

IT'S A PENALTY

**IMPACT
REPORT**

**PARIS 2024
OLYMPICS &
PARALYMPICS
CAMPAIGN**

JULY - SEPTEMBER 2024



PARIS, FRANCE

UK CHARITY NO. 1161848 | 501(C)(3) STATUS ORGANIZATION

WITH GRATEFUL THANKS TO OUR PARTNERS

HEADLINE PARTNER

Booking.com

MAIN PARTNER



SUPPORTING PARTNERS



SPOTLIGHT PARTNERS



LOCAL PARTNER

PARTICIPATING AIRLINES





A LETTER FROM OUR CEO SARAH DE CARVALHO MBE

As the world's gaze turned to Paris for the 2024 Olympics and Paralympics, It's a Penalty launched our latest crucial campaign to raise awareness and educate about human trafficking and exploitation, in order to prevent it, in France and globally.

This summer marked exactly 10 years since we ran the first It's a Penalty campaign. Since 2014, public understanding of human trafficking and exploitation has grown considerably. However, there are still many people who know nothing or have misconceptions about these crimes. Public education and awareness campaigns play a vital role in increasing public understanding of the growing global issues of trafficking and exploitation and their prevention.

Paris 2024 presented us with an exceptional opportunity to leverage the Games' national and global platform to take a powerful stand against human trafficking, sending a resounding message of hope to victims and a clear warning to perpetrators, contributing not only towards the positive legacy of Paris 2024 but also the achievement of UN SDG 8.7 to 'end modern slavery and human trafficking'.

The It's a Penalty Paris 2024 Campaign aimed to:

- **Educate the public:** Raising awareness about the signs of human trafficking and empowering communities to recognise and report it.
- **Partner with local organisations:** Working alongside NGOs and key players within the travel and hospitality industries to reach a massive audience at travel touchpoints – airports, accommodation, transportation hubs.
- **Leverage the power of sport:** High-profile athletes starred in our campaign video, reaching a global audience and fostering a spirit of collective action.

We're so grateful to the Paris 2024 Host Committee's support and to all our partners and ambassadors for their collaboration and involvement in the campaign. Thank you to all those who made the campaign possible, contributed to its significant impact and joined our fight against human trafficking and exploitation.

Together, we can make a difference!

Sarah de Carvalho MBE
CEO | It's a Penalty

CAMPAIGN HIGHLIGHTS



83%

INCREASED AWARENESS

of respondents to a post campaign survey

of human trafficking and exploitation.

82%

INCREASED KNOWLEDGE

of respondents to a post campaign survey

of how to find help and report suspected cases.

76%

INCREASED CONFIDENCE

of respondents to a post campaign survey

and likeliness to report suspected cases of human trafficking and exploitation.

263.8 MILLION

REACH

Total estimated reach of all campaign distribution channels.

Number of people potentially reached via the campaign through July - September 2024.

WE PARTNERED WITH...

4 AIRPLANES



4 AIRPORTS



75,669 HOTELS



28 NGOS



4 TRAIN STATIONS



3 FAN ZONES



Campaign poster at Paddington station London July 2024



“

Thanks to the continued dedication made by associations in addressing sexual, gender-based, and discriminatory violence throughout the Olympic and Paralympic Games, we have played a key role in promoting a safer and more inclusive environment for all participants.

The action of It's a Penalty alongside Paris 2024's strong commitment through the 'Field of Equality' label, allows significant steps toward equality and respect, setting a powerful example for future events.



MARIE BARSACQ

DIRECTOR OF IMPACT AND LEGACY FOR THE ORGANISING COMMITTEE FOR THE PARIS 2024 OLYMPIC AND PARALYMPIC GAMES

Photo: Marie Barsacq

THE ISSUE

HUMAN TRAFFICKING

IS THE FASTEST GROWING & SECOND LARGEST CRIMINAL INDUSTRY IN THE WORLD (US DEPARTMENT OF HEALTH AND HUMAN SERVICES).

50 MILLION

people are estimated to be trapped in modern slavery today globally

US \$236 BILLION

profit is obtained through the use of forced labor & sexual exploitation by traffickers each year

EUROPEAN UNION

In the EU, human trafficking also happens within its borders. According to the Commission's fourth report, the majority of victims are EU citizens (53 %), with Romania, France, Italy, Bulgaria and Poland being the top five countries of origin

FRANCE

According to a survey carried out in 2022 by 69 associations, of 2,675 survivors they support in France, 76% experienced sexual exploitation, 15% exploitation at work, 7% forced criminality and 2% forced begging.

In France, 67% of all victims are women (of whom 97% are procuring victims).

In France, out of 1,518 suspects prosecuted for exploitation or human trafficking, 60% were French Nationals.



PARIS 2024 RESEARCH

**STOP THE
TRAFFIK**

In the lead-up to the 2024 Paris Olympics & Paralympics, the STOP THE TRAFFIK Group (STTG) released [findings](#) highlighting the increased risk of human trafficking during major sporting events, based on research, expert insights, survivor accounts, and data analysis.

'The influx of visitors to the games, particularly corporate guests seeking entertainment, including commercial sex services, amplifies the potential for exploitation and human trafficking.'

