

COMMUNICATION ON ENGAGEMENT (COE)



IT'S A PENALTY

Period covered by this Communication on Engagement From: January 2020 To: June 2022

Part I. Statement of Continued Support by the Chief Executive or Equivalent

27.06.22

To our supporters and partners,

I am pleased to confirm that It's a Penalty reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the UN Global Compact. We welcome any and all feedback on its contents.

In this Communication on Engagement, we describe the actions that It's a Penalty has taken to support the UN Global Compact and its Principles as suggested for an organisation like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Yours sincerely,
Sarah de Carvalho MBE
CEO of It's a Penalty

Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. *Please refer to the complete list of suggested activities for your type of organization found [here](#).*

Our organisation takes action in support of the UN Global Compact by helping to address the UN SDGs. In particular, our work to prevent abuse, exploitation and human trafficking is focused on contributing to the achievement of SDG Targets 5.2 (Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation), 8.7 (Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms) and 16.2 (End abuse, exploitation, trafficking and all forms of violence against and torture of children). Our work contributes to creating a culture through education, awareness-raising and advocacy where abuse, exploitation and human tracking are no longer acceptable.

Since January 2020, It's a Penalty has launched several high-impact awareness-raising, prevention campaigns focused on educating the public about abuse, exploitation and human trafficking, and advancing global action to end these forms of violence. Throughout our campaigns, we work in collaboration with many fellow UN Global Compact members in order to maximise the impact of our work, including Hilton, InterContinental Hotels Group, American Airlines, and Japan Airlines.

In January 2020, the It's a Penalty Campaign launched ahead of the Miami Super Bowl. The Campaign was launched at an event in Miami hosted by our partners AHLA (American Hotel & Lodging Association) and FRLA, as part of No Room for Trafficking in collaboration with It's a Penalty Founding Partner, A21, alongside major partners like N2GIVES, Malouf Foundation, InterContinental Hotel Group, Hilton Hotels and Uber. To maximise our impact in Miami, we also joined forces with local and international organisations such as the Miami International Airport, the Women's Fund Miami-Dade, the Super Bowl host committee and the NFL, the Miami Dolphins, the Office of Miami-Dade State Attorney, Katherine Fernandez Rundle, law enforcers including local, state and federal agencies including the U.S Attorney for the Southern District of Florida, HSI, FBI, federal and local trafficking task forces. Miami Chamber of

Commerce, Atlantic Broadband, End It Movement, Sysdoc, Hope for Freedom, SOAP, IJM and Forever Young Foundation.

In July 2020, we teamed up with actor Liam Neeson on our 'What is Human Trafficking?' campaign to educate about what exactly human trafficking is, in order to enable everyone to identify and report suspected cases, and protect and prevent those at risk from becoming victims. Our partners included: A21, Child Rescue Coalition, Convergence Resource Center, Cry Freedom Missions, DeliverFund, the End It Movement, Hilton, Hope for Justice, the Malouf Foundation, NCMEC, Rahab's Daughters, and Rescue:Freedom International (RFI). We also worked with international airlines to distribute the campaign messages to a global audience: American Airlines, Emirates, Cathay Pacific, Japan Airlines, and Ethiopian, as well as Miami International Airport and Village Cinemas.

In January 2021, our campaign ahead of the Tampa Super Bowl was launched alongside our founding partner A21, and major partners NFL Foundation, Hilton Worldwide and RFI; supported by Tampa International Airport, Uber, End It, Rahab's Daughters, In Our Backyard and SOAP. The campaign was made possible by the Super Bowl Host Committee, the Hillsboro County Commission on Human Trafficking, the Tampa Bay Buccaneers, the NFL, and in partnership with local, state and federal agencies including the state attorney in Tampa, Florida's Attorney General, local trafficking task forces, and hundreds of local volunteers.

In May-July 2021, we delivered a digital campaign which ran during the 2020 UEFA European Football Championship. It's a Penalty teamed up with Gary Lineker to produce a campaign video highlighting the impact of CSEA (child sexual exploitation and abuse) and human trafficking on boys, which featured across our social media channels. To raise awareness, we also partnered with Hilton hotels and St Giles hotels across Europe, who displayed posters featuring Gary Lineker, the signs to look out for and reporting hotlines in hotel reception areas and elevators.

Our 'What is Human Trafficking?' video featuring the actor Liam Neeson was shown on digital screens in the hotels in London, Glasgow, Baku, Rome, Amsterdam, Munich, Bucharest and St Petersburg.

