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**ANALYSIS OF MARKETING COMMUNICATION ACTIONS FOR
PREVENTION OF TRAFFICKING IN HUMAN BEINGS**

A part of research results concerning the state of affairs in implementing the Convention on Action against Trafficking in Human Beings in Ukraine, initiated by All Ukrainian NGO Coalition for Combating Trafficking in Human Beings, in which author took part and prepared the analyst report, and also her own researches are presented in the paper. Some shortcomings in the communication process between governmental authorities and target market have been found out during carrying out the research. The marketing communication measures implemented and planned for implementation by government authorities are analyzed in the paper. On the basis of research results and conclusions some recommendations are offered in the paper.

Keywords: human trafficking; marketing; nonprofit organization; marketing communication; vulnerable population group.

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**АНАЛІЗ МАРКЕТИНГОВИХ КОМУНІКАЦІЙНИХ ЗАХОДІВ ІЗ
ЗАПОБІГАННЯ ТОРГІВЛІ ЛЮДЬМИ**

В статті представлені частина результатів дослідження стану виконання Україною Конвенції Ради Європи про заходи щодо протидії торгівлі людьми, ініційованого Всеукраїнською Коаліцією громадських організацій з протидії торгівлі людьми, в якому автор приймала участь та готувала аналітичний звіт, а також власні дослідження. В ході дослідження виявлені недоліки у комунікаційному процесі державних служб із цільовими соціальними групами. Здійснено аналіз маркетингових комунікаційних заходів, реалізованих та запланованих до реалізації

державними органами. На основі результатів дослідження та висновків запропоновано низку рекомендацій.

Ключові слова: торгівля людьми, маркетинг, некомерційна організація, маркетингова комунікація, уразлива група населення.

Рис. 2. Літ. 11.

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АНАЛИЗ МАРКЕТИНГОВЫХ КОММУНИКАЦИОННЫХ МЕРОПРИЯТИЙ ПО ПРЕДОТВРАЩЕНИЮ ТОРГОВЛИ ЛЮДЬМИ

В статті представлена частина результатів дослідження стану виконання Україною Конвенції Ради Європи про заходи проти торгівлі людьми, ініційованого Всеукраїнською Коаліцією громадських організацій проти торгівлі людьми, в якій автор брала участь і готувала аналітичний звіт, а також її власні дослідження. В ході дослідження виявлені недоліки в комунікаційному процесі державних служб з цільовими соціальними групами. Зроблено аналіз маркетингових комунікаційних заходів, виконаних і запланованих до реалізації державними органами. На основі результатів дослідження і висновків запропоновано ряд рекомендацій.

Ключевые слова: торговля людьми, маркетинг, некоммерческая организация, маркетинговая коммуникация, уязвимая группа населения.

Introduction. The Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime (hereafter referred to as the "Trafficking in Persons Protocol"), defines trafficking in persons as follows: "the recruitment, transportation, transfer, harboring or receipt of persons, by means of the

threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery, servitude or the removal of organs".

According to the U.S. Agency for International Development (USAID) an estimated 100,000 persons have been trafficked in Ukraine since 1991, including men, women and children. The Ukrainian Mission of the International Organization for Migration estimates that more than 120,000 Ukrainian men, women and children have been trafficked since 1991.

As provided in Article 5 "Prevention of trafficking in human beings" of the Council of Europe Convention on Action against Trafficking in Human Beings: «Each Party shall take appropriate measures, as may be necessary, to enable migration to take place legally, in particular through dissemination of accurate information by relevant offices, on the conditions enabling the legal entry in and stay on its territory».

There is the National Targeted Social Program for Combating Human Trafficking until 2015 in Ukraine, which contains measures aimed at preventing trafficking in human beings for vulnerable population groups in Ukraine. However, as provided in paragraph 5 of Appendix 2 of the Program there is only one informational and educational event aimed at preventing trafficking in human beings and its primary prevention in 2013.

