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ANALYSIS OF MARKETING COMMUNICATION ACTIONS IN HUMAN TRAFFICKING PREVENTION

A part of the research results related to the state of affairs in implementing the Convention on Action against Trafficking in Human Beings in Ukraine is presented here, as initiated by All-Ukrainian NGO Coalition for Combating Human Trafficking, in which the author took part and prepared the analytical report. Drawbacks in the communication process between governmental authorities and target market are found during the research accomplishment. Marketing communication measures implemented and planned for implementation by government are analyzed. On the basis of the research results and conclusions the recommendations are offered.

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

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АНАЛІЗ МАРКЕТИНГОВИХ КОМУНІКАЦІЙНИХ ЗАХОДІВ ІЗ ЗАПОБІГАННЯ ТОРГІВЛІ ЛЮДЬМИ

У статті представлено частину результатів дослідження стану виконання Україною Конвенції Ради Європи про заходи з протидії торгівлі людьми, ініційованого Всеукраїнською Коаліцією громадських організацій з протидії торгівлі людьми, в якому автор брала участь та готувала аналітичний звіт. У ході дослідження виявлено 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; неприбуткова організація; маркетингова комунікація; уразлива група населення.

Рис. 2. Літ. 17.

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АНАЛИЗ МАРКЕТИНГОВЫХ КОММУНИКАЦИОННЫХ МЕРОПРИЯТИЙ ПО ПРЕДОТВРАЩЕНИЮ ТОРГОВЛИ ЛЮДЬМИ

В статье представлена часть результатов исследования состояния выполнения Украиной Конвенции Совета Европы о мероприятиях по противодействию торговле людьми, инициированного Всеукраинской Коалицией общественных организаций по противодействию торговле людьми, в котором автор принимала участие и готовила аналитический отчет. В ходе исследования обнаружены недостатки в коммуникационном процессе государственных служб с целевыми социальными группами. Сделан анализ маркетинговых коммуникационных мероприятий, осуществленных и запланированных к реализации государственными органами. На основе результатов исследования и выводов предложен ряд рекомендаций.

Ключевые слова: торговля людьми; маркетинг; неприбыльная организация; маркетинговая коммуникация; уязвимая группа населения.

Introduction. Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime (Protocol, 2000) defines trafficking in per-

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sons 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 US Agency for International Development (Report, 2013) an estimated 100 thousand 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 thousand Ukrainian men, women and children have been trafficked since 1991 (IOM, 2013).

The features of migratory behaviour of vulnerable population group should be taken into account when making demarketing decisions to discourage the demand leading to human trafficking and demand on such type of disutility as illegal labour migration. These decisions may include the following: to intensify the marketing communication policy targeted at people which possess migratory experience; to conduct the preventive informing of young people at schools; to raise awareness of risk groups of organizations that provide assistance with legal employment, with obtaining information about social environment in which a person aims to work, conditions of labour and procedure of legalization possibility in countries of emigration. Communication measures carried out by local government authorities and NGOs are to be based on previous researches and aim at corresponding to the specific behavior of Ukrainian customers at this nonprofit market with non-commercial marketing tools.

As provided in Article 5 "Prevention of trafficking in human beings" of the Council of Europe Convention on Action against Trafficking in Human Beings (Convention, 2008, #197): "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 (Program, 2012, #350), which contains measures aimed at preventing human trafficking of vulnerable population groups in Ukraine. However, as provided in paragraph 5 of Appendix 2 of the Program there was only one informational and educational event aimed at preventing human trafficking and its primary prevention in 2013.

In the Trafficking in Persons Report of the US State Department (Report, 2013) for Ukraine it is indicated that the Government of Ukraine does not fully comply with the minimum standards for trafficking elimination; 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 human trafficking within target segments of this nonprofit market. Therefore, the research of the directions of measures on combating human trafficking efficiency increasing by the methods of nonprofit

marketing, especially via marketing communications tools as targeted impact through messaging 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.

Recent researches and publications analysis. The empirical studies on the non-profit marketing tools use by domestic NGOs in general and those which specialize in combating human trafficking in particular, are initiated and carried out by themselves and financed by international organizations: research practices of stable development of Ukrainian NGOs specialized in combating human trafficking (Zhuk, Vinnikova and Harvi, 2009), research of nonprofit marketing use by NGOs of Ukraine (Pavlyk and Bordun, 2011), research of public awareness in Ukraine with various forms of human trafficking (Report, 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 revealed the measures on preventing potential victims of human trafficking from various forms of exploitation in our country. Such research was 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 the author took part and prepared the analytical report for 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 14 regions of Ukraine (Vinnytsia, Volyn, Donetsk, Zakarpattia, Ivano-Frankivsk, Lviv, Luhansk, Mykolayiv, Odesa, Rivne, Ternopil, Kharkiv, Kherson, Chernivtsi). 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 the requests of the Coalition organizations-members according to the Law of Ukraine "On access to public information", interviews with 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 result of the research made it possible to analyze the marketing communicative measures against human trafficking carried out in Ukraine in 2011–2012.

