

European Crime Prevention Award (ECPA)

Annex I - new version 2014

General information

1. Please specify your country.

Poland

2. Is this your country's ECPA entry or an additional project?

National project

3. What is the title of the project?

„Not every train goes to Hollywood”

4. Who is responsible for the project? Contact details.

Provincial Police Headquarters in Szczecin
Prevention Department,
Małopolska street 47, Szczecin 70-715

5. Start date of the project? (data-dd/mm/yyyy) Is the project still running?

If not, please provide the end date of the project.

The project was realized in three years, 2008 – 2010

6. Where can we find more information about the project? Please provide links to the project's website or online reports or publications (preferably in English).

<http://www.szczecin.kwp.gov.pl/profilaktyka>

7. Please give on a page description of the project. Max. 600 words.

The idea of the project was to realize that one should not believe implicitly in the promise of a bright future associated with a foreign trip, need to carefully make decisions about holiday travel, checking the information about the place and the people to whom we go. The program took the educational and informative form. Began with the organization of training courses for representatives of education to disseminate the threat of human trafficking. Training of school principals and teachers from around the region organized in October 2008 made it possible to train a total of 400 directors and school teachers of secondary schools of West Pomerania region. Teaching staff were learned of key issues related to combating and preventing trafficking in human beings, and acquainted with details of the victims aid system provided by NGOs. During the meetings with representatives of teachers the representatives of the institutions (Prosecutor's Office in Szczecin, West Pomeranian Provincial Office, Police Headquarters in Szczecin, the Regional Work Office in Szczecin, Szczecin Board of Education) informed about the scale of the threat of human trafficking, its forms, risks and possible ways to recruit and legal liability of such an offense. They talked with participants about how to responsibly prepare for traveling abroad, how to check a potential employer. In addition to educational content transmitted during the training, a running tool for Internet users in the form of a website has been launched, where all content related to the prevention, prosecution as well as a form of assistance to victims of such crimes have been published. The website operates to this day and is used to promote the basic content in the prevention of human trafficking in West Pomerania. In addition to the training content posters and flyers have been printed to share among high school students as well as to expose them in public institutions. In the next stage of the project a public campaign informing about the dangers of human trafficking has been realized. The campaign consisted of placing in sensitive province places of posters, citylights, diapasons, billboards with the image of enslaved women, victims of human trafficking. The graphics have been created that involved a different areas and stereotypes associated with this type of crime. The materials were also exposed in selected coastal

locations visited by tourists and the main routes in Western Pomerania. In addition to exhibition materials the guides in the form of brochures, in basic data regarding the threat of human trafficking and the help institutions and organizations were also prepared. Amount of 10 000 pieces of materials were distributed. Being aware of huge demand from education sector it has been decided to continue these activities by incorporating them into other projects toward youth in the province. The following year of the project a film has been recorded in collaboration with youth of High School No. 2 in Szczecin, upon the major issues concerning trafficking in human beings: begging, forced labor, exploitation of women, illegal adoption, trafficking of human organs. The film is the base for the debate in the classroom education. The actors were eleven high school students who described their knowledge of the problem at the beginning of filming which was verified at the end the footage. Another element of the project was a scientific conference. The conference was realized in October 13, 2010, on the eve of the European Anti-Trafficking Day. The conference was attended by educators, teachers and tutors working with young people in educational institutions. During the meeting the law regulations, possibility of cooperation with the departments responsible for the prosecution, forms and opportunities of joint prevention activities were discussed. The conclusions of the conference were used in planning the next steps of education in the area of educational lessons and meetings with school children, teachers and parents during the parents-teachers meetings. The next stage of the project was to establish a cooperation with Ukrainian and Belarusian police in the area of exchange of police experience and international cooperation in preventing and prosecuting this type of crime. During the meeting a series of workshops and practical sessions were implemented devoted to how to help the victim and how to interpret and qualify the law. Classes were also focused on the exchange of experiences in the field of police cooperation and other international institutions in the field of this type of crime. During the project radio programs devoted to the problem were held as well as an exhibition of works in topic of combating trafficking in human beings. A number of institutions and organizations were invited to cooperate. Despite the completion of the project, its components are still being implemented in other preventive ventures.

