



GUVERNUL REPUBLICII MOLDOVA



Impact Assessment Report

Implementation of an awareness raising campaign (ARC) in Moldova

Final Report

September 2013



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Executive Summary

This specific UNODC initiative acts in support to Moldova's efforts to address trafficking in persons as a serious and growing concern.

This activity was undertaken at the request of the national authorities of Moldova, as part of a UNODC global project funded by the European Union aiming to promote the implementation of the Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children and the Protocol against the Smuggling of Migrants by Land, Sea and Air both supplementing the United Nations Transnational Organized Crime Convention¹.

The objective of the initiative was to carry out a number of activities with the aim to conduct an awareness raising campaign in support to Moldova's extensive anti-trafficking efforts. The initiative included an assessment phase at the beginning of the process to identify vulnerable populations to trafficking in persons. This was followed by consultations with national and local stakeholders and the implementation of a campaign targeted at the vulnerable group identified based on evidence and participatory consultations and consensus. The impact of the implementation of the campaign was assessed two months after the start of its implementation, to gather preliminary findings and guidance for the future of the campaign.

The final impact assessment for this initiative aims at gathering critical feedback on the entire process and, more specifically, from the implementation of the awareness raising campaign. The objective is to learn from the process and identify key actions which could be replicated and/or built upon in similar settings. For this purpose a number of objectives guiding the impact assessment have been identified. As a result of the assessment and related research it has been agreed among key stakeholders that the aim of the campaign should focus on *Prevention of trafficking in persons through awareness raising actions using online technologies*.

- A. Provide an objective assessment of the achievements and results, weaknesses and strengths of the awareness raising campaign implemented in Moldova, as well as an analysis of its performance, impact, relevance and sustainability.
- B. Assess the relevance of the results achieved to the target groups and current trafficking in persons trends and challenges in the country.
- C. Generate lessons learned and good practices from the pilot initiative.
- D. Provide clear and forward-looking recommendations that can guide national and international stakeholders in re-focusing the intervention and in developing strategies for future projects of similar nature aiming at a stronger preventive action.

The impact assessment took place 19-23 August 2013. A number of activities took place to ensure the thorough and detailed review of the awareness raising activities and outputs. La Strada Moldova, UNODC principal national partner in the implementation of the awareness raising campaign, assisted the preparation of the scheduled meetings, interviews and focus group discussions.

¹ UNODC project GLOT55, EU targeted action DCI-MIGR-2008-165-055

The activity was implemented over a period of just over three months. This was a challenge, but also an opportunity to ensure that before the end of this first phase of the awareness raising campaign, its impact would be monitored and possible necessary changes would be identified immediately and taken into consideration by partners, such as the Government and La Strada in the follow-up phase. The report focuses mainly on measurable results obtained through the monitoring of the initiative and the information obtained through in-depth interviews with key stakeholders and focus group discussions with workshop participants and peer-to-peer trainers. The short implementation period for the actual campaign poses limitations on the ability to measure the mid to long-term impact of the message of the campaign, but it also allows to measure the immediate impact and address potential issues.

The process

The pilot initiative introduced a structured and systematic approach to conducting participatory and consultative processes with national and local stakeholders in planning and implementing Awareness Raising Campaigns. This approach was identified by all interviewees as a milestone in working with national institutions and is considered as a very good practice. Given the limited capacity currently on display within the anti-trafficking in persons sector, substantial participation and consultation should be promoted. The process positively affected national and local stakeholders, NGOs and other International Organizations working in the sector by way of ensuring substantive contributions by experts working in this field, ensuring a consultative process and forum for expert discussion and knowledge transfer.

The approach

The outreach strategy adopted by the campaign ensured optimal coverage of the identified target group. The specific approach in delivering the message of the campaign through 86 interactive workshops (see p. 13 for more details) has proven to be very effective. Most interlocutors and focus group participants confirmed the effectiveness of such approach. Participants in the focus groups confirmed changes of perception and attitude towards understanding the risks of trafficking in persons and on-line exploitation after the training sessions. Most peer-to-peer trainers were confident that children and youth understood the risks and were going to make changes in their behavior while on-line and were more able to identify risky or inadequate situations.

The campaign

What was initially identified as a potential risk: implementation during the summer months, proved to be a strong asset for the campaign. First of all, it enabled a wide coverage of the target group in summer camps and allowed direct contact for the peer-to-peer educators. As a result 86 seminars for 2,070 youths were organized in 8 summer camps in Moldova in July and August 2013. Additionally, as a consequence of summer holidays, children had more free time and spent even more time on line than during school time. In July and August, www.siguronline.md was visited by 385,106 of which 6,047 first time visitors. The video spot was made available on line and was promoted via 4 informational portal and social network pages (the most popular among youth: www.facebook.com and www.odnoklasinki.ru) and will be broadcasted on state television as of 5 September. The video promotes reporting of inappropriate/illegal content and provides the information and tools to act. The promotion of the reporting system via video spot will further increase the visibility of the www.siguronline.md website with its assistance and reporting services. Although the effectiveness could not be validated at this point of the impact assessment, it is

expected that the broadcasting of the video spot will increase access to information and assistance to children, youth and parents thus increasing awareness of the risks but also of the assistance that is available.

1. Introduction: background and context of the Awareness Raising Campaign

The objective of the global project GLOT55 is to support selected Member States in preventing and combating human trafficking and migrant smuggling by promoting the ratification and implementation of the Protocol to Prevent, Suppress and Punish Trafficking in Persons especially Women and Children (the Trafficking Protocol) and the Protocol against the Smuggling of Migrants by Land, Sea and Air (Smuggling Protocol) both supplementing the United Nations Convention against Transnational Organized Crime (UNTOC). The project is mostly funded by the European Union².

This specific UNODC initiative acts in support of Moldova's efforts to address issues of serious and growing concern such as, Trafficking in Persons (TIP) and Smuggling of Migrants (SOM).

The activity, as foreseen under the UNODC global project funded by the EU, was described as follows:

- **Carry out pilot assessment** in one country in order to identify vulnerable groups to trafficking in persons and/or smuggling of migrants and the best means for out-reach. Carry out an expert group meeting in the country with relevant and multidisciplinary stakeholders. Develop and implement a targeted awareness-raising campaign in the pilot country, through media activities as well as publication and dissemination of information material addressing particular vulnerable groups including the evaluation of achieved changes in perception at the end of the campaigns.

