Collaboration and mutual learning: developing an adaptive evaluatory process

STOP THE TRAFFIK & Humankind Research
14 November 2019
STOP THE TRAFFIK

Creating a world where **people are not bought & sold** by disrupting the business of trafficking:

- Recruitment
- Demand
- Money flows

OUR PURPOSE: to use research to amplify the impact of communications, products and programmes for the benefit of people and planet.
Session plan

- **Presentation**
  - Introduction ✓
  - Key points
  - Human Trafficking & STOP THE TRAFFIK
  - Our adaptive evaluatory process

- **Roundtables [record]**
  - Benefits & limitations
  - Barriers & opportunities
  - Scaling
  - Social media campaigns evaluation

- **Discussion & round-up**
Key issues

- How to design an evaluation focused on learning and usability?
- How to evaluate a project without clear expected results?
- How to evaluate a one-off social media-focused project?

What worked

- Relationship of equals, open & informal communications, formal learning loops
- Initial scoping to set indicators of success but leaving space to explore change, incorporating different perspectives
- Integration with project activities, triangulation
Human Trafficking

- **Movement** of people
- **By deception** or **coercion**
- For the purpose of **exploitation**
403,000

victims of human trafficking in the United States of America

The scale

- 40.3 million victims
- 89 million in last 5 years
- $150 billion industry

*The Global Slavery Index 2018
Intelligence-led prevention

- Recruitment
- Demand
- Money flows
Change

- Change in **perception** of trafficking as a realistic risk
- Change in **knowledge** levels of signs of potential trafficking situations and relevant rights
- Change in **behaviour** in potential trafficking situations
- Partners’ change of **approach**: adopting prevention, collaboration and intel-led action
1. We connect with national and local partners

2. We analyse the stories with existing data

3. We run a baseline survey through social media, shared by partners

4. We assess the outcomes of the campaign including reach, awareness raising, increased knowledge and changes in behaviour

5. We identify a hot spot or route through our intelligence

6. Partners share stories and insights about exploitation

7. We develop messaging and creative and share with partners for comments

8. We run a targeted campaign based around social media, when possible with additional local elements, shared by partners

9. We perform an internal evaluation and share learning with partners
### Campaign outcomes - quantitative

**Campaign results**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>97,193</td>
</tr>
<tr>
<td>'Learn more' web page sessions</td>
<td>1,849</td>
</tr>
<tr>
<td>Video plays at 95%</td>
<td>2,545</td>
</tr>
<tr>
<td>Percentage/Reach (paid/potential)</td>
<td>92%</td>
</tr>
<tr>
<td>Reach</td>
<td>11,972</td>
</tr>
<tr>
<td>Reactions</td>
<td>194</td>
</tr>
<tr>
<td>Comments and replies</td>
<td>71</td>
</tr>
<tr>
<td>Campaign summary Lincolnshire</td>
<td></td>
</tr>
<tr>
<td>Campaign summary Lithuania</td>
<td></td>
</tr>
</tbody>
</table>

**Campaign results**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>534,051</td>
</tr>
<tr>
<td>'Learn more' web page sessions</td>
<td>6,024</td>
</tr>
<tr>
<td>Video plays at 95%</td>
<td>17,829</td>
</tr>
<tr>
<td>Percentage/Reach (paid/potential)</td>
<td>25%</td>
</tr>
<tr>
<td>Reach</td>
<td>348,873</td>
</tr>
<tr>
<td>Reactions</td>
<td>741</td>
</tr>
<tr>
<td>Shares</td>
<td>551</td>
</tr>
<tr>
<td>Comments</td>
<td>98</td>
</tr>
<tr>
<td>Campaign summary Lithuania</td>
<td></td>
</tr>
</tbody>
</table>
Campaign outcomes - qualitative

- Successfully raised awareness of more subtle forms of exploitation and encouraged people to reflect on their own experiences
- Landing page provided valuable overview of workers’ rights in the UK and contact details of partner orgs; however there was a desire for more nuanced information
- Partners reported increase in calls regarding labour exploitation, and a notable openness to sharing personal stories
- Some indications of sharing campaign content and driving of conversation – more with those who audiences believe it to be relevant to, rather than publicly
- In Lithuania, 30.8% said they would behave differently in future situations of potential exploitation and in the UK, 20.6% said they would behave differently
Key issues

- How to design an evaluation focused on learning and usability?
- How to evaluate a project without clear expected results, or when we're not sure if the expected results are the "right ones"?
- How to evaluate a one-off social media-focused project?

What worked

- Open, informal and regular communications
  - No ToR but co-design of proposal
  - Evaluator joined campaign activities
  - Didn’t have to wait for a report to adapt
- Set learning loops – workshops with each phase’s initial findings
  - Ownership
  - Agreement on informed next steps
- Relationship of equals
  - Mutual desire for learning
  - Working through what we are seeing together to gain a better understanding
Key issues

- How to design an evaluation focused on learning and usability?

- How to evaluate a project without clear expected results, or when we're not sure if the expected results are the "right ones"?

- How to evaluate a one-off social media-focused project?
Key issues

- How to design an evaluation focused on learning and usability?
- How to evaluate a project without clear expected results, or when we're not sure if the expected results are the "right ones"?
- How to evaluate a one-off social media-focused project?

What worked

- Initial scoping to set indicators of success and evaluation questions
- Flexibility, leaving space to explore - looking for any signs/stories of change
- Different perspectives
  - What should we focus on
  - What changed
Key issues

- How to design an evaluation focused on learning and usability?
- How to evaluate a project without clear expected results?
- How to evaluate a one-off social media-focused project?

What worked

- Integration with project activities
- Triangulation
- A lot of wishful thinking
Roundtables

- Benefits & limitations of the approach
- Barriers & opportunities for adoption – your experience
- Scaling – to other similar projects, to bigger projects, to different projects
- Evaluation of social media campaigns or project with short interactions with audiences
Links & contact details

- STOP THE TRAFFIK impact, including evaluation report: https://www.stopthetraffik.org/who-we-are/impact/
- Humankind Research https://www.humankind-research.com/
- Maya Reggev maya.Reggev@stopthetraffik.org
- Alex Bennet Clemmow alex@humankind-research.com

Please get in touch to share your experiences, or if you have any questions!