

Celin Bizet Idhusøy  
Norway



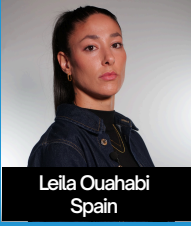
Jill Roord  
Netherlands



Melvine Malard  
France



Mary Earps  
England



Leila Ouahabi  
Spain



Jess Fishlock  
Wales

**WE STAND  
AGAINST  
HUMAN  
TRAFFICKING**



Seraina Piubel  
Switzerland



**IT'S A PENALTY**

**IMPACT  
REPORT**

**UEFA  
WOMEN'S  
EURO 2025**

JUNE-JULY 2025



**Switzerland & Europe**

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

# WITH GRATEFUL THANKS TO OUR PARTNERS



## HEADLINE PARTNER



## SUPPORTING PARTNERS



## FRIENDS



## PARTICIPATING AIRLINES



## SPOTLIGHT PARTNER



## NGO PARTNERS





# CAMPAIGN OVERVIEW



IT'S A PENALTY

In the lead-up to the UEFA Women's EURO, It's a Penalty launched a multiplatform Human Trafficking Prevention campaign uniting high profile footballers, leading travel and hospitality brands, and NGOs to raise awareness and drive action against human trafficking.

Timed to coincide with the tournament (2–27 July), the campaign ran from June to July, reaching millions across Switzerland and Europe. The campaign aimed to educate, equip, and empower the public to recognise and report signs of exploitation.

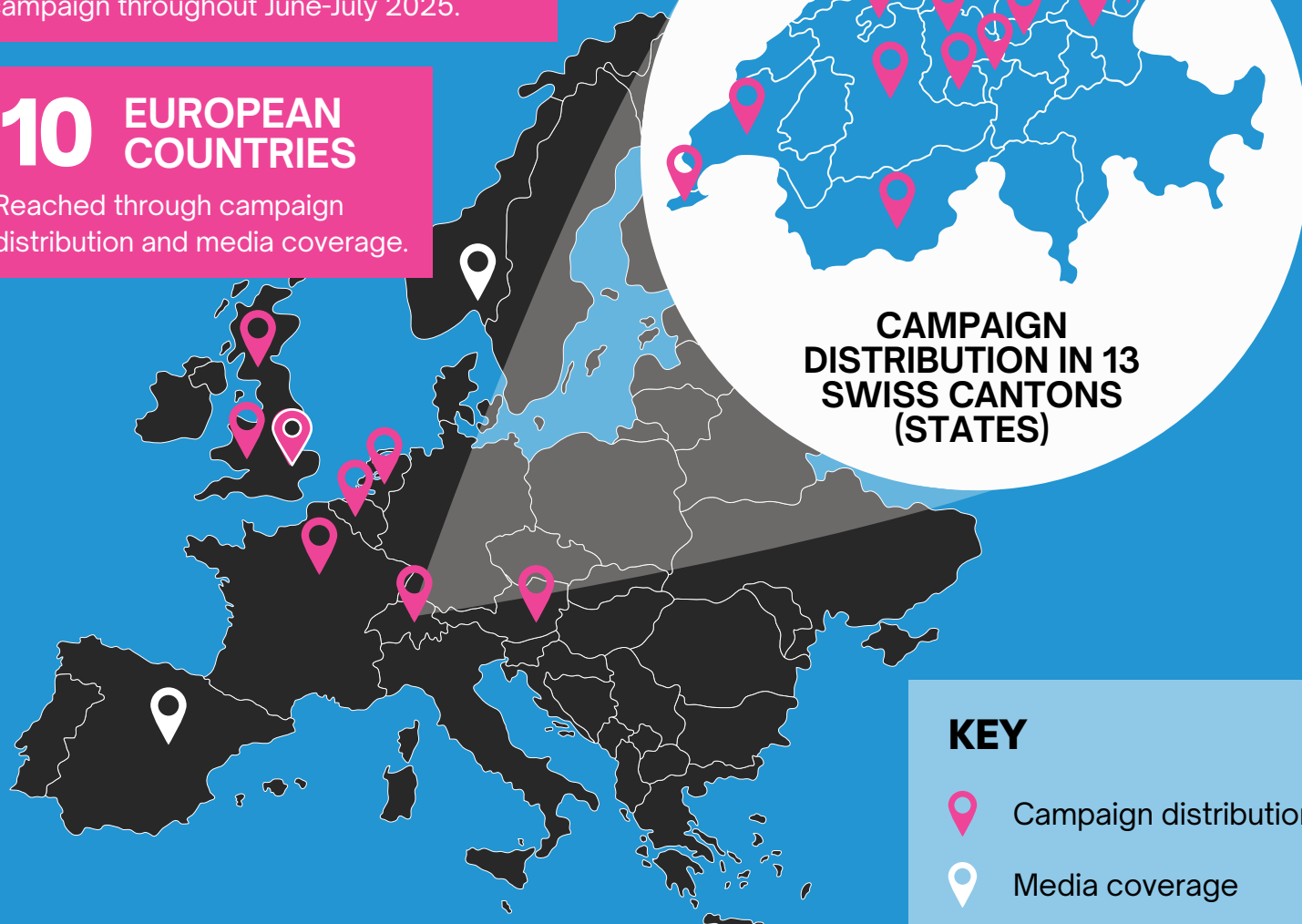
## CAMPAIGN REACH

# 195 MILLION

Number of people potentially reached and educated about human trafficking via the campaign throughout June-July 2025.