This activity was described as such at the onset of the project in 2009. When Moldova expressed its wish to have a targeted awareness raising campaign in 2013, the assessment revealed that recruitment on-line was occurring increasingly and that youth were a particular target. As such the dissemination of information material was particularly relevant on-line.

The objective of the initiative was to carry out a number of activities with the aim to develop and implement a targeted awareness raising campaign in support of Moldova's extensive anti-trafficking in persons efforts. The activities were identified to establish a process for the identification of the problem, consultations with national and local stakeholders and implementation of the campaign based on evidence and participatory consultations and consensus. A pilot assessment on the current state of affairs in human trafficking in Moldova was conducted, in order to identify vulnerable groups to trafficking in persons and the best means for out-reach. Following the assessment, an Expert Working Group was organised to present and discuss the findings. Through a consultative process, the Group agreed on the main campaign objectives and the means to measure the impact. The activities previously described were carried out in coordination and collaboration with the

² UNODC project GLOT55, EU targeted action DCI-MIGR-2008/165-055. The project is funded at 90,23% by the European Union.

Permanent Secretariat of the National Committee to Combat Trafficking in Human Beings of the Government of the Republic of Moldova and other relevant actors in prevention of TIP in the country including La Strada Moldova.

1.1 Scope and Objective of the Impact Assessment

The impact assessment for this initiative has a formative character and aims at gathering critical feedback on the entire process and, more specifically, on the implementation of the Awareness Raising Campaign (ARC). The aim is to learn from the process and identify key actions which could be replicated and/or modified in similar settings. For this purpose a number of objectives guiding the impact assessment were identified and are outlined below;

- A. Provide an objective assessment of the achievements and results, weaknesses and strengths of the ARC in Moldova, as well as an analysis of its performance, impact, relevance and sustainability.
- B. Assess whether the results achieved are relevant for the target group and current TIP trends and challenges in the country.
- C. Generate lessons learned and good practices from the pilot initiative.
- D. Provide clear and forward-looking recommendations that can guide the national and international stakeholders in re-focusing the intervention and in developing strategies for future projects of similar nature aiming at a stronger preventive action.

1.2 Methodology for the impact assessment

Following a preliminary assessment conducted in July 2013, the final impact assessment, for the purpose of this project, took place 19-23 August 2013 through a field visit to Moldova. During the field visit a number of activities were organized to ensure the thorough and detailed review of the ARC activities and outputs. La Strada Moldova, UNODC principal national partner in the ARC implementation, assisted in the preparation of the scheduled meetings, interviews and focus group discussions. The tools for information gathering identified as the most appropriate for assessing the impact of the ARC are outlined below;

Desk analysis – The consultant reviewed the necessary documentation, including the project proposal (ARC Concept Note), pilot Assessment, monitoring reports, as well as other relevant documentation. The Consultant reviewed national and other strategic documents, was to assess the relevance and appropriateness to local and national context. The purpose of the desk analysis was to assess the context in which the ARC had been implemented and provide the Consultant with information to continue the review and validate the data provided in the afore mentioned reports. The desk review was conducted prior to the field visit to Moldova.

Conducting in depth interviews with key informants – The Consultant conducted interviews with Key Informants (representatives of national stakeholders) in order to assess the quality of implementation and the impact of project activities in terms of the stated objectives of the project. A semi-structured questionnaire was produced to ensure comparable information is being collected and subsequently analyzed. The in-depth interviews aimed at validating the information collected through the desk review and confirm contribution and attribution.

Focus Group Discussions – 3 focus group discussions were held with key and non-key stakeholders. Two groups were organized with school children and youth, summer camp participants. For this purpose an appropriate scenario was prepared, as well as a short questionnaire, which was filled out by the participants of the focus groups after the discussions were finished. The third focus group was organized with peer-to-peer educators.

Preparation of the synthesis report– The impact assessment report was completed after the field visits and the data collected through the focus group discussions was analyzed. The report is in line with OECD/DAC evaluation criteria formulating conclusions and recommendations in line with the terms of reference requirements.

2. Design and approach of the ARC initiative

The ARC initiative in Moldova included a number of activities which led to the implementation of the campaign from mid-June to the end of August 2013. A number of activities preceded the implementation of the actual campaign for a concept to be developed and presented to the main stakeholders who agreed upon it.

A pilot assessment was conducted in April and May 2013. For the purpose of conducting the pilot Assessment a desk study was carried out to formulate a baseline. The desk study included the review of key documents and reports produced by national and international actors active in the field of human trafficking during 2010-2012, as well as reports or other documents published in 2013. The pilot assessment included a review of past efforts in the field of prevention and identified areas for intervention and specific groups at risk having been identified during the period reviewed. The objective of the baseline assessment was to identify (a) people at risk of being trafficked and (b) other potential addressees of the awareness-raising campaign.

The assessment included the development of a questionnaire to conduct structured interviews with key stakeholders. The in-depth interviews were conducted with national and local stakeholders, service providers, NGOs from Balti, Causeni and representatives from an NGO based and operating in Transnistria. These activities were carried out with the support of La Strada Moldova. The Pilot Assessment was carried out in coordination and collaboration with the Permanent Secretariat of the National Committee to Combat Trafficking in Human Beings of the Government of the Republic of Moldova and other relevant actors in prevention of TIP in the country. The baseline assessment identified vulnerable groups at risk of being trafficked, and the best means for reaching out to these vulnerable groups. Among others, recent experiences of La Strada Moldova and the Centre for Combating Human Trafficking in Moldova indicated that trafficking in children, in particular for sexual exploitation, was linked to child sex tourism and child pornography crimes. While personal contact remained the most wide-spread way of recruitment, the role of the Internet was increasing in the recruitment process. It was noted that the rate of accessibility to the Internet in the Republic of Moldova had considerably increased over the previous two years and had been identified by national stakeholders as a fast growing tool in grooming and recruitment in trafficking in human beings. The following information was provided by a study conducted by La Strada Moldova in 2011:

- 80% of children from urban settlements and 70% of children from rural communities have access to Internet;
- 40% of children access Internet for 3-4 hours per day while about 6% of children spend 7 hours and even more in the virtual space within 24 hours;
- 90% of children access Internet as to visit personal profile and communicate by use of social networks;
- 23% of children practiced exchange of personal data (photos, address, phone no. etc.) with foreigners whom get acquainted with via social network' sites;
- 21% of children got invitation in the real life with persons acquainted via social network' sites;
- 7% of children got indecent proposals (of sexual character) from persons acquainted via virtual space.

