# PROJECT
# FAIR LIFE

## FINAL REPORT
### MAY 2022

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# PROJECT SUMMARY

For "Project Fair Life", **STOP THE TRAFFIK Group** (STOP THE TRAFFIK & Traffik Analysis Hub) **(STT)** collaborated with the **Modern Slavery Intelligence Network (MSIN)**, comprising 14 leading retailers and suppliers in the UK Food & Agriculture (FoodAg) sector.
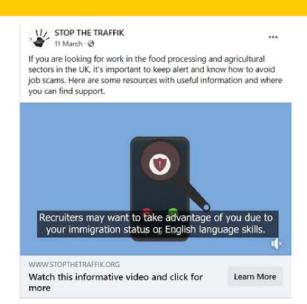
Based on intelligence indicating the prevalence of false job ads (FJA) and labour exploitation (LE) in FoodAg in the UK, the project **comprised two streams:**

**1. A geo-targeted social media campaign targeting Romanian, Lithuanian, Bulgarian, Polish, Russian, and Ukrainian speakers in FoodAg intensive UK counties, aged 18-50.**

Our target community was shown a 2 minute video in their language, listing indicators of FJA, what LE looks like, and stating support is available.

By clicking on 'Learn More', viewers were taken to our landing page in their language, expanding on the content of the video. Click here to see the English Page



**2. STT enabled MSIN Members to share and access intelligence on labour exploitation on a secure data-sharing platform, which is intended to be an ongoing mechanism for collaboration.**

Its purpose is to enhance the effectiveness of members to detect, prevent and disrupt modern slavery and LE activity, protecting workers and improving outcomes for those directly impacted.

**To complement both streams, the Traffik Analysis Hub (TA Hub) is set to develop typologies on the financial flows around LE to be shared with actors in order to create a higher risk, lower profit environment for potential perpetrators.**

# RESULTS SUMMARY

## THE CAMPAIGN

**From our survey respondents, after seeing the video :**

**51%** learned that there were support organisations (SO) available to help

**81%** intended to take at least one preventative action

**25%** realised that they, or someone they knew, had been in an exploitative or fraudulent situation

**72%** were more aware of how to avoid labour exploitation

## THE MSIN DATABASE

**In the 2 months since the MSIN database being live:**

**17** 17 pieces of intelligence have been shared. STT analysis found common links and corroborating evidence, demonstrating the importance of piecing together information from different sources.

Labour providers have recently expressed interest in becoming members of MSIN or setting up a similar data-sharing platform for themselves.

**3** STT was able to submit 3 cases of suspected labour exploitation to law enforcement based on intelligence received during the project.

# SCALE OF THE ISSUE

## EXPLOITATION IN UK FOOD & AGRICULTURE

**An MSIN member described the false job ads in the sector, in the form of individuals deceptively posing as legitimate recruiters from a known company.**

This project built upon intelligence gathered from the TA Hub, open source research, interviews with MSIN members, frontline NGOs, survivors of exploitation, and a previous STT campaign with Lithuanian communities in the UK.

The data revealed that a large number of Romanian, Lithuanian, Bulgarian, Polish, Russian, and Ukrainian speakers are exploited in the FoodAg sector in the UK, including specifically in the Seasonal Agricultural Worker Scheme. This sector is already vulnerable to trafficking due to its seasonal nature and dependency on recruitment agencies. The labour shortage and subsequent pressure on food suppliers created by Brexit and Covid-19 exacerbated this risk.

In addition, the data suggested that exploiters often use legitimate recruitment channels to post false job ads and recruit workers. Some deceptively pose as recruiters from a known company.

Some main abuses we found workers to be subject to are: being withheld wages owed to them, being placed in unsafe/unsanitary accommodation, and working in unsafe conditions.

# THE CAMPAIGN

**430,000+**
PEOPLE REACHED*

**7,168**
CLICKS TO OUR
LANDING PAGE

**686**
SHARES

**243**
SAVES

*may involve minimal duplication between the campaign and the survey*

Our target community and some of the MSIN workforce was also given a post-campaign survey to assess our impact.