I. The project shall focus on prevention and/or reduction of everyday crime and fear of crime within the theme.

(Projekt powinien koncentrować się na zapobieganiu przestępczości i/lub ograniczeniu przestępczości i poczucia zagrożenia, w ramach tematu konkursu).

8. How does the project contribute to crime prevention and/or reduction of crime or the fear of crime? Max. 150 words.

The project was focused on the prevention of crime through the use of forms of information, education and cooperation with Poland's neighbor countries. In the area of recognizing the signs of the offense, the project draws public attention to the phenomenon of trafficking in human beings by equipping the institutions operating in the area of prevention and prosecution of such crimes with practical skills. In the framework of competitions and initiatives held, it activates school children and youths aged 13-19 years. It is preventive through the education of teachers of secondary schools in the field of elementary safety rules and awareness in the area avoiding hazards . The project draws attention to the real threat of the human trafficking crime, showing through public awareness campaigns that you should pay attention to what is going on behind the walls of our neighbors and what should arouse our social anxiety. Exposed the forms of trafficking and inspired to prevention, by what, during his realization period, constantly warned and induced to the prevention of risky behavior. Made people aware that even though the problem may be concerned for victim individually, all relatives will suffer the consequences.

9. How is the project contributing to raising citizens' awareness of crime prevention? Max.150 words.

It raises awareness in the area of basic information and knowledge about the problem of human trafficking contained on the website, as well as other prevention materials, which contain important information about human trafficking. Materials and carriers of this knowledge were, among others, flyers, posters, citylights, billboards, training materials, conference presentations, media appearances and publications in local newspapers. In particular, the project influenced the awareness by:

- 1) recording of preventive film,
- 2) preparation of exhibitions, posters in seaside resorts,
- 3) conducting an human trafficking information campaign in the media,
- 4) meeting with school heads and teachers from around the province,
- 5) radio broadcasts,
- 6) training of teaching staff and profiled parents-teachers meetings,
- 7) educational workshops with young people,
- 8) running a website,
- 9) exhibition of works depicting the dangers in tourist destinations,
- 10) international conference and training,
- 11) information placed on social networking services,
- 12) cooperation with representatives of the language schools and the Szczecin University,

II. The project shall have been evaluated and have achieved most or all of its objectives.

10. What was the reason for setting up the project? What problem(s) did it aim to tackle?.

The cause of an action in the area of the project was the diagnosis of low public awareness of the phenomenon of human trafficking and an increase in the number of cases of human trafficking. Due to the geographical position Poland is seen by the perpetrators of human trafficking as a transit country, where the main routes of people's transit run and where increased recruitment to forced labor happened. Seeing a growing problem and accompanied risks we started a preventive action. People that did not have the basic knowledge about the risk of becoming a victim

became an easy target for criminals. Prepared project was to support solving the problem of having a low legal and social awareness of young people (aged 16-19 years) in the area of presented issues so as to teach them the correct response to the risks associated with the phenomenon of human trafficking, to be able to recognize the situations that may contribute to become a victim. The development of civilization and unlimited internet access also resulted in a greater risk of recruitment of victims in cyberspace. Exposing too much of their images on social networking services also will further provoke and facilitate the activities of organized criminal groups and individuals. The increase in the scale of the phenomenon based on the documented number of crimes related to trafficking in human beings, was focused on the increased activity of foreigners, especially from behind the eastern border, who were detained in the province in connection with illegal stay and illegal work in our country.

11. Was the context analysed **before** the project was initiated? How and by whom? Which data were used? Max. 150 words.

