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DEUTSCHE ZUSAMMENARBEIT

Preventing and Combating Trafficking in Human Beings in the Western Balkans Region (PaCT)

Approach: Awareness Raising (AR)



PROJECT OVERVIEW

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)** is implementing the regional project "Preventing and Combatting Trafficking in Human Beings in the Western Balkans (PaCT)". The project advises public authorities and civil society organizations (CSOs) in the Western Balkans on how to establish the underlying conditions to improve the situation for (potential) victims of human trafficking.

The strategic partner of the project is the **Migration, Asylum, Refugees Regional Initiative (MARRI)** – the regional intergovernmental organisation on migration – with its Regional Centre in Skopje, North Macedonia.

The two main target groups of the project are migrants and refugees in the Western Balkan region and vulnerable groups from the Western Balkans who are particularly at risk of being trafficked such as, for example, members of the Roma minority.

PaCT four fields of action:



Prevention:

Making vulnerable groups more resilient to the risks of human trafficking



Protection:

Better identifying (potential) victims of human trafficking



Partnership:

Improving coordination and cooperation between different institutions and referral mechanisms



Support services:

Offering education and training as well as advisory services in the area of mental health and psychosocial support tailored to the requirements of the target groups

APPROACH: AWARENESS RAISING (AR)

Trafficking in human beings is a crime that knows no borders. Human beings are trafficked in every corner of the world. Increase in migration, further increases the problem of trafficking and exploitation of migrants. An important tool in combating and preventing trafficking in human beings (THB) is raising awareness around signs, causes and consequences of trafficking. Anti-trafficking campaigns focus on educating people about the true nature of that crime and its consequences.

To support this endeavour, the project developed an **Awareness Raising Toolbox** that contains step-by-step guidelines and tools for the preparation and management of awareness raising campaigns, covering all stages from the first idea to the delivery and evaluation of results. If you are one of the actors engaged in awareness raising efforts, check this out: <https://toolboxes.marri-rc.org.mk>. If the awareness raising activity is planned right, you will hopefully prevent some people from falling into the hands of human traffickers.

MAIN PURPOSE OF THIS APPROACH

This approach focuses on the implementation of target group-oriented awareness and sensitisation campaigns. The main purpose is to increase the resilience of (potential) victims of trafficking in the region through prevention measures. The awareness raising campaigns provide potential victims with sufficient information about the risks of human trafficking and the possibilities for legal labour migration, so that they are able to make informed decisions about migration, to evaluate whether job offers are realistic, and to seek help in case of trafficking. The approach also aims to increase the awareness of other relevant target groups, including policymakers and relevant professionals and institutions working in the area of THB, to enhance their readiness to address THB adequately, and to strengthen their institutional capacity to counter it.

TARGET AUDIENCE

The awareness raising approach primarily targets:



Migrants and refugees transiting through the Western Balkan region

Local population (especially vulnerable groups)



Authorities working in the area of THB

Civil society actors



RESULTS

We have supported campaigns in the region on the following topics:

01

Sexual Exploitation of Women and Girls

Minors at Risk of Cyber Trafficking

02

03

Refugees and Migrants at Risk of Trafficking

Labour Exploitation

04

Campaign about victims of sexual exploitation and trafficking:

“Respond, report, call...”,
implemented by NGO
Women’s Lobby in Montenegro



AKO JE ŽRTVA PRIMORANA DA ČUTI
DRUŠTVENA ZAJEDNICA NIJE !

ČUTATI O NASILJU NAD
ŽENAMA , DJEVOJKAMA, DJEVOJČICAMA,
JE ZLOČIN !

NASILJE SE NE TOLERIŠE, ONO SE PRIJAVLJUJE !

SOS telefoni
020 250 750 ; 11 66 66
(non-stop dostupni , anonimno, besplatno, povjerljivo)

Campaign about labour exploitation:

“Prevention of THB in migrants and seasonal agricultural workers”,
implemented by NGO MYLA
in North Macedonia



You may be forced into
inappropriate labor conditions!
You might **not** get paid!

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GIZ is responsible for the
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On behalf of BMZ

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