STOP THE TRAFFIK GROUP

Following analysis of online sex service adverts, STTG commented the data reflected *'disturbing trends surrounding human trafficking and commercial sex services in Paris, particularly in anticipation of the upcoming Olympics.'*

STOP THE TRAFFIK GROUP FINDINGS

- Nearly 50% of all the adverts analysed reference the term 'teen,' suggesting either trafficker 'preference' for recruiting younger individuals or catering to the current or anticipated demand for such demographics, indicating exploitation of children and young people.
- Before March 2024, most individuals advertised on adult service websites were French nationals. From March to June 2024, there was a growing presence of Russian and Ukrainian nationals, followed by an increase in Brazilian and Colombian nationals from June to September 2024. This pattern demonstrates how traffickers anticipate customer demand and preferences throughout the Olympic events, as well as a gradual increase in prices for the nationalities advertised during the months of the event.

BY UNDERSTANDING HOW TRAFFICKERS ARE OPERATING, IT'S A PENALTY CAN RESPOND EFFECTIVELY. WITH STRATEGIC CAMPAIGN MESSAGING AND PLACEMENT, WE ENSURE VITAL INFORMATION WILL REACH THE TARGET AUDIENCE, ENSURING TRAFFICKING IS INTERCEPTED AND PREVENTED.



PARTNER HIGHLIGHT: BORDER FORCE

Border Force’s Modern Slavery and Safeguarding Team partnered with It’s a Penalty during the Paris 2024 Campaign, displaying the campaign signage at strategic transport hubs including Paris Gare du Nord, London St Pancras International, Lille and Brussels. The It’s a Penalty team also presented a webinar to Border Force frontline officers ahead of the campaign launch to raise awareness about human trafficking and the signs to look out for.

The importance of working with frontline officers to educate about the signs is evidenced in a case study from the London 2012 Olympics & Paralympics.

BORDER FORCE LONDON 2012 INTERVENTION CASE STUDY

Border Force Officers serve as the first point of contact for passengers arriving in the UK. Individuals at risk of exploitation may not recognize their situation or feel unable to seek help. Therefore, it is essential for officers to be aware of the warning signs and understand how to respond appropriately when necessary.

In 2012, a Border Force Officer at Heathrow Airport encountered a 40-year-old man traveling with an American teenager. Although the two were unrelated, they claimed to be attending the London 2012 Olympic Games. The officer remained suspicious despite the adult passenger presenting a signed and notarized travel authorisation letter from the minor’s mother. Further investigation revealed indications of sexual exploitation. The pair were separated, and the adult was sent back to the U.S.

Border Force notified Homeland Security, which arrested the adult, Jason Gandy, upon his arrival. Gandy had groomed and sexually abused the minor, advertising their planned trip to the UK on social media with the intent to exploit his victim during the Olympic Games. It was later uncovered that Gandy had victimized several others and was sentenced to 30 years in prison.

“All of this started with an initial contact at the border, a few simple questions, and an awareness of the signs of human trafficking.”

Border Force Officer

CAMPAIGN AIMS

EDUCATE

about the issues, penalties for offenders & the signs to look out for

ENCOURAGE

everyone to report anything suspicious

EQUIP

everyone with reporting mechanisms (local and international hotlines)

PREVENT CRIMES

through raising awareness about the issue and changing behaviors

REDUCE DEMAND

through raising awareness about the penalties for offenders and increasing reporting

LEAVE A POSITIVE LEGACY

by contributing to the legacy of major sporting events and protect the most vulnerable

CAMPAIGN MODEL

FOR EACH CAMPAIGN WE PRODUCE

30-Sec educational video & digital campaign posters/signage



Louise Aguilée Impact & Legacy Department - Paris Olympics & Paralympics Host Committee 2024

WE PARTNER WITH

Sports industry, local & global NGOs, travel, tourism & hospitality industry, law enforcement & local government

TO REACH PEOPLE THROUGH

Airlines, airports, rideshare & taxis, public transport, resorts & hotels, events, social media & media



CAMPAIGN SIGNAGE & LANDING PAGE

SIGNAGE IN ENGLISH & FRENCH LANGUAGE



QR CODE DIRECTS AUDIENCE TO A LANDING PAGE

Landing page includes information about how to spot the signs and how to seek support or advice (English and French language).



LOCAL PARTNER COLLABORATION



Le Collectif 'Ensemble contre la traite des êtres humains' joined the campaign as our Local Partner, providing key insights and guidance when building our campaign strategy. Le Collectif 'Ensemble contre la traite des êtres humains' is made up of 28 associations united to fight together against human trafficking across France. As our Local Partner, Le Collectif helped to contextualise all of the campaign messaging to meet the local need in France, advised on the signs to look out for and reporting hotline information to include in the campaign, and shared information about the campaign with their network.

Alongside It's a Penalty's Paris 2024 Campaign, Le Collectif ran their own campaign during the Paris 2024 Olympics & Paralympics highlighting exploitation in the wings of major sporting events. [Read more about their work here.](#)



Genevieve Colas, speaking at the Paris 2024 Campaign Press Launch

CAMPAIGN AMBASSADORS

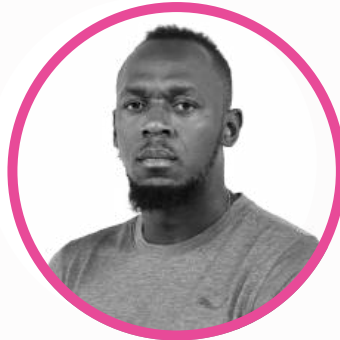


IT'S A PENALTY



ELLIE SIMMONDS

PARALYMPIC SWIMMING
GREAT BRITAIN



USAIN BOLT

OLYMPIC ATHLETICS
JAMAICA



ASHA PHILIP

OLYMPIC ATHLETICS
GREAT BRITAIN



JONELLE PRICE

OLYMPIC
EQUESTRIAN
NEW ZEALAND



TIM PRICE

OLYMPIC
EQUESTRIAN
NEW ZEALAND



MICHAËL JÉRÉMIASZ

PARALYMPIC TENNIS, FRANCE

For the Paris 2024 Campaign, It's a Penalty collaborated with six Olympic & Paralympic athletes, who generously lent their voices to our 30 second campaign video, and featured on our campaign posters/signage.

