

Human not for sale!: Fight against human trafficking through interactive learning technology

United Kingdom

Anonymous (not verified)



Project Stage:

Start-Up

Budget:

\$100,000 - \$250,000

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

In co-creation with social businesses in Europe we develop an interactive technology programme called 'Human not for sale'. We design a gamified Android learning app, aiming to educate parents & communities in Cambodia about the risks of human trafficking. In collaboration with the Cambodian end-users we develop the app, equip the parents & community reps with smart-phones & monitor the learning progress. Upon success - international rollout.

About Project

Problem: What problem is this project trying to address?

Today, the social issue of human trafficking & modern slavery impacts everyone especially as our world continues to become more interconnected. In Cambodia, an estimated 2.8 million people are working in forced labour, which is 10% of the world's 27 million people working in modern slavery. The problems continues to grow because • Countries like Cambodia have a severe lack of technical, educational, financial, human & business resources to help reduce the risks of human trafficking. • Significant lack of awareness at all levels of the value chain, from rural communities where trafficking is often initiated to the customer who purchases the final products. • Complexity in collaborating amongst various stakeholders in the value chain

Solution: What is the proposed solution? Please be specific!

The 'Human not for sale!' programme will address the 3 key problems (lack of awareness, lack of resources & complexity in collaborating) by: 1. Working with a diverse (in skills, cultures & sex) pool of talent to develop a business strategy & technology for a gamified learning tool. 2. Both teams will collaborate over a 5 month period to develop, refine & implement the programme. 3. Implementation in the field & evaluation. This will generate awareness throughout the process & create a collaborative environment to address the issue of human trafficking. We start at the root cause.

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Identify: The 'Human not for Sale' programme evolved through co-creation between LearningSigns & Sonas. Our thorough market analysis identified the customer segment insights, resource gaps & existing competitors. Design: To meet the needs of communities in Cambodia, we design a gamified learning app which engages, educates and monitors progress of the end users. Deliver: 5 month programme to develop, test & launch the mobile learning app in Europe & Cambodia. Evaluate: Impact to be monitored & evaluated using SPM (Social Performance Measurement) tools by University of Oxford & Sonas based on qualitative & quantitative data. In parallel we monitor the learning progress digitally, e. g. by use of analytics tools applied by LearningSigns

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

- Moving forward, LearningSigns and Sonas will implement a localised roll-out of the 'Human not for sale' programme in 10 new regions in Cambodia which are high risk areas for child and adult trafficking. - We will introduce a 'Co-creation through Immersion' programme to corporations and institutes in the UK and German speaking countries. The 'Co-creation through Immersion' programme will bring 10-15 future leaders together to help manage and implement the Human not for Sale' programme nationally and internationally. - We intend to infuse policy makers in Europe and other key stakeholders in Europe to develop future leaders. - Sustainable tourism to Cambodia where we encourage people from Europe to come and visit the communities that we work with. - T-shirt and scarves made through fair trade promoting 'Human not for sale' campaign.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

There are smaller regional organisations that are tackling the problem mostly through income generation activities and manual training. However, to date no one has used technology or more specifically mobile technology as an educational tool to prevent human trafficking and raise awareness on the issue of modern slavery at its root cause. A few apps are available in stores for awareness raising of and the education about the human trafficking problem. They are, however, directed at the 'educated Western elite', but not the people directly affected. Our approach working with the affected people and applying latest technology is therefore unique.

Team

Team

Two lean organisations with proven track record in each field. MD of LearningSigns: former professor at top-ranked British business school for leadership & strategy development. Business anthropologist, mobility & diversity expert. International business consultant & complex project manager with diverse industry experience. Worked on 5 continents. CTO: Computer Scientist with 15 years expertise in building products based on state-of-art technologies. Industry experience includes digital publishing & mobile services. PMI & Scrum. Freelance team of PR & coders. Sonas bring experience and knowledge of communities in Cambodia due to their grassroots work in rural areas. They have developed strong partnerships with organisations organisations working on the ground such as CLA (who focus on Child & human trafficking) and educational social business Bookbridge.

About the Lead Co-Creation Partners

Organization:

LearningSigns

[Visit website](#)

LEAD SOCIAL-MISSION ORGANIZATION

Organization Name

Sonas World

Type of organization (e.g. NGO, association, not-for-profit, foundation, social enterprise)

Social enterprise

Total Number of Full-Time Employees

2

Lead Contact First Name

Paul

Lead Contact Last Name

Gill

Title

Co-founder

Country

United Kingdom/Cambodia

Twitter URL

<https://twitter.com/SonasWorld>

Facebook URL

<https://www.facebook.com/sonasworld?fref=ts>

Website

www.sonas.org

LEAD CORPORATE PARTNER**Organization Name**

LearningSigns

Total Number of Full-Time Employees

2

Lead Contact First Name

Priya

Lead Contact Last Name

Abraham

Title

Managing Director

Country

Austria

Twitter URL

<https://twitter.com/LearningSigns>

Facebook URL

<https://www.facebook.com/LearningSigns?ref=hl>

Organization Website

www.learningsigns.com

Basic Info**Project Starting Year**

2014

Primary European Country where this Project is creating social impact

, XX

Additional European countries where this Project is creating social impact

Switzerland: Bookbridges: Co-creation through immersion, capacity-building, creation of change makers community using mobile

Select the category that best fits the type of your project:

Inclusive supply chains: Entries in this category implement efficient, sustainable and inclusive supply chains.