# 10 EUROPEAN COUNTRIES

Reached through campaign distribution and media coverage.



# IMPACT HIGHLIGHTS



IT'S A PENALTY

72%

INCREASED AWARENESS

of respondents to a post campaign survey reported

of human trafficking and exploitation.

81%

INCREASED KNOWLEDGE

of respondents to a post campaign survey reported

of how to find help and report suspected cases.

181 MILLION

PEOPLE REACHED THROUGH GLOBAL MEDIA COVERAGE\*

983,000

PEOPLE REACHED ON-THE-GROUND IN SWITZERLAND\*

9.7 MILLION

PEOPLE REACHED VIA EUROPEAN AIRPORTS & TRANSPORT HUBS\*

WE COVERED KEY TRAVEL TOUCHPOINTS ACROSS EUROPE & PARTNERED WITH...

\*Potential reach



2 AIRLINES



8 AIRPORTS



13 TRANSPORT STATIONS & PORTS



31 HOTELS



3 NGOS



47 TRANSPORT ROUTES



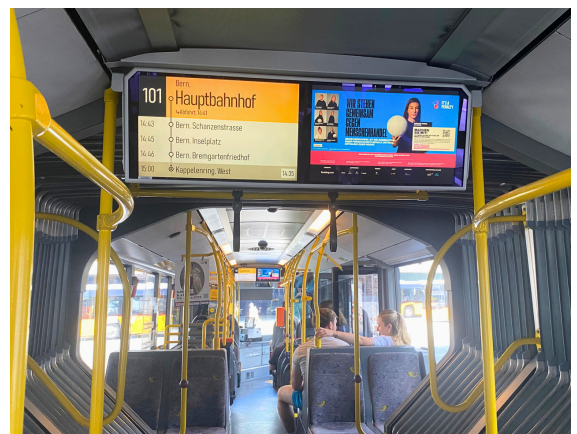
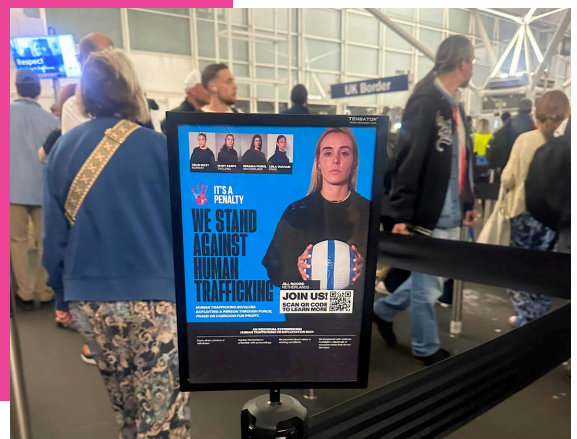
2 RIDESHARE & CAR HIRE SERVICES



7 FOOTBALLERS



3 LAW ENFORCEMENT AGENCIES





## WHY RUN A CAMPAIGN DURING A MAJOR SPORTING EVENT?

Major sporting events, such as the UEFA Women's EURO, present unique opportunities to unite communities, foster cross-sector collaboration, and raise awareness about human trafficking—leaving a lasting, positive legacy.

While these events do not cause trafficking, they can amplify existing patterns and displace them geographically. With large crowds and increased visibility, the heightened attention created by such events enable powerful platforms and opportunities to highlight the year-round prevalence of trafficking and push for systemic change.







IT'S A PENALTY

“

*It never ceases to amaze me as to the transformative power that sport has in lives. It has a reach beyond virtually any other sector. It touches every corner and every community in the world.*

*We must make sure that those of us who work in football, particularly because football is clearly the biggest global sport, use that platform to try and help organisations like It's a Penalty to ensure that we are more active in the space of outlawing human trafficking.*



Photo: Laura McAllister

## LAURA MCALLISTER

VICE PRESIDENT OF UEFA,  
FORMER WALES  
INTERNATIONAL  
FOOTBALLER AND  
CAPTAIN

SPEAKING AT THE IT'S A PENALTY  
UEFA 2025 CAMPAIGN LAUNCH IN  
JUNE 2025

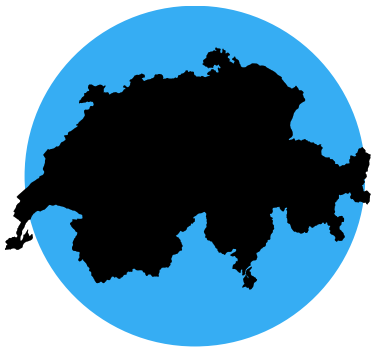
# THE PROBLEM



## Facts & figures EUROPE

- In 2021, an estimated 6.4 million people were living in modern slavery across Europe and Central Asia. *Source: Global Slavery Index.*
- In 2023, the EU recorded 10,793 victims of human trafficking, marking a 6.9% increase from 2022 and the highest number since 2008.\* *Source: Eurostat.*
- Of the EU figures 63% of registered trafficking victims were women or girls. *Source: Eurostat.*

\*The rise in recorded cases is likely due to improved detection and victim identification by authorities.



## Facts & figures SWITZERLAND

In Switzerland, Platform Traite, a coalition of anti-trafficking NGOs, supported 488 trafficking survivors in 2023, 75% of whom were women.