"I'm honoured to be an Ambassador for It's a Penalty's anti-human trafficking campaign ahead of the Paris 2024 Olympic and Paralympic Games. Human trafficking is a terrible crime and it's crucial that major events like this raise awareness and equip people with the tools to fight it. By working together, we can create a safer environment for everyone at the Games and beyond."

MICHAËL JÉRÉMIASZ

CAMPAIGN PRESS LAUNCH



HOTEL CENTRE TOUR
EIFFEL, PARIS



To mark the launch of the campaign, we were delighted to host a press launch event on Tuesday 9th July in collaboration with our partner Accor at their Mercure Centre Tour Eiffel hotel in Paris.

Keynote speakers at the launch included representatives from the Paris 2024 Organising Committee, and our partners Accor, Sysdoc, Le Collectif 'Ensemble Contre La Traite Des Êtres Humains' (group of 28 anti-human trafficking NGO's working in France, some with survivors), and Booking.com, as well as a video message from our Ambassador Paralympic Champion Michaël Jérémiasz (Paralympic Tennis, France). The event also included a panel on the Travel and Tourism industry combatting human trafficking, moderated by Booking.com, our headline partners, with panelists from Accor, JetBlue and the UK Border Force (National Safeguarding and Modern Slavery).

We had several key members of the press attend the launch, leading to press coverage of the campaign in 10 publications including; Huffington Post France, RFI, AEF info, Sport.fr, L'Indépendant, VAR Matin and RCF radio, reaching millions of people helping to raise awareness and educate about human trafficking in order to prevent it.



Above: Coverage of the campaign in the **'HuffPost France'** 9th July 2024

CAMPAIGN ACTIVITIES

AIRLINES

Throughout July-September, our 30-second campaign video featuring our Paris 2024 Campaign Ambassadors was shown in-flight on four major airlines: **JetBlue, British Airways, Emirates and Cathay Pacific.**