In the Trafficking in Persons Report of the U.S. State Department for Ukraine it is indicated that the Government of Ukraine does not fully comply with the minimum standards for the elimination of trafficking; however, it tries to do its best. Therefore, the financing of measures planned in the National Targeted Social Program for Combating Human Trafficking until 2015 are to be optimized by developing targeted

measures aimed at preventing trafficking in human beings within target segments of this nonprofit market. Therefore, the research of the directions of measures combating trafficking in human beings efficiency increasing by methods of the nonprofit marketing, especially by tools of marketing communications as targeted impact through messaging the target consumer groups (vulnerable population groups who are at risk of suffering from human trafficking) in order to change their behavior with the aim of trafficking prevention is an urgent task.

Analysis of the recent researches and publications. The empirical studies on directions of the nonprofit marketing tools use by domestic NGOs in general and those which specialize in combating trafficking in human beings in particular, are initiated and carried out by themselves and financed by the international organizations: research practices of stable development of Ukrainian NGOs specialized in combating trafficking in human beings (2009), research of nonprofit marketing use by NGOs of Ukraine (2011), research of public awareness in Ukraine with various forms of trafficking in human beings (2011).

The all Ukrainian NGO Coalition for Combating Trafficking in Human Beings initiated the research of the state of implementation of Convention on Action against Trafficking in Human Beings in Ukraine. The research made possible to reveal measures of preventing potential victims of trafficking in human beings from the various forms of exploitation in our country which were carried out by governmental bodies during 2011-2012 in 15 investigated regions of Ukraine or are planned for launching by governmental bodies, as provided in Article 6 of the Convention on Action against Trafficking in Human Beings. In the research author took part and prepared the analyst report from the Coalition for the Council of Europe Group of Experts on Action against Trafficking in Human Beings (GRETA). The information was obtained from 14 NGOs-members of the Coalition from the Autonomous Republic of Crimea and fourteen regions of Ukraine (Vinnytsia, Volyn, Donetsk, Zakarpattia, Ivano-Frankivsk, Lviv, Luhansk, Mykolayiv, Odesa, Rivne, Ternopil, Kharkiv, Kherson, Chernivtsi ones). A lot of important data have been collected from

the respondents during the research. A part of these results is presented in the paper. The official responses of government agencies to requests of the Coalition organizations-members according to the Law of Ukraine «On access to public information», interviews with the officials and employees of government agencies and local authorities, results of their web-pages monitoring, other sources of public information served as the sources of information. Empirical data, obtained as the results of the research, make possible to analyze the marketing communicative measures against trafficking in human beings which were carried out in Ukraine in 2011-2012 by governmental bodies.

The object of the research is the communication process and the elements of communication between governmental authorities and target nonprofit market.

The aim of our research is to analyze marketing communicative measures to discourage demand leading to human trafficking which were implemented in 15 regions of Ukraine in 2011-2012. The research objectives are formulated as follows:

1. To investigate, what kind of campaign or program of preventing the potential victims of trafficking in human beings from the various forms of exploitation has been carried out by governmental authorities in our country during 2011-2012 in 15 investigated regions of Ukraine or are planned for launching, as provided in Article 6 of the Convention on Action against Trafficking in Human Beings.

2. To determine whether any marketing communicative measures have been implemented on the basis of previously carried out researches for determining effective preventive methods and to find out if they were addressed to a target group of potential victims.

3. To analyze the material used for the campaigns or programs and its dissemination.

The methods of the research are systematic and comparative analysis of scientific literature and statistical information.