Of the total number, 53% were survivors of sexual exploitation and 47% of labour exploitation or forced criminality.

Survivors primarily came from Eastern Europe, Africa, Latin America, and Asia, with asylum seekers also targeted for exploitation.

*Source: Beratungsstatistik - Plateforme Traite*

**DUE TO ITS HIDDEN NATURE, THE FULL SCOPE AND SCALE OF HUMAN TRAFFICKING IS DIFFICULT TO MEASURE – BUT ITS IMPACT IS WIDESPREAD AND DEVASTATING.**

## NGO PARTNERS

We worked with 3 NGOs based in Switzerland and across Europe during the UEFA 2026 Campaign: **Plateforme Traite**, **FIZ** (Advocacy and Support for Migrant Women and Victims of Trafficking) and **La Strada International**. All organisations helped provide local insight and context when planning the campaign, inputted into the campaign messaging and landing page content including indicators, myths and case studies.



## JASMIN'S STORY

Jasmin, a woman in her late 20s from an Asian country, was unable to find work in her field after self-financing her degree. To pay for her sick father's medical treatment, she took a cleaning job. A colleague offered her a job in Switzerland, arranged her visa, and ensured she was picked up by his acquaintances.

Upon arrival, Jasmin was forced to provide sexual services. She resisted, but the perpetrator forced her using violence. She was exploited - the perpetrator controlled all her appointments with clients and the payments.

After a few months, Jasmin escaped to her home country, but due to threats against her family, and the police refusing to take her report, she felt compelled to return to the perpetrators in Switzerland. There, she endured prolonged exploitation, frequent relocations, violence, and lack of medical care.

Eventually, she fled again and found refuge with a former study friend. Through this friend, Jasmin connected with NGO FIZ, where she learned about her rights and accepted a recovery and reflection period.

Although recounting her trauma caused panic attacks, she gradually shared her story. Fearing for her family's safety, she chose not to report the crime. Without an official report, she risked deportation and further trafficking.

With FIZ's help, she applied for residency under the hardship clause, which was approved. Jasmin received a residence permit, found work in her field, and now lives independently, with only occasional support from FIZ.

**WITH THANKS TO JASMIN\* AND FIZ FOR PERMISSION TO SHARE THIS STORY**

*\* Jasmin is not her real name.*

*A pseudonym has been used to protect her identity.*



# FIZ

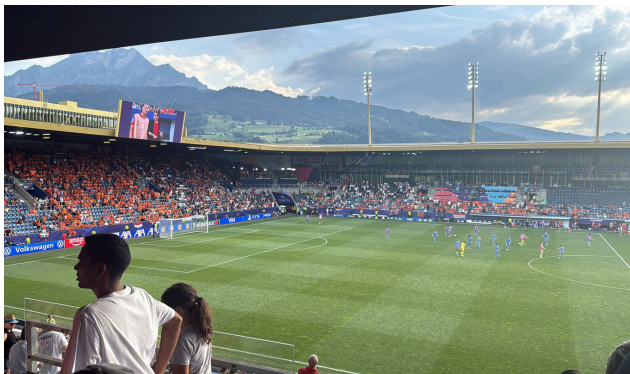
● Advocacy and support for migrant women and victims of trafficking

# EURO MATCH TICKETS FOR SURVIVORS



FIZ (Advocacy and Support for Migrant Women and Victims of Trafficking) is a Switzerland based NGO that advocates for the protection and rights of migrant women and supports survivors of violence and exploitation. They supported It's a Penalty's UEFA Women's EURO Human Trafficking Prevention campaign development with key insights and prevention messaging.

Through our partnership with Booking.com, It's a Penalty were able to provide tickets for FIZ staff, volunteers, and clients/survivors of human trafficking who they support to attend matches across Switzerland. With such a landmark occasion taking place across Switzerland, the aim was to thank the organisation for their impactful work all year round, and ensure all were able to feel included and part of such a monumental occasion.



Photos taken by  
clients/survivors

*"Greta and Lia experienced real fireworks at the European Championship game between Spain and Belgium in Switzerland: thrilling football, lots of goals and a passionate atmosphere. Invited by It's a Penalty, they were reminded of the importance of protecting against exploitation and promoting fair play - on and off the pitch."*

**FIZ Employee**

*"I am so grateful that I was able to share an unforgettable moment. The view of the mountains from the stadium is incredible. It's definitely one of the most beautiful stadiums. Thank you for the opportunity to participate."*

**FIZ Client/Survivor of Human Trafficking**



# CAMPAIGN AMBASSADORS



IT'S A PENALTY

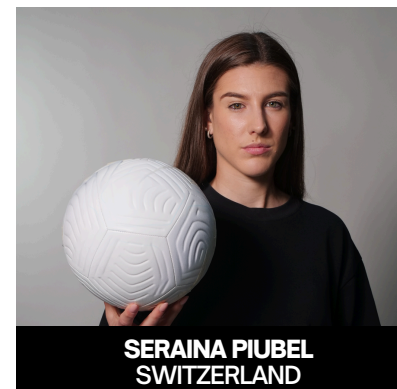
For the UEFA 2025 Campaign, It's a Penalty collaborated with seven Women's footballers from across Europe, who generously lent their voices to our 30 second campaign video, and featured on our campaign posters/signage.



