



IOM International Organization for Migration
OIM Organisation Internationale pour les Migrations
OIM Organización Internacional para las Migraciones

FINAL REPORT TO THE MINISTRY OF INTERIOR OF THE CZECH REPUBLIC

COUNTER-TRAFFICKING CAMPAIGN TARGETING CLIENTS OF PROSTITUTION IN THE CZECH REPUBLIC

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| Executing agency: | International Organization for Migration (IOM) in Prague |
| Project partners: | Crime Prevention Department of the Ministry of Interior of the Czech Republic, La Strada Czech Republic; Czech Catholic Caritas (Magdala Project), The British Embassy in Prague |
| Geographical coverage: | Czech Republic |
| Project management site: | IOM Prague |
| Target group: | Clients of prostitution and the wider public in CZ |
| Project duration: | July 1st, 2007 – January 31st, 2008 |
| Total confirmed funding: | 970 000,- CZK |
| Funds contributed by the donor: | 949 171,- CZK |
| Cumulative expenditure during reporting period: | 945 703,- CZK |
| Cofinancing - The British Embassy in Prague: | 115 830,12,- CZK |

PROJECT SUMMARY

From July 1st, 2007, the International Organization for Migration (IOM) in Prague carried out an informational counter-trafficking campaign targeting clients of prostitution as well as the wider public in the Czech Republic. The aim of the campaign was to raise awareness about human trafficking and to present more information, such as information about non-profit organizations that offer support to victims of human trafficking. The message of the campaign drew on the results of a study carried out in 2005 on clients of prostitution as well as the pilot informational campaign targeted at the same target group in 2006 in border regions. It aimed to sensitise the public to victims of human trafficking done mainly for sexual exploitation purposes. The campaign's tools were publicized by websites with detailed information about human trafficking as well as e-mail contacts and discussion forums. They also listed phone hotlines of the partner non-profit organizations La Strada and Caritas, where one could obtain more information and report suspicious cases of human trafficking.

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The informational campaign involved part of Czech Republic's territory, with a focus on Prague and other larger towns. For seven months of its duration, the campaign, by means of different tools and informational channels, tried to spread the message that 1) human trafficking exists in the Czech Republic, even if it does not always seem evident; 2) we suggest to you the ways to identify it; 3) we offer you a safe and anonymous way to report your suspicions and to learn more about the issue of trafficking in human beings.

Within the framework of the project, posters and postcards were printed; a website containing more detailed information about human trafficking was put into service enabling to send an e-mail or to take part in a discussion forum. The campaign materials were continuously distributed in trams, the metro, and also at selected border crossings with Germany and Austria. For seven months, telephone hotlines were operated by trained operators: the campaign hotline for seven days per week and 24 hours per day, and La Strada's hotline every weekday. All the campaign materials, the website and the calls to the hotline were offered in Czech, German and English.

The project was realised in cooperation with partner non-profit organizations La Strada Czech Republic and Czech Catholic Caritas – Magdala Project and financed from the funds of the Ministry of Interior of the Czech Republic, Crime Prevention Department. The British Embassy in Prague, recognizing the sexual tourism as a widespread phenomenon, decided to kindly join the funding of this project by supporting advertising of the campaign's message on board of planes flying between the United Kingdom and the Czech Republic. The carried project supplemented the larger project with a new area of activities targeting mainly potential clients of prostitution from the UK. We would like to thank to donors who made this campaign possible.

The website's visit rate was high. The informational-preventive purpose of the campaign can therefore be considered as successfully fulfilled. Regarding the motivation of the target group to report suspicions of human trafficking cases, several phone and e-mail responses have been recorded.

PROJECT DESCRIPTION

The tools used by the campaign were diverse, considering the budget limitations. It tried to involve the widest target group possible and the widest possible territory, focusing on those where prostitution is most widespread. In areas with high occurrence of prostitution, the following methods were used: at border areas and bordercrossings, leaflets were distributed to potential clients; in Prague, information was spread in public transportation, at the arrivals hall of Ruzyně airport and other locations considered to be most effective in light of the campaign's focus. The campaign's website provided detailed information and contacts. The advertising tools were in three languages, in order to address potential foreign clients seeking sexual services in the Czech Republic (border areas - German and Czech; Prague - Czech and English; website - all languages).

The project was divided into the following four phases (for a more detailed description see chapter 3: Project activities):

1.1 Preparatory Phase

In the preparatory phase, specific suppliers and advertising agencies were selected and addressed, and possibilities of media partnerships were determined. Within the scope of media partnerships, the executing agency addressed more than a hundred journalists from various types of newspapers and

magazines before the press conference. The journalists were not only informed about the press conference, which took place on 15.8.2007, but also offered the possibility of larger cooperation and given more information about the campaign and the issue of human trafficking in general. The supplier of the design for campaign materials was also addressed and an IT company was chosen for the design and management of the website (including e-mail addresses).

1.2 Production Phase

In this phase, contracts were prepared and closed with advertising agencies and suppliers, graphic data was created for all campaign material, translations of data were prepared for websites and their graphic layout was created (www.rekni-to.cz; www.sage-es.cz; www.say-it.cz). In the production phase, printing and delivery of campaign materials was also carried out. The least expensive suppliers were chosen on the basis of a price calculation provided by twelve printing houses. In some cases, it was possible to lower the original price of printing, and therefore we decided to print 3000 more boomerang postcards. Only the printer of B1 posters raised the printing price, however it provided more than twice the number of posters, which made it possible to spread the advertising campaign by another network - in the escalator tunnels of the metro.

1.3 Distribution and Implementation of Campaign

During the launch of the campaign, a press release was issued and NGO organizations and IOM Missions in Germany, Austria and Great Britain were informed. All IOM Missions and branch offices (120 Missions, over 300 offices) were informed about the campaign by a press release issued by the IOM head office in Geneva within the framework of regular „IOM Press Briefing Notes“. Furthermore, we contacted fifteen German NGO organizations dealing with the issue of human trafficking and asked them for cooperation (some of the addressed organizations, for example MAGSA and Terre des Femmes, already had a link to last year's campaign placed on their websites). On 15.8.2007, a press conference on human trafficking and the informational campaign took place at the Ministry of Interior of the Czech Republic. Moreover, the websites were continuously updated and managed, and e-mail accounts and discussion forums, including responses, regularly checked.