The research statements. As provided in Article 9 of the state national scenarios of protection of particular groups of potential victims - the Law of Ukraine

«On Counteracting Human Trafficking» (2011), combating of human trafficking is carried out by the directions of reducing the vulnerability of the population and discouraging demand leading to human trafficking through the implementation of socio-economic measures. The National Targeted Social Program for Combating Human Trafficking until 2015 is valid in Ukraine from 2013 till 2015. It contains measures on the prevention of human trafficking, including the vulnerable population groups. In addition, there are many other regulations regarding such measures: orders of the Ministry of Education and Science of Ukraine, Youth and Sports of Ukraine № 292 from 29.03.2011 «On organizing the information and preventive actions on prevention of trafficking, exploitation of children and child abuse in 2011», № 827 from 19.07.2012 «On Approving the action plan of the Ministry of Education, Youth and Sports of Ukraine for Combating Trafficking in Human Beings till 2015», Order of the Department of education and science of Autonomous Republic of Crimea «On Approving the action plan of the Ministry of Education, Youth and Sports of the Autonomous Republic of Crimea for Combating Trafficking in Human Beings till 2015» №1092 from 31.01.2012. The mentioned regulations are the actions on systematization of work for combating human trafficking in the educational system.

Analysis of tasks and implemented measures of the National Targeted Social Program for Combating Human Trafficking until 2015 makes possible to state the following:

1. Prevention of human trafficking and its primary prophylaxis are included into the tasks of the Program. Among the annual ones there is one informative measure on «increasing the level of population awareness about modern forms of trafficking in human beings, tools and methods used by human traffickers» (volume of financing from the national budget is 1 007 112 UAH) and a sub item of this measure is «production and dissemination of public service announcements, booklets, posters» (the money to be used are 630 602 UAH from local budgets and from public and international organizations (by agreement)).

2. Another measures are «conducting public awareness and education on labor migration» (80 674 UAH from the national budget) and «conducting information campaigns on employment in Ukraine and abroad, safe and regulated labor migration, human rights of labor migrants». While analyzing these measures we should find out how do performers differentiate these measures, for which target groups they are intended as one of them has an indicated area for the implementation and for the other one orientation is not specified, i.e., these measures are poorly differentiated. Two events are scheduled for 3 years in the Program (in 2013 and 2015), for unknown reasons such measures are not planned in 2014.

3. Financing of the prevention of trafficking in human beings among vulnerable population groups is rather low – 53 759 UAH.

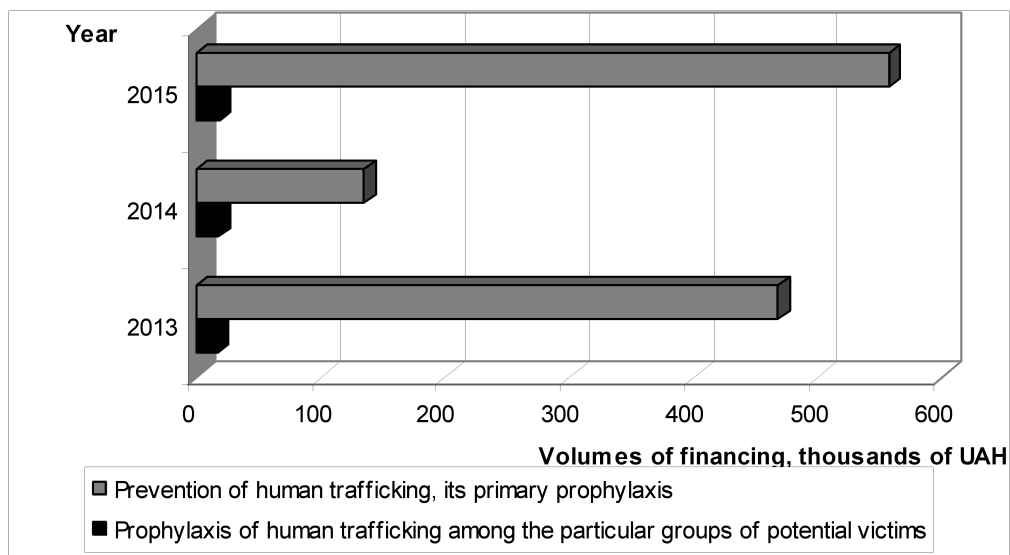


Figure 1. Forecast volumes of financing the preventive measures of the Program

Based on the National Targeted Social Program for Combating Human Trafficking until 2015 data

