





WITH GRATEFUL THANKS TO OUR PARTNERS

FOUNDING PARTNER



SUPPORTING PARTNERS



ACADEMIC PARTNERS



STRATEGIC PARTNER IN JAPAN



PARTICIPATING AIRLINES



SPECIAL COLLABORATORS IN JAPAN



HARNESSING THE POWER OF SPORT IN THE FIGHT AGAINST HUMAN TRAFFICKING

It's a Penalty's global campaigns harness the power of sport for increased awareness, education and prevention of abuse, exploitation and human trafficking on a global scale.

Since It's a Penalty's inception in 2014, public understanding of these crimes has grown immensely. However, there is still a huge percentage of people that think of human trafficking, exploitation and abuse as crimes that happen far away in other countries to other people. It's a Penalty's global campaigns, fronted by high-profile athletes, use the platforms of major sporting events to correct these misconceptions about human trafficking in order to protect survivors and prevent these crimes from taking place.

Reaching an average total of 180 million people worldwide, each It's a Penalty campaign educates about the issues, penalties for offenders and signs to look out for, and equips the public with ways to report suspected crimes. To date, our campaigns have facilitated the protection of 16,955 survivors of abuse, exploitation and human trafficking, as well as prevented thousands more from being victimised globally.

Following successful campaigns earlier this year during the Super Bowl LV in Tampa and the UEFA Euros, headed by NFL athletes and Gary Lineker respectively, the 12th global It's a Penalty Campaign launched ahead of the Tokyo Olympic & Paralympic Games to shed light on the issue in Japan and worldwide.

Particularly with the pandemic's impact resulting in increased susceptibility to human trafficking, exploitation and abuse for millions of people worldwide, It's a Penalty's campaign in Tokyo was more important than ever.

We want to thank everyone who has made the Tokyo Campaign possible, as well as all those who have supported our campaign and joined our fight against human trafficking.

Together, we can make a difference!

Team It's a Penalty 



24.9 MILLION

people worldwide are
subjected to human
trafficking.
(ILO, 2017)

1 IN 3

detected trafficking
victims are children.
(UNODC, 2021)

THE GLOBAL PROBLEM

The ongoing

COVID-19 PANDEMIC

and its impact has led to increased
incidences and risk of human trafficking,
exploitation and abuse all over the world.
(UNHRC, 2020)

HUMAN TRAFFICKING IN JAPAN

Japan is a

DESTINATION, SOURCE AND TRANSIT COUNTRY

for men and women subjected to forced
labour and sex trafficking, and for
children subjected to sex trafficking.
(US TIP Report, 2021)

37,000+

people live in conditions of
modern slavery in Japan.
(Global Slavery Index, 2018)

5166

cases of commercial sexual
exploitation of children were
reported to Japanese police
in 2020.
(National Police Agency, 2021)

Despite its prevalence,
human trafficking and
exploitation are hidden
subjects in Japan. In general,
the public in Japan remains
largely unaware that these
crimes are taking place and
uneducated about how to
identify and report if they
suspect something.

There is a great need for
awareness-building about
human trafficking and
exploitation, which is why It's
a Penalty's Tokyo Campaign
is so important.

For many, the Tokyo
Campaign was the first time
that they had heard about
human trafficking and
learned what it is.

ICHIRO'S STORY



***Survivor's name changed for anonymity**

A 15-year-old boy named Ichiro* was contacted online with a job offer to do a menial cleaning job after the Tokyo Olympics in return for a large amount of money. The advertised pay seemed almost too good to be true, but Ichiro was keen to take them up on their offer.

The job would require him to drop out of school and travelling to a different city, 500km from home. All expenses were to be paid by his mysterious new employer.

Concerned, but not quite realising that her son was being groomed by a potential trafficker, Ichiro's mother reached out to It's a Penalty's partner ZOE Japan for advice.

ZOE Japan instantly recognised the situation as a potential case of trafficking. They empowered Ichiro and his family with educational information and guidance, and support with referrals and consultation with law enforcement and other stakeholders. They eventually recognised the deceitful actions of the potential trafficker and broke all contact.

Thanks to ZOE Japan's quick intervention, Ichiro is now back in school and his family is equipped to safeguard against similar situations in the future.