The campaign materials were distributed in trams, the metro, in tourist information centers, at the arrivals hall of the main train station, at twelve bordercrossings with Austria and Germany, at the arrivals hall of Ruzyně airport, on postcards distributed in the Boomerang network (Praha, Brno, Karlovy Vary, Teplice, České Budějovice, Plzeň, Ostrava), at the 13th annual international exhibition of erotic culture, Erotica Sex 2007 (taking place from 1.11. to 4.11.2007 at the Exhibition Hall in Prague's Holešovice district), on tourist maps of Prague, in several Czech erotic magazines and one Austrian erotic magazine, and on five erotic websites. The campaign materials were also distributed by the own channels of organizations Czech Catholic Caritas and La Strada Czech Republic.

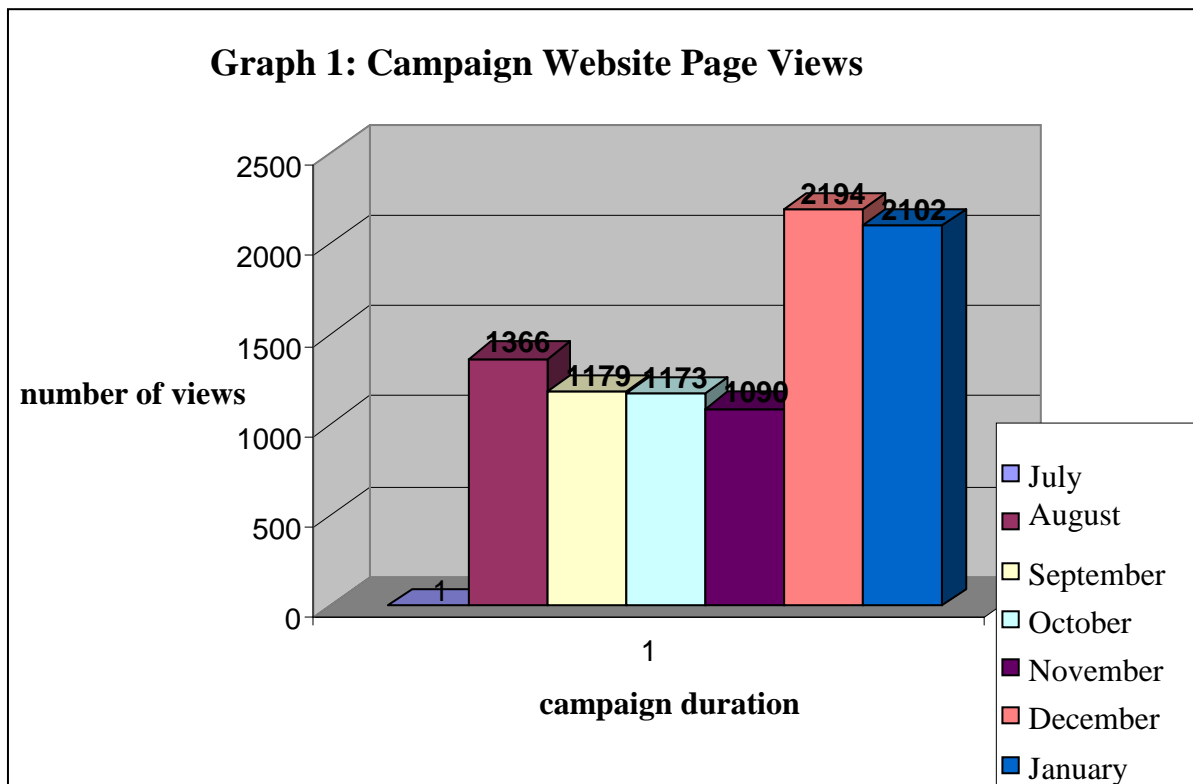
1.4 Evaluation of Campaign

In this phase, all the data and experience gained from the campaign were analysed and a final report was produced, including a set of recommendations for effective implementation of similar informational-preventive activities in the future.

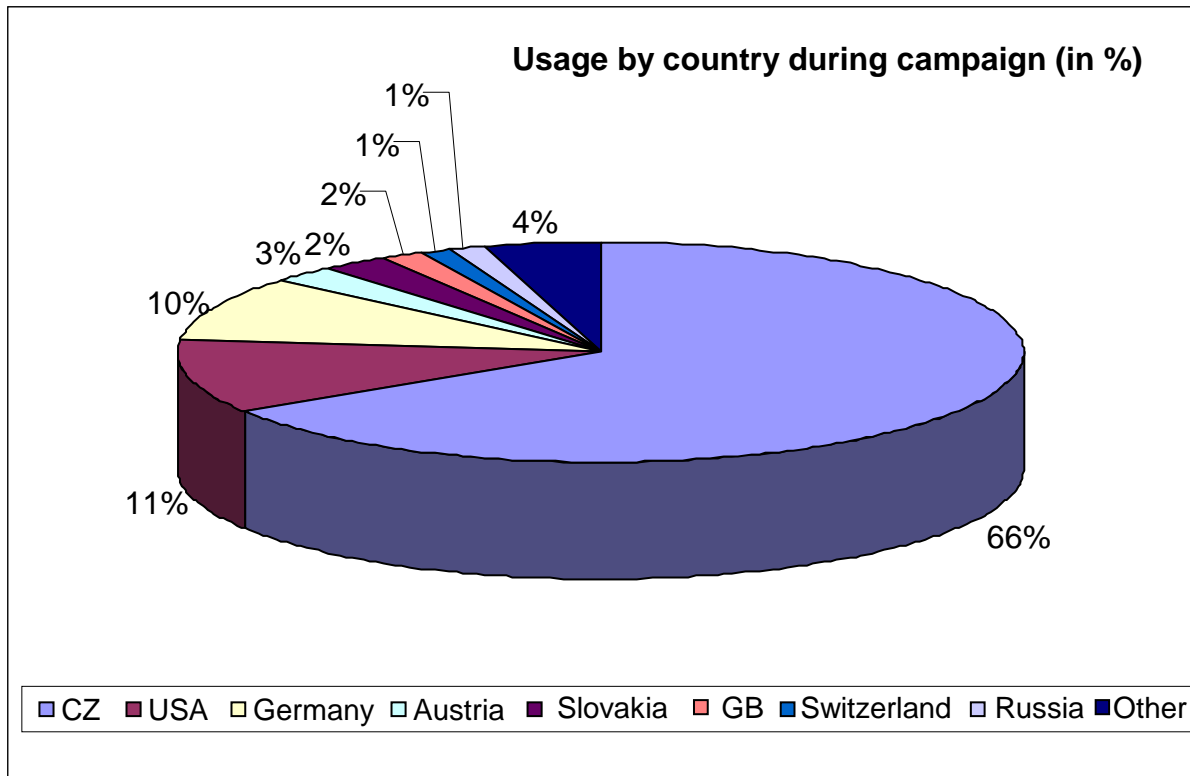
PROJECT RESULTS

1.5 Website Page Views

The project's website encountered a relatively vast publicity, its image and contents were positively judged. During the seven months of the campaign's duration, from July 1st, 2007 to January 31st, 2008, a total of **9105 page views**¹ were registered on all three language versions of the website. The ten countries with the highest number of website views are: Czech Republic, USA, Germany, Austria, Slovakia, Great Britain, Switzerland, Russia, Belgium, and China. Among the other countries with a lower page view rate are, for example: France, Ireland, Canada, Philippines, Mexico, and Hungary. The informational role of the campaign, that is acquainting the target group with the existence of trafficking in women, was fulfilled and the supporting website of the campaign was visited often.