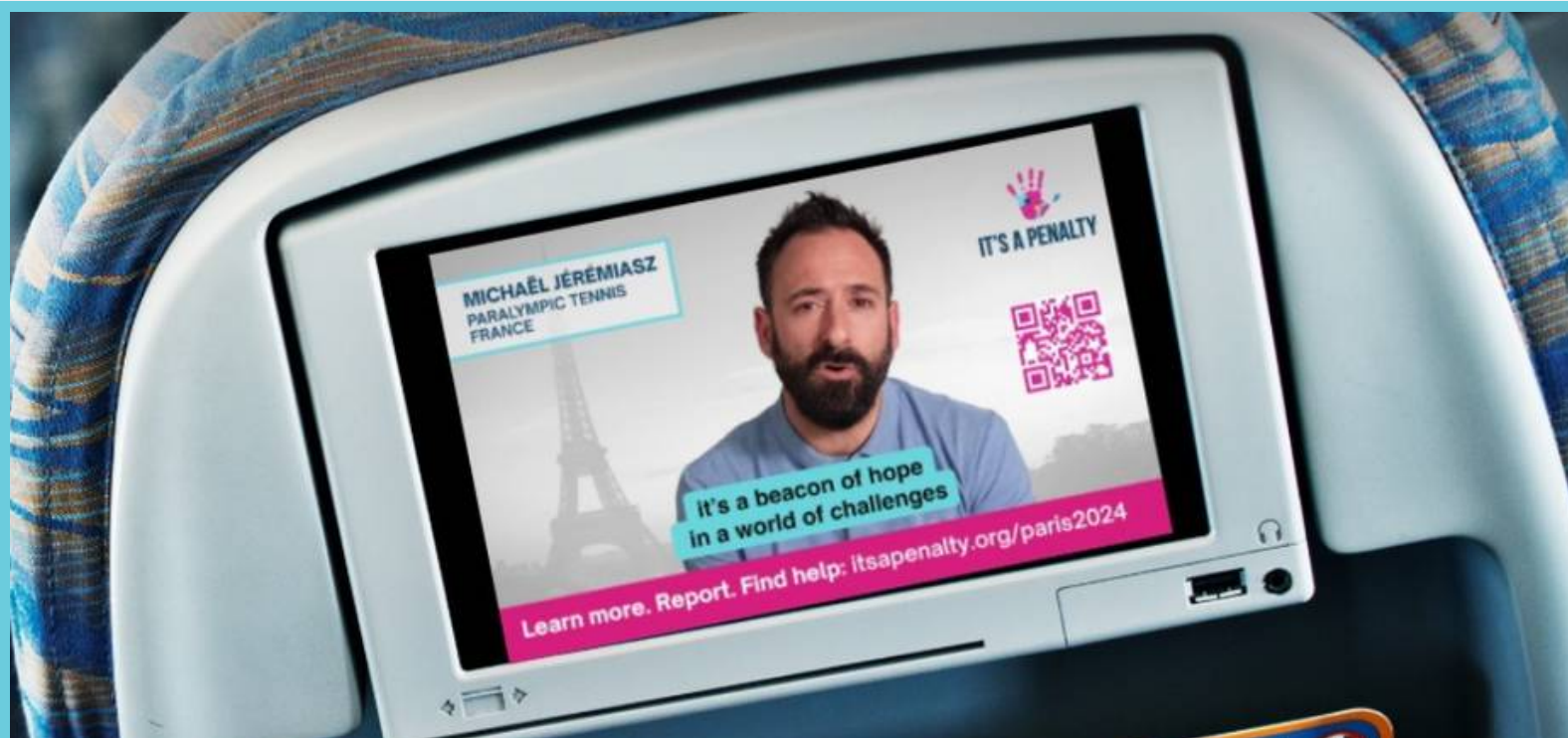
11.8 MILLION POTENTIAL REACH ON EMIRATES & CATHAY PACIFIC

20,257 IMPRESSIONS ON JETBLUE & BRITISH AIRWAYS



“JetBlue is proud to partner with It’s a Penalty to shine a light on the critical issue of human trafficking. By showcasing this powerful campaign video on our flights, we aim to educate and empower our customers to recognise and safely report signs of trafficking. Together, we can help make a difference and support the global fight against this terrible crime”.

Icema Gibbs, vice president, CSR and DEI, JetBlue Airways.



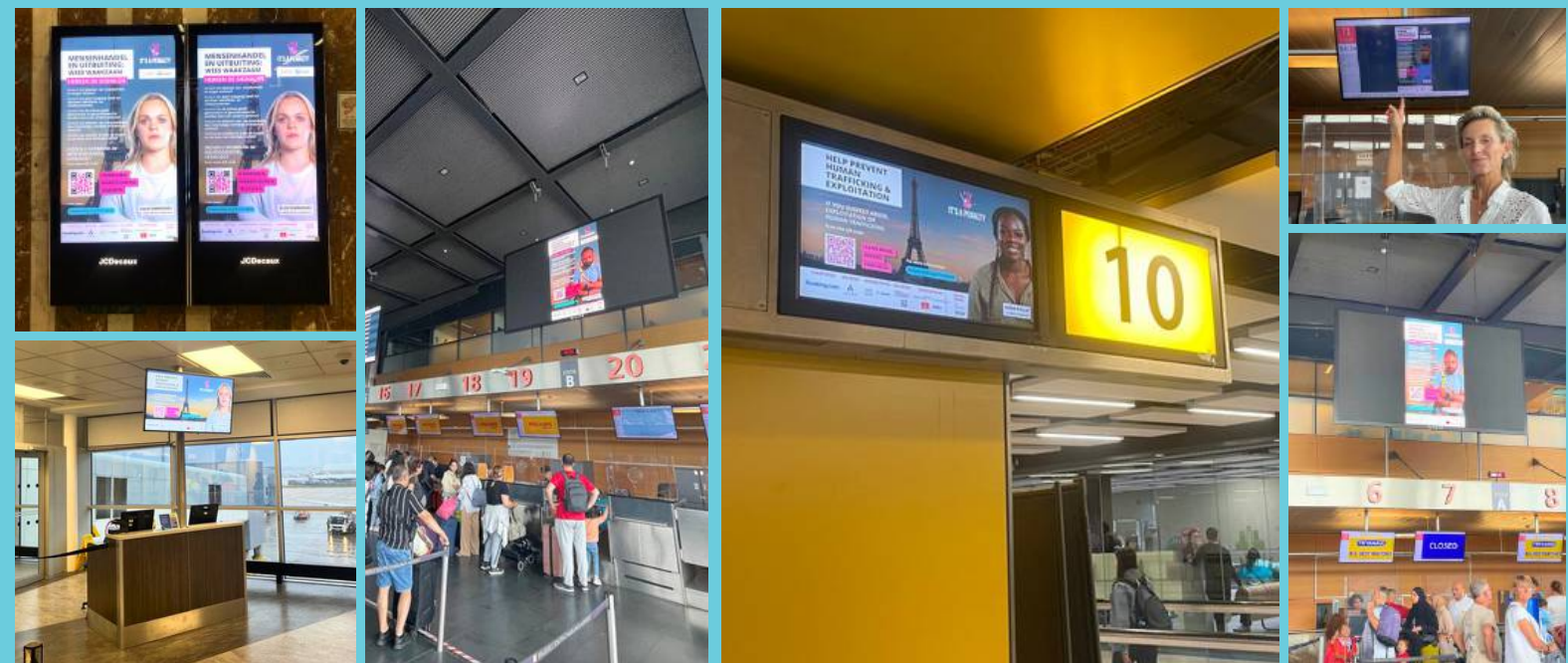
AIRPORTS & TRANSPORT HUBS

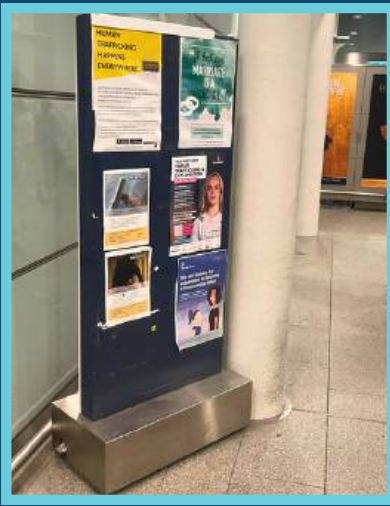
Our **campaign signage** was displayed at several key transport hubs in the region, including: **London Gatwick, Heathrow Express, Brussels South Charleroi Airport**, and **UK Border Force at Paris Gare du Nord, London St Pancras International, Lille** and **Brussels** train stations.

The posters were also live on **Brussels' STBI transport network in Belgium** as a result of our collaboration with local Belgium NGO Samilia and the UNODC's Blue Heart Campaign.