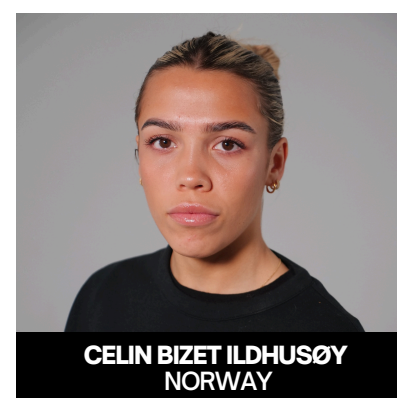
MARY EARPS  
ENGLAND



JESS FISHLOCK  
WALES



SERAINA PIUBEL  
SWITZERLAND



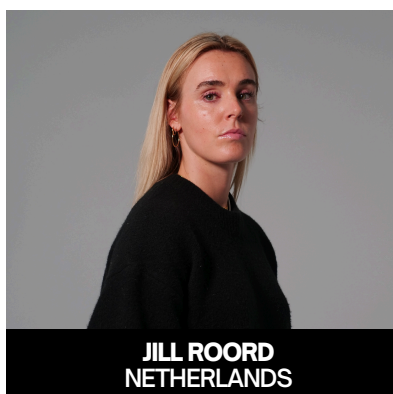
CELIN BIZET ILDHUSØY  
NORWAY



LEILA OUAHABI  
SPAIN



MELVINE MALARD  
FRANCE



JILL ROORD  
NETHERLANDS

*"As a football player, I know that my voice can go far beyond the four lines of the pitch. Human trafficking is a cruel wound in our society, and it must be fought with urgency."*

Seraina Piubel - Switzerland

*"Human trafficking is a serious global problem and it's happening in Europe too, all year round. Everyone deserves to live free and safe. I'm proud to working with It's a Penalty ahead of the UEFA Women's EURO 2025 to raise awareness across Europe. It's up to all of us to speak out, take action, and help create a world where no one is exploited."*

Leila Ouahabi - Spain

*"As an ambassador of It's a Penalty, I'm committed to using my voice to shine a light on human trafficking. Sport unites us all, and together we have the power to protect those who are vulnerable and create a safer future for everyone."*

Jill Roord - Netherlands

# CAMPAIGN SIGNAGE & LANDING PAGE



Produced in English, French, German and Italian

**IT'S A PENALTY**  
**WE STAND AGAINST HUMAN TRAFFICKING**

**JILL ROORD**  
NETHERLANDS

**JOIN US! SCAN QR CODE TO LEARN MORE**

HUMAN TRAFFICKING INVOLVES EXPLOITING A PERSON THROUGH FORCE, FRAUD OR COERCION FOR PROFIT.

AN INDIVIDUAL EXPERIENCING HUMAN TRAFFICKING OR EXPLOITATION MAY:

- Seem afraid, anxious or withdrawn.
- Appear disoriented or unfamiliar with surroundings.
- Be deceived about salary or working conditions.
- Be threatened with violence, humiliation, blackmail, or excessive debts that do not decrease.

HEADLINE SUPPORTING FRIENDS NGOS SPOTLIGHT PARTICIPATING AIRLINES

Booking.com Uber ACCOR American Sysdoc

**IT'S A PENALTY**

**WIR STEHEN GEMEINSAM GEGEN MENSCHENHANDEL**

**SERAINA PIUBEL**  
SCHWEIZ

**MACHEN SIE MIT! SCANNEN SIE DEN QR-CODE, UM MEHR ZU ERFAHREN**

MENSCHENHANDEL IST DIE AUSBEUTUNG EINER PERSON DURCH GEWALT, BETRUG, NÖTIGUNG ODER PROFIT.

EINE PERSON, DIE VON MENSCHENHANDEL ODER AUSBEUTUNG BETROFFEN IST, KANN:

- Ängstlich, besorgt oder zurückgezogen wirken.
- Desorientiert oder mit der Umgebung nicht vertraut.
- Über Gehalt oder Arbeitsbedingungen getäuscht worden sein.
- Mit Gewalt, Demütigung, Erpressung oder übermäßigen Schulden, die nie weniger werden, gequält werden.

HEADLINE SUPPORTING FRIENDS NGOS SPOTLIGHT PARTICIPATING AIRLINES

Booking.com Uber ACCOR American Sysdoc

**IT'S A PENALTY**  
**NOUS SOMMES UNIS CONTRE LA TRAITE DES ÊTRES HUMAINS**

**MELVINE MALARD**  
FRANCE

**REJOIGNEZ-NOUS! SCANNEZ LE CODE QR POUR EN SAVOIR PLUS**

LA TRAITE DES ÊTRES HUMAINS CONSISTE À EXPLOITER UNE PERSONNE PAR LA FORCE, LA FRAUDE OU LA CONTRAINTE À DES FINS LUCRATIVES.

UNE PERSONNE VICTIME DE TRAITE OU D'EXPLOITATION D'ÊTRES HUMAINS PEUT:

- Sembler effrayé, anxieux ou renfermé.
- Sembler désorienté ou peu familier avec son environnement.
- Être trompé sur le salaire ou les conditions de travail.
- Être menacé de violence, d'humiliation, de chantage ou de dettes excessives qui ne diminuent pas.