As human trafficking disguises itself in so many forms in Japanese society, even sometimes presenting as legal activity, and very few media platforms or politicians speak about it, the level of understanding in Japan about the issues is extremely low. Despite clear signs, until it was explained to them by ZOE Japan, Ichiro's family could not recognise that he was almost trafficked and potentially exploited.

In order to shed light on human trafficking and protect others like Ichiro from potential exploitation, work such as that of the It's a Penalty Tokyo Campaign and ZOE Japan are so important and much needed.

THE TOKYO CAMPAIGN

The Tokyo Campaign provided a fantastic opportunity to accelerate awareness and prevention efforts on the ground in Japan, as well as provide a message of hope to survivors and actively engage the public in the fight against human trafficking.

We created a 30-second campaign film and informative posters featuring the signs to look out for and reporting hotlines, available in both English and Japanese.

CAMPAIGN AIMS



EDUCATE

about what human trafficking and exploitation is, the signs to look out for and penalties for offenders.



EQUIP

sporting fans, tourists and the general public with reporting hotline information in Japan and globally.

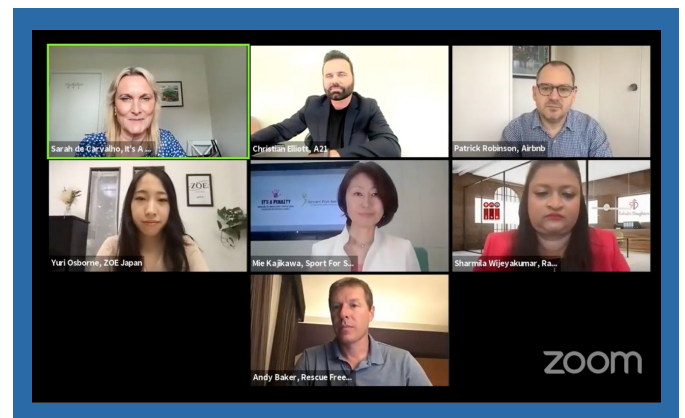


ENCOURAGE

them to report any concerns -
If you see something, say something!

CAMPAIGN LAUNCH

On 1st July 2021, we launched the campaign with a live panel, hosted by Sarah de Carvalho, CEO of It's a Penalty. Participating partners included Christian Elliot from A21 (our founding partner), Yuri Osborne from ZOE Japan, Patrick Robinson from Airbnb, Mie Kajikawa from Sport For Smile, and Sharmila Wijeyakumar from Rahab's Daughters.



Viewers from all over the world, including the US, Japan, UK, Australia, Canada, Singapore, Philippines, Thailand, Brazil and Malaysia watched the live panel launch, which has now reached 1,700 people with 169 reactions, comments and shares.



OUR REACH

In total, the potential reach of the Tokyo Campaign was a phenomenal **729.8 million** people on-the-ground in Japan and worldwide.

AIRLINES: 4.9 MILLION

Japan Airlines, Cathay Pacific and Emirates showed the It's a Penalty campaign film in-flight during the Tokyo Campaign, and All Nippon Airways (ANA) featured the campaign poster in their in-flight magazine.

AIRPORTS: 5.8 MILLION

Narita and Haneda Airport displayed our campaign poster and film on screens and tourist information robots throughout their airports.

"The Campaign has undoubtedly been a valuable experience for Narita Airport, and I feel that it has brought great meaning as a legacy to Japanese society."

Chikayo Yamakoshi, Narita Airport



PUBLIC TRANSPORT: 507 MILLION

Tokyo Metro and JR East showed the campaign film in their trains and displayed campaign posters on train platforms throughout Tokyo.



AIRBNB

We partnered with Airbnb, who participated in our campaign launch and shared campaign messages online.



HOTLINE

Working with our partners Rahab's Daughters and local Japanese NGOs including Sport For Smile and ZOE Japan, we established a **bilingual human trafficking hotline** – the first of its kind in Japan – to receive reports of suspected cases.

The hotline will continue permanently, ensuring a long-term positive legacy for the campaign in Japan.

If you see something, say something:
+81 (0) 50-3185-3322



SHIBUYA CROSSING: 14.4 MILLION

The It's a Penalty campaign film was shown for a week during the Games at Shibuya Crossing - the busiest pedestrian intersection in the world.

SCHOOLS: 500



It's a Penalty campaign posters were distributed to **500 students in five schools** throughout Tokyo: Narusedai Elementary School, Kogasaka Elementary School, Naruse Chuo Elementary Schools, Minami, Naruse Elementary School and Narusedai Middle School. These posters educated children about what to look for and how to report signs of abuse.