The pilot assessment was followed by an Expert Group Meeting which brought together representatives of the main service providers, key institutions combating human trafficking and civil society. The event took place in Chisinau on June 12, 2013. The objective of the EGM was to verify the findings of the baseline report/pilot assessment and to validate the direction of the Awareness Raising Campaign (ARC). The EGM was used to present and further develop, in a participatory manner, a monitoring approach and definition of indicators to measure the impact.

As a result of the assessment and related research key stakeholders agreed that the aim of the campaign should focus on *Prevention of trafficking in persons through raised awareness, using online technologies*.

2.1 Campaign management and Implementation model

The implementation was managed in close cooperation with La Strada Moldova. A total of 3 staff members of La Strada were involved throughout the implementation. Under the supervision of UNODC, the campaign manager was responsible for the deliverables and outputs described in the Concept Note but also to supervise the work of the IT company dealing with the web page as well and the production company producing the video spot and promotional material. The campaign was executed as planned without significant delays or cancelling of activities. Some reasonable delays were faced due to some technical difficulties in the process of the developing the web page and the addition of a newly featured application, which allowed to report online suspicious cases. Nonetheless, the delay did not significantly influence the overall implementation schedule and dynamic of the implementation. All foreseen activities were implemented within the implementation period for the ARC i.e. in five months (April-August 2013).

An implementation plan was prepared ahead of the EGM in June 2013 and was presented at the meeting to going through a validation process by the key and non-key stakeholders. The implementation plan was designed to establish the calendar of activity, allocate adequate resources and monitor the progress in a systematic manner. The table below shows the main elements of the implementation plan. Based on the progress documented in the implementation matrix, a monitoring report was prepared at the end of each month of implementation.

Objective and Activity	Indicator(s)	Output(s)	Implementation Time	Responsible person(s)
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3. Implementation of the ARC

The implementation started as scheduled mid June 2013 and, formally, ended on 31 August 2013. Although the ARC implementation started in June, the formal start of the initiative was marked by the assessment mission conducted in 28-31 May 2013, which was preceded by the desk review and drafting of the baseline report/pilot assessment. During the assessment mission a report was prepared to produce the baseline information for the ARC. In addition to and based on the pilot assessment, the Concept Note for the awareness raising campaign was finalized by UNODC in close cooperation with La Strada Moldova.. The start of the campaign was marked by the successful completion of the EGM on 12 June 2013. Although a formal launch of the campaign was initially considered to maximize media coverage and media exposure, the campaign implementation team opted for a less formal approach. A number of pre-scheduled formal events were taking place during the same period of time and it was concluded that another formal gathering of journalists would be counterproductive. Instead, it was decided that La Strada activists and trainers would promote the campaign objectives through a number of radio talk shows targeted at youth and parents.

The ARC consisted of five main group of activities considered critical for an optimal outreach towards the identified target group.

- Promotion of site www.siguronline.md via Internet
- Creation of a video clip
- Elaboration and distribution of promotional materials
- Educational activities among youth describing the resources and instruments necessary for the safer and responsible use of Internet
- Online counseling and encouraging Online reporting of trafficking cases

The campaign activities started with the elaboration of promotional material (leaflets, t-shirts, mouse pads, caps and banners), which were produced by mid-July. The campaign took advantage of the summer months and designed a number of outreach activities for school children, adolescents and youth in summer camps for 13- 17 years olds. For this specific purpose a number of trainers, experienced La Strada youth volunteers, have been trained to specifically work with this target group on issues of prevention of trafficking and abuse, through raised awareness, using online technologies. The promotional material was used for the summer camp activities. A number of interactive workshops were conducted where participants learned about the risks for children on line, advice was given about technical protective tools and real life examples were presented and analyzed..

The TV spot was completed by 30 July as planned and after the technical version was approved, it has been broadcasted on the *siguronline* web site and *siguronline* page on Facebook. After the formal end of the campaign in August 2013 as part of the UNODC Project/EU Action, it is expected

that the videospot will be aired by state television. This will improve the coverage of the campaign and significantly increase the delivery of the message beyond the implementation phase as per the project.

The website www.siguronline.md was rebranded and new features were developed. The helpline and hotline are now more visible, there is an on line reporting mechanism and flexible on line counseling facility. The user can choose the most appropriate counseling modality among, confidential chat, Skype conversation and e-mail correspondence, in addition to the more commonly used telephone counseling. The development of the website was considered crucial to the campaign as it made use of online technologies to deal with potential online recruitment and abuse of youth. It was also deemed an important feature of the campaign, as it allowed for sustainability of the activity beyond the implementation phase of the project having enabled it.

4. Main Findings along evaluation criteria and Measurable Results

4.1 Relevance of the ARC

The ARC responded to growing concerns over Internet safety and abuse faced by children and youth in Moldova. There are concerns that production and distribution of child pornography is an increasingly growing concern. The rate of Internet spreading in the Republic of Moldova has increased considerably since 2011. A Gemius study shows³ that nearly half of Moldavian internet users are 15-24 years of age. According to La Strada Moldova research the following data was gathered;

- The Internet has become an integral part of the daily life of children. Around 80% of children from urban localities and about 70% from rural localities have access to the Internet.
- Access hours: Approximately 84% of children access the Internet in the 14:00-22:00 time period, app. 10% access it at 22:00-08:00, and 6% of children reported accessing the Internet between 08:00 and 14:00.
- Ways of access: 3/4 of children access the Internet at home, the rest – at friends, at school and in Internet-cafes.
- Length of access: Most of the children spend 3-4 hours in the Internet from the moment of access, and one in 7 children spend 5-6 hours on the net, one in 17 – 7-8 hours continuously in the 22:00-8:00 timeframe.

³<http://www.adhugger.net/2013/04/30/internet-users-in-europe-over-55-y-o-in-denmark-15-24-y-o-in-bosnia-and-moldavia/>

Both the Permanent Secretariat of National Committee for Prevention and Combating Trafficking in persons and the Center for Combating Trafficking in Persons have identified the use of online technologies in the context of human trafficking as a growing concern in Moldova. The promotion of safe use of on line technologies could be a significant contributing factor in prevention of trafficking in persons. This awareness raising campaign contributed directly to current national priorities and findings of the needs assessment conducted prior to the conceptualization of the campaign objectives.