The analysis was carried out by the organizers of the project as well as its partners. Research conducted by the organizers focused on the analysis of crimes recorded in the two years preceding the project, in the areas of crime-related issues. The analysis carried out by the partners concerned the awareness of children and young people in the area of awareness of real threats, among other things, the consequences of risky trips abroad. The available responses focuses on the high schools, where students could comment on the problem of human trafficking. The research conducted by school educators often fell answer that trip abroad with a passing acquaintance person is not a major problem and more time and energy young people put in a situation of choosing a new mobile phone than deciding on a foreign trip and checking out the potential employers in the available databases. Public awareness of the threat was more identified with fiction films than with the real threat that can happen to anyone who will be in this kind of situation irresponsibly approached for their own safety. Analysis of the phenomenon was conducted by school environments among high school students. In the safety analysis and risk behaviors conducted at that time by the educational institutions in the province of West Pomerania showed that on average, with a population of about 500 persons

aged 16-19 years, 75% strongly felt that the problem of trafficking in human beings does not apply to Poland and this type of cases occur first of all in the course of armed conflicts and situations in developed countries. Youth equated the problem of trafficking in human beings only with the sex business, and the most frequent victims' stereotype, that of a young woman kidnapped for forced sexual services. 62% incorrectly interpreted the forms of trafficking and another 28% concerned it as a "historical phenomenon".

12. What were the objective(s) of the project? Please, if applicable, distinguish between main and, secondary objectives. Max. 150 words.

Main objectives:

- 1) training of teachers, educators, principals in avoiding the risk of human trafficking (400 people),
- 2) training of young people aged 16-19 years (1000 people)
- 3) conducting an information and education action on the prevention of trafficking in human beings,
- 4) preparing and conducting a human trafficking exhibitions aimed at tourists
- 5) the preparing of scientific conferences in the field of cooperation between institutions working in the field of public safety,
- 4) the use of new media to promote the concept of security and avoiding the risks of human trafficking,
- 5) Establishing cooperation with partners from Ukraine and Belarus and the mutual exchange of experiences,
- 6) conducting of public website pools on diagnosis and awareness

Secondary objectives:

- 1) to inspire high school students to be active in the creation of artistic in the area of preventing human trafficking.

13. Did you build in internal goals to measure the performance of the project? If so, please describe at what stage of the project and how you measured whether the project was moving in the planned direction. Max. 150 words.

The staged diagnosis in the field of main activities was conducted during the project's realization. Systematically the interest of training participants and their opinions were

checked as well as public perception of information and opinion in local media and the evaluation of educational materials. This opinion were formed by surveys carried out directly after the training. The total number of people and organizations involved in the project was noted. The number was controlled constantly. When the interest was decreasing the idea of the project were disseminated again among potential Public opinion was also diagnosed by surveys conducted on the website of the West Pomeranian Police, from which one could obtain information on the general awareness in this area, and opinions on the measures taken by the organizer of social activities.

This type of form gave the constant repeating to publicize the project from the point of view of its next phases (training, conference, social events and education classes among young people on the basis of produced educational materials)

14. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what were the main results? Max. 300 words.

The evaluation was conducted in the form of internal checks of periodically implemented initiatives of the project. According to the assumptions, 400 people were trained in the course of training for teachers, educators and school principals. The trainings were ended with evaluation survey on participants' awareness of possessed information on human trafficking and preventing of such crimes. The survey was anonymous and the results showed that more than 80% of participants had no previous awareness of the forms of victims' recruitment as well as ways to seek help in a situation of this type of threat. Adults, teachers, school principals, despite their general problem awareness, did not realize the opportunities to recruit widely on the Internet and through social media. Among all persons trained the vast majority has deepened their knowledge of the problem and awareness in avoidance. Both social campaigns planned were conducted, in the area where based on public opinion and media information, opinions were verified on the relevance of media and forms of used graphics. Another form of evaluation was conducted among high school students. Directly after classes held using the footage, the youth have a chance to comment on the seen material. Each participant were asked five basic questions, each of which concerned the area of consciousness for this kind of crime. It was important to check whether after the footage the youth met forms of trafficking,

the dangers created by risky situations and potential forms of assistance provided by support institutions. Immediately after the classes the responses illustrated the group knowledge about the discussed issues were counted. Another form of evaluation was the information about the number of people who wanted to participate in meetings, trainings and possible educational initiatives. An important feedback in the framework of the project was the online survey addressed to residents and tourists. The survey included simple questions related to awareness of the danger area of human trafficking. Questions were periodically changed depending on the needs of the evaluation.

15. Has there been an outcome or impact evaluation? Who conducted the evaluation (internally or externally?), which data an evaluation method where used and what were main results? Max. 300 words.

