



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?

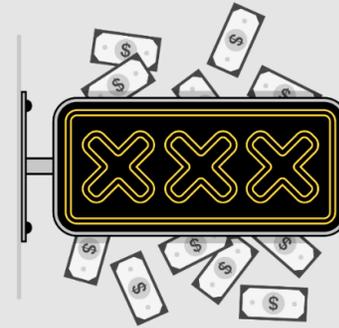


What worked

- 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**



Sexual Exploitation



Labour Exploitation



Domestic Servitude



Forced Marriage



Forced Criminality



Organ Harvesting



403,000

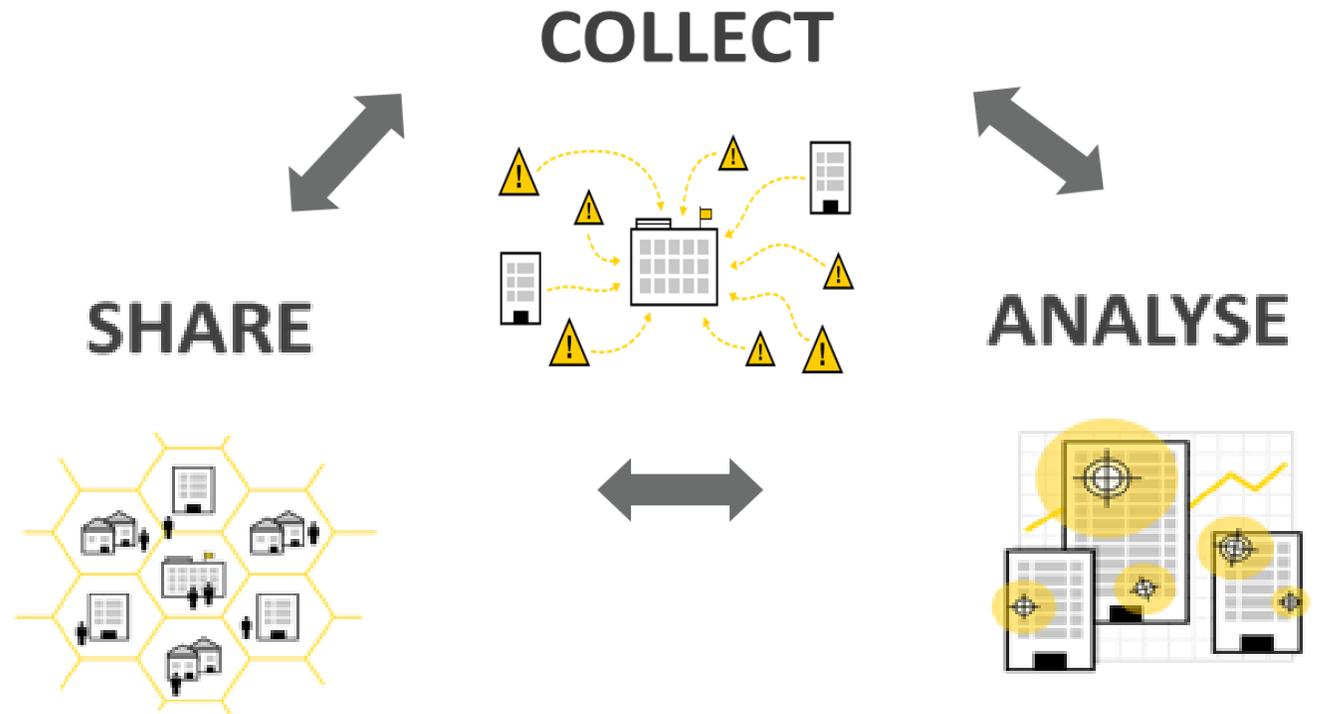
victims of human trafficking in
the United States of America