HEADLINE SUPPORTING FRIENDS NGOS SPOTLIGHT PARTICIPATING AIRLINES

Booking.com Uber ACCOR American Sysdoc



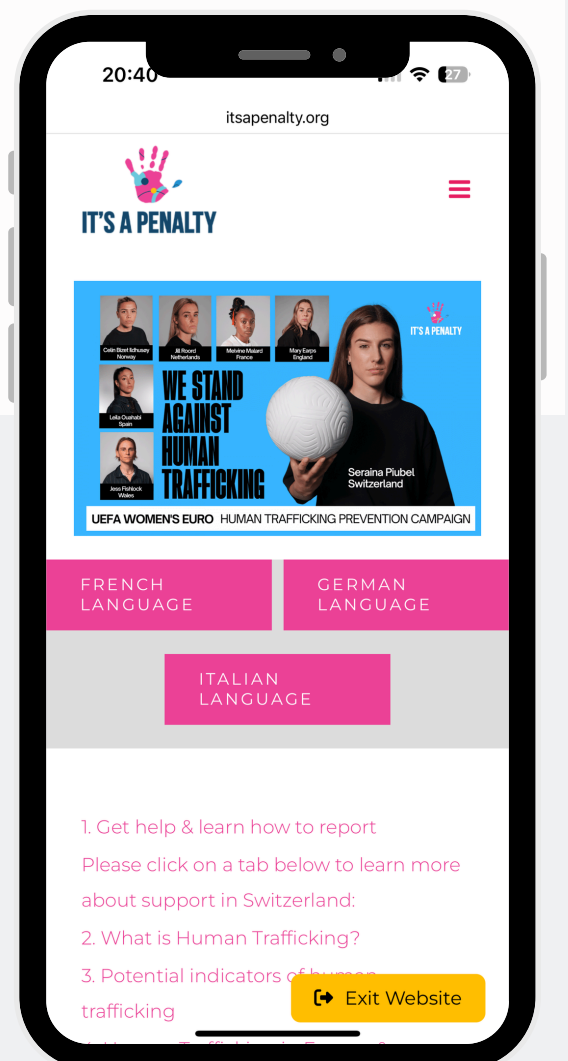
**QR CODE DIRECTS AUDIENCE TO A LANDING PAGE**



Landing page includes information about how to spot the signs and how to seek support or advice in Switzerland and elsewhere in Europe.

**11%**

**INCREASE IN WEBSITE VISITORS TO ITSAPENALTY.ORG DURING CAMPAIGN**





On June 25 2025, It's a Penalty hosted an online press launch event ahead of the UEFA Women's EURO, bringing together experts and partners from a range of sectors to address the prevention of human trafficking, strengthen cross-sector collaboration, and explore the power of sport to drive social change.

Speakers and attendees included representatives from sporting bodies, the travel, hospitality, and tourism industries, law enforcement agencies, and NGOs working on the frontlines to support survivors of human trafficking.

The event opened with an online press conference followed by panel discussion moderated by our Headline Partner Booking.com, featuring guest speakers from the travel, tourism, and hospitality sectors, as well as NGO leaders and prominent figures from the world of sport. Topics covered included best practices for preventing human trafficking, strategies for fostering stronger cross-sector partnerships, and ways to harness sport as a force for positive social change.

### KEY INSIGHTS

- The power of sport and the role of athletes in advocating for social change
- Everyone has a part to play in addressing human trafficking and exploitation
- Working collaboratively to create systemic change
- The importance of the travel and tourism sector's involvement in anti-trafficking work
- The need to improve data collection and identification to tackle human trafficking

*"It's very, very important that the travel and tourism industry and, of course the hospitality sector, is actively engaged to stop human trafficking, exploitation and abuse of people overall."*

*"It is important not only that the sector helps to raise awareness among policymakers and the general public for this change, but also that the sector helps directly to make systemic changes."*

**SUZANNE HOFF**

INTERNATIONAL COORDINATOR  
LA STRADA INTERNATIONAL

*"Whether you're in sport, travel and tourism, hospitality, government, law enforcement, civil society or so on: your role matters."*

*Every conversation, every educational poster, every trained staff member, every shared message moves us one step closer to a world where people are protected from exploitation. Together, we can make a difference."*

**SARAH DE CARVALHO**

CEO  
IT'S A PENALTY



# CAMPAIGN ACTIVITIES



IT'S A PENALTY

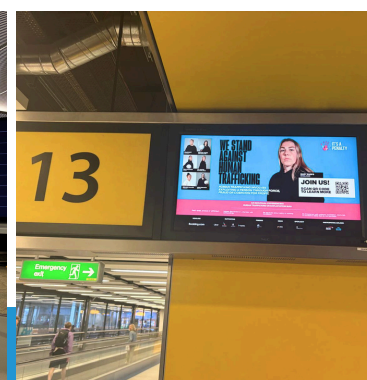
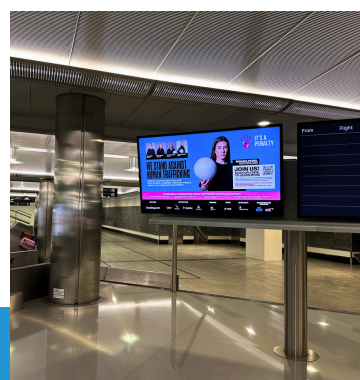
## AIRLINES

Throughout July 2025, our 30-second campaign video featuring our UEFA 2025 Campaign Ambassadors was shown in-flight on two major European airlines: **British Airways** and **KLM**.