5.2 MILLION TOTAL POTENTIAL REACH AT AIRPORTS & TRANSPORT HUBS





As part of our partnership with UK Border Force, the It's a Penalty team delivered a webinar on Human Trafficking and Exploitation ahead of the Paris 2024 campaign launch in June 2024. The webinar audience included Border Force personnel from across the UK who are at the frontlines of identifying potential cases of modern slavery coming into and leaving the UK.

50+ BORDER FORCE OFFICERS

“We were incredibly proud to be featured as a partner in the It’s a Penalty campaign during the Paris Olympics and happy to use our unique intervention point at the border to help protect the vulnerable and those who may be seeking to exploit them. We look forward to continuing our successful collaboration.”

Amanda Read, National Operational lead for Safeguarding and Modern Slavery, Border Force



UNECE-UIC JOINT WORKSHOP ON THE SECURITY OF VULNERABLE RAIL USERS, GENEVA

In the run up to the Paris 2024 Campaign, It’s a Penalty’s Advocacy Director Elizabeth Speller was invited to speak at the United Nations in Geneva at the UNECE-UIC Joint Workshop on the Security of Vulnerable Rail Users.

The session focused on how the security of vulnerable users is affected and managed in the railway environment with a particular focus on the security of women and on combatting human trafficking.

Public transport is integral to our campaign model as a key methodology through which to reach those travelling and working on public transport with key information about human trafficking, the signs to look out for and how to report.



HOTELS & ACCOMMODATION

It's a Penalty awareness assets, including the 30-second campaign video and informative digital and tangible posters (in French and English with signs to look out for and hotlines), were shared by our partners **Booking.com, Accor and IHG** Hotels & Resorts amongst their networks of hotels and accommodation providers throughout France reaching hundreds and thousands of people during the games.



Booking.com

During the campaign, our Headline Partner Booking.com shared information about the campaign, including modern slavery indicators, escalation paths and training resources with 75,000 of their partners in France and Belgium across accommodations, cars, rides and flights.

Internal Booking.com communications also shared key information to thousands of their employees including frontline teams:

- Campaign featured on 130 digital screens in offices and elevators across the world
- Newsletter read by 7,454 employees
- EMEA Workplace post by CCO Femi Thomas - 4,161 employees engaged
- 390+ Ethics Ambassadors promoted campaign globally

75,000 BOOKING.COM PARTNERS ENGAGED

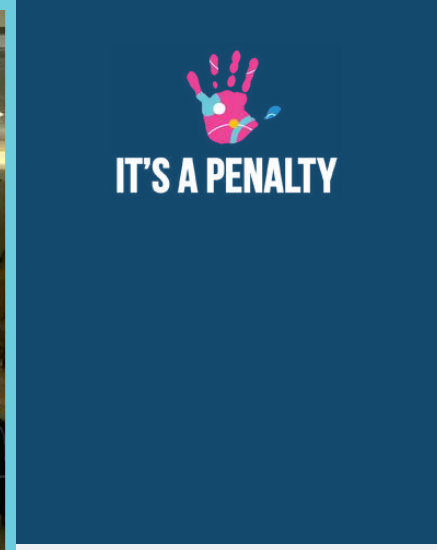
“THANK YOU so much for this great and caring initiative. I personally helped someone in such a situation a few years back so this touches me personally... I don't know how Booking.com came about being involved, but kudos to whomever organized that.”

Feedback from a **Booking.com partner** in France

12,005 BOOKING.COM EMPLOYEES REACHED

On 9th July, the It's a Penalty team held a presentation for Booking.com account managers across France in order to educate them about how to support their networks with any concerns about human trafficking and exploitation during the campaign and beyond.





Ahead of the campaign launch, our Main Partner Accor and Supporting Partner IHG Hotels & Resorts sent key campaign information and posters to their hotels across France.

600 ACCOR HOTELS



69 IHG HOTELS

News about the campaign was also shared with corporate colleagues across IHG's Windsor, Branston, Frankfurt and Paris offices.

“IHG Hotels & Resorts is proud to work with It’s a Penalty in support of the 2024 Olympic and Paralympic Games anti-human trafficking campaign. Our thousands of hotels around the world are at the heart of their local communities, and the summer games were an exciting time for our properties.

We also know major global events like these can bring challenges and difficulty to individuals who are vulnerable to exploitation, so we were pleased to be able to work with It’s a Penalty to raise awareness amongst our French hotel colleagues of the signs to look out for and how to act.”