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 the 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 human trafficking from various forms of exploitation has been carried out by governmental authorities 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 effec-

tive preventive methods and to find out if they were addressed to target groups of potential victims.

3. To analyze the materials used for the campaigns or programs and their dissemination.

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

The research results. As stated in Article 9 of the Law of Ukraine "On Counteracting Human Trafficking" (2011, #3739-VI), combating human trafficking is carried out by the directions of reducing the vulnerability of population and discouraging the demand leading to human trafficking through the implementation of socioeconomic measures. The National Targeted Social Program for Combating Human Trafficking until 2015 is valid in Ukraine from 2013. It contains measures on human trafficking prevention, including vulnerable population groups. In addition, there are many other regulations regarding such measures: the orders of the Ministry of Education and Science of Ukraine, Youth and Sports of Ukraine #292, 29.03.2011 "On organizing the information and preventive actions on prevention of trafficking, exploitation of children and child abuse in 2011", #827, 19.07.2012 "On Approving the action plan of the Ministry of Education, Youth and Sports of Ukraine for Combating Human Trafficking 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 Human Trafficking till 2015" #1092, 31.01.2012. The mentioned regulations are the actions on systematization of work on combating human trafficking in the educational system.

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

1. Human trafficking prevention is included into the tasks of the Program. Among the annual objectives there is an informative measure on "increasing the level of population awareness about current forms of human trafficking, tools and methods used by human traffickers" (the volume of financing from the national budget is 1007112 UAH) and the subitem of this measure is "the production and dissemination of public service announcements, booklets, posters" (630602 UAH from local budgets and from public and international organizations by agreement (Program, 2012, #350).

2. Other measures are "conducting public awareness and education on labor migration" (80674 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 performers differentiate them, 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 (Program, 2012, #350).

3. Financing of human trafficking prevention among vulnerable population groups is rather low – 53759 UAH (Program, 2012, #350).

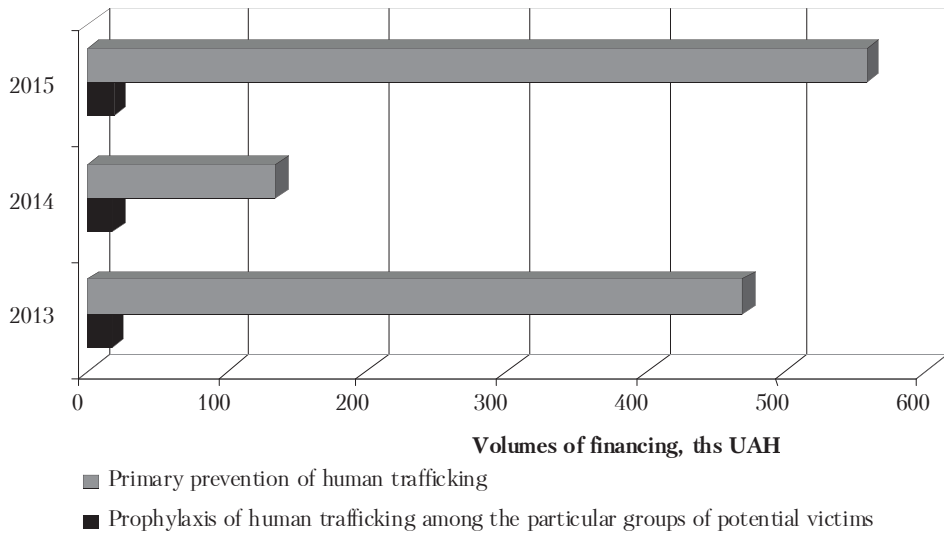


Figure 1. Forecasted volumes of financing the preventive measures of the Program, based on the National Targeted Social Program for Combating Human Trafficking until 2015 data (Program, 2012, #350)

As can be seen from Figure 1, the financing of human trafficking prevention among vulnerable population groups is considerably lower compared to the volumes of financing of measures on human trafficking prevention among population in general (in 21.59 times). Thus, preventive measures for population representatives which have the highest level of risk to become victims, unfortunately, are not the priority of 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" 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 ths UAH (in the Mykolaiv region) and more than 160 ths UAH (in the Rivne region) to 89 ths UAH in the Ternopil region in 2011–2012. The conducted measures were financed by international donors.

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

According to the Program, the subjects of communication – the message senders – are the 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 of Ukraine, Ministry of Culture of Ukraine, State Border Service of Ukraine, Security Service of Ukraine, Council of the Ministers of Autonomous Republic of Crimea, Kyiv and Sevastopol local state administrations, public and international organizations (by agreement). As pro-

vided in the Article 5 of the Law of Ukraine #3739-VI dated 20.09.2011 "On Counteracting Human Trafficking" the subjects responsible for carrying out measures on combating are: the President of Ukraine; the Cabinet of Ministers of Ukraine; central executive authorities; local executive authorities; foreign diplomatic missions of Ukraine; the institutions aiding victims of human trafficking (Law, 2011, #3739-VI).