¹ If the server is requested repeatedly by one IP address, the time interval since the last visit is calculated. If it is more than 30 minutes, or no request was made from the same address again, the visit is counted as a new one and it is added to the total rate visit.



1.6 Telephone and E-mail Responses

In connection to motivating the target group to report suspicions of occurrences in human trafficking, several telephone and e-mail responses were recorded during the campaign. It can be generally stated that the mobile phone number was preferred to the land line. The usage of e-mail was almost as frequent as that of the telephone hotline. It also became evident that the campaign affects not only the target group of clients of prostitution, but markedly also the wider public. Some of the responses were in the form of comments or observations. All the responses that reported information on possible criminal offences were consulted with representatives of the police and in some cases handed over for further investigation. One case that was handed over for further investigation was information received from a German client regarding a woman named Alina, who was allegedly forced to be a prostitute in one night club in the town of Železna Ruda. The information was verified by the workers of the branch office in cooperation with the foreigners' police, but it was not confirmed. No woman by this name was found neither at this or any other club. The information was also handed over to streetworkers of Czech Catholic Caritas, who were also unable to find a woman by this name. At the present time, another case is being handed over to the police.

a) Telephone responses:

Between the launch of the informational counter-trafficking campaign "Don't Be Afraid To Say It For Her!" and January 31st, 2008, a total of 30 calls and sms-es were recorded on the Caritas hotline, as seen in the table below. This diagram illustrates the apparent increase in contacting the hotline.

| | Sep. | Oct. | Nov. | Dec. | Jan. | Total |
|-------------------------|----------|----------|----------|----------|-----------|-----------|
| Calls in Czech | 1 | 0 | 2 | 7 | 9 | 19 |
| Calls in German | 0 | 0 | 5 | 0 | 1 | 6 |
| Calls in English | 0 | 0 | 0 | 0 | 1 | 1 |
| Sms messages | 0 | 0 | 1 | 1 | 0 | 2 |
| Wrong number | 0 | 2 | 0 | 0 | 0 | 2 |
| Total | 1 | 2 | 8 | 8 | 11 | 30 |

The first calling client was a man, apparently under the influence of alcohol, who asked for the woman depicted on the informational campaign leaflet.

On 1. 11., a call was received from a Czech man, who found the hotline number on the internet. He wanted advice for the situation that he suddenly found himself in. In the Prague metro, he noticed a woman of about 50 years of age, who at first seemed to be very agitated. He invited her to a restaurant for tea, they talked, and although he didn't find out any specific information that would indicate a case of prostitution, he still had a suspicion. Because he agreed on another meeting with the woman, he called the hotline asking for advice on how to proceed and how he could help the woman.

On 6. 11., the same man called again. He shared new information that he found out about the woman. He didn't confirm that it was a case of prostitution.

On 9. 11., a German man called, who works for a German organization helping victims of human trafficking. He asked for information on whether Caritas can arrange the transportation of a Czech girl, a prostitute, from Germany to the Czech Republic, and to provide her with accommodation and help.

On 9.11., a German-speaking man called. The non-German speaking hotline operator provided him with another telephone number, according to a prepared manual.

On 10.11., a German-speaking man called who was interested in erotic services. The hotline operator explained to him the purpose of the hotline.

On 12. 11. a German man called about wanting to help a woman. He expected us to provide him with assistance. He wanted to bring her from Germany, let her live in his flat and pay her for caring for the household.

On 16. 11., an sms message written in German was received by a mobile phone, which a client forwarded from a prostitute who urgently asked him for help.

On 16. 11., we contacted a German man, who first sent an e-mail to the campaign website, in which he briefly outlined the situation. He asked for further communication in person or over the phone. In the e-mail he informed us that he met a Czech girl in a Czech club who sent him an sms message, in which she urgently asked him to come to her, that she has to speak to him and that she does not want to do this kind of work. The man also contacted the organization KARO.

On 3.12., a Czech female client called. She informed the hotline worker about a girl who works as a prostitute on the street in front of a hostel that is near her home. She gives the exact address and name of the girl. A married couple living in the hostel allegedly force her into prostitution. The client was able to speak to the girl at a gas station. The girl complained that she has to hand in the money she makes. The client wanted to help the girl. The hotline worker offered the client Magdala's contact.

On 6.12., a German speaking client calls looking for a girl, whose name and address he knows. He is afraid that something happened to her, since she broke off all contact. Magdala workers found the girl, talked with her and the girl told them that she had given up prostitution and moved away, that she is living another life, and does not wish to renew contacts. Several conversations took place within this context in December.

On 13.12., a man calls, apparently Czech, asking about the purpose of the hotline.

On 14.12., a hotline worker contacts a client that called the hotline "Say It For Her" on 3.12., and receives more information from her. During the conversation the worker informs the client among other things about the counselling center JANA in the town of Domažlice.

On 21.12., the following sms message in German was received by a mobile phone: „Hallo menschen handel“.

On 21. 12., a Czech man calls, asking for sex over the phone.

On 21.12., a Czech man calls, wanting erotic services.

On 22.12., a Czech man calls, interested in erotic services.

On 24.12., a Czech man calls, apparently drunk, asks whether we do human trafficking and if we provide prostitution. He is briefly informed about the purpose of the hotline.

On 5.1. 2008, the client is a very agitated woman. She complains that she has not seen her 19 year old daughter for almost a month. The daughter lives with her boyfriend. From her daughter the woman knows that the boyfriend had taken all her documents and mobile phone. He also had her sign a document granting him full power to withdraw her from high school, which she attended. He also deals with authorities in her name. He accompanies her to the doctor. Mother and daughter are not in contact. The phone is always answered by the boyfriend, who tells the mother that her daughter does not want to speak with her. It is the same with personal visits. The boyfriend also send the mother letters in which he demands money from her. The mother reported him to the police, but no investigation took place. The hotline worker agrees with the client to contact her on 7.1. after discussing the matter with the team.

On 6.1. 2008, a German client demands sex over the phone. After receiving an explanation of the hotline's purpose, he apologizes.

