



EUCPN
EUROPEAN CRIME PREVENTION NETWORK

1. Project title

"The perfect job – a one-way illusion"

2. Main theme

Prevention of trafficking in persons for the purpose of labor exploitation among citizens looking for a job
Call to action: #omaibunainformare (*#abetterinformation*)

3. Project purpose and outcome (in two sentences)

- Preventing trafficking in persons by increasing the level of information of people looking for a job, using online platforms.
- Educating people on how to analyse a job offer before applying to it, in order to better identify the potential risks and red flags regarding the employer, the legality of the job, the type of work to be provided and other conditions (accommodation, salary).

4. Project submitter (Member State), project leader(s) and project partner(s)

- The National Agency Against Trafficking in Persons, Ministry of Internal Affairs, Romania - leader
- OLX Romania – one of the biggest ad-platforms in Romania, containing dedicated sections for job offers, both at national level and abroad.

5. Links to the project's website or online reports/publications (preferably in English)

<https://ajutor.olx.ro/olxhelpro/s/article/vrei-sa-lucrezi-in-strainatate-cum-sa-previi-exploatarea-prin-munca-V22>

<https://ajutor.olx.ro/olxhelpro/s/article/vrei-sa-lucrezi-in-strainatate-cum-sa-previi-exploatarea-sexuala-V29>

6. Short summary of the project (**max. 100 words**)

Between 20.03.2020 – 16.10.2020, ANITP together with OLX Romania implemented the online campaign *"The perfect job – a one-way illusion"* aimed at improving the self-protection capacity of the main target group (people looking for a job through online platforms) and the general public, user of the online environment, regarding the dangers and risk situations to which they may be exposed by accepting a job offer without prior information. Also, the activities of the campaign aimed at transmitting a set of useful tips and recommendations in the process of looking for a job and analyzing different ads and offers

7. Project description

The technological evolution and the multitude of possibilities that the online space offers have an important influence in the area of crime related to trafficking in persons. Technology is used by traffickers in all stages of crime, including recruiting, controlling and exploiting victims. Accessing a job is done in most cases in the online space, through job platforms. In this context, it is very important that users check the veracity of a job offer in advance and inform themselves about the dangers that can be hidden behind ads that may seem perfect at first glance.

Therefore, ANITP together with OLX Romania implemented the online campaign "*The perfect job – a one-way illusion*" aimed at improving the self-protection capacity of the main target group (people looking for a job through online platforms) and the general public, user of the online space, regarding the dangers and risk situations to which they may be exposed by accepting a job offer without prior information. Also, the activities of the campaign aimed at transmitting a set of useful tips and recommendations in the process of looking for a job and analyzing different ads. In order to achieve the campaign's objectives, the two institutions carried out the following activities:

- The promotion of the anti-trafficking messages on ANITP's Facebook pages;
- The publication of two banners on the OLX website, in the "*Jobs*" and "*Jobs abroad*" sections. The first banner contained the title of the campaign, the message "*Inform yourself! You can be one click away from becoming a victim of trafficking in persons!*", the logos of the two partner institutions, as well as ANITP's Helpline. By clicking on this banner, users were automatically redirected to the ANITP website, thus finding out more details about the Agency's activities and contact methods, in order to request additional advice and information. The second banner contained the message "*Attractive earnings and a better life just a click away!*" and by clicking it users were redirected to a fictitious ad posted on the OLX website, an ad that contained a series of recommendations on analysing job offers and avoiding the risks that can hide behind "perfect" ads;
- In addition to the ad that can be accessed directly from the second banner, in order to intensify the transmission of anti-trafficking messages and information to prevent trafficking in persons for the purpose of labor exploitation, on the OLX website was posted another fictitious ad, promoted and permanently displayed in the "*Jobs*" section.
- Publication of two articles containing advice and recommendations to prevent trafficking in persons for the purpose of labour and sexual exploitation on the OLX website, section "*Your safety on OLX*"

In addition to the activities established within the campaign, OLX representatives have undertaken several additional measures to increase the safety of users, respectively:

- verification and centralization of reports from the "*Jobs*" section;
- analysing the responses received and deactivating the ads, where the situation required actions from the Prevention Department;
- 730 abuses verified upon reporting, over 250 ads deactivated;
- checks together with the assigned account agents, in the situation where the abuse concerned a company that collaborates with OLX.

