

Impact Assessment Report

Campaign impact evaluation

***„Integrated approach for prevention of labour exploitation in origin and destination countries”
JLS/2009/ISEC/AG/207***



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Executive summary

The National Agency against Trafficking in Persons, under the financing contract with the Directorate General Home Affairs of the European Commission, has implemented, the Project „Integrated approach for prevention of labour exploitation in origin and destination countries”, for 36 months between February 2011 and August 2013.

According to the annual evaluations of the all the EU countries, and also according to the reports of the International Organizations in the field, Romania is among the top countries of origin for human trafficking in Europe. However, the quantitative proportions of foreign trafficking have reduced. At the same time, Spain, Italy, Greece and the Czech Republic continue to be the main destination countries for Romanian victims of exploitation, while Bulgaria remains among the countries of origin. In accordance with the analysis of statistics on trafficking in persons, in 2008 there was a trend's growth on labour exploitation, in Romania, Bulgaria, FYROM (as countries of origin), Hungary (as a transit country) and in Greece and Cyprus (as countries of destination).

The project was implemented by the National Agency against Trafficking in Persons along with the following project partners:

- European Public Law Organization from Greece
- Ministry of Interior from Hungary
- National Commission for Combating Trafficking in Human Beings from Bulgaria
- Action for Equality, Support, Anti-racism (KISA) from Cyprus
- Ministry of Interior of FYROM - Associate Partner.

The project was aimed at reducing the number of persons trafficked for labour exploitation, with particular emphasis on countries of origin and destination. The international awareness campaign was implemented in the project's final three months in all the six partnering countries.

The primary target group of the awareness raising campaign is the main potentially vulnerable group, the public at large, aged between 18 and 40, consisting of individuals who are willing to work abroad, who usually live in poor areas, and have difficulty in accessing education and information. The secondary target group are the decision makers responsible for preventing and combating trafficking for labour exploitation. The community around potential victims is also an important target, as they are in daily contact with the primary target group, and they should be able to recognize and prevent a potential trafficking situation. This group consists of relatives, friends, teachers, social workers, and priests.

The specific prevention activities took place in all the 6 partnering countries and reached 14,172 individual target audience pupils. In each of these locations a few students, teachers and professionals were selected to answer the pre-and post-activity questionnaires.

One of the key findings of this campaign is the fact that labour trafficking is less familiar to people in general compared to the major phenomenon of trafficking human beings. It is possible that prone target groups and other community stakeholders may not recognise labour trafficking as a criminal activity and as part of human trafficking, thus leading to not understanding its dangers and negative effects on those individuals who are/have been subject to it.

A second major finding on which respondents agreed on is that further similar campaigns need to be implemented, as lack of knowledge is one of the main factors for increasing vulnerability.

1. Introduction

The National Agency against Trafficking in Persons, under the financing contract with the Directorate General Home Affairs of the European Commission, is implementing, as beneficiary, for a period of 36 months, the Project „Integrated approach for prevention of labour exploitation in origin and destination countries”, from February 2011 having had the deadline for completion August 2013.

The project is funded under the European Commission Programme - "Prevention of and Fight against Crime" 2009. This programme contributes to citizens' security through projects that prevent and combat crime. Terrorism, human trafficking, child abuse, cybercrime, illicit drug and arms trafficking, corruption and fraud are a particular focus. The programme has four key strands: crime prevention, law enforcement, witness protection and support and victim protection.

This Impact Assessment Report aims to evaluate the international awareness raising campaign on prevention of labour exploitation in origin and destination countries, by considering the materials used, the activities implemented during the campaign and by analysing the results of the pre- and post-activity questionnaires disseminated among the two target groups. The campaign was implemented by the National Agency against Trafficking in Persons along with of the project partners from five different countries:

- European Public Law Organization from Greece
- Ministry of Interior from Hungary
- National Commission for Combating Trafficking in Human Beings from Bulgaria
- Action for Equality, Support, Anti-racism (KISA) from Cyprus
- Ministry of Interior of FYROM - Associate Partner.