As can be seen in Fig. (1), which indicates forecast volumes of financing the preventive measures of the Program, the financing of prevention of trafficking in human beings among vulnerable population groups is considerably lower compared to the volumes of financing of measures for prevention of human trafficking among

population in general (in 21,59 times). Thus, preventive measures for representatives of population which have the highest level of risk to become a victim, unfortunately, are not a priority in the Program. The fact that among the subjects, being responsible for the implementation of preventive measures for vulnerable population groups, there are NGOs and international organizations (by agreement), can testify about "shifting" of the major efforts on the shoulders of NGOs which carry out a lot of activities being funded by international donors. For example, the costs of preventive measures range from 230 thousands of UAH (in the Mykolaiv region) and more than 160 thousands of UAH (in the Rivne region) to 89 thousands of UAH in the Ternopil region in 2011-2012. The conducted measures were financed by international donors.

With the purpose of improvement of prevention of trafficking in human beings we have analyzed marketing communication measures combating trafficking in human beings carried out and planned by governmental bodies and NGOs of Ukraine in 2011-2012 by such aspects as: coordination of activities of the message senders, target orientation of the message, message receiver, validity of choice of target audiences and methodology of communication with them, channels of communications, response/feedback.

According to the Program subjects of communication - the message senders - are Ministry of Social Policy of Ukraine, the State Committee for Television and Radio Broadcasting of Ukraine, Ministry of Internal Affairs of Ukraine, Ministry of Foreign Affairs of Ukraine, Ministry of Education and Science, Youth and Sports of Ukraine, Ministry of Culture of Ukraine, State border guard service of Ukraine, Security Service of Ukraine, Council of the Ministers of Autonomous Republic of Crimea, Kiev and Sevastopol local state administrations, public and international organizations (by agreement). As provided in the article 5 of the Law of Ukraine № 3739-VI from 20.09.2011 «On Counteracting Human Trafficking» the subjects who are responsible for carrying out the measures on combating are: the President of Ukraine; Cabinet of Ministers of Ukraine; central executive authorities; local

executive authorities; foreign diplomatic missions of Ukraine; establishments aiding victims of trafficking in human beings.

Local authorities as well as enterprises, institutions and organizations regardless of the type of ownership, NGOs and individuals (all by agreement) took part in implementing the measures of prevention of trafficking in human beings.

The Program contains actions, directed on target audiences of communications, who are both the population in general and potential victims such as:

- children of labor migrants, orphans and other categories of children in need of social protection;
- persons who are parents and guardians;
- persons involved in the worst forms of labor, including those providing paid sexual services;
- individuals who intend to work abroad;
- unemployed persons;
- foreign citizens, persons without citizenship, including those applied to the government of Ukraine for obtaining refugee status.

However, the analysis of information from the letters of response provided by the representatives of the local authorities departments have found that the main target audience of communications were schoolboys and schoolgirls, students, unemployed, those who are in difficult circumstances. Thus, the other vulnerable population groups who are at high risk of becoming potential victims of human trafficking, were not reached by the measures.

Thus, the choice of the target market and methodology of preventive work was not based on previous researches, resulting in the wrong choice of marketing communications which discriminates certain target consumer groups, the male population in particular.

Responses of the governmental authorities to requests of NGOs provide information on the measures that have been mainly women targeted, although in recent years in Ukraine there is an increase in the number of male share and even its

predominance among trafficked persons (see Fig. 2). This tendency corresponds to the change of global gender portraits of victims of trafficking.