8. Project objectives

- Informing job seekers using online platforms about the potential risks that can be hidden behind a "perfect" job offer.
- Public awareness of the risks and implications of trafficking in persons
- Informing and educating people looking for a job through online platforms on how to check job ads before applying to them.

- Informing and raising awareness of public opinion regarding the phenomenon of trafficking in persons for labour exploitation.

9. Project outcome

The campaign's messages benefited from an increased degree of visibility in the online environment, the posts with anti-trafficking information being distributed daily on ANITP's Facebook pages. Thus, 259 posts were made that recorded 4,901 likes, 5,293 shares, 26,010 interactions with the posts and a total impact of 500,114 unique users.

The posts made on ANITP's Facebook page were shared daily on the accounts of the 15 Regional Centers, registering 5,368 posts with anti-trafficking messages from the "Perfect job – one-way illusion" campaign.

The two banners posted on the OLX website, in the "Jobs" and "Jobs abroad" sections, recorded 2.9 million impressions and over 1,500 clicks.

The two fictitious ads recorded a total of 102,315 views, 809 additions of the ads to favorites and over 18,000 clicks on the ANITP's Helpline number 0800-800-678, displayed in the contact details section of the ad.

The results of the two preventive articles posted in "*Your safety on OLX*" section were the following: 437 views of the article "How can you prevent labor exploitation?" with an average time of 01:17 minutes spent on the page and 252 views of the article "How can you prevent sexual exploitation?" with an average time of 00:48 minutes spent on the page.

10. Start and end project, timescales and key milestone dates

The prevention campaign was implemented between 20.03 and 16.10.2020.

On 20.03.2020, the prevention campaign was launched, a press release being sent to this effect. The press release was promoted on the ANITP website and on the social-media networks of the partner institutions.

Between 20.03.2020 and 16.10.2020, prevention activities were carried out within the campaign, on the OLX website and on ANITP's social-media networks.

The evaluation process of the campaign took place between 19-23.10.2020.

Using the previous experience, good practices and positive results obtained in the collaboration with OLX Romania in the prevention campaign "*The perfect job - one-way illusion*", as well as the resources owned by the OLX platform in terms of visibility and potential to reach a large number of beneficiaries looking for jobs (in Romania or abroad), the two partner institutions will launch in the next period a new prevention campaign entitled *#WorkSafely*. The campaign will include two main dimensions, namely informing and educating the target audience about analyzing and accepting unrealistic job offers, with promises of great earnings, but full of risks and uncertainty. The campaign will benefit from a strong promotion in the online environment, on the social-media networks of ANITP and OLX, as well as a high degree of visibility in the online media. Some of the activities of the "*Perfect job - one-way illusion*" campaign will be part of the new initiative (the use of banners to promote the campaign, posting fictitious ads in the "*Jobs*" and "*Jobs abroad*" sections that lead to a series of preventive tips aimed at people who might fall into the trap of a "perfect offer", two articles posted in the Help Center section, etc.), but updated and improved information will be used, as well as new methods of promoting materials and activities (interviews with OLX's anti-fraud specialists and ANITP representatives, posts on TikTok and Instagram networks, hashtag challenge created especially for the campaign, as well as new ways of monitoring the results and the types of beneficiaries in the online environment.

11. Funding (total budget and type of funding (e.g. ISEC, EUCPN Fund,...))

In the implementation process, the own resources of the two partner institutions were used. For ANITP, running the campaign did not involve dedicated financial implications.

12. Evaluation

The monitoring process of the campaign's activities and the evaluation of the results were carried out using the resources of the OLX platform (number of views, clicks, reported ads, notifications etc.), as well as the indicators of the social-media networks used by ANITP.

13. Contact details project

<https://anitp.mai.gov.ro/> www.olx.ro