On 7.1. 2008, after discussing it with the team, the hotline worker contacts the client from January 5th. The worker finds out more information about her daughter and her daughter's boyfriend. New contexts surface about the case, which suggest the possibility of domestic violence committed on the client's daughter. The client also states that her daughter mentioned to her that she might be one month pregnant. The worker informs the client about the process to follow.

On 8.1. 2008, a Czech speaking client wants to find out about the purpose of the hotline, he apologizes after receiving an explanation.

On 9.1., the hotline is contacted again by the client whose case, involving her daughter living with a boyfriend, is dealt by Caritas. The client reveals more information, which she remembered. She mainly describes the boyfriend's behavior: demanding money, writing complaints, blackmailing, limiting personal freedom and so on.

On 9.1., the hotline is contacted again by the same client, who adds new significant information to the case.

On 9.1., two more conversations take place with the same client, on the basis of which the client visits the Coordination Center Magdala on the same day.

On 10. 1. 2008, a Czech speaking man calls, asking for a prostitute. The hotline worker gives him brief information about the hotline.

On 11.1. 2008, a Czech speaking man contacts the hotline, he is crying. His fiancée left the country for a month. The hotline worker does a crisis intervention with the client.

On 11.1. 2008, an English speaking woman calls. The hotline worker, who only speaks Czech and German, dictates to the client in English another phone number from the informational leaflet, where she can speak in English.

According to the information provided by Caritas, the cooperation with the client who reported the abduction of her daughter by the daughter's boyfriend has continued since January (see phone call from 5.1.2008). Magdala workers continue to work with the client, they are trying to meet her daughter on neutral grounds and offer her a safe hiding place. Further received information reveals that it is im-

prisonment which is at hand, apparently a form of domestic violence. Several details indicate that the abductor plans on selling the girl for prostitution. It seems that the partner has psychological problems. The "Say It For Her" poster in the metro made an impression on the mother.

La Strada extended the INFO and SOS hotline services during the campaign to five days a week, from 9 am to 5 pm (with an answering machine after operating hours, with a message in English during the campaign). Operators were informed that calls connected to the campaign have to be marked down in the standard records as belonging to the campaign. All calls that are made by (possible) clients of sexual services also had to be marked down (in case that it would not be possible to determine from the character of the call whether the call was made in connection to the campaign or not).

La Strada's hotline was contacted only by two callers. On 7.9.2007, a man called, most probably testing the hotline (laughter of several voices in the background, non-existent phone number that the caller gave to the operator). During the call, the operator proceeded as per standard regulations. The caller stated that he is calling on the basis of a poster that matched the description of the campaign visual.

On 11.1.2008, The Prague Post called. They wanted to speak with the campaign's organizers.

b) E-mail responses:

A total of 16 e-mails was received on the **Czech website** from the beginning of the campaign to January 31st, 2008. After the campaign ended, three more e-mails came.

1. E-mail specifying the name of an erotic club in Prague, a man describes in the e-mail that the women working there cry and he claims that there could be human trafficking or an illegal business.
2. E-mail written in English, stating the name of the same erotic club in Prague as in the first case. A man claims here that the girls asked him for help, but he doesn't understand Czech very well.
3. E-mail sending regards and wishing a successful campaign.
4. E-mail commenting on the grammar of the campaign and describing two cases in which the writer came into contact with human trafficking.
5. E-mail written in German, in which a man praises the existence of the campaign and states his opinion on human trafficking, specifically sexual exploitation.
6. E-mail from a girl who received offers of prostitution work over a chat. On the basis of a questionnaire, which she received with this offer, she is concerned that human trafficking could be involved. She is afraid to talk to the police and asks us for advice.
7. E-mail from the same girl, she sent the above mentioned questionnaire in the attachment, she is willing to cooperate.
8. E-mail offering cooperation.
9. E-mail offering cooperation, which came on the basis of seeing our advertisement on a tram.

10. E-mail commenting on the grammar of the campaign and positively evaluating its content. This included the comment on its effectiveness: "I take the metro everyday and your posters are hard to miss."
11. E-mail from the same person with additional observations.
12. E-mail from the organization KARO.
13. E-mail commenting on the grammar of the campaign.
14. E-mail commenting on the grammar of the campaign.
15. E-mail commenting on the grammar of the campaign.
16. E-mail, in which the sender claims that prostitution is a fabrication.

E-mails received after the campaign ended:

17. E-mail written in English naming an erotic club in Prague; the client describes a situation, which according to him indicates signs of human trafficking. The client knows a girl from a previous time from a cafe, and she allegedly asked him for help.
18. E-mail from the same person, in which, at our request, the allegedly trafficked person is specifically described, including the situation and context.
19. E-mail from the same person, which again offers cooperation.

Two e-mails were received on the English version of the website by January 31st, 2008. After the campaign ended, three more e-mails came.

20. A woman from Vancouver asks us for more information about the project, she herself is preparing a future campaign against human trafficking and she would like to be inspired by our existing campaign.
21. E-mail which offers cooperation and support for the campaign's idea.
22. E-mail, in which a man requests more information and asks what he needs to do in case he decides to help.
23. E-mail from the coordinator of "The POPPY Project", which focuses on victims of sexual exploitation. The e-mail includes an e-mail from a client who describes a case of sexual exploitation which he believes he encountered in Prague.
24. E-mail from the same person, asking for the final report on the project.

Four e-mails were received on the **German version** of the website as of January 31 st, 2008.

25. A young man writing in German describes the case of a girl named Alina, who he met at a specific Czech erotic club in the town of Železna Ruda and who he believes is being trafficked. He describes in detail the circumstances surrounding their contact.

26. The same man describes the continuation of his contact with Alina, she allegedly asked him for another meeting, but he feels threatened by the owner of the erotic club. He sends her phone number.

27. The same man responds to our letter and states that he does not have a photograph of Alina, he gives us her new phone number.

28. E-mail from a man who has suspicions of a human trafficking case. He asked for further communication over the phone, we therefore handed the case over to Caritas, which is still in contact with the man.

1.7 Client forum

On the campaign's website it was also possible to write an entry to the client forum. This alternative was used only occasionally. Three entries were received on the Czech version of the website. One comments on the grammar of the campaign, the second inquires whether the campaign is focused only on women forced to prostitution, or whether it also deals with victims of forced labor. In the third entry, the writer only introduced himself. On the German version of the website, no entry was received by January 31st, 2008. One comment was sent to the discussion forum on the English version. In it, an American lawyer offers cooperation. Within the framework of his profession, he would like to become involved in the battle against sexual exploitation. We replied individually to those enquirers who gave us their contact in their entries.