The report is based on the results generated by the activity's implementation. The primary sources used are the activity reports drafted by the teams involved in the campaign coordination and implementation, the meetings and event participations, the prevention activities, radio and TV broadcasts. In addition the pre- and post-activity questionnaires, which were given to some of the activity participants, were surveyed in SPSS.

The following chapter gives an overview of the development of the awareness campaign, its primary and secondary target group(s) as well as its objectives. It continues by describing the different campaign materials like the TV and radio spots as well as the poster and the other promotional materials. These descriptions are followed by an assessment of the dissemination of all the campaign materials in the countries of the partners. The second chapter assesses data generated by the pre- and post-activity surveys among the young people and certain professional groups and specifies the limitations of this impact assessment. The last section includes lessons learned and conclusions for the development and implementation of further awareness raising campaigns.

2. Background

The interinstitutional cooperation both at the national and international level is one of the most effective tools for preventing and combating human trafficking. This requires a transnational, multicultural and multidisciplinary approach and actions which are shared by both civil society and the governmental and nongovernmental organizations, by participating in numerous activities. Also the need to focus on crime prevention activities is a problem that concerns the entire society and must be undertaken in a systematic and coordinated manner, using all social resources, especially when tackling trafficking.

According to the annual evaluations of the all the EU countries, and also according to the reports of the International Organizations in the field, Romania is among the top countries of origin for human trafficking in Europe. However, the quantitative proportions of foreign trafficking have reduced. At the same time, Spain, Italy, Greece and the Czech Republic continue to be the main destination countries for Romanian victims of exploitation, while Bulgaria remains a country of origin. In accordance with the analysis of statistics on trafficking in persons, in 2008 there was a trend's growth on labour exploitation, in Romania, Bulgaria, FYROM (as countries of origin), Hungary (as a transit country) and in Greece and Cyprus (as countries of destination).

Globalization of criminality continues to produce effects in the human trade. The tactical performance of criminal networks overcomes the traditional geographic and information borders. Traffickers in human beings mobilize huge financial resources to design very efficient transnational strategies to create, reconfigure and supply a profitable market where trading persons living under precarious socio-economic and emotional conditions becomes a purpose in itself. These preconditions of vulnerability make it predictable that criminals will approach the future victims, while the government and players from the civil society mobilize "to keep up" with the effective performance of criminal networks.

In this regard, in order to strengthen bilateral cooperation and to transfer best practice between Member States and non-EU countries, the National Agency against Trafficking in Persons has initiated several projects to prevent trafficking in persons. Following these applications, in January of 2010, the European Commission approved the project JLS/2009/ISEC/AG/207 "Integrated approach for prevention of labour exploitation in origin and destination countries".

The partners in the project are the European Public Law Organization from Greece, Ministry of Interior from Hungary, the National Commission for Combating Trafficking in Human Beings from Bulgaria, the Action for Equality, Support, Anti-racism (KISA) from Cyprus and, as associated partner, the Ministry of Interior of FYROM.

The project aims to reduce the number of persons trafficked for labour exploitation, with particular emphasis on countries of origin and destination. The international

awareness campaign was implemented in the project's final three months in all the six partnering countries.

2.1 Development of the campaign

The following steps for the development of the campaign have been planned and conducted:

- Assessment of the information needs and the identification of the target group on national level
- Creation of the campaign message and the communication strategy
- Design of the campaign materials
- Creation of the TV and radio spots
- Production of the campaign materials
- Implementation of the campaign
 - Organizing campaign teams and workshop with teams
 - Broadcasting the TV and radio spots
 - Publishing the campaign message in newspapers
 - Implementing the campaign on local, regional, national and international level

During the project's implementation numerous organisational challenges have appeared, and the awareness campaign is no exception. These challenges led on the one hand to time delays in implementing the campaign, on the other hand had impact on the content and strategy of the campaign. Besides technical issues such as complex tender procedures, the restructuring of the beneficiary was followed by not so well defined responsibilities regarding the campaign. Foreseen instruments of steering the campaign turned out not to be feasible due to the above-mentioned challenges.