In July 2021, the It's a Penalty Campaign ahead of the Tokyo Olympics & Paralympics launched. High profile Olympians and Paralympians fronted the campaign, including Usain Bolt, Cathy Freeman, Ellie Simmonds and Naoko Takahashi, and we worked with Japan Airlines, Emirates and Cathay Pacific, Narita and Haneda airports, Tokyo Metro and JR East trains and Shibuya Crossing to reach an audience in

Tokyo and worldwide. Our partners on-the-ground were local NGOs Sport for Smile and ZOE Japan, as well as A21, RFI, Airbnb and Rahab's Daughters.

In January 2022, It's a Penalty launched our most recent campaign in the run-up-to the LA Super Bowl. The campaign was launched in collaboration with A21, the NFL and Super Bowl Host Committee and Friends at AHLA (American Hotel & Lodging Association), HALA (Hotel Association of Los Angeles) and CHLA (California Hotels & Lodging Association). It's a Penalty also held a press conference, hosted by LAX Airport, attended by Dignitaries including Los Angeles Attorney General Rob Bonta, President of LA City Council Nury Martinez, VP Board of Airport Commissioners Val Velasco and LAX CEO Justin Erbacher at Los Angeles International Airport. It's a Penalty Campaign digital and printed signage was unveiled in LAX terminals, security checkpoints and public restrooms to educate passengers. We worked with Southwest Airlines and American Airlines to reach a global audience in-flight, as well as on-the-ground partners Hilton, IHG Hotels and Resorts, Uber, Airbnb, the HT Alliance, NCMEC, No Room for Trafficking, Motel 6, RFI, ZOE International and USIAHT. The It's a Penalty team was invited to contribute to the Hilton staff, alongside the Global Director of Intelligence, Gabriel Warren.

In June 2022, It's a Penalty are launching our latest human trafficking prevention campaign ahead of the Commonwealth Games in Birmingham, UK. We are delighted that the UN Global Compact Network UK will be participating in our launch event.

Alongside our awareness-raising campaigns, our other work also contributes to the achievement of the SDGs and our output has grown immensely over the past two years. CommonProtect is It's a Penalty's advocacy programme focused on legal reform in order to protect children from sexual exploitation and abuse (CSEA) throughout the Commonwealth. Working in collaboration with governments, civil society organisations, child rights champions and Commonwealth institutions, CommonProtect is the Commonwealth-wide movement to end impunity for CSEA, improve access to justice for survivors and ensure better child protection. Most recently, we published the CommonProtect report which serves as the evidence base for the programme and highlights the need for Commonwealth-wide action to protect children from these forms of violence.

The It's a Penalty Student Ambassador Network works in UK universities to build up a network of engaged university students committed to ending human trafficking and exploitation. The programme combines conventional campaigning techniques - from building support on their campuses and in their communities to influencing people in authority. The programme equips students with the knowledge and

skills to become expert Ambassadors of change against abuse, exploitation and human trafficking - becoming champions and life-long advocates.

Safe to Compete Safe to Compete is a national initiative based in the US launched by It's a Penalty and the National Center for Missing & Exploited Children (NCMEC) to prevent abuse, exploitation and trafficking of young children as they learn to compete in youth sports.

Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

Impact and outcome highlights include:

- In 2020, during the It's a Penalty Campaign in Miami, our 30-sec global campaign film featuring American Football icons was shown in-flight by American Airlines, British Airways and on screens at Miami International Airport, as well as seen by millions across social media. Over 100 Hilton and IHG hotels trained staff and management in Miami and Fort Lauderdale to spot human trafficking and exploitation, and distributed campaign materials to guests. According to the Miami-Dade State Attorney, during the campaign, 22 recoveries of survivors and 47 arrests of traffickers were made. An 163% increase of calls reporting human trafficking in Miami were made to the National Human Trafficking Hotline (Polaris) compared to same time period in the previous year.
- The 'What is Human Trafficking?' campaign film with Liam Neeson was picked up by 131 news outlets including AP News, FOX, NBC, and Telemundo. It also aired on the CNN Network at Miami International Airport, and had a potential media reach of 135 million viewers, as well as being aired on NFL Network Television to a potential viewership of 20.8 million people. Five major airlines aired the 30 second Campaign film in-flight from October - December 2020 to be potentially seen by a total of 32.7 million passengers.
- In January/February 2021, we made an impact globally, and locally in Tampa Bay, reaching a potential 176.2 million people worldwide, as well as distributing 93,000 pieces of informative

campaign materials through volunteer outreach on the ground in Tampa. 44 Hilton Hotels trained staff and management in Tampa to spot human trafficking and exploitation, and distributed campaign materials to guests, and 5,533 Airbnb host homes received digital educational materials with the signs to look out for and appropriate hotlines to make a report. 2,500 It's a Penalty rear-view mirror hang tags were distributed to drivers and displayed inside Uber vehicles. According to the Hillsborough County Commission on Human Trafficking, during the campaign, 6 survivors were recovered and 146 arrests of traffickers and sex buyers were made. Ultimately, 18 missing children were identified from the NCMEC missing children's list in Tampa following the It's a Penalty/S.O.A.P. Project/NO MORE/In Our Backyard outreach day, and a 166% increase was reported in calls reporting human trafficking in Tampa made to the National Human Trafficking Hotline (Polaris) compared to the same time period in the previous year (2020).