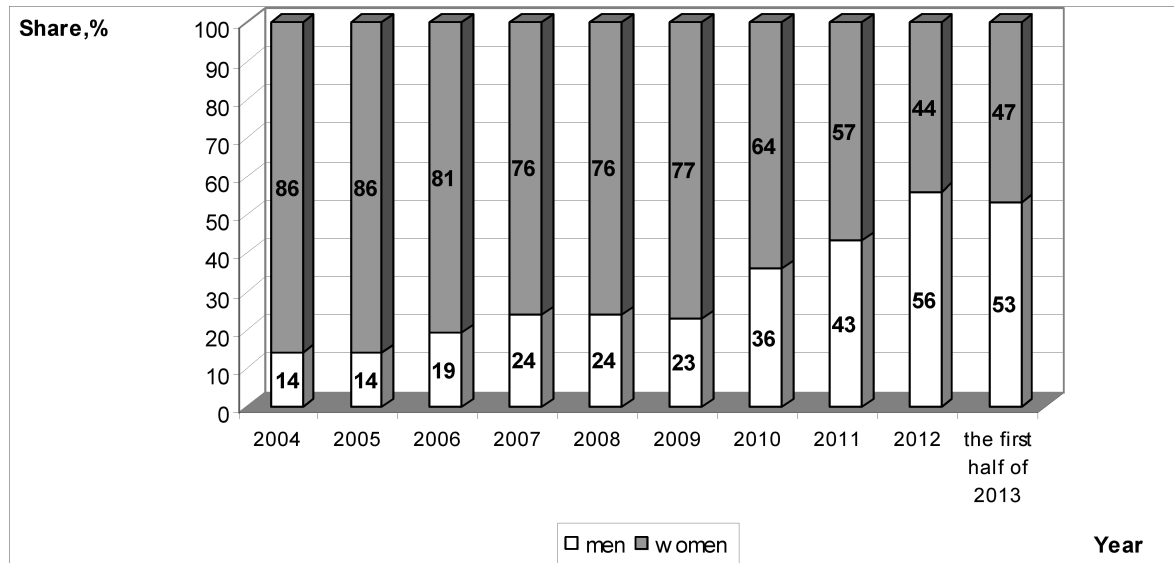


Figure 2. Gender profile of Ukrainian trafficking victims, 2004 – the first half of 2013.

Based on the data from the statistics of IOM in Ukraine

Responses of the governmental authorities to requests of NGOs made possible to draw a conclusion that in the investigated regions of Ukraine during the last two years the following measures, targeted on warning the potential victims of human trafficking about the different forms of exploitation, have been implemented:

- dissemination of printed advertising, articles in mass media, construction of information corners on prevention of negative social phenomena, including trafficking in human beings;
- personal group communications in the form of lectures, workshops, seminars, discussions;
- interactive communications with young people (for example, contests);
- TV and radio advertising (news stories, thematic programs, broadcasting of public service announcements and educational films).

However, there are some problems caused by ambiguous division of responsibilities for the implementation of public awareness work in investigated regions.

Themes of messages of governmental authorities as provided in the report of Ministry of Social Policy of Ukraine, were the followings ones:

- problems of human trafficking in Ukraine, forms of human trafficking which often occur in Ukraine and the readiness of government agencies to combat with this phenomenon and to assist victims of human trafficking;
- the new legal framework on combating trafficking in human beings;
- means and methods used by criminals in human trafficking;
- awareness-raising measures on prevention of the situation of human trafficking
- issues of employment in Ukraine and abroad, safe and regulated labor migration, rights of labor migrants, the risks of employment by recruitment agencies, the problems of illegal labor migration.

Governmental authorities have used the following channels of communication:

- placement of the outdoor public service announcements on the trolleybuses in the UEFA EURO 2012 hosting cities;
- interviews on the radio on combating trafficking in human beings and illegal labor migration;
- meeting with the representatives of the U.S. Embassy in Ukraine, the U.S. Embassy in the Republic of Cyprus and nine journalists of the Republic of Cyprus on implementation of the state policy on combating human trafficking in Ukraine, individual and group consultations;
- placement of information on combating human trafficking at the official website of the Ministry in the corresponding section;
- consultations on combating trafficking in human beings on the „hot lines“;
- thematic shelves which provide information on this problem;
- video stories on television.