4.2 Appropriateness

The Awareness Raising Campaign was implemented through a number of activities different in aim and approach. The campaign envisaged the production of leaflets, brochure and other promotional material designed for children to take home after attending the summer camps workshops. A workshop scenario was developed to be implemented by peer-to-peer educators, update of a website to make it dedicated to the topic and the production of a video spot. The website contains a reporting button, allowing reporting of inappropriate content and/or contacts for either parents or children to use. The combination of these outreach tools aimed at ensuring high coverage, substantive information and provision of assistance through the hot line, help line and reporting mechanism. It also aimed at sustainability of the campaign. This approach provides a direct link between prevention and law enforcement agencies through the formal partnership established between La Strada Moldova and Center for combating Informational Crime, national Inspectorate of Police of Moldova.

4.3 Effectiveness

The Awareness Raising Campaign implementation period was rather limited. Nevertheless there will be a roll out period of six months extending the effective duration of the campaign to February 2014 thanks to the implementation partners: La Strada Moldova and the Permanent Secretariat of the National Committee to Combat Trafficking in Human Beings of the Government of the Republic of Moldova. Due to limitations in gathering data for the impact assessment, the review included the preparation of focus group discussions with youth and peer-to-peer educators. A total of 54 participants were engaged in the discussions of which 48 were school children and youth, whilst 6, were peer-to-peer educators. The focus group discussions were based on a pre-determined scenario. Additionally, a short questionnaire was prepared and filled out by the participants to collect data on their online habits and changes in perceptions as a result of the workshop. A detailed report and the analysis of the questionnaire is enclosed in Appendix 4.

After a careful review of the focus groups transcripts and report, most participants were able to identify several key messages/lessons from the seminars. Many expect to make appropriate changes in their on line behavior. For example, most participants were happy to learn how to secure ones profile or how to communicate with unknown persons met online. Children were explained the risks of revealing their location or other personal information online and how, in practice, this could be accessed and abused. These issues were covered by using real life examples, stories prepared specifically for the seminars describing on line abuse, human trafficking, internet bullying etc. Real life examples were very well received and were identified by participants as a very effective approach in conveying the right message to youth and children.

More than half of the children interviewed for the purpose of this report said that they changed their perception about the Internet risks (39) and only small number (8) respondents stated they were already aware about the risks.

4.4 Sustainability

Awareness raising campaigns are by nature of activity limited in time therefore, we cannot talk about sustainability as such. However, in this specific case it is worth mentioning several factors that indicate a certain level of continuity which has been secured by the nature of this specific pilot initiative.

Firstly, the initiative had a limited implementation period of five months, which is rather short when the needs assessment, consultation, conceptualization and implementation process needs to be conducted. However, this was also considered as an advantage, since it pushed for the assessment of the campaign messages and effectiveness and provided guidance for the following 6 months. The campaign implementation period has been limited to a rapid period of two months which was immediately considered as inadequate as too short for message delivery and attitude impact. However, there will be a roll out period of at least six more months, until February 2014. This will be possible due to the engagement of the local partner, La Strada Moldova, which will continue to implement several campaign messages and products after the end of the global project in August 2013. La Strada Moldova will continue the promotion of the website and its associated services (helpline, reporting button etc.) as well as the broadcasting of the video spot on national and possibly other television channels. There are a number of events planned in October and November 2013 by international organizations and national institutions where the presentation of the ARC has already been discussed. Such an extended roll out period provides an opportunity for national stakeholders to keep the issue high on the policy agenda and start initiatives contributing to campaign objectives such as: starting a dialogue with Internet providers on internet safety for children, starting a dialogue with commercial entities administering the most frequent internet portals among children and youth and continue awareness raising activities in cooperation with NGOs and International Organizations. In addition, UNODC will ensure that the ARC is presented as an example of campaign addressing the use of internet in the recruitment of youth in particular in the context of human trafficking.

Secondly, this initiative was identified by the Permanent Secretariat of National Committee for Prevention and Combating Trafficking in persons as a useful and important exercise for the national institute as well. The process conducted during the implementation of this initiative was a valuable example of evidence-based initiatives and a demonstration of a consultative and participatory process in its validation and verification. During the impact assessment mission, a number of national institutions confirmed the commitment of the government of Moldova in engaging in prevention activities by securing financial means for their implementation in the future, more specifically during the 2014 financial year. It is expected that the experience of this pilot initiative in planning and executing the ARC could be used as a best practice by the national authorities. It is however unlikely that the national institutions currently have enough capacity to conduct a similar process entirely on their own.

4.5 Monitoring and Reporting

Significant attention was placed on the monitoring aspect of the campaign. The aim of establishing a monitoring system was dual: one was to develop a capacity for ARC monitoring and establish monitoring as a practice; second, it was critical to be able to obtain good quality feedback and information that could be used as evidence for the impact assessment and identification of results. With this in mind, a log frame (Appendix I) was developed for the campaign, by way of developing adequate indicators allowing for systematic monitoring and measuring of impact and results. A number of qualitative and quantitative indicators were developed using the SMART⁴ criteria. The indicators were developed by the campaign consultants, in cooperation with key stakeholders, in a participatory manner during the Expert Group Meeting, which took place in June 2013. A reporting format based on the monitoring tools has been agreed and established. Two monthly reports have been produced allowing assessment of campaign progress through regular and systematic monitoring.

4.6 Main Results according to ARC Specific Objectives

The section describes the main results of the ARC and has been constructed along the ARC specific objectives identified in the Concept Note document and further elaborated by the ARC logical framework.

Objective 1: Informing the target group about method of recruitment used by traffickers in internet

- 1.1. A total number of 9,300 leaflets: 700 in Romanian and 2,300 in Russian languages were printed and distributed to the children, youth and educators during outreach activities in summer camps. As per promotional materials 50 T-shirts, 280 baseball caps, 50 laptops bags and 1,000 badges were elaborated and distributed during summer camps activities. It is expected that this promotional materials will inform and remind their owners of accessing www.siguronline.md website and remind them of the important issues they learned about.
- 1.2. A two-day training workshop was organized in June for 21 peer-to-peer educators ("La Strata's volunteers). The pre- and post-training questionnaires collected within the training revealed that participants highly appreciated being thought necessary skills to work with children and youth in summers camps, including via practical exercises, Educators were empowered on issues of online safety and were then trained to work with school children and youth on raising awareness about on line risks and abuse.
- 1.3. During July-August 2013, 86 outreach activities for more than 2,000 youth (age 11-17 years old, 54% girls and 46 % boys) were organized in the form of 8 summer camps (please refer to seminar agenda in the Annex 2) in 5 localities (North – Soroaca and Balti, Center – Orhei and South – Stefan Voda and Cahul districts). The webpage www.siguronline.md and the reporting system were presented and discussed with youth and their educators. Important and valuable data was gathered during these events on online habits and problems faced by children and youth. It is an important body of evidence for further initiatives and strategic development of awareness raising and preventive.

