

# How to Start Up an Anti-Trafficking Program at the Local Level (session one)

November 2021



# Overview

- This session will focus on getting to know the local environment and context of the issues and other responders before developing the program plan. We will cover:
  - Carrying out an environmental analysis using the PESTLE framework
  - Mapping the current responses and services in your planned geographic/programmatic area
  - Carrying out a desk review of existing research and resources
- Why do we need to do this when we know our local context?

(Homework will be to carry this out in your local context before the next session for this to be the most helpful).

# PESTLE Tool

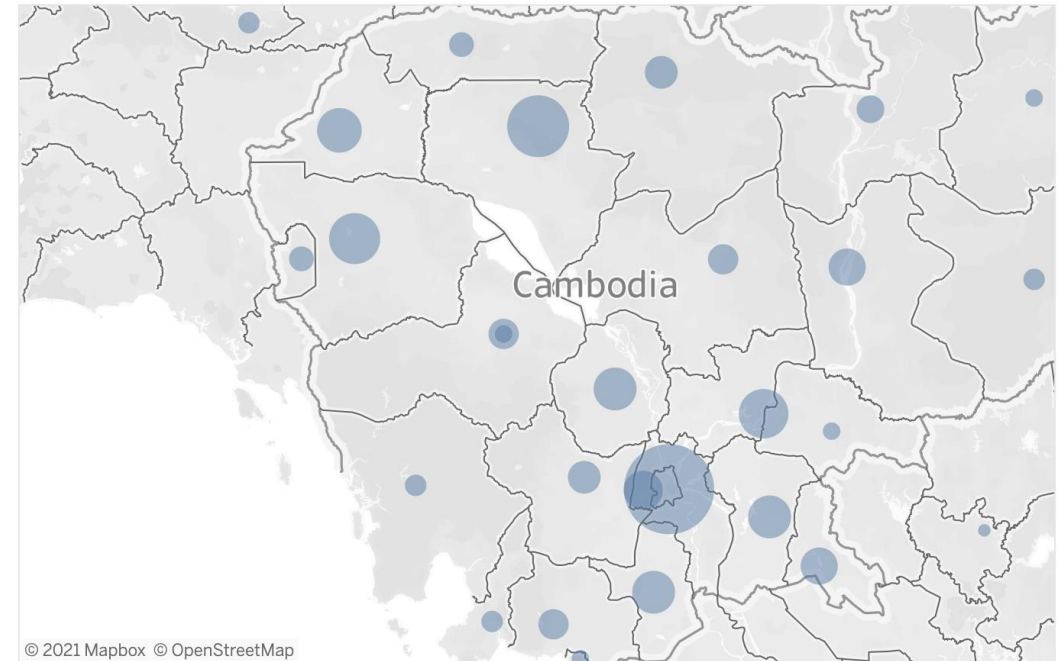
- PESTLE stands for Political, Economic, Social, Technological, Legal and Environmental factors. It allows us to form an impression of the factors that might impact a new program or project.
  - Under each of these consider the local context for your project. You can do this as a focus group discussion – include staff, local leaders, community members where possible
  - You can do this as a snapshot of the current situation or you can do a comparison from 2 years ago and look at the changes between both.
  - The key question to ask after this is SO WHAT? This will begin to give you a framework of the issues and potential project responses

# PESTLE Analysis

<b>P</b> <b>POLITICAL</b>	<b>E</b> <b>ECONOMICAL</b>	<b>S</b> <b>SOCIAL</b>	<b>T</b> <b>TECHNOLOGICAL</b>	<b>L</b> <b>LEGAL</b>	<b>E</b> <b>ENVIRONMENTAL</b>
<p>Example:</p> <ul style="list-style-type: none"><li>• Current tax policy</li><li>• Brexit</li><li>• Trade policies</li><li>• Political stability</li><li>• Government policy</li></ul>	<p>Example:</p> <ul style="list-style-type: none"><li>• Inflation rate</li><li>• Exchange rates</li><li>• Economic growth</li><li>• Interest rates</li><li>• Disposable income</li><li>• Unemployment rate</li></ul>	<p>Example:</p> <ul style="list-style-type: none"><li>• Lifestyle attitudes</li><li>• Cultural barriers</li><li>• Population growth</li><li>• Population age</li><li>• Health consciousness</li><li>• Target demographics</li></ul>	<p>Example:</p> <ul style="list-style-type: none"><li>• Level of innovation</li><li>• Automation</li><li>• Technological awareness</li><li>• Cybersecurity</li><li>• Technological change</li><li>• Internet availability/speed</li></ul>	<p>Example:</p> <ul style="list-style-type: none"><li>• Employment laws</li><li>• Discrimination laws</li><li>• Health and safety</li><li>• Copyright protection</li><li>• Consumer safety</li></ul>	<p>Example:</p> <ul style="list-style-type: none"><li>• Weather</li><li>• Climate change</li><li>• Environmental policies</li><li>• NGO pressure</li><li>• Recycling</li><li>• Pollution</li><li>• Sustainability</li></ul>

# Map current responses

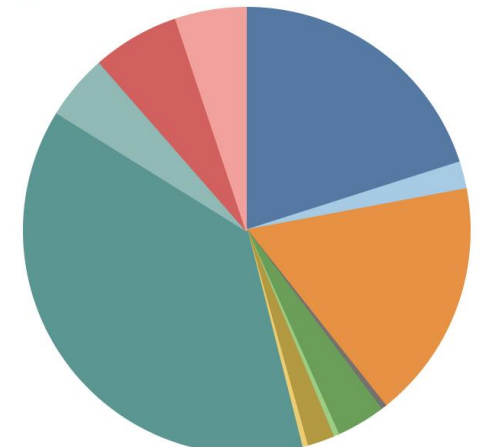
- You can either do this as a desk review – searching for NGOs, reviewing government and church responses in your location to the issues you wish to address. This will build up a picture of who is doing what and where the overlaps and gaps are.
- You can either map them on a physical map on a wall and code the responses – coloured dots corresponding to program themes – ie yellow for prevention, red for intervention, green for aftercare, blue for business etc.



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## Program Focus1

- Community Based Aftercare
- Freedom Business
- Intervention
- Other (Capacity Building, Job Creation)
- Other (CMS)
- Other (Counseling)
- Other (Legal Support)
- Other (Research)
- Prevention
- Shelter Aftercare
- Survivor Education
- Survivor Vocational Training



# Carry out a desk review of existing research and resources

- A desk review of other research, needs assessments, evaluations, news articles etc that have been written relating to the geographical and/or programmatic areas you are looking at responding in. Ask the community what they have seen and heard of too.
- Excel spreadsheet – list each document and the key points/recommendations/background info that relates to the program you wish to start
- A desk review of resources relating to the program area you wish to work in – toolkits, training curriculum, videos, posters and other media that have been used by other organisations/governments/etc relating to the geographical and/or programmatic areas.

# Homework!

- Homework will be to carry this out in your local context before the next session for this to be the most helpful.
- Consider the program that you are wishing to develop and frame these responses for that program.



# Further Discussion