1.8 Monitoring of media

On 15.8.2007, a press release took place, which launched the campaign officially. Most news were connected to this event, time-wise and content-wise. The Czech Press Agency published a press release for this event. Thanks to it, the awareness of the starting campaign reached abroad. IOM Prague was requested by several foreign journalists for more information. The media mostly informed the public in what way cooperating organisations aim to address clients of prostitution and help trafficked women. The information was often supplemented with interviews with representatives from IOM Prague and the Czech Ministry of Interior. Some releases were not limited to the information about the planned campaign, but also related to the wider issue of trafficking prevention and fight against this crime. Mlada fronta dnes newspaper editor even participated briefly in the distribution of informational materials at bordercrossings, and wrote an article on the experience.

Campaign in the media after July 1st, 2007:

“Ministerstvo vyrazí do boje proti obchodování s lidmi”, http://www.ihned.cz/c4-10112050-21819460-000000_d-ministerstvo-vyrazi-do-boje-proti-obchodovani-s-lidmi, 15.8.2007

“On-line rozhovor o obchodu s bílým masem”, *Idnes*, 15.8.2007

„Kampaň proti obchodování s lidmi“, *Česká televize 1*, 15.8. 2007

„Kampaň proti obchodování s lidmi“, *Frekvence 1*, 15.8. 2007

„Nebojte se prostitutkám pomoci, žádá policie“, http://www.tyden.cz/rubriky/domaci/nebojte-se-prostitutkam-pomoci-zada-policie_19369.html, 15.8.2007



„TK k zahájení Kampaně proti obchodování s lidmi“, <http://www.obcan.ecn.cz/index.shtml?apc=z---1-&s=k&x=2033792>, 15.8.2007

„Tschechien: Groß angelegte Kampagne gegen Zwangsprostitution“, <http://diestandard.at/?url=?id=2997834>, 15.8.2007

“Kuplířům naletí i vyložené chytré ženy, říká expertka”, http://zpravy.idnes.cz/ptejte-se-na-obchod-s-bilym-masem-a-nucenou-prostituci-pfn-domaci.asp?c=A070815_150720_domaci_pei, 15.8.2007



Lucie Sládková

“Zákazníky nevěstinců osloví nákladná kampaň s hrubkou”, http://zpravy.idnes.cz/zakazniky-nevestincu-oslovi-nakladna-kampan-s-hrubkou-pg/domaci.asp?c=A070815_132650_domaci_pei, 15.8.2007



„V ČR začala kampaň proti obchodování s lidmi“, *Zpráva ČTK*, 15.8. 2007

Zachránkyně prostitutek: Schováme je na tajném místě, *Idnes*, 16.8.2007

“Kampagne gegen Zwangsprostitution”, <http://www.swr.de/international/de/2007/08/16/beitrag1.html>, 16.8.2007

“Tschechien startet groß angelegte Kampagne gegen Zwangsprostitution”, <http://www.sz-online.de/nachrichten/artikel.asp?id=1576052>, 16.8.2007

“Pánové: Nebojte se to říci za ní!”, *Halo´ noviny*, 16.8. 2007

“Reichl, Jiří: Klienti prostitutek, pomozte jim”, *Lidové noviny*, 16.8.2007

Článek je k dispozici také na: http://www.lidovky.cz/klienti-prostitutek-pomozte-jim-d4u/ln_domov.asp?c=A070816_073108_ln_domov_svo



“Lancement d'une campagne de sensibilisation contre le trafic humain”, *Radio Praha – Čro 7 – francouzská redakce*, 17.08.2007

„Ministerstvo vnitra představilo kampaň proti obchodu s lidmi“, <http://www.osnoviny.cz/ministerstvo-vnitra-predstavilo-kampan-proti-obchodu-s-lidmi>, 17.8. 2007

“Lutter contre la prostitution forcée avec l'aide des clients”, *Radio Praha – Čro 7 – francouzská redakce*, 17.08.2007



Tereza Herdová

“Kliencie, pomóż prostytutce”, <http://www.dziennik.pl/Default.aspx?TabId=14&ShowArticleId=56880>, 17.08.2007

„Takoví normální obchodníci“, *Respekt*, 20.8.2007

“Kampagne gegen Zwangsprostitution”, http://www.pragerzeitung.cz/?c_id=10525, 22. 8. 2007



“Mehr News zu "Za", http://www.loogie.net/news/20070826/de0_abrahamshof.php/caxlwf.html, 26.8.2007

“Pelíšek, Antonín: Otestují prostitutky”, *Mladá fronta Dnes*, 18.9.2007

“Letáky rozdáme na hranicích, tvrdí Hulíková”, *Mladá fronta Dnes*, 18.9.2007

“Koblenec, Václav: Neboj se to říct za ni, vyzývali řidiče“, *Mladá fronta DNES*, 12.11. 2007

„Kimberly Ashton: Human trafficking campaign ends“, *The Prague Post*, 23.1. 2008

„Jarmila Balážová: Obchod s lidmi nabývá na síle“, *Čro 6*, 5.3.2008

PROJECT ACTIVITIES

The project, lasting for 7 months, was divided into the following phases:

1.9 Preparatory phase

- In cooperation with the project partners, the campaign's strategy was finalized.
- Specific suppliers and advertising media were selected and addressed, and possibilities of media partnerships were determined, to make the campaign the most effective. Within the scope of media partnerships, the executing agency addressed more than a hundred journalists from different media before the press conference.
- Cooperation with the Foreigners and Border Police was agreed upon for the distribution of materials at twelve selected bordercrossings.
- The supplier of the design for the campaign materials was addressed.
- An IT company was chosen for the design and management of the website (including e-mail addresses).

1.10 Production phase

- In this phase, contracts were prepared and closed with advertising agencies and suppliers
- graphic data was created for all campaign material
- printing and delivery of campaign materials was carried out
- Preparation and translation of texts were carried out and their graphic layout was prepared for websites

1.11 Distribution and implementation of campaign

- During the launch of the campaign, a press release was issued and NGO organizations and IOM Missions were informed. All IOM Missions and branch offices (120 Missions, over 300 offices) were informed about the campaign by a press release issued by the IOM head office in Geneva within the framework of regular „IOM Press Briefing Notes“
- Furthermore, the following German organizations dealing with the issue of human trafficking were asked for cooperation:
 - Der Deutsche Frauenrat: <http://www.frauenrat.de>
 - FIM – Frauenrecht ist Menschenrecht: <http://www.stoppt-zwangprstitution.de>
 - Terre des Femmes: <http://frauenrechte.de>
 - Diakonie: <http://www.diakonie.de/zwang>