⁴S(Specific) M(measurable) A(Attainable) R(realistic) T(Time-bound)

Objective 2. Facilitating online counseling support to target group

- 2.1. The new/updated version of the www.siguronline.md was completed by August 5, 2013. The website is now more equipped to deal with on-line assistance and reporting on internet abuse or illegal/inappropriate content. In addition to the activities proposed initially, two profile pages for the siguronline website have been placed on the most popular social networks (*Facebook* and *odnoklassniki*) visited by the target group.

Additionally, as a result of the learning process during the summer camps activities, four new issues for discussion (Most children spend summer time online; Why are online games more harmful than traditional games; Children are more informed for the new school year; Rules for safe surfing online) were proposed and placed on the www.siguronline.md and Facebook (siguronline).

- 2.2. 48 counseling sessions were conducted: 15 individual counseling in summer camps, 29 online counseling (via support online on www.siguronline.md) and 4 Skype consultations.

Objective 3. Encouraging reporting child sexual abuse cases (including child trafficking) and referral to specialized partners (law enforcement or specialized service providers).

- 3.1. The final version of the video spot was presented on 30 July and has been available on www.siguronline.md since 7 August in Romanian with Russian subtitles. An official letter requesting the video spot to be broadcasted at all national TV station was sent to the Broadcasting Coordinating Council (BCC) on 16 August. The official answer from BCC was received on 29 August, and the video spot will be broadcasted on all national TV station from 5 September. From 7 to 30 August, the video spot was accessed 36 times.
- 3.2. The Online reporting system was completed and added to the website. It is now accessible as a software to be downloaded to a desk top computer and can be activated when inappropriate content or contact is identified. During the first week of August the soft reporting system was piloted in “La Strada” office conditions, and the application has been available on www.siguronline.md since 7 August. During July –August 30 period, no reports on illegal content was made.

4.7 Impact of the ARC

The report focuses mainly on measurable results obtained through the monitoring of the initiative and the information obtained through in-depth interviews with key stakeholders and focus group discussions with workshop participants and peer-to-peer trainers. The short implementation period for the actual campaign poses limitations on the ability to measure the mid to long-term impact of the message of the campaign, but it also allows to measure the immediate impact and address potential issues.

The process

The pilot initiative introduced a structured and systematic approach to conducting participatory and consultative processes with national and local stakeholders in planning and implementing Awareness Raising Campaigns. This approach was identified by all interviewees as a milestone in

working with national institutions and is considered as a very good practice. Given the limited capacity currently on display within the anti-trafficking in persons sector, substantial participation and consultation should be promoted. The process positively affected national and local stakeholders, NGOs and other International Organizations working in the sector by way of ensuring substantive contributions by experts working in this field, ensuring a consultative process and forum for expert discussion and knowledge transfer.

The approach

The outreach strategy adopted by the campaign ensured optimal coverage of the identified target group. The specific approach in delivering the message of the campaign through interactive workshops has proven to be very effective. Most interlocutors and focus group participants confirmed the effectiveness of such approach. Participants in the focus groups confirmed changes of perception and attitude towards understanding the risks of trafficking in persons and on-line exploitation after the training sessions. Most peer-to-peer trainers were confident that children and youth understood the risks and were going to make changes in their behavior while on-line and were more able to identify risky or inadequate situations.

The campaign

What was initially identified as a potential risk: implementation during the summer months, proved to be a strong asset for the campaign. First of all, it enabled a wide coverage of the target group in summer camps and allowed direct contact for the peer-to-peer educators. As a result 86 seminars for 2,070 youths were organized in 8 summer camps in Moldova in July and August 2013. Additionally, as a consequence of summer holidays, children had more free time and spent even more time on line than during school time. In July and August, www.siguronline.md was visited by 385,106 of which 6,047 first time visitors. The video spot was made available on line and was promoted via 4 informational portal and social network pages (the most popular among youth: www.facebook.com and www.odnoklasinki.ru) and will be broadcasted on state television as of 5 September. The video promotes reporting of inappropriate/illegal content and provides the information and tools to act. The promotion of the reporting system via video spot will further increase the visibility of the www.siguronline.md website with its assistance and reporting services. Although the effectiveness could not be validated at this point of the impact assessment, it is expected that the broadcasting of the video spot will increase access to information and assistance to children, youth and parents thus increasing awareness of the risks but also of the assistance that is available.

5. Conclusions

Relevance

- ❖ The pilot initiative has been highly relevant as a platform for technical cooperation and operational assistance to the country's current needs in combating human trafficking. The relevance of individual activities is generally very high as they are based on the activities drawn in the National Action Plan.

- ❖ The ARC is based on adequate needs assessment and problem identification and responds to current growing concerns over internet safety and abuse faced by children and youth in Moldova.
- ❖ The approach used in this pilot initiative establishes the foundations for core partnership engagement between law enforcement and civil society contributing to the overall counter trafficking national effort.
- ❖ The piloted and validated methodology of ARC could be replicated in other geographic regions, other target groups and for other social phenomena (such as prevention of domestic violence, etc).
- ❖ Addressing online recruitment of children for human trafficking would be counter productive as the concept is quite complex. Addressing issues of online safety and raise awareness against potential online abuse is more effective.

Effectiveness

- ❖ Overall, the quality of the pilot initiative activities has been high, but the magnitude of these activities' contribution to progress on anti human trafficking has been difficult to quantify
- ❖ The participatory and consultative process used to define the ARC objectives and targets has proved to be very effective. The inclusion of national and local stakeholder early in the needs assessment process is critical for an effective delivery of the planned results.

Baseline assessment → Validation → Buy-in process → Implementation → Monitoring and Evaluation

- ❖ The peer-to peer approach is an effective way of working with school children and youth on sensitive issues like internet abuse, internet bullying and/or child pornography via internet and other human trafficking related risks. Children and youth are more prepared to listen to peers rather than teachers or parents.
- ❖ The ARC has been implemented according to planned schedule and in line with the proposed implementation plan.

