordinative meetings with the associates of the project.	- Implemented 10 coordinative meetings with the associates of the project.	- Report from the meetings
<i>Activity 3. NGO Platform – Networking among NGOs from the region and Europe</i>	- An NGO platform lasting 3 days for 20 NGOs representatives (around 40 participants in total)	- Implemented NGO platform lasting 3 days for 30 NGOs representatives (around 40 participants in total)	- List of participants; Report of the activity;
Specific Objectives	Result Indicators		Sources of information
To Increase knowledge, information and awareness on trafficking of human beings with special attention to labour exploitation amongst the public including youth	- Number of people from the public that accessed and received information through different channels by the end of the project 10-30% increased number of SOS calls; Number of journalist articles related to human trafficking and labour exploitation Number of multimedia products designed by	- 150 000 people from the public accessed and received information through different channels by the end of the project - 10% increased number of SOS calls; - Around 100 of journalist articles related	Report for assessment of the public perception and opinion; SOS registration calls; report for identified and assisted trafficked persons; Media campaign products (TV and radio spots, social media advertisement, posters); Awarded journalist story; Awarded multi-media products;

	the high schools students	to human trafficking and labour exploitation - 21 multimedia products designed by the high schools students	List of participants, activity report
To enhance the capacity of all relevant stakeholders for proactive and coordinated identification of trafficking in human beings especially for the purpose of labour exploitation	- Increased capacities of at least 30 representatives of NGO;s , governmental institutions and other relevant stakeholders about proactive and coordinated identification of trafficking in human beings especially for the purpose of labour exploitation Created common recommendations for developing future long term strategies for counteracting trafficking in human beings with the attention to labour exploitation on a national level	- Increased capacities of at least 56 representatives of NGO;s , governmental institutions and other relevant stakeholders about proactive and coordinated identification of trafficking in human beings especially for the purpose of labour exploitation - Created common recommendations for developing future long term strategies for counteracting trafficking in human beings with the attention to labour exploitation on a national level	Final report; Report of the national anti-trafficking conference;
To enhance the capacity of victim service providers on establishing and strengthening NGO network cooperation on prevention of human trafficking.	- At least 30 NGOs (national, Balkan region and EU) attended and actively participated on the NGO platform meeting	- 30 NGOs (national, Balkan region and EU) attended and actively participated on the NGO platform meeting	List of participants; Report of the activity;
General Objective	Outcome Indicators		Sources of information

<p>To contribute to the fight against organized crime, especially human trafficking, in particular trafficking for labour exploitation</p>	<ul style="list-style-type: none"> - More than 100 000 citizens are informed about indicators of exploitation and human trafficking and how to act when needed. Number of Youngsters that demonstrate a growing capacity to participate in prevention from trafficking in human beings - Number of stakeholders involved in project activities and events Number of initiated future strategies for counteracting trafficking in human beings with the attention to labour exploitation on a national level. - Number of NGO's that actively cooperate on local, regional and European level; Number of NGO share common best practices for identification. 	<ul style="list-style-type: none"> - More than 150 000 citizens are informed about indicators of exploitation and human trafficking and how to act when needed. - 50 Youngsters demonstrate a growing capacity to participate in prevention from trafficking in human beings - More than 50 stakeholders involved in project activities and events 3 initiated future strategies for counteracting trafficking in human beings with the attention to labour exploitation on a national level.(New action plan, Adopted indicators for identification, One research regarding labour exploitation) - At least 40 NGO's actively cooperate on local, regional and European level; - 30 NGO share common best practices for identification. 	<p>Report for surveys of the public perception and opinion; Interim and final report; Awarded journalist story; Awarded multi-media products; Final report and activity report</p>
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