- Ex-oriente-lux: <http://ex-oriente-lux.org/blogger.html>
 - Contra-Fachberatungs-und Koordinierungsstelle für Betroffene von Frauenhandel in Schleswig-Holstein: <http://www.ne-fw.de>
 - Evangelische Frauenarbeit in Deutschland e.V.: <http://www.evangelische-frauenarbeit.de>
 - FRANKA e.V.: <http://www.franka-kasel.de>
 - Frauenberatungstelle Düsseldorf e.V.: <http://www.frauenberatungstelle.de>
 - Informationszentrum Dritte Welt: <http://www.iz3w-herne.de>
 - Karo: <http://www.karo-sozialprojekt.de>
 - KOK – Bundesweiter Koordinierungskreis gegen Frauenhandel und Gewalt an Frauen im Migrationsprozess e.V.: www.kok-potsdam.de
 - MAGSA – Mennonitischer Arbeitskreis Grenzüberschreitender Sozial Aktionen: <http://www.magsa.de>
 - Amnesty for Women e.V.: <http://www.amnestyforwomen.de>
 - SOLWODI – Solidarity with Women in Distress: <http://www.solwodi.de>
- During the entire campaign, the website was continually updated and maintained. On the basis of recommendations from the previous campaign, an English language version of the website was also created, including e-mails and a discussion forum.
 - Regular checking of e-mail and discussion forums and responses to entries;
 - During the campaign information about telephone calls made to hotlines was exchanged between La Strada and Caritas;

Distribution of campaign material:

- **Distribution of campaign materials at bordercrossings:** Following an agreement with regional Headquarters of Alien and Border Police, the materials were distributed at the main border crossings during passport control. In total, eight trips were undertaken to twelve bordercrossings with Germany and Austria. 700 German postcards and 500 Czech postcards were distributed at the following bordercrossings: Cínovec, Hřensko, Petrovice, Mikulov, Hatě, Hnanice, Pomezí nad Ohří, Rozvadov, Folmava, Dolní Dvořiště, České Velenice, Halámky. It proved effective to distribute the postcards to single or groups of men driving from Germany and Austria to the Czech Republic and back on Fridays and Saturdays during evening and night hours. In those cases, it is very probable that they are indeed clients of prostitution. The campaign is therefore highly targeted and the drivers and their company can easily read the material afterwards. The materials were also distributed to Czech drivers. Even if we cannot be sure whether they are clients of prostitution, they probably live close to areas where it is

professed. The range of observed reactions was very wide. Most drivers reacted positively to the material, and many asked for more information. Almost all Czech and many German drivers reacted in this way. Austrian drivers were very distrustful and largely reluctant towards the materials, saying that they do not need them or that it does not concern them. There were some very positive reactions in which men commented on the graphic appearance of the postcard and the benefits of such a campaign. Cooperation with the border police was very good. The policemen themselves brought our attention several times to a client of prostitution known to them and almost all showed an interest in being involved in this campaign. Thanks to their longstanding experience, which largely involves the inspection of travellers, we were able to get at least partial feedback on our work. In this context, this type of distribution can be considered as very effective, because the information about human trafficking reached the target group directly.

Prague - In order to reach the largest group of people possible, an advertisement was placed in Prague public transportation. 100 A4 leaflets in English and Czech were placed in trams, which leave from tram depot Vokovice. Tram depot Vokovice was chosen for its highest number of trams that ride through the city center. This part of the campaign lasted from 16.8.2007 to 15.9.2007. In the second part of the campaign, 340 A4 leaflets in English and Czech were placed in trams throughout the entire month of December. According to information provided by the Public Transport Company, 911,000 people per day are transported in trams (Prague 2005).



From 1.12. to 15.12.2007, an advertisement was placed in **escalator tunnels in the metro**, consisting of 100 B1 posters. Two metro lines were chosen, whose metro stops are mostly located in the city center. The advertisement in the metro was noticed by 77 % of travellers, according to a 2005 study of the effectiveness of advertising campaigns in the Public Transportation System. According to this study, advertising in escalator tunnels shows a high recall rate of individual campaigns; specific campaigns on escalators were recalled spontaneously by 59% of all metro travellers..²

² Study on the effectiveness of advertising campaigns in the Public Transportation System, November 2005.



The opportunity was seized to spread the information also at the **13th annual international exhibit of erotic culture, Erotica Sex 2007**. 100 postcards in Czech were distributed, 4 B1 posters in Czech and 4 B1 posters in English were placed in the premises of the exhibit. The exhibit lasted from November 1st to November 4th, 2007 at the Exhibition Hall in Holešovice. This form of presentation appeared to be very interesting; according to the exhibit organizer, the postcards were all taken within the first half hour of the opening.

Another place of propagation were **Prague tourist information centers**, which are located at the Old Town City Hall, in Rytířská Street 31, in the hall of the main train station, and in the Malostranská Bridge Tower. Between these four centers, 200 German and 100 Czech postcards were distributed. Furthermore, 4 A4 posters in Czech and English were placed in the hall of the main train station.

- **Foreigners in CZ** - Between 1.11. and 31.12.2007, three advertising light panels were placed on the premises of the **North 1 Terminal (TS1) of the Prague Ruzyně Airport**. The F20 panel, measuring 121 x 174 cm, was placed in the TS1 transit hall; the E25 advertising light panel, measuring 300 x 100 cm was placed in the non-public (transit) part of the TS1 arrivals hall and the E38 advertising light panel, measuring 200 x 100 cm, was also placed in the non-public part of the TS1 arrivals hall. The arrivals hall for North 1 Terminal serves for the transfer of travellers from countries outside the Schengen Agreement, including Great Britain, which being the main reason this terminal was preferred for the campaign. The above mentioned type of advertising has a very wide reach. The number of checked-in travellers at the Prague Ruzyně Airport in 2006 was 11.58 million, and the expected number of checked-in travellers in 2007 is approx. 12.6 million.



Between January 1st and February 29 st, 2008 the advertising was published in magazines that are distributed on board of planes flying from the UK to the Czech Republic. We addressed eight relevant airline companies that offer shuttle service between the Czech Republic and the UK. Some did not respond, others demanded a higher price in comparison to Czech Airlines, which is why we had to withdraw those airline companies from the selection process. Because of the favourable price and other advantegous conditions which the Czech Airline Company offered, it was decided that the full-page advertisement would be placed in the in-flight Review Magazine.