2.2 Targets and target groups of the campaign

The focus of the campaign is on prevention and on sending out an educational message to potential victims. There are three specific purposes of the international awareness raising campaign:

- Increasing the public awareness regarding the risks associated with labour exploitation;
- Informing the population about the working legal conditions in the destination countries;
- Increasing the awareness of the policy makers on the dimension and forms of expressing the labour exploitation.

The promotional materials aim at combining a rational (informative) element with an emotional one. The rational elements include the presentation of risks of being

trafficked, the identification of trafficking patterns and information regarding the rights of victims. The spot reflects the story of a trafficking for labour exploitation victim. A middle aged man describes what he endured because he did not inform himself beforehand. The fact that trafficking in human beings happens in a well-known environment is shown by the familiarity of the situation encountered, by the recruiter being a person known and trusted as well as by a context implying no dangers or risks. In this way potential victims should focus on the moment when they can still do something in order to avoid being trapped. Information has to be linked to emotions which can lead to a change in attitudes. The attention of potential victims is captured by the so familiar beginning when nothing seems out of place, and individuals think they are on their way to work and earn money in an environment and through an opportunity unavailable in their home country.

The primary target group of the awareness raising campaign is the main potentially vulnerable group, the public at large, aged between 18 and 40, consisting of individuals who are willing to work abroad, who usually live in poor areas, and have difficulty in accessing education and information. The secondary target group are the decision makers responsible for preventing and combating trafficking for labour exploitation. The environment of potential victims is also important, as they are in daily contact with them, and they should be able to recognize and perhaps prevent a potential trafficking situation. This environment consists of relatives, friends and the community, including teachers, social workers, and priests.

The campaign aims to prevent trafficking in persons for labour exploitation, to increase the public awareness regarding the risks associated with labour exploitation generating preventive behaviours in terms of working opportunities abroad; to inform the population about the working legal conditions in the destination countries and to increase the awareness of the policy makers on the dimension and forms of expressing the labour exploitation. Secondly the campaign aims to raise awareness among the general public for the phenomenon of trafficking in human beings in order to change their attitude as well as to increase their social responsibility.

2.3 Description of campaign materials

The message of the campaign is short, reflective and emotional. The content pursues the campaign objectives; is relevant and easily accessible for the target group which its addressed to; and takes into account its claims as premises.

The materials which were disseminated within the campaign, as give-aways are:

➤ **USB Memory Stick**

Numerous items have been customized with the campaign slogan and the EU flag. These were distributed throughout the campaign, during conferences, seminars, meetings, roundtables and festivals and they were also distributed to passers-by for promotional purposes and awareness increase.

➤ **Poster**

Large full-colour posters were distributed to all the partners involved. They were used to promote the project and its campaign against human trafficking and labour exploitation.

Campaign posters were displayed in public places like underground and train stations, airports, border crossings. In terms of institutions posters were displayed in high-schools, city halls, Victim Support and Legal Assistance Offices, police offices, labour offices, shelters, volunteering centres. And even at high profile events like festivals, road shows, conferences, seminars, and roundtables.

➤ **Brochure**

These were created both in A5 and A6 versions, with appealing coloured covers, containing general information on the risks and implications of labour exploitation. As it's designed for efficiency in usage it also contains a 20 files post it set inside and 5 sets of 20 self-adhesive stick indexes in neon colours, clear plastic, which were glued on the inside back cover.

Brochures were disseminated along with posters and USB memory sticks in high profile areas and events.

➤ **TV and Radio Spots**

The TV spot was designed as a short movie depicting the touching story of a real-life victim of trafficking for labour exploitation. A middle aged man tells his story, which can be any victim's tale: the promising beginning when nothing seemed wrong, a car drive to an unknown location along with other men, handing over his papers and phone, and then becoming a slave. He becomes sequestered in a barrack along with others, with inadequate sleeping conditions and food. He was forced to work hard for 12 hours a day and was constantly being threatened and beaten, and after one year, he was left on the street with no money or documents. The video ends with the man's confirmation that this was possible because he did not inform himself. The video is designed as 60 second material, also available in a 30 seconds version.