6. Recommendations

- ❖ The Government of Moldova should be supported in the process of evidence based policy making by strengthening the institutional capacity of the responsible institutions to independently and professionally conduct an ARC planning, consultative and implementation process.

- ❖ The Government of Moldova should actively engage in preventive activities and allocate financial resources from the national budget for the ARC. Cooperation and partnership with experienced and professional NGOs should be supported.
- ❖ Involve the commercial companies involved in online activities; service providers but also site administrators which can significantly contribute to combating internet abuse and trafficking in human beings.
- ❖ Promote and encourage development of corporate social responsibility among private sector (especially IT and mobile phones companies)
- ❖ The inclusion of educators and parents in the campaign is instrumental to complete the awareness raising task in the field of online risks and abuse.
- ❖ The process should be documented and a handbook/manual should be included in the deliverables in all pilot initiatives involving institutional capacity development.

7. Lessons learnt

- ❖ The issue of safety online is actual/burning for youth and adults. The target group confirmed the usefulness of ARC tools.
- ❖ The holistic approach towards safety online is very important. An awareness raising approach must be combined with some form of assistance, such as helpline and a reporting system.
- ❖ The ARC was elaborated and implemented in a participatory approach. The most relevant stakeholders were consulted during the EGM, and in the process of elaboration of all ARC materials and tools.
- ❖ The ARC concept was elaborated based on a baseline assessment report, and was focused on the needs and expectations of target group. For a fully effective ARC more time is necessary. . For similar initiative a period of 6-9 months would be optimal.
- ❖ The target group and the main stakeholder confirmed that ARC should be organized on a regular basis , in order ensure a sustainable impact.

Appendix I - ARC Logical Framework

Objective/Activities	Indicators	Means of verification	Outputs	Expected results
Overall Objective	Promotion of safe use of internet to prevent THB and Internet abuse			
	Result: At 5,000 children are better informed on the risks of internet in relation THB and abuse			
Objective 1: Informing the target group about method of recruitment used by traffickers in internet				
1.1. Elaboration of printed and promo materials	Number of leaflets produced Number of leaflets distributed Number of banners Number of portals where banners were placed Content designed in accordance to beneficiaries' needs	Leaflets Banners	5,000 copies of leaflets in Romanian and Russian languages Banners in 2 formats placed at least on 5 informational portals	5,000 copies distributed (coverage) informational portal featuring the
1.2. Organize Peer to peer educators program on Safer internet promotion (prevention of sexual exploitation of children)	Number of peer educators trained Level of capacity achieved by educators (pre-post evaluation)	Training agenda and materials Pre and Post training questionnaires Training report List of participants	2 days training session for at least 20 participants	20 PE trained and able to conduct outreach activities in summer camps on issues of safer internet
1.3. Organize outreach activities in summer camps	Number and type of activities carried out by PE in summer camps Enhanced perception online risks (pre-post evaluation when possible, alternatively- pre and post group perception analysis)	Seminars agenda Seminars confirmations List of participants Pre and post seminar questionnaires	1 to 2 sessions/events per summer camp	Max 1,000 children at risk group (children 13-17 years old) informed and empowered 50 summer camp trainee educators from summer camps informed Changed and enhanced perceptions about online risks
Objective 2. Facilitating online counseling support to target group				
2.1. Improvement/updating the www.siguronline.md	Number of views/clicks Number of informational portals from where www.siguronline.md accessed Profile of informational portals from where www.siguronline.md accessed.	Weekly reports on viewers/clicks Weekly Google analytics reports	New version of website by July 1 st .	informational portal www.siguronline.md in Romanian and Russian languages improved and up-date 5000 profile views /clicks

2.2. Provide individualized counseling to target groups on line (e-mail, Skype, chat, counseling,)	Number of individual counseling cases Content of issues/cases counseled Number of issues/cases proposed for forum discussions	Online counseling monthly reports(quantitative and qualitative)	Capacity preparedness to respond to expected traffic increase	60 online counseling Counseling issues list adjusted and extended to internet users needs 4 issues proposed and encouraged for forum discussions.
Objective 3. Encouraging reporting child sexual abuse cases (including child trafficking) and referral to specialized partners (law enforcement or specialized service providers)				
3.1 Production and promotion of a thematic video spot	Number of views Broadcast location	Video spot		One Video spot produced and broadcasted
3.2 Elaboration and promotion of on line reporting system	Number and content of the reports Number of portals were reporting system was promoted Number and profile of cases indentified and referred to specialized partners (e.g. law enforcement, specialized service providers)	Online reporting system monthly reports (quantitative and qualitative)	Technical capacity developed to allow safe on line reporting system	20 online reports via reporting system (report button) 10 cases of child sexual abuse(including child trafficking) identified and referred to specialized partners (law enforcement and specialized service providers)

Appendix II – List of Interlocutors

Number	Date	Name	Title	Organization
1.	20 August 2013	Ecaterina Berejan	Secretary of the National Committee for combating human trafficking	Permanent Secretariat for prevention and Combating trafficking in persons, Chisinau
2.	20 August 2013	Eugeniu Moraru	Director	Center for Combating Cyber Crimes, General Police Inspectorate of MIA, Chisinau
3.	20 August 2013	Natalia Moisevici	Programme Coordinator	IOM, Moldova
4.	20 August 2013	Harlamova Alisa	Prevention and Protection Programme Assistant	IOM, Moldova
5.	20 August 2013	Davor Raus	Programme Associate	UNODC Vienna
6.	21 August 2013	Iurie Podarilov	Deputy Director	Centre for combating human trafficking, National Inspectorate of Investigation Police, General Police Inspectorate of MIA, Chisinau
7.	21 August 2013	Lilia Gorciag	Psychologist	Center for Assistance and Protection, Chisinau
8.	21 August 2013	Lilia Pascal	Chief of Gender equality and Prevention of domestic violence Department	Ministry of Labor and Social Protection and Family
9.	22 August 2013	Andrei Vrabie	Project Manager	European Union Delegation to Moldova
10.	22 August 2013	Sophia Suleanski	Director	Winrock Moldova
11.	22 August 2013	Daniela Misail-Nichitin	National consultant / NGO expert	UNODC