School officials reported about the **positive impact** this important and educational message had, as students often stopped and read the posters.



SOCIAL MEDIA: 167.8 THOUSAND

Throughout the Tokyo Campaign, It's a Penalty and our partners shared impactful social media content about the campaign activities, human trafficking and exploitation in Japan, and signs to look out for and reporting hotline information.

MEDIA: 197.5 MILLION



We received extensive media coverage during the Tokyo Campaign from news outlets including:



"It's a Penalty Tokyo Campaign demonstrated how the power of sport should be used and it accords with our mission to deliver the power of sport to people in the most need.

We appreciate the world's top-level athletes who helped us deliver this amazing campaign during Tokyo 2020, and we also thank sponsors and collaborators to contribute to our legacy of establishing the first-ever exclusive hotline for human trafficking in Japan.

We hope It's a Penalty campaign continues to raise awareness of global critical issues harnessing the power of sport, and that it brings about smiles for children all over the world."

Mie Kajikawa, Founder of Sport For Smile

DISTILLING THE REACH TO IMPACT ON SOCIETY LONG TERM

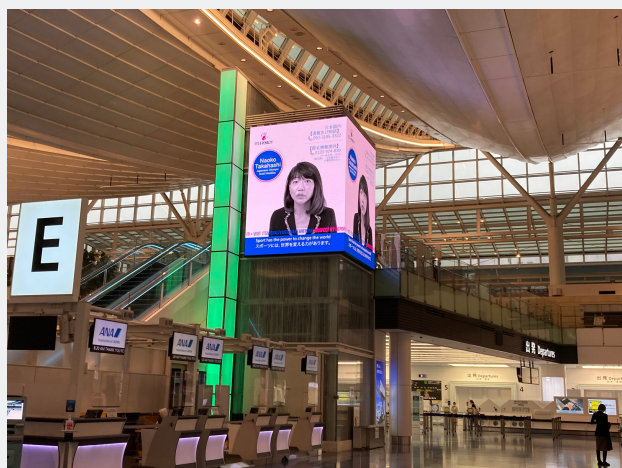


Strong cultural norms and binary gender roles in Japan means that education surrounding human trafficking is mostly unheard of. Delivering an unprecedented and high impact campaign in Japan did not come without its challenges, we worked closely with our on-the-ground partners to ensure our messaging was impactful whilst remaining culturally sensitive.

Working across a number of diverse sectors, including the sports and travel and tourism industry, we have increased awareness about human trafficking and gained recognition from Government officials and local residents. We have started a dialogue in Japan which, for many, was unheard of.



According to our local partners ZOE Japan and Sport For Smile, the It's a Penalty Tokyo Campaign has helped to increase opportunities for them to expand their work in human trafficking prevention and use the power of sport for long-term change.



"This initiative gave us the opportunity to openly engage in discussions about human trafficking within our society. The education and prevention of human trafficking is crucial in our country, as ignorance can be one of the biggest vulnerabilities for children and it benefits traffickers by taking advantage of them. We believe the IAP campaign helped to open more doors for ZOE Japan, strengthening our human trafficking prevention efforts and rescuing more vulnerable children in our communities."

Yuri Osborne, ZOE Japan

DISTILLING THE REACH TO IMPACT ON SOCIETY LONG TERM

LEGACY

World-renowned Olympians and Paralympians fronted the campaign, including Usain Bolt, Cathy Freeman, Ellie Simmonds, Naoko Takahashi, Francois Pienaar, Benjamin Watson, and Naoki Yasu.

We partnered with the travel and tourism industry and other expert partners to distribute the campaign film and posters throughout Tokyo and worldwide - on airlines, in airports, public transport, schools, government offices, and to an audience of millions at the famous Shibuya Crossing in Tokyo.

Our use of high profile ambassadors and key stakeholders allowed us to infiltrate and distribute awareness of trafficking and the signs, opening a previously never-before-opened doorway of opportunity. This was commended by our partner, ZOE Japan, who are now able to continue the legacy and their work including the potential to use the It's a Penalty Liam Neeson campaign film as an aid.

INFLUENTIAL IMPACT

We delivered this campaign in an environment that was reluctant to discuss the realities of human trafficking, abuse and exploitation even existing. Yet, due to the high profile athletes used in our campaigns, not a single person could commute or travel anywhere in the city without being exposed to the It's a Penalty campaign.