The main information derived from internal evaluation was the information showing the general awareness in the area of human trafficking and how to counteract this type of crime. More than half of respondents in each the evaluation forms did not realize that the threat of human trafficking is a real threat that could meet us in everyday life. Participants of the program pointed to the fact that before the project the issue of trafficking in human beings was for tem an issues raised primarily in films and information about these types of events were associated primarily with the problems of other countries where the threat of trafficking appears to be more real. As a result of the study was verified that more than 88% of the young people after the undertaken educational activities is fully aware of how to check a potential employer or a language school. Most, i.e. 74% of people have not seemed before to realize what forms of human trafficking are common, and that forcing someone to begging can also be an example. The vast majority of respondents felt that the problem of trafficking does not apply to Polish society and a potential danger exists in more developed countries. After the classes held, the presentation of the problem and the public information campaign this position has changed. In cooperation with educational institutions through training for teachers and school principals the conducted diagnosis confirmed that the training undertaken radically increased awareness in the field of trafficking in human beings, its forms and possibilities of prevention. The vast majority of people participating in meetings as a result

of training were far more confident proceeded to carry on the tasks of school education of youth. The knowledge offered on training helped to prepare educational activities for school children in a professional manner.

III. The project shall, as far as possible, be innovative, involving new methods or new approaches.

(Projekt powinien być innowacyjny, włączać nowe metody lub nowe podejścia.)

16. How is the project innovative in its methods and/or approaches? Max. 150 words.

The project is innovative because in its implementation it uses of innovative forms of communication with the recipients of the project. It effected on the imagination and reached with educational information through exhibitions of art works and posters dedicated to the subject of human trafficking, among other things, tourists and resorts' visitors during the holiday season. Directed the education for new recipients - representatives of language schools. It touches both the broad education in the area of security and the interesting social activities aimed at stimulating awareness in this regard. Innovation of the project is also in the fact that its contents were exposed on the web portals using social media. Due to the wide range of audiences project involved both high school youth, theirs legal guardians and the school environment, which, due to educational activities also support the development of youth in the areas of safety. Innovation of the project was also involved in the fact that during its implementation, issues of human trafficking was due to the interest in society and changes in law codification very important and in connection with the opening of borders and entering of Poland to the Schengen area was very important for the safety of residents of border regions. Therefore, the project is not confined to local needs but by its task was carried out in the international field through cooperation with representatives of Ukrainian and Belarusian police. Innovation of the project also consisted of many cooperating institutions to publicize the problem of trafficking in human beings and pay social attention to this threat. The project also disseminate information on how to check a potential employer, but first of all realize that the recruitment, forced labor exploitation, illegal adoption or forced begging is the real tragedy of many people and their families.

IV. The project shall be based on cooperation between partners, where possible.

(Projekt, w takim stopniu jak to możliwe, powinien opierać się na współpracy z partnerami.)

17. Which partners or stakeholders were involved in the project and what was their involvement? Max. 200 words.

- 1) Provincial Headquarters in Szczecin and its subordinate organizational units in the area of Western Pomerania - the originator of the program, project coordinator,
- 2) West Pomeranian Provincial Office - organizational help, assistance to publicize and reach the audience of initiatives
- 3) West Pomeranian Marshal Office - project co-financing,
- 4) The Prosecutor's Office in Szczecin - the project partner delegating, among other things, the training lecturers,
- 5) Migration Policy Department of Ministry of Home Affairs - financial support for the exchange of experiences and Polish – Ukrainian police conference on the prevention of illegal trafficking,
- 6) The Board of Education in Szczecin - information - educational role
- 7) representatives of the media (press, radio, television) - information - educational role
- 8) Border Guard- content-related support, participation in conferences,
- 9) Szczecin University - content-related support and academic participation in the conference
- 10) Provincial Work Office - training courses and conferences participation, the organization of checks of schoolchildren abroad trips,
- 11) Ukrainian and Belarus police – participation in an international conference and the implementation of joint workshops on assistance to crime victims
- 12) High School No. 2 in Szczecin- preventive film actors, participation in promotion of the film and demonstration lessons.
- 13) Non-governmental organizations: Foundation "Safer Together", ITAKA- assistance in the publication of educational materials, content-related help in the development of film material
- 14) Szczecin advertisement agencies - providing the exposure for campaign materials.