Eric Viale, Managing Director, Southern Europe, Georgia & CIS, IHG



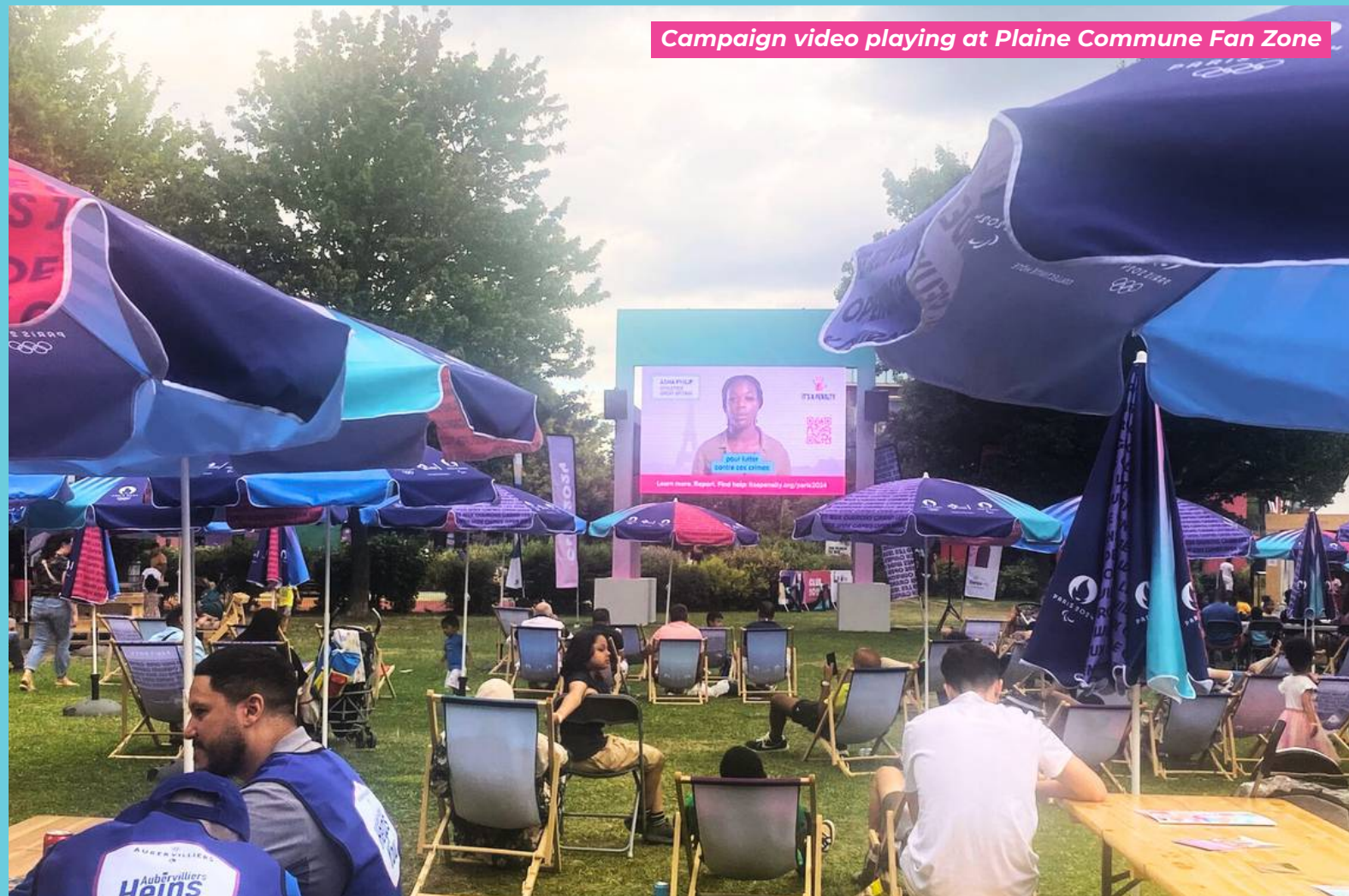
PARIS 2024 FAN ZONES & CELEBRATION SITES

Through our collaboration with the Paris 2024 Organising Committee, the 30-second campaign video and informative signage were shown and displayed at three official Paris 2024 Fan Zones and Celebration Sites across France: in Paris at Seine Saint Denis and Plaine Commune and in Marseille at Club 2024 reaching hundreds and thousands of people attending the Games.

332,500 FAN ZONE VISITORS



Campaign video playing at Plaine Commune Fan Zone





OUR CAMPAIGNS DURING MAJOR SPORTING EVENTS PREVENT ABUSE, EXPLOITATION AND HUMAN TRAFFICKING BY EDUCATING, EQUIPPING AND ENCOURAGING. WE CAN EVIDENCE WE ACHIEVED THESE AIMS THROUGH THE PARIS 2024 CAMPAIGN

EDUCATING

about the global issues of abuse, exploitation and human trafficking, penalties for offenders, and the signs to look out for.

"I think the campaign is very impactful. Personally, I wasn't aware that there were so many cases of human trafficking and exploitation in France.

In the future, I will pay more attention to people around me to look out for signs of exploitation."

SURVEY RESPONDENT

WHAT THE PARIS 2024 CAMPAIGN ACHIEVED:

83% INCREASED AWARENESS OF TRAFFICKING

83% of respondents to a post campaign survey noted increased awareness of human trafficking.

"Human trafficking and exploitation used to be a very unclear notion for me before, but now with this campaign I am more able to explain and understand it. Besides, I was not aware that it was that vast in France."

SURVEY RESPONDENT

72% INCREASED KNOWLEDGE OF THE SIGNS

72% of respondents to a post campaign survey noted increased knowledge of the signs of human trafficking.

EQUIPPING

sporting fans, tourists and the general public with mechanisms to report such crimes, both whilst at home and abroad.