Travel and tourism staff members and commuters across Tokyo were exposed to our campaign daily. The film and the campaign poster, which raised awareness of the key signs to look out for and how to report information, means that thousands of people in Japan will now be aware of a hotline number to call for help and know the signs to identify someone at risk of exploitation.

2.8 THOUSAND

Over 2.8 thousand employees at Narita airport will now know the signs of human trafficking, abuse and exploitation from our campaign poster and film which was translated to Japanese and displayed throughout their workplace.

3.1 THOUSAND

Haneda, the fifth busiest airport in the world, employs over 3.1 thousand employees, who are also now able to recognise the key signs of exploitation.

DISTILLING THE REACH TO IMPACT ON SOCIETY LONG TERM

73 THOUSAND

JR East employs over 73,000 employees who have been repeatedly exposed to information daily on the key signs of human trafficking

9.9 THOUSAND

Tokyo Metro employs 9.9 thousand employees who are now aware of human trafficking, what it might look like and where they can go for help

HOTLINE

The bilingual hotline set up with ZOE Japan and Rahab's Daughters will continue to be fully operational in Japan.



PREVENTION IN SCHOOLS

500 students have been made aware of the dangers and signs of human trafficking, abuse and exploitation. These educational preventative measures will support those children and their close networks to know the signs and help themselves or others out of danger.



INFLUENCE AT A GOVERNMENTAL LEVEL



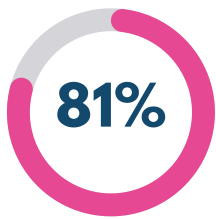
Both the Minister of Travel and Tourism in Japan and the British Embassy saw and commended the It's a Penalty campaign. Our campaign posters were also displayed in 18 Japan International Cooperation Agency (JICA) locations across Japan, reaching government employees and visitors with campaign messages.

"It's impressive that former Olympic gold medallists join you and deliver important messages...[The campaign] contributed to raise awareness of anti-human trafficking during the game locally."

British Embassy, Tokyo

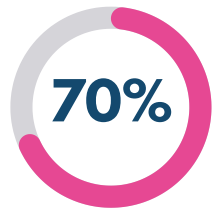
IMPACT SURVEY

During the Tokyo Olympics and Paralympics, we asked people to answer a short survey, available in both English and Japanese, on our website (www.itsapenalty.org) to help us understand and assess the difference that the It's a Penalty campaign made in educating about global issues of trafficking and exploitation, the signs to look out for to identify a crime, reporting hotline information, and increasing their confidence in making a report.



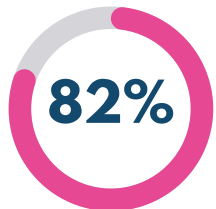
81%

of respondents felt It's a Penalty improved their awareness of the issues of human trafficking and exploitation



70%

of respondents said their knowledge of the signs of these crimes had increased because of It's a Penalty



82%

of respondents felt more equipped to report crimes of trafficking and exploitation after being exposed to the Tokyo Campaign



90%

of respondents felt that It's a Penalty Tokyo Campaign increased their confidence or likeliness to report suspected cases of exploitation and trafficking

OUR GLOBAL STRATEGY



It's a Penalty is making a difference to the global landscape of abuse, exploitation and human trafficking.

Our work contributes to creating a culture through education, awareness-raising and advocacy where abuse, exploitation and human trafficking are no longer acceptable.

Our strategic programme areas detail what we will achieve and how. Our strategic enablers will support us in effectively achieving our goals.



UPCOMING CAMPAIGNS IN 2022

SUPER BOWL LOS ANGELES

FEBRUARY 2022

BIRMINGHAM COMMONWEALTH GAMES

JULY-AUGUST 2022

QATAR FIFA WORLD CUP

NOVEMBER-DECEMBER
2022

We believe that collaboration and partnerships are essential in order to achieve our aims. It's a Penalty is able to have such an incredible impact because of our collaboration with strategic stakeholders, such as high-profile sporting athletes, the travel and tourism industry – including airlines, hotels, and transportation companies – sporting governing bodies/hosting committees, NGOs, governments, and corporates.

We are always on the lookout for partners and sponsors for greater impact.

If you think our campaigns, programmes and projects fit with your organisation please contact hello@itsapenalty.org.