Audio versions of the two spots (30 seconds and 60 seconds) were created as radio announcements, in order to keep the campaign's consistency.

Both the visual and the audio spots were translated into the official languages of all the project's partners: Bulgarian, English, Greek, Macedonian, Hungarian, Romanian and Turkish.

All four versions were broadcasted on local and national TV and radio channels, but due to insufficient funding, the 30 second TV and radio spots were mainly used. In total the spots were broadcasted over 22,000 times in all the partnering countries.

These were also shown in areas with numerous target audiences, including shopping malls, department stores, airports, and public transportation.

Along with these materials, other tools were used during the campaign, as follows:

➤ **Facebook**

As Facebook is one of the main social media sites and its usage guarantees contact with numerous stakeholders and potential victims it is very important in terms of awareness that this promotional method has been used. On the Facebook page visitors have access to information about the project and the prevention campaign undertaken, can watch/hear the TV and the audio spots, and in touch to the continuous updates regarding the campaign activities.

➤ **Pre and post activity questionnaires**

Two sets of questionnaires (for the general public and for the decision makers responsible for preventing and combating trafficking in persons) have been applied; These surveys have targeted direct reflection of how the target group meetings had achieved or not their proposed purpose. Their analysis is done in the following chapter.

➤ **Direct meetings with representatives of the target group**

To support the campaign, the specialists from ANITP, and the partnering institutions participated in direct meetings with the general public, aged between 18 and 40 years, and with policy makers and employers in areas with high risk of trafficking.

The purpose of these meetings was to raise awareness, directly for the participants and indirectly throughout dissemination via press, television, radio and internet.

All in all 315 meetings took place during the campaign, 182 targeted the general public and 133 were done for professionals and decision makers, accros all the six partnering states. Over 15000 stakeholders were present during these meetings.

➤ **Press Releases and articles**

The media is the main dissemination instrument of the campaign. Throughout articles published in paper and online newspapers, press releases, interviews, the TV and radio spots which have been broadcasted, as well as guest appearances on television and radio shows, the message of the campaign reached a large number of additional stakeholders.

In terms of dissemination the campaign message was broadcasted over 30000 times, on local, regional and national television channels and radios from all the six partnering countries.

The campaign was featured in 122 articles in paper and online newspapers.

The total number of promotional items used exceeds 15.000 pieces, but the overall campaign message is estimated to have reached as much as 5 million people, including the main target group, the community, and the decisional factors.

3. Impact assessment

The impact assessment of the awareness raising campaign on prevention of labour trafficking is based on surveys among two different target groups: high school students aged between 14 and 18 who are studying in high schools from different areas of the partner countries as well a second group consisting of authority and community representatives from the same areas as above.

They high school students were presented with the awareness raising campaign and the pre- and post-activity questionnaires (see Annex I and II) in a specific setting. This specific setting included the handing out of pre-activity questionnaires, the prevention activity and the distribution of the post-activity questionnaires.

The specific prevention activities took place in the 6 partnering countries and reached 14,172 individual target audience pupils. In each of these locations a few students, teachers and professionals were selected to answer the pre-and post-activity questionnaires.

The information was surveyed and the following statistic was extracted. The percentage represents the number of affirmative (“yes”) answers out of the total valid number.

3.1 High school students

3.1.1 Pre activity

The majority of young people have heard about the phenomenon of trafficking in human beings and they are aware that it’s also happening in their own countries (see table 1). In terms of Romania, 88% were aware of this activity is about, and 85% recognised its occurrence inside the country, but as this is a top origin country, the percentage of young people who are aware needs to rise and become closer to that of Bulgaria and FYROM where 96%, and respectively 97% of the questioned individuals know what this criminal activity is.