Appendix III

Focus Group Scenario – Youth Questionnaire

On line activity and habits				
1.	How much time do you spend on line each day?	Less than 2 hours	More than 2 hours	More (indicate
2.	Name at least three sites that you regularly visit?	1.	2.	3.
3.	Do your parents/guardians know about your on line activity and interest?	yes	No	I don't know
4.	Do your parents/guardians supervise your on line activity?	yes	No	I don't know
5.	Do you discuss with anyone/seek advice about your on line activity?	yes	No	I don't need advice
Workshop effectiveness				
6.	Have you learned anything new about the internet during the workshop?	yes	No	Little
7.	What specifically can you name as useful?			
8.	Has the workshop changed your view/perceptions about the internet?	yes	No	Somewhat
9.	If yes, how?			
10	Are you more able to identify a risky or inappropriate internet contact/situation?	Same	A bit better	Much better
11	Would you react differently to inappropriate internet content/contact after the workshop?	Same as before	I am better informed	I am much better informed
12	Do you consider the workshop and its content useful?	Not useful	Useful	Very useful
13	Would you be interested to learn more about internet risk?	No	Interested	Very interested

Report: Focus Group – summer camps

On August 8, last informative activities were organized for children and teachers at the rest camp "Andries". Two youth focus groups were established at the end of activities, where children were able to expose over topics heard, including over usefulness of the portal www.singuronline.md (together with the "Report Abuse" and "Online Support" instruments).

48 children aged between 12-16 years from different regions of the country too part in the focus groups. Children were requested to complete an evaluation questionnaire at the end. About 10% of the questionnaires were not filled in all fields on the grounds that children did not want to write, the reason being that they already had expressed themselves during the seminar.

The following results can be drawn by analyzing these questionnaires at the first block of questions related to activities and habits in online environment:



1. **How much time do you spend on line each day?** At this question children's opinion were divided to about 40% of answers – less than 2 hours, whereas about 60% gave multiple answers the average being from 3 to 5 hours a day.

The answers to the 2 question (**Name at least three sites that you regularly visit?**) *Indicate 3 sites that you regularly/ often visit?* The results indicate that 90% of them are visiting at least one social network, most of them (87%) are users of www.odnoklassniki.ru network. Children indicated as well other networks visited by them, thus in every questionnaire we can find one or two social websites and one related to entertainment. Below the sites are classified according to preferences/ visits of children:

1. Socializing sites:

- www.Odnoklassniki.ru
- www.Facebook.com
- www.Vkontakte.ru

2. Instant messaging services

- Skype
- www.Ask.fm

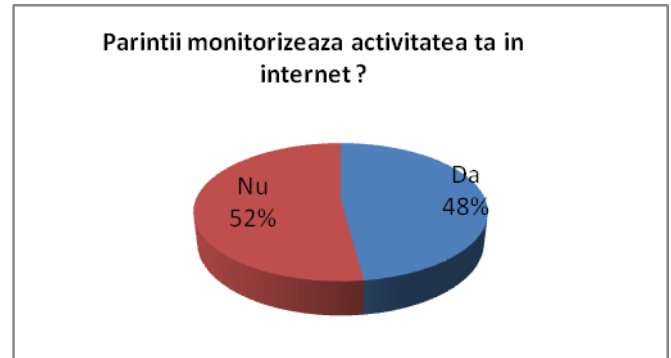
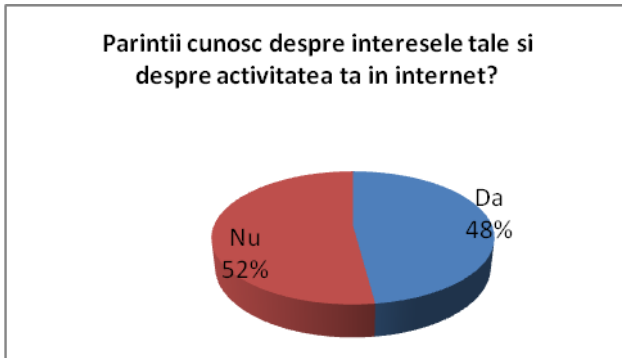
- www.Mail.ru

3. Games and entertainment

- www.Filmix.net
- www.Torrents.md.com
- www.Youtube.com
- www.Friv.com

3. Do your parents/guardians know about your on line activity and interest?

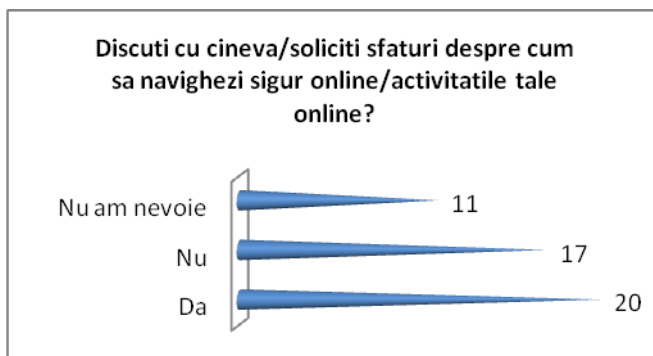
4. Do your parents/guardians supervise your on line activity?

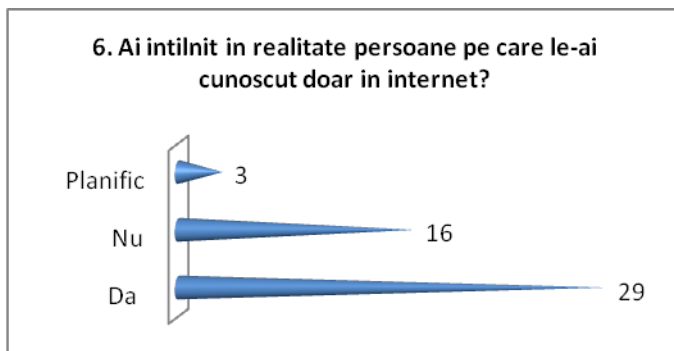


48% (23 answers) of the children answered that parents/guardian know about their online activities and 52% (25 answers) answered that their parents/guardian do not know about their online preoccupations. Children said that either their parents are not home and thus they do not know what there are children doing, or more often children were heard saying during the seminar that their parents are working late and have no time to ask about their Internet activities. With regard to the fact *if parents are monitoring their (children) online activities*, 48% (23 answers) of the answers that parents do monitor and 52% (25 answers) of the children answered that their parents are not monitoring.

5. Do you discuss with anyone/seek advice about your on line activity?

When asked about *online activity* more than half of the children mentioned that they *Do not need advice* (11 and 17 - no), given that they by themselves have learnt to navigate online, and 20 children mentioned that they are asking or talking to someone regarding their online activity and these are either elder brothers or friends.