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

The Program (2012, #350) contains actions, directed on target audiences, who are both 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 who applied for obtaining the refugee status in Ukraine.

However, the analysis of information from the letters of response provided by the representatives of local authorities 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 these measures.

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

The responses of government authorities to the requests of to NGOs provide information on the measures state that mainly women were targeted, although in recent years in Ukraine there is an increase in the number of male share and even its predominance among trafficked persons (Figure 2). This trend corresponds to the change of global gender portraits of victims in trafficking.

The responses of governmental authorities to NGOs requests made possible to draw the conclusion that in the investigated regions of Ukraine during the last two years the following measures, targeted on warning potential victims of human trafficking about 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 human trafficking;
- 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).

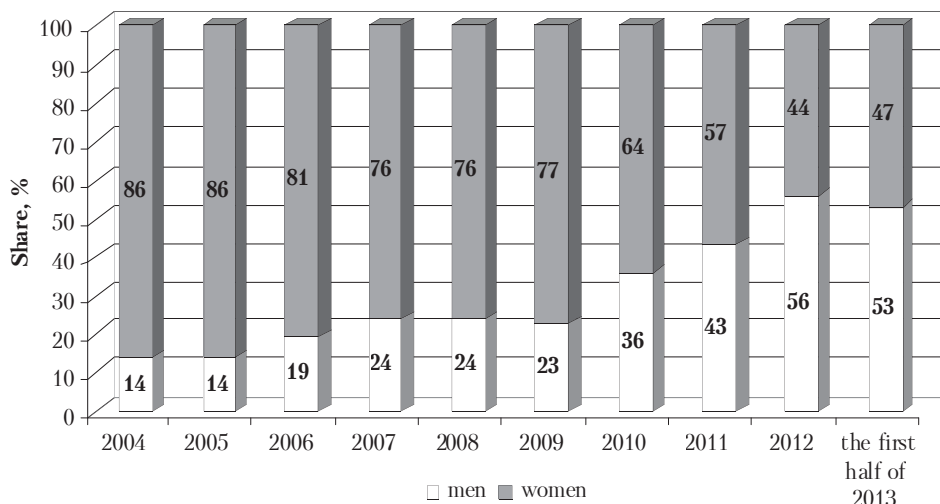


Figure 2. Gender profile of Ukrainian trafficking victims, 2004 – the first half of 2013, based on the data from the statistics of IOM in Ukraine (IOM, 2013)

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

Themes of messages of governmental authorities as provided in the report of Ministry of Social Policy of Ukraine (Report, 2013), 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 human trafficking;
- 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;
- radio interviews on combating human trafficking and illegal labor migration;
- meeting with the representatives of the US Embassy in Ukraine, the US Embassy in the Republic of Cyprus and 9 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 human trafficking on "hot lines";
- thematic shelves which provide information on this problem;
- video stories on television.

The analysis of the information obtained from the governmental authorities' letters of response showed 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 it possible to draw a conclusion that feedback in the communication process is absent.

The analysis of regional programs which contain actions on combating 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" (Order, 2012, #286), "The Program for Economic and Social Development of the Luhansk Region for 2011" (Order, 2010, #2/7), in the regional complex program "Young People. Family. Children" for 2008–2012 of the Donetsk region (Order, 2008, #5/18-54) 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 regional programs which contain the actions on combating human trafficking. Unfortunately, in the none of the studied regions during 2011–2012 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 human trafficking and evaluation of efficiency of measures combating 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 ths persons which belong to the groups of potential victims were reached by different measures in the investigated regions.

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

- an active informing of population about human trafficking 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 measures implementation 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 human trafficking and evaluation of efficiency of preventive measures combating human trafficking;

- 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 human trafficking. The evaluation of the Program results is based on the comparison of 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 large con-

sumer 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 human trafficking, 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" 7 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 5 measures.

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

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

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

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

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КНИЖКОВИЙ СВІТ



СУЧАСНА ЕКОНОМІЧНА ТА ЮРИДИЧНА ОСВІТА
ПРЕСТИЖНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
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У навчальному посібнику викладено теоретичні основи виникнення, становлення та розвитку транснаціональних корпорацій, механізм їхнього функціонування та вплив на світову економіку. Розглянуто систему національного і міжнародного регулювання ТНК.

Посібник містить також ситуаційні вправи, що дозволяє закріпити теоретичні знання шляхом виконання практичних завдань та обговорення ситуаційних вправ.

Призначений для студентів та викладачів вузів. Посібник стане корисним всім, хто цікавиться проблемами транснаціоналізації світової економіки.