As human trafficking is a relatively new activity, only 23-37% of the young people surveyed have heard of such cases in their communities. This percentage is above the criminal rate of trafficking, but the higher answer rate is justified by the fact that actions were predominantly implemented in communities which are most likely fostering or favouring the phenomenon. Still it is expected that numerous cases might be unknown, to society, as victims might have experienced trauma and prefer not to discuss the matter.

Unemployment was recognized as one of the main factors leading to trafficking and labour exploitation.

In most cases information regarding trafficking for labour exploitation was not considered sufficient, with less than 50% sufficiency in Romania and Bulgaria, and as little as 9% in FYROM. But as only around half of the answers confirmed they have heard about a campaign on this matter, there is need to implement nation-wide campaign activities so that the awareness regarding labour exploitation becomes widespread. The trafficking phenomenon on the other hand is more familiar, and almost two thirds of the students admit they have seen or heard a spot regarding this criminal activity.

Less than half of the high-students who answered the questionnaires have previously seen materials, e.g. leaflets or posters, regarding human trafficking for labour exploitation and this can be considered an indication of the fact that TV and radio broadcast can be more efficient than other types of promotional activities. Those who did see materials on this matter are not particularly impressed with its message, and it's likely that the message might not have been fully understood or clear and if explanations were not given and if the individuals would see/hear the spots the understanding would probably increase.

Only 45% of the Romanians and 61% of the Bulgarian responders acknowledge themselves among the target individuals for traffickers. This being a young age group, it is possible that some of them may be more optimistic about their future employment, and consider that they will not need to seek jobs in another environment. Also this might be an early result of the campaign, because after having understood the activity and risks associated with it, it may seem improbable that they will become victims of this activity.

Table 1: Pre activity questionnaire for high school students

	Romania	Bulgaria	FYROM	Greece*	Cyprus*	Hungary
1. Do you know what human trafficking is?	88%	96%	97%	-	-	84%
2. Do you think there is human trafficking for labour exploitation in Romania?	85%	67%	83%	-	-	54%
3. Have you heard of cases of human trafficking for labour exploitation in the area where you live?	32%	27%	23%	-	-	37%
4. Do you think people who are looking for a job can become victims of human trafficking?	82%	91%	97%	-	-	53%
5. Do you think you have enough	45%	40%	9%	-	-	65%

information to be protected from human trafficking for labour exploitation?						
6. Have you heard of a trafficking in human beings for labour exploitation prevention campaign?	41%	49%	55%	-	-	43%
7. Have you seen/heard any spot TV/radio in the fight against human trafficking?	65%	61%	71%	-	-	46%
8. Have you seen materials (leaflets, posters etc.) on human trafficking for labour exploitation?-	51%	40%	40%	-	-	36%
9. If so, have you been impressed by its message?	50%	35%	59%	-	-	44%
10. Do you think you can be in the situation of the characters in the radio/TV spots of the campaign?	45%	61%	79%	-	-	31%

*no data is available for Greece and Cyprus

3.1.2 Post activity

Following the instructional activities, students were asked to answer a new set of questionnaires. In terms of better understanding the specific phenomenon of human trafficking for labour exploitation, between 88% (Hungary) and 100% (FYROM) of all the respondents agreed that their understanding has increased. Also 78% of Hungarians and up to 100% in FYROM, with 97% and 95% corresponding answers for Romania and Bulgaria agree that the campaign has brought useful information on the prevention of human trafficking for labour exploitation. Over three quarters of the respondents agree that the materials used will raise awareness of potential victims.

When discussing data sources, answers to whether respondents know where to get information on this matter, 58% Hungarians, 69% of Bulgarians, 85% of Romanians

and 97% of FYROM citizen's agree they know where to obtain it. In part the high percentages of positive answers can be the result of the campaign.

In terms of continuing the campaign, 76% of the Hungarian respondents, along with over 90% of respondents from Romania, Bulgaria and FYROM, agree that more similar campaigns for preventing human trafficking for labour exploitation should be implemented.