**120,054**

VIEWS ON KLM & BRITISH AIRWAYS FLIGHTS

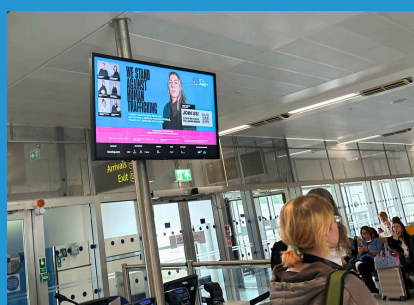
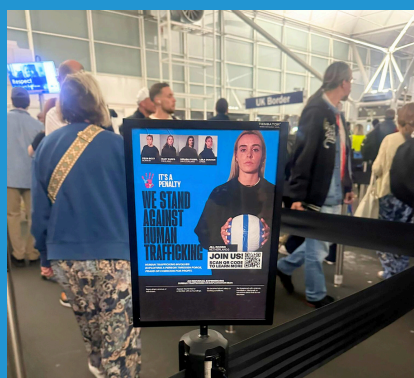


## AIRPORTS

As a result of our partnership with Border Force and others, campaign materials were displayed and distributed throughout July-August 2025 at 8 airports in 5 European countries: **Zurich** (Switzerland), **Klughafen** (Austria), **London Gatwick**, **London Heathrow**, **London Stansted** and **Manchester** (England), **Glasgow** (Scotland), and **Cardiff** (Wales) airports.

**9.4 MILLION**

POTENTIAL REACH





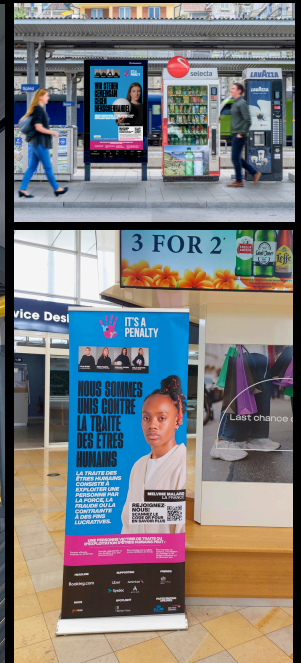


# TRANSPORT HUBS & PUBLIC TRANSPORT

Our **campaign signage** was displayed at several key transport hubs across Europe, including: **Basel Railway Station** (Switzerland), **Eurotunnel LeShuttle** and **London St Pancras International** (England), **Paris Gare du Nord** (France), **Brussels** (Belgium) and **Amsterdam** (Netherlands) **Eurostar** train stations.

The posters were also live on **47 transport routes** and **7 local stations** across **13 Swiss cantons** as a result of our partnership with **Livesystems** reaching millions of passengers during the EUROS.

**650,000** POTENTIAL REACH



## CITYSCREENS

We partnered with Livesystems who displayed the campaign posters across their network at a total of 310 placements including 121 cityscreens, 136 gas stations, 6 instore screens and 47 transport routes.

**633,000** ESTIMATED NET REACH



# HOTELS & ACCOMODATION



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

## 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 240,000 of their partners in Switzerland and surrounding countries in Europe across accommodations, cars, rides and flights.

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

**240,000** BOOKING.COM PARTNERS ENGAGED

**12,000** BOOKING.COM EMPLOYEES EMAILED

*"Collaborating with It's a Penalty is key to raising further awareness of human trafficking with our accommodation partners, empowering them to quickly recognize the signs and to loop in the relevant authorities to take action. This partnership is an important amplifier of our commitment to addressing modern slavery risks throughout the travel value chain and with all our partners."*

**Femi Thomas, Chief Compliance Officer at Booking.com**



Ahead of the campaign launch, our Supporting Partner Accor sent key campaign information and posters to their hotels across Switzerland.

**31** ACCOR HOTELS





# RIDESHARE & CAR HIRE SERVICES



We partnered with Uber to distribute custom rearview mirror hangtags with a QR code linking to the campaign webpage with reporting hotlines and further information on human trafficking to 1000 drivers across Switzerland.

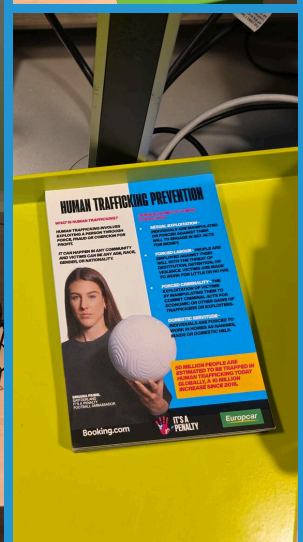
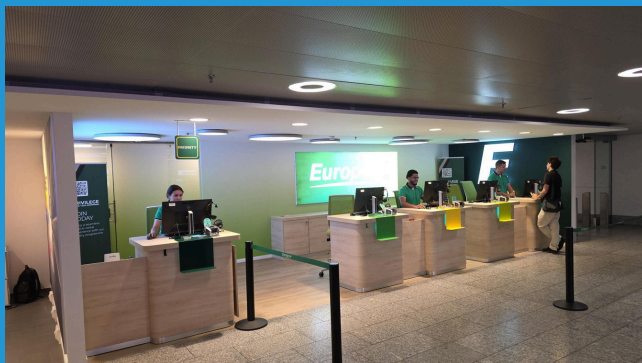
**1000**

**REARVIEW MIRROR  
HANGTAGS DISTRIBUTED  
TO DRIVERS USING THE  
UBER APP**

Through our Headline Partner Booking.com, we worked with Europcar to distribute informative leaflets to car hire companies at their Zurich and Geneva offices in Switzerland.