Analysis of the information obtained from the governmental authorities' letters of response found out that the evaluation of efficiency of the measures, carried out by these structures, has not take place. During the researched period a monitoring of these measures implementation has not been done as well. It makes possible to draw a conclusion that feedback in the communication process is absent.

The analysis of regional programs which contain the actions on combating the human trafficking found out that even in the documents the criteria of efficiency of the measures (if such measures were planned) were not indicated or are unclear. For example, in Kherson «The Regional Program for Combating Human Trafficking until 2015», «The Program for Economic and Social Development of the Luhansk Region for 2011», in the regional complex program «Young People. Family. Children» for 2008 – 2012 of the Donetsk region the expected results are indicated as criteria of evaluation, but no value indicators are stated. The results of such campaigns can be obtained during the monitoring of the regional programs which contain the actions on combating the human trafficking. However, unfortunately, in the none of the studied regions during 2011-2012 the governmental authorities did not initiate the monitoring of regional programs containing component of human trafficking, or studies to determine the situation of human trafficking in the region.

Thus, there is a problem of common, unified, objective state statistics in the field of combating trafficking in human beings and evaluation of efficiency of measures combating the human trafficking.

However, it should be noted that the state employment services were especially active. Due to the conducted measures of these centers more than 55 000 persons which belong to the groups of potential victims were reached by the different measure in the investigated regions.

Conclusions. The analysis of the data obtained from 15 investigated regions makes possible to draw the following conclusions:

– an active informing of population about the trafficking in human beings by governmental authorities took place in 2011-2012, but the measures were

uncoordinated, communications were not integrated, without clearly defined executors, time frames, criteria of evaluation and were not based on previous researches. Monitoring of implementation of measures was not carried out by governmental authorities. All target audiences were not reached by the measures;

– there is a problem of common, unified, objective state statistics in the field of combating trafficking in human beings and evaluation of efficiency of preventive measures combating the trafficking in human beings;

– some shortcomings in «The National Targeted Social Program for Combating Human Trafficking until 2015» has been found out. They are as follows:

1. The Program is evaluated in indices which do not reflect changes in the situation of combating the human trafficking. The evaluation of the Program results is based on a comparison of the planned and actually executed measures without assessing the impact of these measures. Consequently, even complete implementation of the Program does not guarantee the improvement of situation in human trafficking in Ukraine.

2. Volumes of financing the same group of the Program measures by years are different. In Program the volumes of financing of the most measures increase annually. Such growing trend can be explained by two possible reasons – either the large consumer price index is expected, or there is an assumption that a situation in human trafficking in Ukraine will become worse and the number of victims will increase.

3. There is an inconsistency of the program measures and the expected results in the Program:

- in the part “The expected results of implementation of the National Targeted Social Program for Combating Human Trafficking until 2015” the expected results for paragraph 7 «Ensuring the realization of law-enforcement activity on combating the trafficking in human being, realization of law protection activities against those who commit crimes related to human trafficking, or contribute to their occurrence, at the proper level » are not indicated;

- in the part «Task and measures for the implementation of the National Targeted Social Program for Combating Human Trafficking until 2015», paragraph 5 «Prevention of human trafficking, its primary prophylaxis» seven measures are indicated. But in the part “The expected results of implementation of the National Targeted Social Program for Combating Human Trafficking until 2015” in paragraph 5 «Organization of primary prophylaxis of human trafficking» the expected results are indicated only for five measures.

On the basis of our conclusions such recommendations should be offered:

- to systematize the preventing and combating trafficking in human beings by ensuring the coordination and delegation of responsibilities and resources between the local governmental authorities, which have the best access to the certain risk groups, and centralized development of printed materials;

- to develop communication measures which would be based on researches of the specificity of behavior of main groups of risk (nonprofit target market) and the most effective marketing tools of impacting them;

- to systematize collaboration of NGOs, mass-media and governmental bodies at the local level through coordinated media events.

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