Table 2: Post activity questionnaire results for high school students

	Romania	Bulgaria	FYROM	Greece	Cyprus	Hungary
1. Do you think you have a better understanding of the phenomenon of human trafficking for labour exploitation?	89%	93%	100%	-	-	88%
2. Do you think this campaign will bring useful information about the prevention of human trafficking for labour exploitation?	97%	95%	100%	-	-	78%
3. Do you think that the materials used in this campaign raise the awareness of the potential victims about the danger of trafficking for labour exploitation?	94%	77%	97%	-	-	73%
4. Do you know where to get the information on how to prevent human trafficking for labour exploitation?	85%	69%	97%	-	-	58%
5. Do you think it should be more campaigns to prevent human trafficking for labour exploitation?	96%	96%	91%	-	-	76%

*no data is available for Greece and Cyprus

3.2 Authorities and members of the community

3.2.1 Pre activity

Questionnaires applied to authorities and members of the community reveal that trafficking in human beings for labour exploitation and the risks associated with this activity are not known, or that only a small number of people know what this is about. Knowledge ranks from 15% in FYROM, up to 27% in Romania, with Cyprus and Hungary in between. Greek citizens on the other hand, are more aware of the phenomenon, with 64% answering 'yes'. This can be a clear consequence of the fact that similar campaigns have already been implemented in Greece.

In terms of campaign visibility, two thirds of Romanians, Cypriots and Greeks have noticed it, along with 45% of FYROM residents and 41% of Hungarians. Similar answers were registered for seeing or hearing on of the campaign's spots on TV or Radio. The biggest increase in awareness was generated in FYROM, where an additional 20% of answers confirmed watching or hearing a spot, compared to being answers when asked by the campaign in general. For those who watched or heard the campaign's spots up to 90% found it of interest.

When being asked about campaign materials 73% Romanians agree they have seen them, but in the other countries affirmative answers rank between a little over one third in FYROM and half in Greece, with Hungary and Cyprus in between. Attention for these materials was drawn for 45% of the Greek respondents, 55% for FYROM, 56% Hungary, 68% Cyprus and 82% in Romania. But on the other hand, more than half of the respondents agree that the information was useful.

Over 90% of answers from Romania, FYROM and Cyprus agree that lack of information is one of the main factors which increase vulnerability to trafficking. Whereas the percentage is lower for Greece (58%) and Hungary (74%). It is possible that because Greece has been exposed to previous campaigns, the role of knowledge in an already informed society may be regarded as minimal, but for countries who are on hand deeply affected by the phenomenon, and on the other less informed in terms of previous campaigns, knowledge is much more appreciated.

Overall the large majority of respondents have not been previously involved in any meeting on the prevention of trafficking for labour exploitation.

Table 3: Pre activity questionnaire for authorities/ members of the community

	Romania	Bulgaria*	FYROM	Greece	Cyprus	Hungary
1. Do you think that trafficking in human beings for labour exploitation and the risks are sufficiently known to the public?	27%	-	15%	64%	23%	21%
2. Have you noticed any campaign against human trafficking for labour exploitation?	69%	-	45%	65%	69%	41%
3. Have you seen/heard any spot TV/radio on trafficking in human beings for labour exploitation?	77%	-	65%	51%	59%	43%
4. If so, did they draw your attention?	83%	-	89%	55%	90%	53%
5. Do you think the information was useful?	92%	-	93%	57%	88%	60%
6. Have you seen any materials (leaflets, posters etc.) on human trafficking for labour exploitation?	73%	-	38%	51%	49%	42%
7. If so, did they draw your attention?	82%	-	55%	45%	68%	56%
8. Do you think the information was useful?	91%	-	88%	53%	76%	59%
9. Do you think that the lack of information is one of the main factors that increase the vulnerability to trafficking?	92%	-	91%	58%	92%	74%
10. Have you ever participated in any meeting/working group/seminar on the prevention of trafficking for labor exploitation?	57%	-	6%	53%	48%	24%

*no data is available for Bulgaria

3.2.2 Post activity

After having participated in the specific campaign activities for authorities and members of the community, most of them agreed that their understanding of the phenomenon has increased. Positive answers rank from 78% in Greece up to 100% in FYROM. Similar percentages were recorded on accounts that this campaign will bring useful information regarding the prevention of human trafficking for labour exploitation.