The scale

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

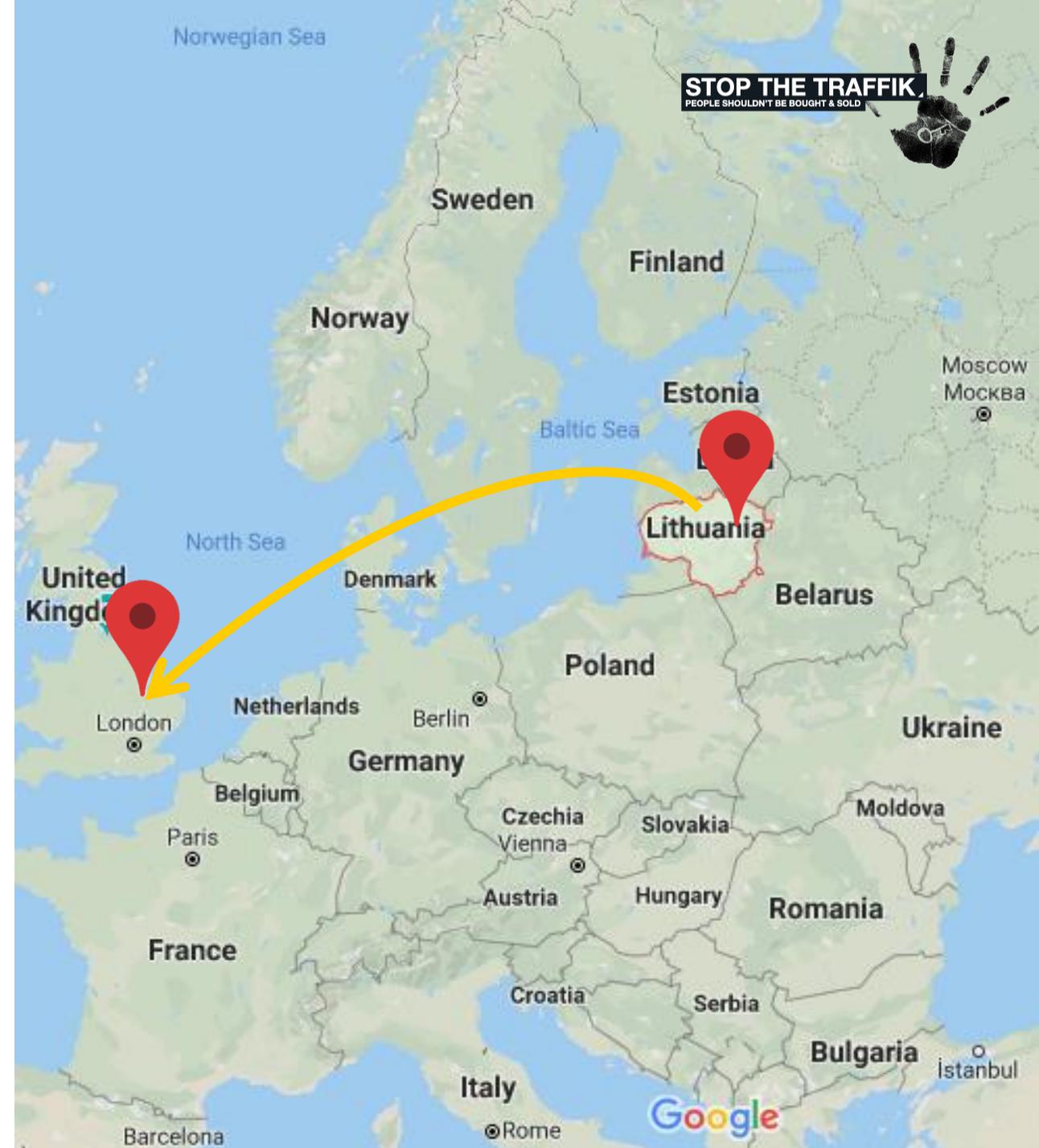
Intelligence-led prevention

- 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

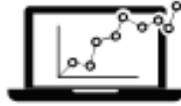


We connect with national and local partners



CONNECT

We analyse the stories with existing data



ANALYSE

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



BASELINE

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



OUTCOME

1

2

3

4

5

6

7

8

9

IDENTIFY



We identify a hot spot or route through our intelligence

INPUT



Partners share stories and insights about exploitation

MESSAGE



We develop messaging and creative and share with partners for comments

OUTPUT



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

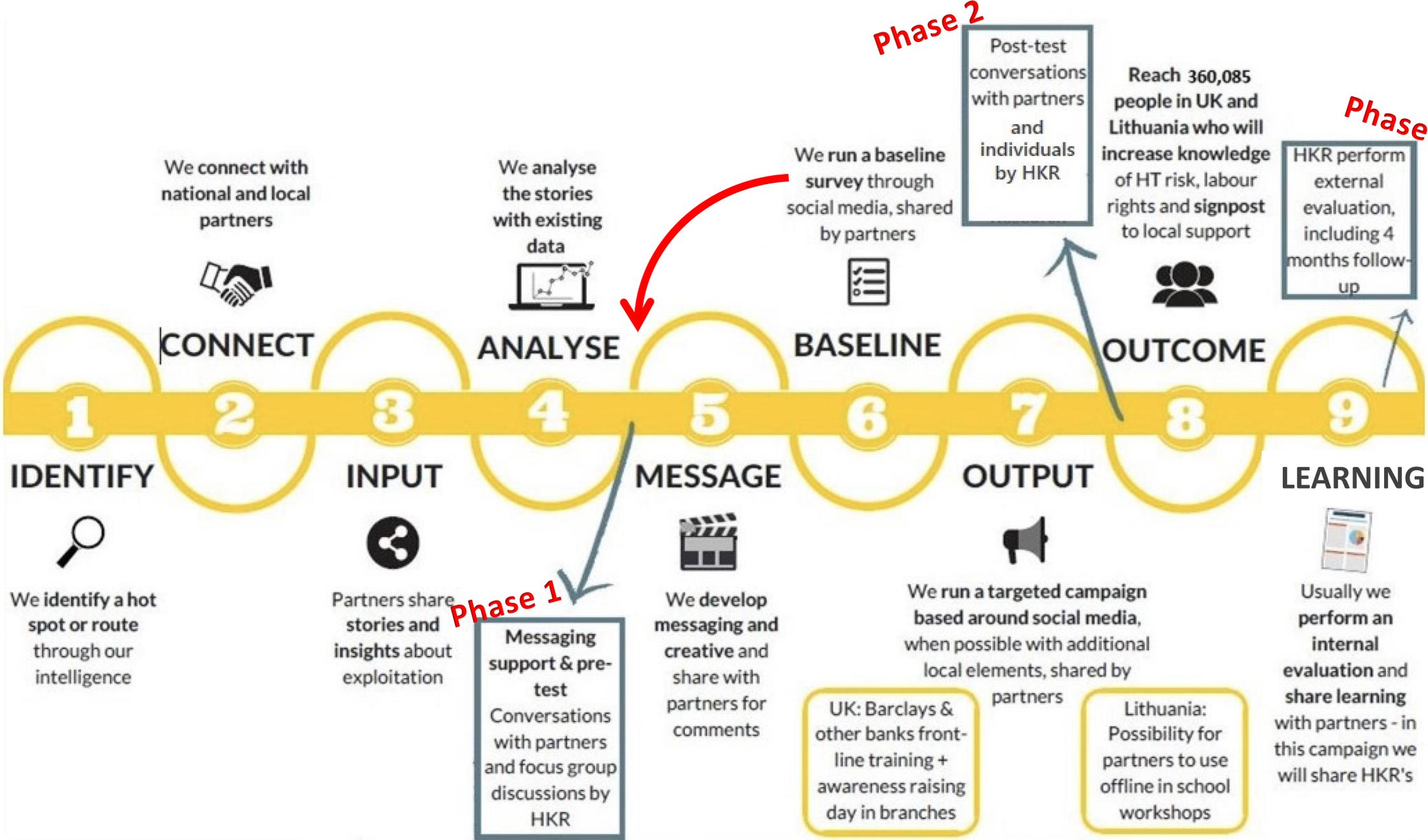
LEARNING



We perform an internal evaluation and share learning with partners

Phase 2

Phase 3





Campaign outcomes - quantitative

Campaign results

97193

Impressions

92%
Percentage/Reach
(paid/potential)

11972

Reach

1849

'Learn more' web
page sessions

**Campaign
summary
Lincolnshire**

194

Reactions

2545

Video plays at 95%

159
Shares

71

Comments
and replies

Campaign results

534,051

Impressions

25%
Percentage/Reach
(paid/potential)

348,873

Reach

6024

'Learn more' web
page sessions

**Campaign
summary
Lithuania**

741

Reactions

17,829

Video plays at 95%

551
Shares

98

Comments



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

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What worked



Key issues

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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



Karoliui buvo pažadėtas darbas ir geresnis gyvenimas Jungtinėje Karalystėje, tačiau tai nebuvo tas ko jis tikėjosi

[See translation](#)



stopthetraffik.org

**Ar tu dirbi Jungtinėje
Karalystėje?**

[LEARN MORE](#)

Roundtables



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
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- Alex Bennet Clemmow
alex@humankind-research.com

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

Thank you!