



**IT'S A PENALTY**

**STOP THE TRAFFIK.**

PEOPLE SHOULDN'T BE BOUGHT & SOLD



# JOINT DIGITAL CAMPAIGN



**OUR IMPACT**

**QATAR  
2022**

# PREVENTING AND PROTECTING AGAINST EXPLOITATION DURING THE QATAR WORLD CUP

It's a Penalty and STOP THE TRAFFIK came together to run an information campaign geotargeting football fans attending the 2022 World Cup in Qatar. The campaign consisted of Meta adverts and a number of different media types, including videos, social media posts and web pages containing educational and culturally sensitive information on how to respond appropriately to instances of abuse, exploitation and human trafficking. This appeared in multiple languages, including Arabic, English, French, German, Spanish from 24 November 2022 – 18 December 2022.

In particular, the campaign aimed to communicate directly with fans who were likely to see indicators of exploitation in sectors such as hospitality, transport and security. Additionally, it tried to appeal to those who may be buying adult services during the tournament and dissuade them from being contributors to the broader modern slavery issue.

The campaign signposted people to STOP THE TRAFFIK's STOP APP. The APP is available in multiple languages and can be downloaded by anyone with access to a smartphone. Through the APP, people can anonymously and safely report suspicious activity related to human trafficking or modern slavery. Reports are checked by STOP THE TRAFFIK's intelligence and safeguarding team, who analyse trends in reports to prevent trafficking. Individuals who are identified as needing immediate safety are referred to appropriate organisations. Culturally-sensitive instructions were given on how to use the App during the games.



## CAMPAIGN MAIN OBJECTIVES

- Increase perception of risk: to inform football fans about the issue of sexual and labour exploitation
- Gain knowledge: to educate football fans on how to spot the signs of exploitation and ways to report
- Adopting preventative behaviour: to encourage football fans to download the STOP APP and anonymously report any suspicious activities
- Signpost potential victims: to encourage potential victims and survivors of exploitation, or witnesses of suspicious activity, to come forward and go to the right places to get support

Campaign Main Objectives were informed by Stichting Do Bold who provided expert research on human trafficking ahead of the Qatar World Cup in order to best meet these objectives.

# THE PROBLEM

In the lead-up-to and throughout the World Cup, modern slavery, human rights and sport have been the focus of many important conversations. Human trafficking is present in every region in the world. However, the most vulnerable communities affected by these abuses might be different according to geographical regions. For the Gulf countries, migrant workers are the community most affected by human trafficking and exploitation.

To "spot the signs" of trafficking and exploitation within this community, different types of jobs and occupations were considered - as these indicators might slightly be different from each other due to the local policies and practices. Based on this understanding, targeted messaging to "spot the signs" of human trafficking and exploitation were drafted.

## Types of jobs or occupations considered

When trying to identify potential victims of exploitation in Qatar during the World Cup, we focused on the signs of exploitation in the following jobs or occupations, identified as the most likely to be seen by the football fans during the games:



**Taxi drivers**



**Restaurant staff**



**Construction workers**



**Hotel front desk**



**Security staff**



**Domestic workers**



**Hotel cleaning crew**



**Delivery drivers**



**Adult services**

Types of jobs were informed by Stichting Do Bold who provided expert research based on real interviews with workers.

# CAMPAIGN IMPACT

## REACH

1,044,357



## 25-34 YEAR OLDS



Were more likely to watch the video

## NATIONALITIES

Arabic and English ads had the highest interest



## UNIQUE LINK CLICKS

158,656



(click-through rate 15x higher than industry average)

# AD EXAMPLE



# CAMPAIGN SURVEY

From the analysis conducted so far, our survey of those who saw the campaign found that:



## AGREED

the campaign increased their awareness of exploitation



## FELT

the campaign increased their knowledge of how to spot the signs of exploitation



## ACKNOWLEDGED

that their confidence in making a report has increased



## TOOK

preventative action after seeing the campaign



## CONFIRMED

they will start taking preventative action as a result of the campaign

## TO NOTE

A Guinea national contacted to explain that they were stuck in Qatar and had not been paid their wages. We signposted them to Equidem for further support and will follow up for any developments.



## QUOTES

*"Every day off, if your name is on the list of 'extra work day' you have to come on duty. If you refuse you have to explain or go to the office, looks like we have no choice to come to our extra work day." Security worker forced to work.*

*Source: STOP THE TRAFFIK / It's a Penalty: Qatar World Cup 2022 campaign.*

*99% of a community of 469 domestic workers worked without a day off.*

*Source: Source: Mapping Her Journey report by Do Bold.*

*76% of a community of 323 migrant workers in the service industry paid recruitment fees.*

*Source: research done by Do Bold to identify and estimate the prevalence of forced labour in business practices.*

## CONCLUSION

- Digital campaigns can be successful when facing cultural barriers, much easier to reach a diverse audience using Ads and translation
- This form of digital campaign could be a model to reach more communities in countries where this information is often not readily available
- The fact that 68% of those who came in contact with the campaign will start taking preventative action as a result is a huge accomplishment.

Following the completion of the World Cup and our joint campaign, we must not lose sight of the significant conversations that have been taking place around it. Even though the spotlight will no longer be on Qatar, the protection of people from exploitation and human trafficking in the country, as well as all other countries around the world, are as important as ever to be addressed.

*"These positive results show the importance of collaborative work in the human trafficking awareness space. We're so grateful for our partnership with STOP THE TRAFFIK."*

*Sarah de Carvalho - CEO, It's a Penalty*

## WITH THANKS TO

STOP THE TRAFFIK  
It's a Penalty team  
Do Bold