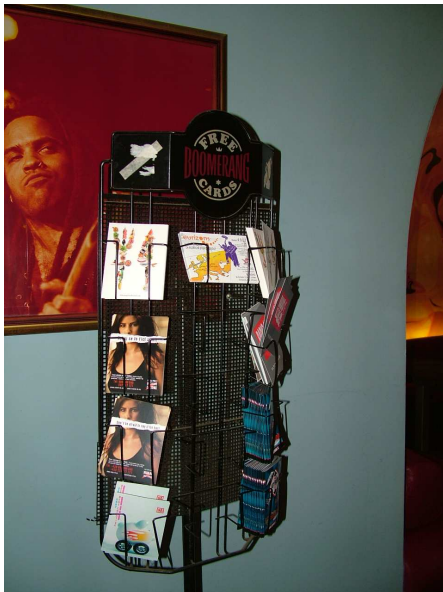


In 2006, Czech Airlines transported more than 5,47 million passengers; in 2007 the same number of passengers is expected. Of the total number of passengers, 62% are men in their productive age (21- 50). These are mostly clients with higher-than-average salaries. In 2007, 40 % foreign passengers were transported.

ČSA Review is a full-colored bilingual magazine. It is a bi-monthly, 120-140 pages long, printed in 55,000 copies. The magazine is available on board all Czech Airlines aircraft, in the most significant Prague hotels, travel agencies, in Czech Airlines offices and abroad. Based on the statistics of Czech Airlines from 2007 it can be concluded that approximately 950 thousand people, who flew with Czech Airlines during the period of two months, have been addressed. The impact of such a campaign on the larger public is very effective and significant.

Foreigners coming to the Czech Republic were also addressed by an advertisement in **tourist maps of Prague**. These were folded maps of the wider city center, of A2 format, folded into DL, with a scale of 1 : 15 000, with a street index, a plan of the Public Transportation System and general information in English. 50,000 copies were printed. Distribution was carried out by incoming Travel Agencies, other travel and accommodation agencies, information centers, tourism exhibits, congresses, shopping centers, Prague sights, accommodation facilities, hotels, penzions, private villas, apartments, exchange offices, restaurants, newspaper stands, gift shops and also by the advertisers themselves - they advertise one another. Some examples of distributors: PIS Prague Information Service, AAA Taxi - arrivals halls at the Prague Ruzyně Airport, Universal Tour, Toprague Travel Agency, Bontour Accommodation Service, Company Diamond Wind, Ipas Travel Prague, Nemo Tour, Cestovní a ubytovací služby Kozáček, FULL RC, KEY Travel, Travel Europe cz, FCB Prague, Alfa Tour, JSC travel, Pragewalker, Nova s.r.o., Abante Tours, Prague Sightseeing tours, CK Petrs, Eurorama, Acron Czech, AL-Asmar, VIVA VSN, ČD travel, AMO real, Cestovní agentura Intercity, Kompas Praha, Easy travel, Alfa tourist service, Congress Prague s.r.o, Liberty Incentives & Congresses, AIMS International, tourism exhibit HOLIDAY WORLD, etc.

▪ **Entire territory of CZ and the Internet –**



Postcards distributed within the **Boomerang network** were distributed in the following cities: Praha, Brno, Karlovy Vary, Teplice, České Budějovice, Plzeň, Ostrava. Czech Indoor media s.r.o, which manages the Boomerang network, ceased to cooperate with businesses in Ústí nad Labem, which was formerly part of the contract. Therefore we were forced to replace it with another city. Considering the scope of the campaign, we chose České Budějovice. Five thousand Czech, three thousand German and three thousand English postcards were distributed in selected businesses between 21.8. – 3.9.2007 and 2.10 – 15.10.2007. Furthermore, five thousand Czech and five thousand English postcards were distributed within this network in selected business from 27.11 to 10.12.2007. Restaurants, clubs and cafes were selected according

to the campaign's target group. During the campaign, postcard stands in some Prague businesses were checked and in all cases the postcards were in place. After the first phase,

which lasted from 21.8. to 3.9.2007, we contacted Czech Indoor Media and found out that there is a great interest in the postcards - almost all were taken.

Potential clients of prostitution and the larger public were addressed also by **advertising in erotic magazines**. These were four Czech publications: LEO (editions 1/8, 2/8), České ložnice (editions 1/8, 2/8), Extáze (editions 1/8, 2/8), Fantastic (editions 1/8, 2/8), and one Austrian publication, Extase (edition 1/8). This type of advertising appears to be very effective for the campaign also because the publisher of the above mentioned magazines according to his own words provides these magazines for free to selected erotic clubs. The magazines, according to the publisher, serve to motivate guests of prostitutes in the given clubs. It can therefore be concluded that the target group is reached most effectively in this way. The information was also spread by a banner campaign on **Czech erotic websites**: www.leo.cz, www.ceske-loznice.cz, www.hledamsex.cz, www.pornoseznamka.cz. The banner was placed on these between 1.12.2007 and 31.1.2008 and was linked with the campaign's website www.rekni-to.cz.

- During the campaign, the website was continually updated in all three languages; e-mails and the discussion forum were monitored, evaluated and responded to.

CONCLUSIONS AND RECOMMENDATIONS

The project draws on a study carried out in 2005 on clients of prostitution as well as on recommendations, which emerged from the pilot informational campaign focused on the same target group in 2006 in border areas. Its form was therefore a reaction to research results that looked at motivations of clients of prostitution, their awareness of the reality of human trafficking and potential to address them.

The campaign addressing clients of prostitution as partners in the fight against human trafficking gave rise to a positive reaction from the target group, experts and media, and achieved and strengthened sensitivity towards the issue of trafficking among the target group and the public. The website's visit rate has been high and the website remains in service.

Considering the results so far it can be stated that the informational-preventive purpose of the campaign was successfully fulfilled. The extent of motivating the target group to report suspicions of trafficking cases was relatively low, however it was markedly higher than last year. The experience resulting from the campaign are applicable for further preventive activities targeting clients of prostitution in the Czech Republic; it is already being used for proposals for similar projects abroad.

On the basis of our experiences so far we believe that preventive activities in the countries of destination of trafficked persons are necessary, and that there is a need to follow up the campaign's experience with further activities addressing clients of prostitution and the wider public. This belief is based on the fact that the preventive effect on groups most threatened by human trafficking in countries of origin needs to be extended by informing those who may encounter the victims in the countries where they are exploited. Among examples of good practices in countering trafficking are, apart from prosecution of offenders and informing the groups at risk, also preventive activities aimed at the public.

Within the wider public, which should be aware of the existence of human trafficking, there is a primary need to address the groups that encounter the victims most often – therefore also clients of prostitution.