## PERCEPTION

**25%** stated that the video made them realise that they, or someone they know, had been in an exploitative or fraudulent situation

**51%** learned that there were support organisations **(SO)** available to help

## KNOWLEDGE

**72%** reported having increased awareness of how to avoid labour exploitation

**38%** of those in FoodAg learned something new about FJA and/or LE

## BEHAVIOUR

**81%** intended to take at least one preventative action:
- checking job adverts/agencies more closely
- discussing campaign issues with others
- researching more information
- contacting/making note of SO

## ENGAGEMENT

**96% of campaign engagement came from a mobile device,** a majority of which was **Android.**

The highest number of click-throughs onto our page came from **men aged 35-44. Romanian and Bulgarian speakers** shared, commented, and reacted to our campaign the most.
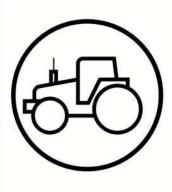
## FJA INDICATORS

Only **27%** of survey respondents could correctly identify all 7 indicators of FJA after seeing the video, indicating a need for further work in this area.

The indicator that was most learned about was **being guaranteed a visa** for the UK, and the one that was most known about already was **being asked for money** to secure the job.

An ad being posted by a recruiter was often mistaken as an indicator of a FJA.

## LE INDICATORS

Respondents were **more likely to correctly identify 4 indicators of LE** after seeing the video (69%). The indicator that was most learned about was **not being given access to personal documents and not being given breaks/time off**.

Many respondents **lacked knowledge of UK labour law** around tax and national insurance deductions, fixed term contracts, and personal protective equipment.

**In general, indicators were more likely to already have been known by respondents, showing a need to focus on less well-known signs of FJA and LE, such as being refused to move farms.**

We assisted a social media commenter reporting labour exploitation they had witnessed. The person in question had struggled to be listened to and expressed surprise and gratitude at our engagement with them.

Finally, the campaign highlighted the **need for prevention resources to be translated** into other languages. Engagement with the English ad was lower than with the translated ads.

A female Romanian national told us it was the **first time** she saw her rights in the UK **in her language**

# SIGNPOSTED ORGANISATIONS

We never do work *to* a community but *with* a community. A key part to prevention work is a holistic approach that facilitates people to access support for vulnerabilities they may have.

The campaign landing page detailed several other signposting partners including **JobsAware**, the **Modern Slavery and Exploitation Helpline**, the **Gangmasters and Labour Abuse Authority**, **Crimestoppers, and** the **Acas Helpline**.

# MSIN DATABASE

## WHO ARE MSIN

**MSIN is comprised of 14 leading food and agriculture companies in the UK.**

This includes G's Fresh, Pilgrim's, Greencore, Bakkavor Group plc, Morrisons, Waitrose & Partners, 2 Sisters Food Group, Co-op, Fresca Group, and Marks & Spencer.

## WHAT DID WE DO

**STT built a secure intelligence-sharing platform for MSIN members as part of an 18-month pilot project.**

This database is a **groundbreaking collaboration** between different actors in the food supply chain.

Considering the legal requirements, data security, commercial concerns, and individual cultures of 14 companies, STT was able to create a platform against the odds and in a relatively short timeframe.

## WHY DOES IT MATTER

**This initiative has the potential for a truly systemic approach to tackling labour exploitation.**

It will build companies' capacity to take proactive, effective, and victim-centred actions that increase the risks to perpetrators operations.

Its success may inspire other sectors to create the same mechanism and identify good practices more widely.

> **WE WORK WITH LOADS OF IT DATABASES AND THEY ARE ALL AWFUL. MSIN IS THE ONLY ONE THAT IS STABLE – IT'S REALLY FANTASTIC!**
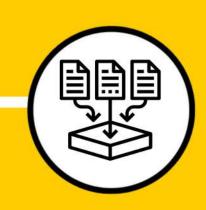
**MSIN MEMBER**

# HIGHLIGHTS
SO FAR

**11**

MEMBER COMPANIES INDUCTED AND GIVEN LOGIN ACCESS

**17**

PIECES OF INTELLIGENCE SHARED

INCLUDING 3 FROM STT

**18%**

OF REPORTS SUBMITTED WERE ALERTS/REQUESTS FOR INFORMATION

**2** PER MONTH

INCIDENCES FOUND THAT WOULD NOT OTHERWISE HAVE BEEN KNOWN

## USEFUL REPORTS

**The 17 pieces of intelligence shared were of high accuracy and uniqueness.** STT analysis found **common links and corroborating evidence**, demonstrating the importance of piecing together information from different sources.