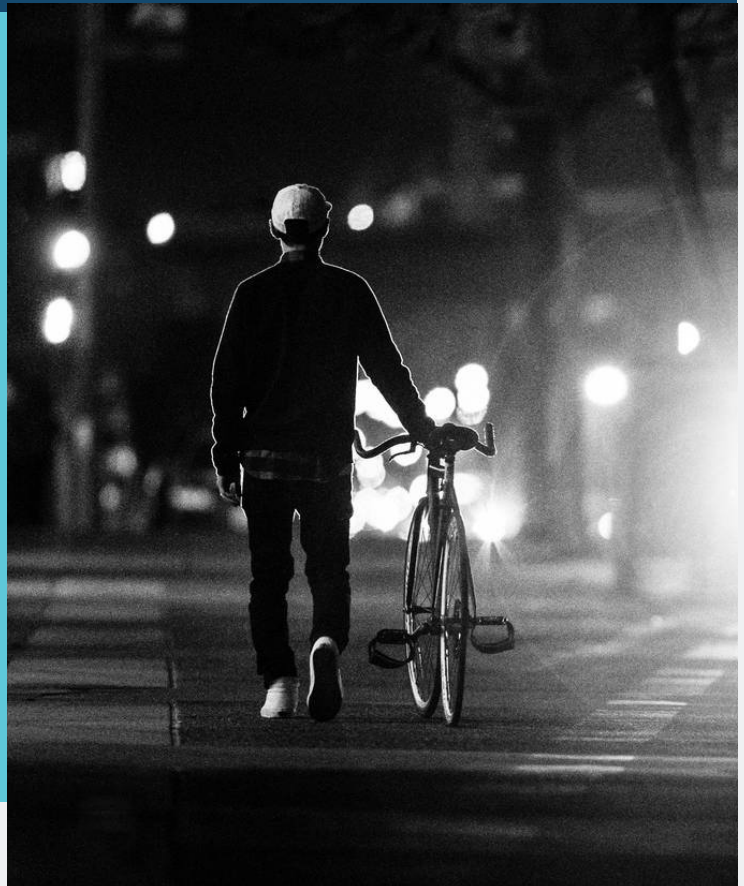
WHAT THE PARIS 2024 CAMPAIGN ACHIEVED:

82% INCREASED KNOWLEDGE OF HOW TO REPORT

82% of respondents to a post campaign survey noted increased awareness of how to find help and report suspected cases of human trafficking and exploitation.

"I knew human trafficking and exploitation still exists but couldn't imagine there were so many cases. Before this campaign, I wouldn't have known how to act. Now that I know how, I can report if needed."

SURVEY RESPONDENT



ENCOURAGING

people to make a report and stand up against abuse, exploitation and human trafficking

“Now that I've seen the video. I would be more proactive if I see something happening.”

SURVEY RESPONDENT



WHAT THE PARIS 2024 CAMPAIGN ACHIEVED:

76% INCREASED CONFIDENCE IN REPORTING

76% of respondents to a post campaign survey noted increased confidence or likeliness to report suspected cases of human trafficking and exploitation.



“The campaign provided clear guidance on the signs of trafficking and detailed instructions on how to report, which made the process feel more accessible and less intimidating.”

SURVEY RESPONDENT

SOCIAL MEDIA

Throughout the Paris 2024 Olympics & Paralympics campaign, It's a Penalty and our partners shared social media content about the campaign activities, human trafficking and exploitation in Paris, France and across Europe, how to spot the signs and how to safely report

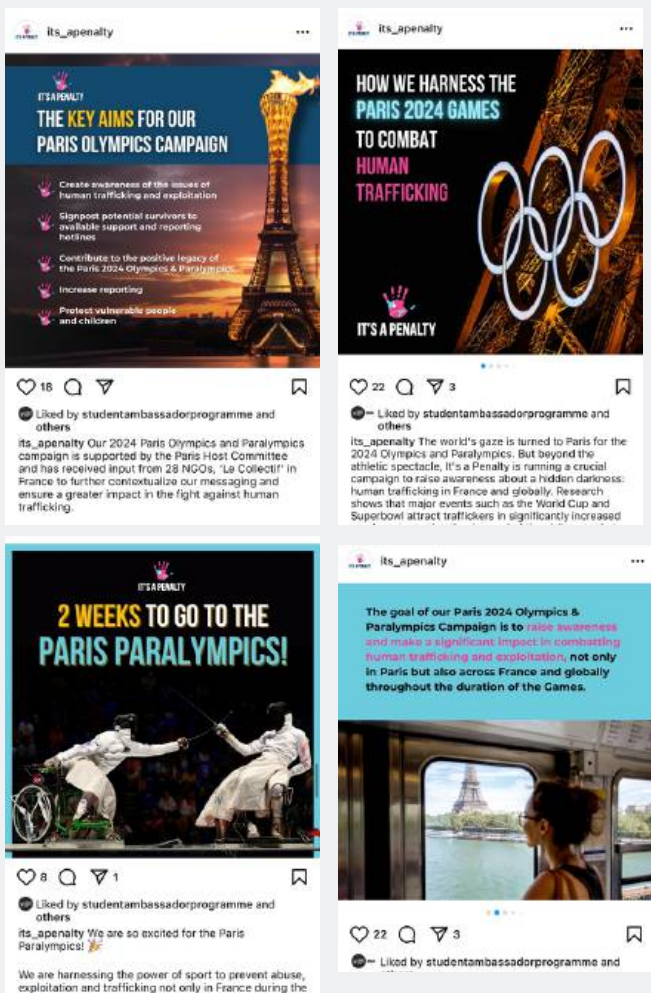
Our partners also helped us to widen the campaign's reach by sharing posts on their social media platforms.



