## Theory of change (Objectives Tree)

Strengthened cooperation between grassroots organisations and the business sector in effectively preventing and addressing human trafficking Reduced employer & consumer demand and supply for products and services that involve the use of trafficked labour

Raised knowledge and capacity of grass root anti-trafficking NGOs for establishing effective means of cooperation with the business sector on THB prevention and/or demand reduction

Raised business sector awareness on their role and responsibility in reducing demand and supply for products/ services provided by trafficked persons Raised consumer awareness on human trafficking and its links to everyday products and services in sectors which can be vulnerable for human trafficking/forced labour

Comprehensive report published & disseminated, incl.: - assessment on business practices in addressing human trafficking and assessment on NGO experiences in partnering with the private sector in anti-trafficking activities;

anti-trafficking activities;
- guidelines for effective collaboration between NGOs and the business sector, including lessons learned from firsthand national experiences

NGO Platform/ capacity building training for grassroots antitrafficking civil society organizations delivered

Information materials/ briefing paper for companies prepared & disseminated Awarenessraising events &
bileteral
meetings/
cooperative
initiatives with
comapnies
hosted (in BG, CZ,
PL & on the HQ
level)

Linkages with consumer awareness initiatives established, common statement(s) issued and disseminated

Europe - wide campaign piloted and implemented