STT also submitted 3 pieces of intelligence to the database relating to specific farms and nationality fraud. The intelligence arose from **complimentary investigations already conducted at the STT Group**. STT also **submitted this to law enforcement**.

Overall, submissions related to a **range of issues**, including victim/perpetrator data, seasonal workers and visas, and investigations. It is expected that much more intelligence will be submitted and turned into actionable insights in the coming months.

## PATHWAYS TO EMPLOYMENT

Although the opportunity was not taken up by the person in question, through the network, two job opportunities were offered to an at-risk individual. Providing legitimate employment is a key protective factor in reducing the recruitment of vulnerable people to exploitative situations.

## PROJECT EXPANSION

After learning about MSIN, labour providers have recently expressed **interest in becoming members of MSIN or setting up a similar data-sharing platform** for themselves. This will make the FoodAg sector even more hostile to traffickers by disrupting their activities within the recruitment process.

# CONCLUSIONS

Although the percentage of respondents who could spot all 7 indicators of FJA is comparatively low, **survey respondents still expressed having learned about indicators from the video - especially those working or looking for work in FoodAg**. Additionally, the percentage of respondents who could spot at least 4 indicators of FJA was high.

Our target community had a high baseline knowledge of what labour exploitation looks like. However, **a number of respondents still learned about indicators from the video - especially for those working or looking for work in FoodAg.**

While there wasn't a huge influx of referrals to partners following the campaign, the survey indicated that around **half of respondents learned that there were support organisations available to help**, and a majority of respondents intended making note of these for future reference.

## 'It's very good to have somewhere to turn'

### - PERSON REACHED THROUGH OUR PREVENTION PROGRAM

The audience was **likely to adopt preventative behaviour to stay safe from exploitation after seeing the video. 81% of respondents intended to take at least one preventative action**, most likely making note of support organisations.

Although more developments will be seen further in the project, the database is already showing potential to disrupt trafficking. **Incidences of suspected trafficking have been found** in MSIN supply chains that would not have otherwise been known, and **preventative actions have been taken** by STT or MSIN members or TAHub.

The **interest expressed by labour providers to join or reproduce the database** is a significant achievement for the project and demonstrates its ability to expand to other sectors.

Some MSIN members report an **increase in confidence to deal with potential incidents of labour trafficking** as a result of the database and network

## ULTIMATELY, MSIN AND STOP THE TRAFFIK CAN MAKE THE FOODAG SECTOR MORE HOSTILE TO TRAFFICKERS

It is **expected that data points relating to financial flows will be shared** over the following months. These will enable STT to handle suspicious activity requests by financial institutions, direct cases to law enforcement, and produce financial typologies.

# FUTURE WORK

### LABOUR RIGHTS

This work highlighted a gap in campaigns that address some of the lesser known signs of labour exploitation, such as being refused to move farms. Additionally, the misinterpretations surrounding pay deductions and fixed-term contracts may indicate a need for our target audience to better understand UK labour law. We hope to address this in future campaigns or support partner organisations to run subsequent work.

### PORTABLE AND AUDIO OPTIONS

We learned in this campaign that communities we targeted would need complementary offline resources and in-person information circulation, due to the high level of illiteracy and lack of access to the internet. We would therefore recommend to those using digital ads to complement their campaigns with printed materials that do not require internet or a phone. Future campaigns should also use idioms, for example phonetical writing or the term 'agency worker' not 'recruiter' for Romanian speakers.

### INCREASED SHARING

To change the FoodAg sector at scale, MSIN members will need to keep sharing actionable intelligence. Increased engagement with the platform will demonstrate its ability to help MSIN detect, prevent and disrupt modern slavery.

### FINANCIAL FLOWS

To create a high risk, low profit environment for traffickers, it is hoped that financial flow data and suspicious activity requests will be submitted by financial institutions in the coming months.

THANK YOU TO CENTREPOINT OUTREACH, ELLA'S, HOPE FOR JUSTICE, MEDAILLE TRUST, MIGRANT HELP, NATIONAL DEBTLINE, PORCHLIGHT, RSABI, ST PETROCS, TARA, AND 50 EIGHT, TO WHOM WE WERE ABLE TO SIGNPOST CAMPAIGN VIEWERS FOR FURTHER SUPPORT.

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/stopthetraffik
@stopthetraffik
/company/stop-the-traffik-group-hq/

+44 (0)20 7921 4258
@stopthetraffik
info@stopthetraffik.org

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