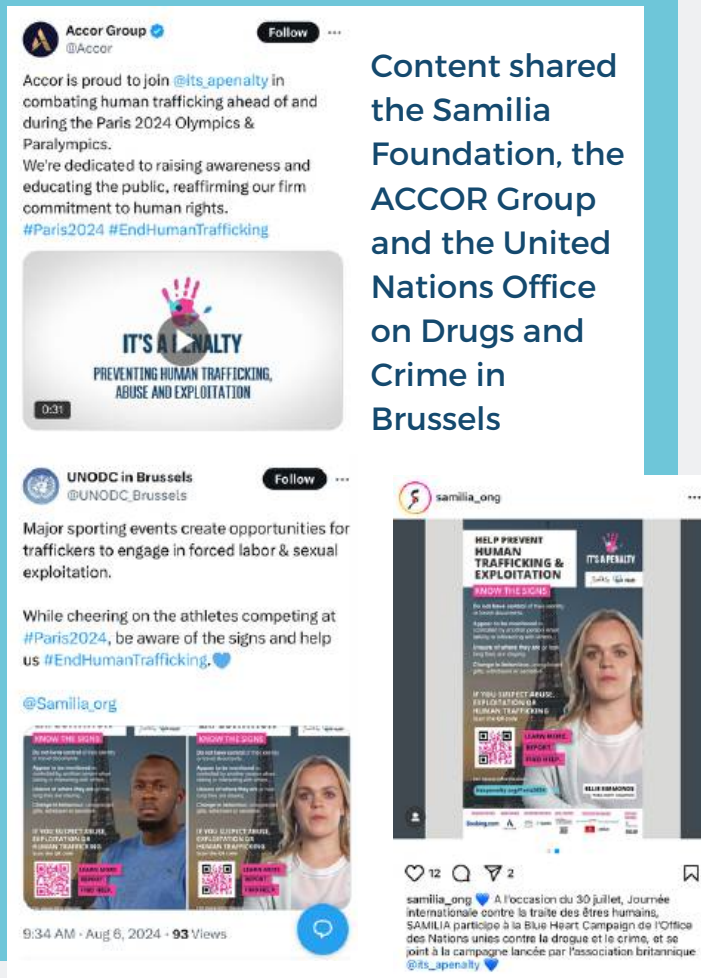
SOCIAL MEDIA REACH

75,984

ITS A PENALTY POSTS



POST SHARES



Content shared the Samilia Foundation, the ACCOR Group and the United Nations Office on Drugs and Crime in Brussels

MEDIA REACH

246.3 MILLION POTENTIAL MEDIA REACH THROUGHOUT JULY - AUGUST 2024 ACROSS EUROPE

This figure is an estimate of web traffic to the host web sites featuring the articles covering the campaign between July - August 2024. Data source: 'Similar Web'

WE RECEIVED MEDIA COVERAGE DURING THE PARIS CAMPAIGN FROM VARIOUS NEWS OUTLETS INCLUDING:



campagne contre les êtres humains question de dignité

entretien Une campagne de sensibilisation contre la traite des êtres humains

pendant les JO de Paris 2024, Usain Bolt au cœur d'une campagne contre la traite des êtres humains

La légende du sprint, tout comme Français Michaël Jeremiasz, a été choisie pour apparaître sur les affiches de l'association It's a Penalty

Par Le HuffPost avec AFP

Partager

le sprint Usain Bolt, l'ex-fauteuil Michaël Jeremiasz, l'ancienne nageuse Ellie Simmonds, ont leur visage à une campagne de sensibilisation It's a Penalty visant à lutter contre la traite des êtres humains olympiques et paralympiques de Paris.

exploitation sexuelle, esclavage domestique ou encore travail forcé. Cette nouvelle campagne de sensibilisation lancée à 15 jours du début des Jeux olympiques de Paris.

De nombreux sportifs participeront à la campagne de sensibilisation et de

semble contre la traite pour le Secours Populaire-France, qui est partenaire de la campagne.

Geneviève Colas coordonne la campagne.

li par Clémence Rebora, le 26/07/2024 à 19:04

vé aux abonnés

e en 2 min.

égende de l'athlétisme Usain Bolt, l'ancien champion de tennis fauteuil Michaël Jeremiasz et l'ex-nageuse Ellie Simmonds associées à une

CAMPAIGN LEGACY & COALITION BUILDING



OSCE ROUNDTABLE - DECEMBER 2023

In December 2023, It's a Penalty was invited to speak at the Office of the Special Representative and Co-ordinator for Combatting Trafficking in Human Beings (OSCE) Roundtable on Preventing Trafficking in Human Beings for the Purpose of Sexual Exploitation in the Context of Sporting Events. The Roundtable brought together civil society organisations, national anti-trafficking experts and sports entities committed to advance the fight against trafficking in human beings for the purpose of sexual exploitation.



UNBOUND NOW ROUNDTABLE & RECEPTION - MARCH 2024

In March 2024, It's a Penalty was honoured to attend a Roundtable and Reception organised by Unbound Now in Paris highlighting Collaboration in the Fight Against Human Trafficking. The event was a fantastic opportunity for building relationships with organisations from across France and prominent human trafficking experts in the run-up to the Paris 2024 campaign.



BOOKING.COM AND BORDER FORCE COLLABORATION

Our coalition building efforts as part of the Paris 2024 Campaign have led to ongoing collaboration between campaign partners and other key stakeholders, including Booking.com, Border Force, Unseen and the French Central Trafficking Unit (OCTREH), contributing to a long-lasting impact for the campaign.

Booking.com



Border Force



IT'S A PENALTY

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 athletes, the travel, tourism and hospitality industry – including airlines, hotels, and transportation companies – sporting governing bodies/hosting committees, NGOs, governments, and corporations.

We are always on the lookout for partners and sponsors for greater impact. If you think our campaigns, programs and projects fit with your organisation please contact: hello@itsapenalty.org.

U.K. Charity No. 1161848. In the U.S, It's a Penalty is operating through fiscal sponsorship with Players Philanthropy Fund, a Maryland charitable trust recognized by the IRS as a tax-exempt public charity under Section 501(c)(3) of the Internal Revenue Code (Federal Tax ID: 27-6601178, ppf.org/pp). Contributions to It's a Penalty are tax-deductible to the fullest extent of the law.