Most respondents agree that the materials used in the campaign will raise the awareness of potential victims about the danger of trafficking for labour exploitation. Greece is the least optimist with only 56% of answers agreeing, followed by Hungary (75%), FYROM (89%), Cyprus (92%) and Romania with 99% of answers in favour.

As the younger age group (highschool students) the members of the community and the authorities answering the questionnaire from all countries agree that more similar campaigns should be implemented in order to prevent trafficking for labour exploitation.

Table 4: Post activity questionnaire for authorities/ members of the community

	Romania	Bulgaria*	FYROM	Greece	Cyprus	Hungary
1. Do you think you have a better understanding of the phenomenon of human trafficking for labour exploitation?	94%	-	100%	78%	95%	88%
2. Do you think this campaign will bring useful information about the prevention of human trafficking for labour exploitation?	99%	-	100%	71%	93%	87%
3. Do you think that the materials used in this campaign raise the awareness of the potential victims about the danger of trafficking for labour exploitation?	99%	-	89%	56%	92%	75%
4. Do you know where to get the information on how to prevent human trafficking for labour exploitation?	98%	-	94%	64%	82%	65%
5. Do you think it should be more campaigns to prevent human trafficking for labour exploitation?	99%	-	94%	75%	97%	88%

*no data is available for Bulgaria

4. Conclusions and recommendations

The development of the awareness raising campaign on the risks of trafficking for labour exploitation involved many different actors – representing all partners in the project. The campaign materials encompassed a TV and radio spot, posters, brochures and USB sticks as give-aways.

The primary target group of the awareness raising campaign was the main potentially vulnerable group, the public at large, aged between 18 and 40, consisting of individuals who are willing to work abroad, who usually live in poor areas, and have difficulty in accessing education and information. The secondary target group was the decision makers responsible for preventing and combating trafficking for labour exploitation. The environment of potential victims is also important, as they are in daily contact with them, and they should be able to recognize and prevent a potential trafficking situation. This environment consists of relatives, friends and the community, including teachers, social workers, and priests.

In terms of accessibility, the campaign materials and spots have been translated into the official languages of all the partners involved in the implementation. And because posters and spots were displayed not only on radio, TV and Institutions, but also in airports, train stations, and public transportation, it is expected that the campaign message has reached an extensive number of people, including those outside the educational system, and those who do not possess or use a TV set.

In light of this evaluation the following recommendations for further campaigns are suggested:

- Campaign and media implementation strategy: Conducting analysis of the media consumption pattern of the primary and secondary target groups in order to achieve a target group oriented media mix;
- Increasing the budget available for TV and radio broadcasts as this proved to be the most effective means of communication with the target group.
- Creating extensive nation-wide campaigns in order to increase the number of people who are positively influenced by their impact.
- Romania as a country of destination: The trend that Romania is to a certain extent a country of destination needs to be acknowledged in the design of prevention campaigns.
- Addressing underlying human rights violations as reasons for trafficking in human beings such as gender discrimination or discrimination of minorities in prevention campaigns;

One of the key findings of this campaign is the fact that labour trafficking is less familiar to people in general compared to the major phenomenon of trafficking human beings. It is possible that prone target groups and other community stakeholders may not recognise labour trafficking as a criminal activity and as part of human trafficking, thus leading to not understanding its dangers and negative effects on those individuals who are/have been subject to it.

A second major finding on which respondents agreed on is that further similar campaigns need to be implemented, as lack of knowledge is one of the main factors for increasing vulnerability. Before implementing the preventive activity, most respondents agreed that there is not sufficient information on this matter. So in terms of sustainability it is imperative that similar campaigns should take place. Funding sources could include European grants, and public money spent on prevention activities.

After the preventive activities have been implemented, most respondents agree that they know where to obtain more information on this matter from.