**8000**

**LEAFLETS DISTRIBUTED  
TO EUROPCAR  
CUSTOMERS**





# BRITISH EMBASSY IN SWITZERLAND



The British Embassy in Berne joined the campaign as a Supporting Partner. Through our partnership, the UEFA 2025 campaign banners were displayed at fan zones in Lucerne and information about the campaign shared on their social media.

*Pictured: First Minister of Wales Eluned Morgan, Minister for Equalities Wales/Llanelli MP Nia Griffith and British Ambassador to Switzerland and Liechtenstein James Squire at Lucerne Fan Zone*



## LAW ENFORCEMENT

Throughout the campaign, we worked with **UK Border Force, Switzerland Border Patrol (BAZG) and Migrant Police in Bern** to educate law enforcement officers about human trafficking and exploitation, indicators and support pathways for victims/survivors.



## LEGACY OF COLLABORATION

Following the launch of It's a Penalty's UEFA 2025 Campaign in June 2025, It's a Penalty and campaign partners met to share priorities. Key themes identified during the discussion included the urgent need for widespread awareness-raising, targeted training, better data sharing, and stronger cross-sector partnerships. As a result of this discussion, It's a Penalty has established a **Cross-Sector Anti-Trafficking Learning Group** to serve as a place for sharing and learning amongst members from a variety of sectors, in order to facilitate increased inter-sector communication and collaboration on efforts to address human trafficking and exploitation.

*A special thanks to the IOM Switzerland who supported the campaign through local insights and promotion of the campaign activity.*

# SOCIAL MEDIA



During the UEFA Women's EURO campaign, It's a Penalty and our partners shared social media content about the campaign activities, human trafficking and exploitation occurring across Europe, how to spot indicators and how to safely report