V. The project shall be capable of replication in other Member States. (Projekt powinien nadawać się do powielenia/wdrożenia w innych państwach członkowskich.)

18. How and by whom is the project funded? Max. 150 words.

Financed by West Pomeranian Provincial Office and Migration Policy Department of Ministry of Home Affairs.

19. What were the costs of the project in terms of finances, material, infrastructure and human resources? Max. 150 words.

Each task generated separate costs for the project. The highest costs were generated by organization of social campaign, edition of educational materials in the form of posters that were exposed to various media advertising, brochures and other publications, for a total of over 10 000 PLN. Another expense was the organization of an international conference with the participation of representatives of the Polish, Ukrainian and Belarusian police on the exchange of experience and joint solutions in the crime of human trafficking. Its cost of implementation were 10 000 PLN. These cost items are the amounts spent for items that could not be done from the spending of the organizer or its partners. Printing materials, hiring of exposure and providing the logistic for the conference was the expenditure that was funded by received grants amounted 20 000 PLN. Four people were involved in the project realization who worked actively during its duration. However, a number of institutions and partners participating in the project gave their own work as well.

20. Has a cost-benefit analysis been carried out? If so, describe the analysis, including how and by whom it was carried out and list the main findings of the analysis. Max. 150 words.

In terms of cost-benefit analysis of the project definitely the benefits from the implementation of specific actions were greater than the costs incurred. Due to the fact of the involvement of many forces and resources from the project partners, as well as the organizer's own work, the costs have been reduced to absolute positions

such as printing, organization of conferences. Other costs have become the own contribution of partners and organizer.

21. Are there adjustments to be made to the project to ensure a successful replication in another Member State?

Surely you must adapt the message of social activities, their form and the way to reach the audience as well as a communication channel to achieve the intended purpose. Certainly worth paying attention is an any kind of content on the legal responsibility and institutional cooperation, which may differ due to the legislation of the country concerned and its community organizations and public institutions operating in the field of prevention and prevention of human trafficking.

22. How is the project relevant for the other Member States? Please explain the European dimension of your project.

The project is important for other European countries in terms of social assessment of human trafficking and an opinion on this problem in Poland. Due to the priorities of the European Union in the fight against and prevention of this crime as well as from the point of view of transit through Poland to other countries of victims and criminal groups it should draw on the experience of this type of project. Due to the external border of the European Union and the inability to freely cross the border human trafficking victims can get to our country illegally. On the other hand, due to the Schengen area, which open Polish border, possess international dimension of this type of criminal activity. This situation requires an active approach to prevention and amplify this problem which can be from the point of view of the specific position of our country and its diverse frontiers interesting and inspiring to other members of the European Union. Each activity in the area of the problem due to the desire to take it in another country can provide a number of hints or can avoid potential errors that arose during the implementation of the task. In preparation for this type of project, it is good to draw on the experience and results already implemented in cooperation with other countries. In this respect, certainly the presented project will be relevant to other members of the European Union.

Please provide a short general description of the project (abstract for inclusion in the conference booklet – max. 150 words)

The program consisted of a series of trainings addressed to the pedagogical environment. Training had brought closer the issues of human trafficking and familiarized teachers with the specificity of the phenomena to effective prevention work with youth. Provided the opportunity to exchange international experience between Polish, Ukrainian and Belarusian police in combating this type of crime as well as in cooperating on their limitations. The project created a website which brings closer information in the most important content on the phenomenon of trafficking in human beings. Introduced social activities, poster-information actions and education campaigns resulted in learn about the crimes in this area to residents and visitors to the region of Western Pomerania. The conference presenting the problem and providing information in this regard gave the broader audience closer inter-institutional co-operation position. Further educational activities, implemented jointly with the youth, making of preventive film and conducting prevention activities allowed to discuss the problem directly with those who, because of risky decisions are the most vulnerable to this type of incident. Continuation of the program in other projects allows to keep it with new preventive elements. Any assumptions and objectives of the project have been fully achieved.