They come into contact with the victims, often without knowing it. Nevertheless, they are very often trustworthy enough to the victim that he or she establishes a closer relationship with the client and is able to confide in them. It is necessary to abide by the following rules: the message addressed to the target group has to be positively formulated, not moralising or blaming, it has to speak in the target group's language and respect the taboo character of seeking sexual services, which means that the safety and anonymity of the addressee has to be ensured. At the same time, it is crucial to keep a balance between attractiveness for the target group and the propriety of the message which has to represent with dignity and respect the victims of trafficking and their situation, since each information campaign creates public opinion and thus also an image of victims of trafficking. Implementation of similar preventive activities is advisable not only for raising awareness on human trafficking, but also for obtaining information for the victims' assistance.

It is evident from the experience gained during the implementation of the campaign that information about trafficking in human beings and forced prostitution are considered by most clients to be interesting and assistance to victims as very necessary. In comparison to the previous campaign, it was observed that in order to spread the information about trafficking among the wider public and eventually to motivate the clients of prostitution to a concrete positive reaction, the impact has to be long-term and widespread. Nevertheless, the results of the 2007 informational campaign emphasize the fact that the campaign should have lasted even longer and had a wider scope. Many clients do not admit the existence of human trafficking and it can therefore take a longer time to make them aware of it. The most common myth that we encountered during the campaign was the view that all prostitutes do their work voluntarily and that they are responsible for all possible risks (an opinion regularly heard during distribution at bordercrossings).

- The executive agency recommends to remain focused on clients of prostitution.
- An effective tool for addressing clients of prostitution appears to be a more massive, widespread campaign using the media and other visible, far-reaching tools (billboards in locations of higher occurrences of prostitution, TV, radio and cinema spots, internet advertising and advertising in erotic magazines);
- Information about human trafficking should be visible on a long-term and/or repeated basis;
- A useful tool for spreading information on human trafficking appears to be advertising in erotic magazines and a banner campaign on erotic websites. Considering the fact that erotic magazines are available in erotic clubs, it can be assumed that information spread in this way will very likely reach not only a client of prostitution, but also a potential victim of sexual exploitation.
- The method of influencing the target group directly by distributing printed material in border regions also proved to be effective, especially their direct distribution at bordercrossings on Friday and Saturday nights. However this form of material distribution is no longer possible, due to the new regulations of the Schengen territory. A possible alternative could be contacting and launching a cooperation with gas station chains, which are located in border areas.
- General information stating that human trafficking exists is not sufficient: it is important to inform also about more hidden indicators of human trafficking, about the complexity of the issue and the possibility to help victims – clients are usually aware that trafficking exists, but they are not

able to imagine the real situation, even though they themselves often experience it. This statement is supported by one received e-mail: a client of prostitution wrote that he knows a woman who fits the description of a trafficking victim as described on the campaign's website.

- It seems to be most effective to keep and continually update the campaign's website and to draw attention to one existing hotline of one of the NGOs in info campaigns targeting clients of prostitution; the hotline should be operated during a longer period to come into awareness of the target group and the hotline number should be easy to remember. We recommend only one phone number, and with respect to the campaign's results, a mobile phone number, which was used more often by clients and the larger public than the land line. Another option is to establish one nationwide phone number which can be contacted by trafficked persons and the public alike, including clients of prostitution.
- Keeping the campaign's website and that of at least one existing hotline is strongly advisable also with regard to the expected long-term impact of the campaign. This is also attested to by the increasing number of calls made to Caritas's hotline. Moreover, some of the activities go beyond the project's time frame, therefore initiative can be expected from the side of the target group or the wider public even after the project ends.
- Apart from educating through a preventive campaign, it is possible to consider other long-term methods of influencing the demand for commercial sex services:
 - Information distributed within the framework of education of youth about the reality of forced prostitution and trafficking in human beings, aimed not only at groups at risk, but also the entire population, including boys;
 - Long-term cooperation with the media, including trainings, grants dedicated to the treatment of the topic, including stories of victims who received assistance on the basis of suspicions of trafficking reported by clients of prostitution;
 - Information distributed within the framework of training for Foreigners' Police; with respect to entering the Schengen Territory, training police who work at the international airport in the Czech Republic appears to be useful.
 - The creation of a short original and innovative documentary on human trafficking and the subsequent distribution of information by means of television, internet and at film festivals.
- It will be necessary in the future to influence the public as consumers of services and cheap labor force from abroad with preventive activities countering other forms of human trafficking than sexual exploitation, especially trafficking for the purpose of forced labor. Employers should be educated in the same way.
- Czech Catholic Caritas and La Strada ČR both agreed that there is a need to emphasize the significance of distributing information on the internet. La Strada recommends directing the campaign not only at the demand side of sexual services, but also toward the wider public. According to La Strada's experience, it is possible to address the target group of clients of prostitution via websites (most calls made by clients of sexual services before the launch of the campaign were made on the basis of finding the organization's contact on the internet). In this respect, Caritas recommends cooperation with some internet browsers, for example Google. It

is important to place the link to the campaign's website on the first page. If the link to the campaign does not appear on the first page after entering the keywords, such as "trafficking in women" or "forced prostitution:", the campaign's website can be considered to be difficult to reach, and in this case clients are most likely to come across it by chance rather than intentionally. Caritas also recommends, on the basis of its experiences with the hotline, to focus in the future on educating German clients, whose phone calls allegedly were most pertinent to the hotline's purpose.

FINANCIAL REPORT

Please see the attached Financial Report (Annex 1).

Explanation of budget variances:

- Twelve printing houses were contacted for a price calculation. On the basis of this information we chose the least expensive printing houses. In some cases we were able to lower the suggested price of printing (for example, the printing of boomerang postcards after the discount for NNO came out to 0.60 CZK/copy instead of 0.80 CZK/copy, similarly, their distribution was agreed to equal 0.50 CZK instead of the original 1.10 CZK). For this reason, 3000 more Boomerang postcards were printed on top of the 10,000 copies suggested in the budget.
- The least expensive printing house for the B1 posters raised the printing cost, however it provided more than twice the number of posters, which made it possible to expand the campaign in the metro escalator tunnels by one more network.
- In the first phase of the project implementation, the amount for distributing materials in trams was moved to the phase of campaign expansion. The expansion will increase during Christmas and the New Year, which, considering the touristically more attractive time period, is more suitable for the campaign. In the first phase, only 100 postcards were distributed throughout one month (for the same price as distribution lasting 14 days), but this amount was billed to Czech Catholic Caritas, which ordered this advertisement.
- At the IOM Prague office, two coordination meetings instead of one took place dealing with care for victims of human trafficking, in which the campaign and its course were presented to professionals cooperating in the battle against human trafficking. The amount for refreshments allocated by the agency was therefore exceeded by 144 CZK.

The raise of the individual amounts did not affect the total budget. On the contrary, most advertising and printing expenses were lowered because of agreed discounts for non-profit organizations.

ANNEXES

Annex 1: Financial Report

Annex 2: Campaign Materials

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