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

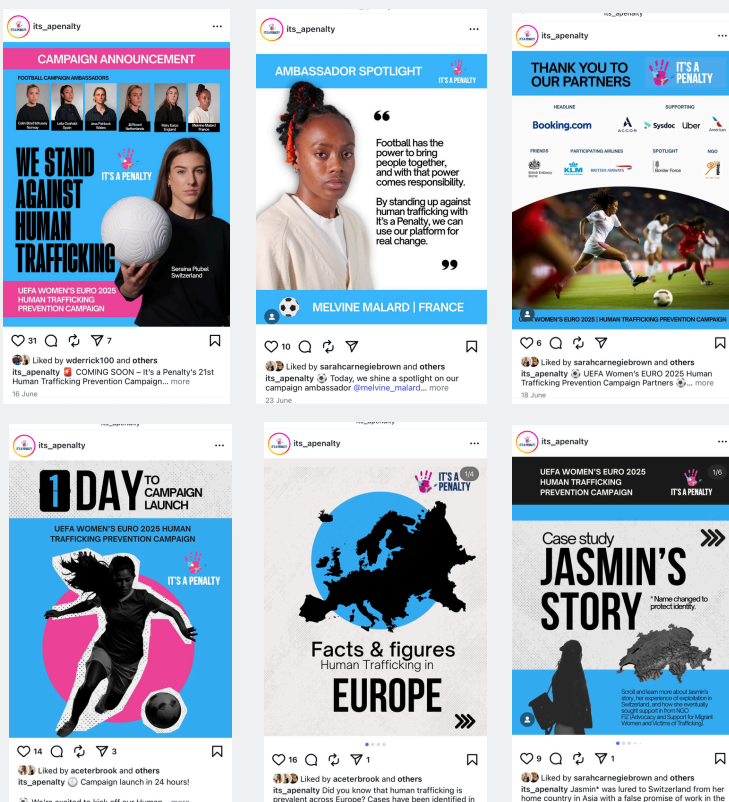


# 2,662,397

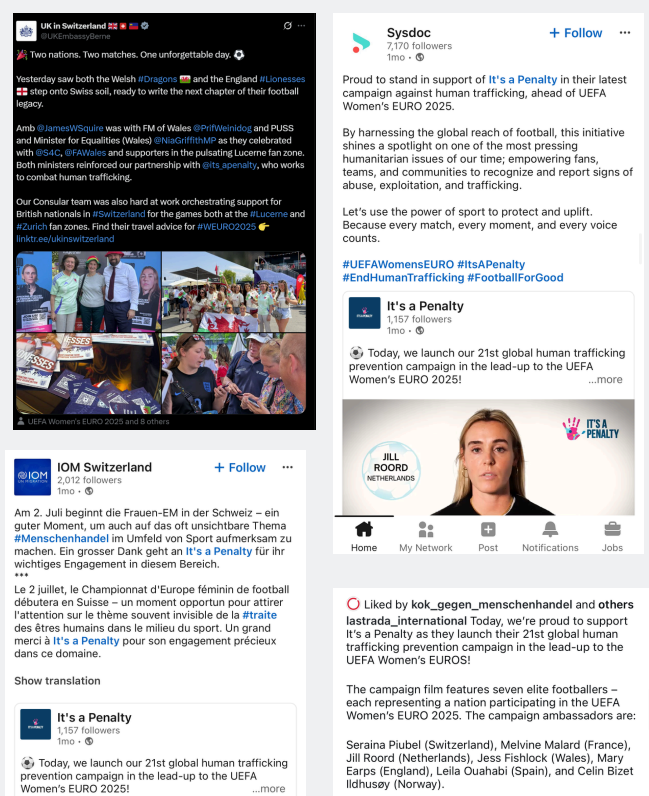
## SOCIAL MEDIA REACH

IT'S A PENALTY SOCIAL MEDIA PLATFORMS, SHARES BY PARTNERS & NEWS OUTLET SHARES

## ITS A PENALTY ORGANIC POSTS



## POST SHARES BY PARTNERS





# MEDIA COVERAGE

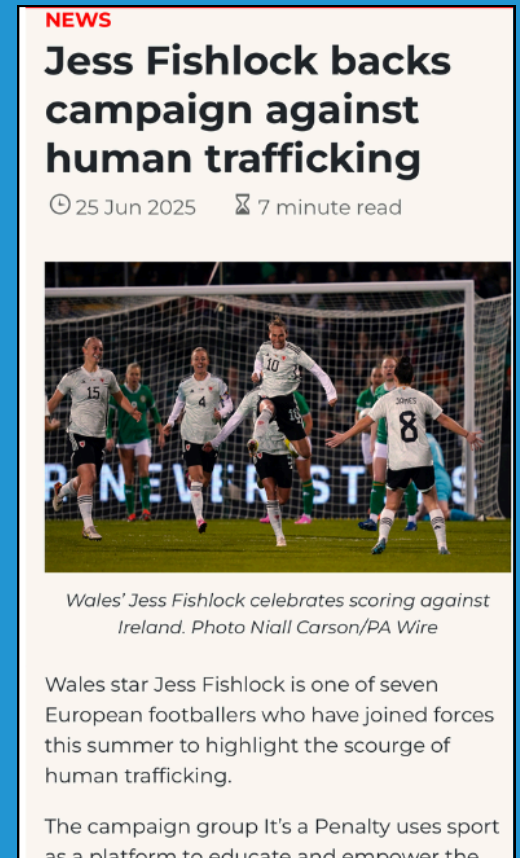
Through our partnership with 'Mediazoo' we were able to garner interest from key media outlets across Europe to secure impactful coverage for the campaign, helping raise vital awareness around the issue of human trafficking. In total, the campaign generated 22 pieces of coverage across online, offline, and social media platforms, reaching a combined audience of approximately 181 million people.

## 181 MILLION

PEOPLE EDUCATED  
THROUGH MEDIA  
COVERAGE  
POTENTIAL REACH



Coverage was widespread, with notable impact in Spain, where news items featuring footballer Leila Ouahabi reached 45 million. In Norway, coverage regarding footballer Celin Bizet's participation in the campaign garnered an audience of 4 million. The UK, saw 10 pieces reaching 24 million, including across Wales with Jess Fishlock's backing of the campaign generated media interest. International coverage amplified the campaign further with three pieces collectively reaching an impressive 108 million.







Our campaigns during major sporting events aim to prevent abuse, exploitation and human trafficking by EDUCATING, EQUIPPING and ENCOURAGING. We can evidence we achieved these aims through the UEFA 2025 Campaign.

## EDUCATING

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

*"I thought until now that human trafficking, is not so strong Europe but this Campaign is showing us that it is still happening."*

SURVEY RESPONDENT

## WHAT THE UEFA 2025 CAMPAIGN ACHIEVED:

**72%** INCREASED AWARENESS OF TRAFFICKING

72% of respondents to a post campaign survey noted increased awareness of human trafficking and exploitation.

*"The campaign has reminded me that human trafficking exists."*

*"We tend to forget about it when we go about our day to day life. To actively see information on it keeps it in the forefront."*

SURVEY RESPONDENT

## EQUIPPING

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

**81%** INCREASED KNOWLEDGE OF HOW TO REPORT

81% of respondents to a post campaign survey reported increased awareness of how to find help and report suspected cases of human trafficking and exploitation.



*“Human trafficking is something which happens on a very regular basis throughout the year. If we aren’t affected by it ourselves we tend to forget about it. The It’s a Penalty UEFA Women’s EURO Human Trafficking Prevention Campaign has reminded me about this issue and has helped me to keep my eyes open and be more aware.”*

SURVEY RESPONDENT

### ENCOURAGING

people to make a report or find help if they suspect human trafficking and exploitation is taking place.

**68%** INCREASED  
CONFIDENCE  
TO REPORT  
SUSPECTED  
CASES

68% of respondents to a post campaign survey confirmed that the campaign increased their confidence or likeliness to report suspected cases of human trafficking and exploitation.

*“The campaign gives me direct way to report a case and emergency number in each country. I think it is really helpful because this information is not easy to reach even when we live in a country where we find people need help.”*

SURVEY RESPONDENT

*“Before seeing the campaign, I wouldn't have known where to report it, and I wasn't aware that it was a problem in Switzerland.”*

SURVEY RESPONDENT

Survey issued online in August 2025 to 108 participants living in Switzerland (randomly selected through TestingTime)





## 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](mailto: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](http://ppf.org/pp)). Contributions to It's a Penalty are tax-deductible to the fullest extent of the law.