Annex I

Pre-activity questionnaire for the target group – high school students

	YES	NO
1. Do you know what human trafficking is?		
2. Do you think there is human trafficking for labour exploitation in Romania?		
3. Have you heard of cases of human trafficking for labour exploitation in the area where you live?		
4. Do you think people who are looking for a job can become victims of human trafficking?		
5. Do you think you have enough information to be protected from human trafficking for labour exploitation?		
6. Have you heard of a trafficking in human beings for labour exploitation prevention campaign?		
7. Have you seen/heard any spot TV/radio in the fight against human trafficking?		
8. Have you seen materials (leaflets, posters etc.) on human trafficking for labour exploitation?		
9. If so, have you been impressed by its message?		
10. Do you think you can be in the situation of the characters in the radio/TV spots of the campaign?		

Age (in years reached):

1. 14 – 16 years

2. 16 – 18 years

Background:

- rural
- urban

Annex II

Post-evaluation questionnaire for the target group – high school students

	YES	NO
1. Do you think you have a better understanding of the phenomenon of human trafficking for labour exploitation?		
2. Do you think this campaign will bring useful information about the prevention of human trafficking for labour exploitation?		
3. Do you think that the materials used in this campaign raise the awareness of the potential victims about the danger of trafficking for labour exploitation?		
4. Do you know where to get the information on how to prevent human trafficking for labour exploitation?		
5. Do you think it should be more campaigns to prevent human trafficking for labour exploitation?		

Age (in years reached):

1. 14 – 16 years

2. 16 – 18 years

Background:

- **rural**
- **urban**

Pre-activity questionnaire for authorities/membres of the community

	YES	NO
1. Do you think that trafficking in human beings for labour exploitation and the risks are sufficiently known to the public?		
2. Have you noticed any campaign against human trafficking for labour exploitation?		
3. Have you seen/heard any spot TV/radio on trafficking in human beings for labour exploitation?		
4. If so, did they draw your attention?		
5. Do you think the information was useful?		
6. Have you seen any materials (leaflets, posters etc.) on human trafficking for labour exploitation?		
7. If so, did they draw your attention?		
8. Do you think the information was useful?		
9. Do you think that the lack of information is one of the main factors that increase the vulnerability to trafficking?		
10. Have you ever participated in any meeting/working group/seminar on the prevention of trafficking for labor exploitation?		

Socio-demographic data:

1. Sex:

1. Male
2. Female

2. Education:

1. at most secondary
2. secondary
3. high

3. Age (in years reached):

1. 18 – 29 years
2. 30 – 39 years
3. 40 – 49 years
4. 50 - 59 years
5. over 60 years

Participants in this meeting as:

1. parent of a child
2. representative of the Townhall
3. representative of the Local Council
4. representative of the Police
5. representative of the Directorate General of Social Assistance and Child Protection
6. representative of the School Inspectorate
7. teacher
8. representative of an NGO
9. other situation (preast, Roma community leader)

Annex IV

Post-activity questionnaire for authorities/members of the community

	YES	NO
1. Do you think you have a better understanding of the phenomenon of human trafficking for labour exploitation?		
2. Do you think this campaign will bring useful information about the prevention of human trafficking for labour exploitation?		
3. Do you think that the materials used in this campaign raise the awareness of the potential victims about the danger of trafficking for labour exploitation?		
4. Do you know where to get the information on how to prevent human trafficking for labour exploitation?		
5. Do you think it should be more campaigns to prevent human trafficking for labour exploitation?		

Socio-demographic data:

1. Sex:

1. Male
2. Female

2. Education:

1. at most secondary
2. secondary
3. high

3. Age (in years reached):

1. 18 – 29 years
2. 30 – 39 years
3. 40 – 49 years
4. 50 - 59 years
5. over 60 years

1. Participants in this meeting as:

1. parent of a child
2. representative of the Townhall
3. representative of the Local Council
4. representative of the Police
5. representative of the Directorate General of Social Assistance and Child Protection
6. representative of the School Inspectorate
7. teacher
8. representative of an NGO
9. other situation (preast, Roma community leader)