- During the Euros campaign, The Hilton displayed the Liam Neeson film in hotels located throughout countries participating in the UEFA Euro 2020 Championship including in the cities: London, Glasgow, Baku, Rome, Amsterdam, Munich, Bucharest and St Petersburg host cities for the Euro 2020 competition. They also conducted in-person training in the UK and virtual human trafficking training across Europe to their Hotels in the vicinity of the event venues. St. Giles Hotels displayed the campaign poster in their hotel in London during the UEFA Euro 2020 Championship reaching a total of 7,716 people. Furthermore, our campaign reached 32,000 people on social media across multiple countries.
- In total, the potential reach of the Tokyo Campaign was a phenomenal 729.8 million people on-the-ground in Japan and worldwide. Japan Airlines, Cathay Pacific and Emirates showed the It's a Penalty campaign film in-flight during the Tokyo Campaign, and All Nippon Airways (ANA) featured the campaign poster in their in-flight magazine. Narita and Haneda Airport displayed our campaign poster and film on screens and tourist information robots throughout their airports. Tokyo Metro and JR East showed the campaign film in their trains and displayed campaign posters on train platforms throughout Tokyo to a potential audience of 507 million people. The It's a Penalty campaign film was also shown for a week during the Games at Shibuya Crossing - the busiest pedestrian intersection in the world. Our use of high profile ambassadors and key stakeholders allowed us to infiltrate and distribute awareness of trafficking and the signs, opening

a previously never-before-opened doorway of opportunity. This was commended by our partner, ZOE Japan, who are now able to continue the legacy and their work. Working with our partners Rahab's Daughters and local Japanese NGOs including Sport For Smile and ZOE Japan, we established a bilingual human trafficking hotline – the first of its kind in Japan – to receive reports of suspected cases. The hotline will continue permanently, ensuring a long term positive legacy for the campaign in Japan.

- During the LA Campaign, LAX reported that a total of 8 million passengers travelled through the airport whilst It's a Penalty digital signage was being displayed. The LAX airport also put It's a Penalty's Mirror clings in bathrooms throughout the terminals that included QR codes to make reports of Human Trafficking and Sexual Exploitation anywhere in the world via our internal reporting tool found on the It's a Penalty website. 2,500 hang tags were distributed to Uber drivers in LA. Hang tags displayed the hotline number to call if a driver or passenger suspected a criminal activity involving Human Trafficking or Child Sexual Exploitation. As part of our awareness campaign, we created educational anti-trafficking kits containing materials with signs to look out for and the National Human Trafficking Hotline number - 1,500 of these kits were distributed to hotels and motels for staff and management and the general public. According to the LARHTTF and the LAPD during the run up to the Super Bowl, 8 survivors under the age of 18 were recovered and law enforcement made 494 arrests of traffickers and sex buyers throughout California. As a result of our collective work, 14 missing children from the LA area were identified.
- Throughout each It's a Penalty Campaign, we ask the public to answer a short survey on our website to help us understand and assess the difference that the It's a Penalty campaign made. For our Tokyo 2021 Campaign, the results of the survey were as follows: 81% of respondents felt It's a Penalty improved their awareness of the issues of human trafficking and exploitation; 70% of respondents said their knowledge of the signs of these crimes had increased because of It's a Penalty; 82% of respondents felt more equipped to report crimes of trafficking and exploitation after being exposed to the Tokyo Campaign; 90% of respondents felt that It's a Penalty Tokyo Campaign increased their confidence or likeliness to report suspected cases of exploitation and trafficking. For the most recent LA Campaign, the results of the survey were as follows: 96% of respondents felt It's a Penalty improved their awareness of the issues of trafficking and

exploitation; 93% of respondents said their knowledge of the signs of these crimes had increased because of It's a Penalty; 93% of respondents felt more equipped to report crimes of tracking and exploitation after being exposed to our 2022 Campaign; 100% of respondents felt that It's a Penalty campaign increased their confidence or likeliness to report suspected cases of exploitation and trafficking.

Please note, all stated reach is potential and includes repeated views and shares by partners.