What awards or honors has the project received?**Project Summary**

Co-Creation Model: Tell us about your main strategic partners and how the partnership truly create value. For each Partner please include its type (business/social/public), its name, a short description, its key motivation to participate in the co-creation project, and the key contributions it is making in the co-creation project. Please follow the format displayed below:

-Partner 1

--Business

-LearningSigns are an expert consultancy in mobility, learning, and gamification. They develop, design, and implement gamified mobile learning programmes, helping to deliver global mobile solutions.

-Proven track record that gamified learning helps people adopt positive behaviour change. Their literacy apps "Learn the alphabet before the language" improved personal life circumstances to countless people worldwide.

-Tech and behaviour change expertise: Will develop and deploy Android smart-phone app. Proven track record for localising products.

-Partner 2

--Social

-Sonas are a UK social business operating in Cambodia to empower individuals living in poverty, by combining resources from all levels of the value chain.

-Key motivation to participate in the co-creation project - To bring additional resources to the communities they work with in Cambodia to reduce the risks of social issues that poverty brings and to encourage entrepreneurship and leadership.
-Sonas implement social projects on the ground & have already completed projects with 2 UK universities including University of Oxford. Bring the market reach and grassroots approach with rural communities where most trafficking cases exist.

Impact

Impact: What is the impact of the work to date? Also describe the projected future impact. Please specify using qualitative and quantitative data (e.g. # of indirect and direct beneficiaries); help us understand how this solution truly makes a difference.

Sonas & LearningSigns have been working in Cambodia to build the reach & deep understanding for the 'Human not for sale' programme. They have developed successful partnerships with local CSOs & community leaders to connect with families affected by trafficking. Sonas along with partner organisation CLA have the reach to 130 villages & 1400 families in 3 districts of Prey Veng province where the majority of human trafficking cases occur. They have held 5 focus groups to identify the key challenges and learning behaviours of the communities affected. The 'Human not for sale' programme will impact 200 families (approximately 1200 people) in Prey Veng, Cambodia who will be part of the first pilot group to be educated using the learning app.

Sustainability

Funding: How is your project financial supported? [select all that apply]

Individuals, Foundations, NGOs, Businesses, Customers, Other.

Sustainability Plan: Has your project already reached financial sustainability? If not, what is this solution's plan to ensure financial sustainability? Do the main partners have enough stake to sustain the solution? If this project requires limited budget, how will other resources be secured to maintain or grow this work?

The prototype of the learning app will be financed through crowd-funding. The next stages, roll-out in Cambodia, and the international roll-out will be financed by:

- Crowd-funding
- We will introduce a 'Co-creation through Immersion' programme to corporations and institutes in the UK and German speaking countries. The 'Co-creation through Immersion' programme will bring 10-15 future leaders together to help manage and implement the Human not for Sale' programme nationally and internationally
- Sustainable tourism to Cambodia where we encourage people from Europe to come and visit the communities that we work with.
- T-shirt and scarves made through fair trade promoting 'Human not for sale' campaign.
- Bulk app sales to NGOs
- Sales of curriculum report "Mobility strategy for Social enterprises", and connected consulting services

Team

Founding Story: Share a story about the "Aha!" moment that led the Partners to get started and/or to see the potential for this to succeed.

Priya from LearningSigns had known Paul from Sonas through Ashridge Business School in London where he studied his MBA and Priya lectured. When she saw that Paul has left his cosy corporate job to start up a social business, she contacted him to see how they could collaborate. Paul and Keeva from Sonas witnessed how human trafficking was a big problem in Cambodia. Both Sonas and LearningSigns decided to collaborate to try and save people from the risks of human trafficking. Education and training were integral to both organisations and therefore co-creating an educational tool to reduce the risk of human trafficking was a logical consequence. We are like-minded individuals who mean to create impact, promote change at grassroots level, achieve scalability through technology and gaming and bring a proven concept to implement sustainable behaviour change.

About the Co-Creation

Barriers: What main barriers may you have encountered to co-create during the creation and implementation of the project and how did you try to overcome them?

We have encountered the barrier of a virtual working environment. To overcome this, Sonas and LearningSigns used various remote learning technologies and decided to meet face to face in January 2014 which avoided timezone limitations. LearningSigns will visit Cambodia in May to hold further focus groups with Sonas and pilot the 'Human not for sale' app prototype. Our co-creation of the learning application with the local communities will enable us to adapt the final product according to the needs of the end user.

Governance: What is the type of the relationship between the partners? (e.g. joint venture, contractual relationship, joint project...)

Contractual relationship

Interaction model: How is the project a transformative partnership? How is the interaction transforming the partnering organizations and their employees/ leadership in terms of creating a new vision, new management practices, new skills and new organizational structures? Please provide for concrete examples

The project offers an excellent opportunity for both teams to develop their skill set and expand their business structure that will have a positive affect on communities in both Cambodia and further afield. Specifically:

Innovation:

Sonas to broaden expertise in technology innovation and learning implementation
LearningSigns to acquire specialized knowledge of specific target populations to tailor the product to the markets.

Knowledge sharing:

Sonas to share knowledge about local market with LearningSigns and social businesses in Europe
LearningSigns to share knowledge on digital making with Sonas and social businesses in Europe

Governance:

Development of new tools, such as innovative memorandums of understanding, ways of working

How did you find out about this competition?

Inventures

Source URL: <https://www.changemakers.com/co-creation/entries/human-not-sale#comment-0>