6. Have you met in reality with someone, whom you came to know from the Internet?

One of the risks discussed during the seminar was meeting in real life with persons met in a virtual environment.

28 children mentioned in their responses that they have already met in real life persons they met online and 3 others were planning to do so. We hope that children following the training learnt to be more careful with persons met online and that they will take into account the lecturers' advices. They were informed that if they face suspicious/ unpleasant situations they should report the abuse or seek help through the Online Support.

II. Workshop effectiveness

Regarding the second block of questions related to the efficiency of the seminar, children mentioned the usefulness of the activities they took part in and their interest towards the information portal. They said they will examine it in more details after vacation is over. Thus, the results are the following: to the question ***“Did you learn something new about Internet at this seminar”*** 39 answers were – Yes and 9 – Partially.

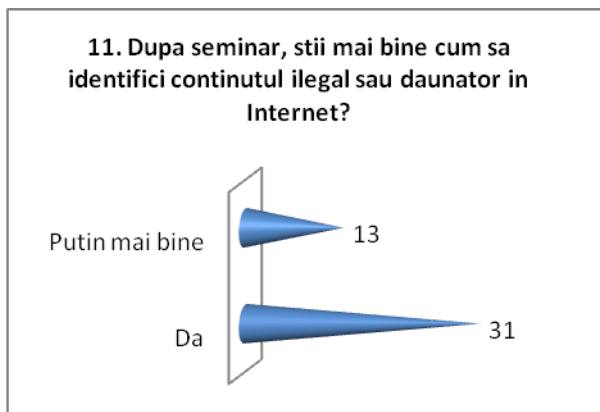
To the open question ***“What was useful at the seminar?”***, most of children mentioned things learnt within activities, which means that the information was useful and assimilated by children : *“... do not get in touch with strangers...”*, *“ I have learnt how to secure my profile..”*, *“how to access correctly internet, how to communicate with unknown persons..”*, *“ about www.siguronline.md site...”*, *“...I consider that all the info was useful...”*, *“...Do not give the info about us to anyone...”*, *“... I consider that the advices were wonderful and very useful for us ...”*, *“... I have learnt many interesting things...”*, *“we have been told real stories that will help us not to do so...”*, *“...for me it was very useful, because I have realized some things: pictures I have posted, list of friends, communication with strangers, personal data...”*, *“...we’ll be more careful to socializing sites..”*, *“My internet security..”*, *“ all things related to internet and all we need to learn...”*, *“...everything was useful and important and I think that many more seminars should be organized to raise awareness to children...”*. Many answers were repeated.

Obviously, the opinion of children changed 100% after one seminar, however it is good to mention that more than half of the children said that their perception of the Internet changed (28 answers, 11 answers – Partially) and only 8 respondents mentioned that their opinion had not changed either because they were aware about the risks or because their had already learnt about the dangers at school or through their family.

To the question “**How did your opinion change?**” we can notice again in the comments that children learnt very well some risks that can be met while surfing the internet and that they should pay closer attention to these risks:

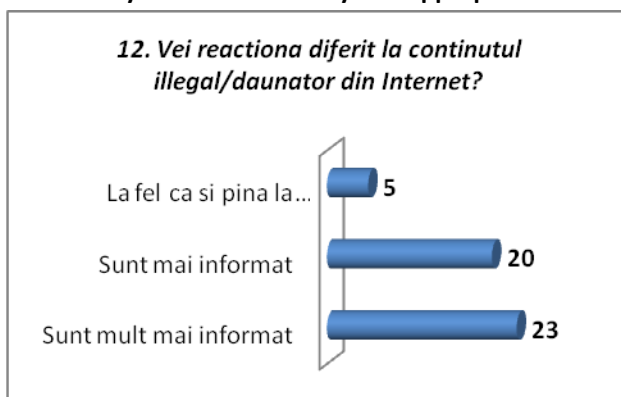
“... my opinion has changed in better with regard to persons that abuse children through the internet, about sites that we are visiting and other...”, “...we must be careful while surfing the internet and about the www.siguronline.md site...”, “...more careful..”, “we have changed and we do not have to exchange personal data...”, “...must be more careful in communication with strangers..”, “...I’ll be more careful while surfing the internet...”, “...I won’t post personal data and pictures...”, “...the internet isn’t very safe and if a problem appears I know already whom should I address to...”, “...completely, I’ll be more careful while surfing the internet...”, “...I’ll be more careful to the info I intend to publish...”, “...better...”,

11. Are you more able to identify a risky or inappropriate internet contact/situation?



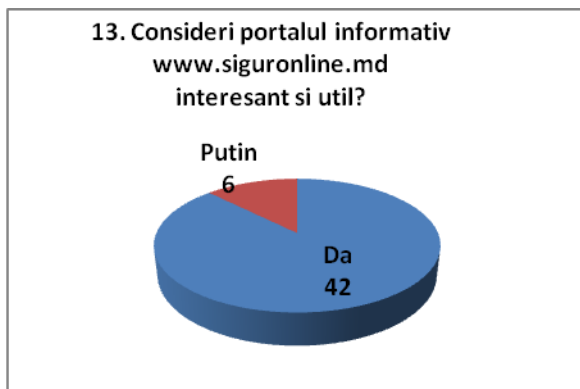
Romanian: Putin mai bine
English: A little better

12. Would you react differently to inappropriate internet content/contact after the workshop?



Romanian: La fel ca si pina la **English:** Same as before
Romanian: Sunt mai informat **English:** I am better informed
Romanian: Sunt mult mai informat **English:** I am more informed

13. Do you consider the www.siguronline.md interesting and useful portal?



As a result of the information seminar, organized for children in the evaluation questionnaire (31 respondents) have mentioned that know how to identify the illegal content of the internet and to report to the www.siguronline.md information portal which 42 respondents consider interesting and useful.

Both in children's comments after activities and in questionnaires 37 respondents have mentioned that the information presented was useful and interesting and for 9 – reasonable. With regard to the question “*will you be interested in learning more about the risks and how to avoid them while surfing the internet?*” – 2 – *reasonably interested*, 36 – *very interested*.

Following the activities carried out we hope that children will surf the internet safely and responsibly and that the information portal will be a source of inspiration in their daily activities, as well as a support in fighting illegal content spread throughout online environment.