Global Learning Community

End of Year Impact Report 2013

Project Overview

Introduction

The Global Learning Community project aims to extend Chab Dai's collaboration building experience and expertise to other regions and contexts across the globe through sharing of evidence based practice and encouraging collaboration at a macro level (government), theoretical level (academicians), a peer level (NGOs and other stakeholders), and micro level (community). Global Learning Community was first piloted over 12 months in 2011-2012, and 2013 this was our first project cycle (18 months over 2012-2013).

Global Learning Community's purpose is to coach and assist citizens and anti-trafficking stakeholders around the world to network with one another; share knowledge and ideas; and increase their capacity to address human trafficking and exploitation through an integrated referral mechanism, prevention, survivor-care, research, community activism, and policymaking.

The purpose of this end of year report is to share project achievements for 2013, and ways in which the Global Learning Community project has made an impact toward its objectives.

Project Objectives

- Document and share lessons learned through supporting, coaching and assisting international anti-trafficking stakeholders in their capacity to collaborate with others and develop programs based on evidence-based practice.

- Develop an online, open-source, interactive global platform (Freedom Collaborative) to share resources (Freedom Library), stakeholder mapping (Freedom Registry) organized discussions forums (Freedom Dialogues) and expert/specialist database (Freedom Community) with government agencies, NGO agencies, academics and other stakeholders around the globe.

- Increase understanding and encourage informed advocacy efforts among the global public.

Planned Activities

- Document and share lessons learned with macro, peer and academic stakeholder groups by
  - Mentoring and coaching global anti-trafficking stakeholders in developing coalition models, networks and quality programming
  - Tracking and documenting emerging issues and lessons learned
  - Facilitating macro level understanding of practitioner good practice and emerging issues among governments, UN, other NGOs, and academics.

- In collaboration with international steering committee (see below), develop and build Freedom Collaborative, an online open-source and verified global platform to increase collaboration and share resources with anti-trafficking stakeholders around the world. This platform will include the following modules:
  - **Freedom Registry**. Based on the foundation and experiences of Freedom Registry implemented by Chab Dai USA, Global Learning Community will work with stakeholders in at least five additional countries/regions to map services and efforts of anti-trafficking in their area.

- **Freedom Library**. An online international resource library. Participants in Freedom Registry and other users will have the ability to access, share, and rate resources, toolkits and other research. One element of the Freedom Library will be a library of international, regional and country-specific anti-trafficking laws.
- **Freedom Experts (now called "Specialists")**. In addition to seeking information on organizations working against trafficking and exploitation, the Freedom Experts database will map the expertise of anti-trafficking expert individuals who are able to offer assistance and expertise to other stakeholders.
- **Freedom Dialogue**. An online organized discussion platform among invited participants on emerging issues and responses to trafficking and exploitation globally.
- **Freedom Enterprise**. An online platform of socially responsible businesses deliberately empowering and providing economic stability to vulnerable populations. This database will map the global enterprises that match the criteria for Freedom Enterprise, which will be determined by a business steering group and link to their websites. This will create a new marketplace for the businesses and a certified access point for the public to purchase freedom products.

- Facilitate public and community understanding of issues related to human trafficking by:
  - Facilitating public and community understanding through printed resources, social media, and occasionally at conferences and by hosting visiting teams to Cambodia.

For more detail on planned activities, please see our strategic plan.

Major Achievements

Major Achievements

- **New partnerships and relationships** were established with macro, academic and peer organizations around the globe. We were particularly successful this year in increasing the number of partnerships we have with **macro-level** and **academic** stakeholders - two groups that were less represented during our pilot year in 2011-2012.

- Our efforts in 2013 led to a significant increase in the number of partners the project has worldwide. With over **200 partners in 29 countries**, the impact of sharing lessons learned, resourcing and raising capacity of stakeholders have a broader impact and significant potential for greater expansion in years to come.

- After over 2 years of brainstorming, planning and implementing designs for an international web application to assist with increasing collaboration and knowledge-sharing among international stakeholders, **Freedom Collaborative** launched to the public in early December. The current application includes an international expansion of Freedom Registry, individual/specialist profiles, an international resource library, an API, and an interactive map. After only a month of being live to the public the site has already been viewed and utilized by stakeholders worldwide.

- Following the public launch of **Freedom Registry** in the United States, an increasing number of countries/regions interested in expanding Freedom Registry into their own country. Three countries have paid initial deposits and are working toward a pilot, and several additional countries are working on raising the funds necessary to move forward.

- Partners and stakeholders with whom we've worked have shared and demonstrated a significant amount of **excitement, encouragement and positive feedback** about the aims, objectives and potential impact of GLC.

For examples of how Global Learning Community has made a direct impact with our partners on the ground, please see "Impact Stories" on page 14.

Objective 1: Sharing Lessons Learned

Overview

As noted above, one objective of the Global Learning Community is to share lessons learned with anti-trafficking stakeholder partners. To achieve this objective, the Global Learning Community team supports, coaches and mentors partnering anti-trafficking stakeholders in areas such as child protection, aftercare, organizational development, and coalition-building.

Documenting Lessons Learned

In order to document lessons learned by anti-trafficking stakeholders in Cambodia, the Global Learning Community team has developed the following resources:

Coalition Evaluation: From August to December 2012, an external consultant conducted an evaluation of lessons learned among Chab Dai's members in Cambodia. A final report is available upon request.

10-Year Trends Report: In order to better understand how the anti-trafficking movement has progressed over the past 10 years, this report will outline factors, trends and influences that have affected the anti-trafficking movement (and primarily how NGO's have responded to the problem) in Cambodia since the early 2000s.

Care & Control: As international attention continues to surround promising practices in caring for trafficking survivors, this study looks at attitudes of NGO stakeholders working to address human trafficking in Cambodia regarding the pros and cons of shelter-based and community-based care. Though focused specifically on legislation and NGO attitudes in Cambodia, the discussions this study has raised with others at conferences, meetings, etc. demonstrate these questions are also being raised by practitioners and others in other countries and regions.

Leadership Succession: After the completion of Helen's research exploring the factors of cross-cultural leadership succession from expatriate to national leaders within the non-profit sector in Cambodia, she has begun meeting with expatriate leaders in Cambodia to assist them and advise them in their long term sustainable leadership plans. Helen has also been asked to present this research in January 2014 to 60 heads of Christian agencies in Cambodia and will commence forums for expatriates and local staff.
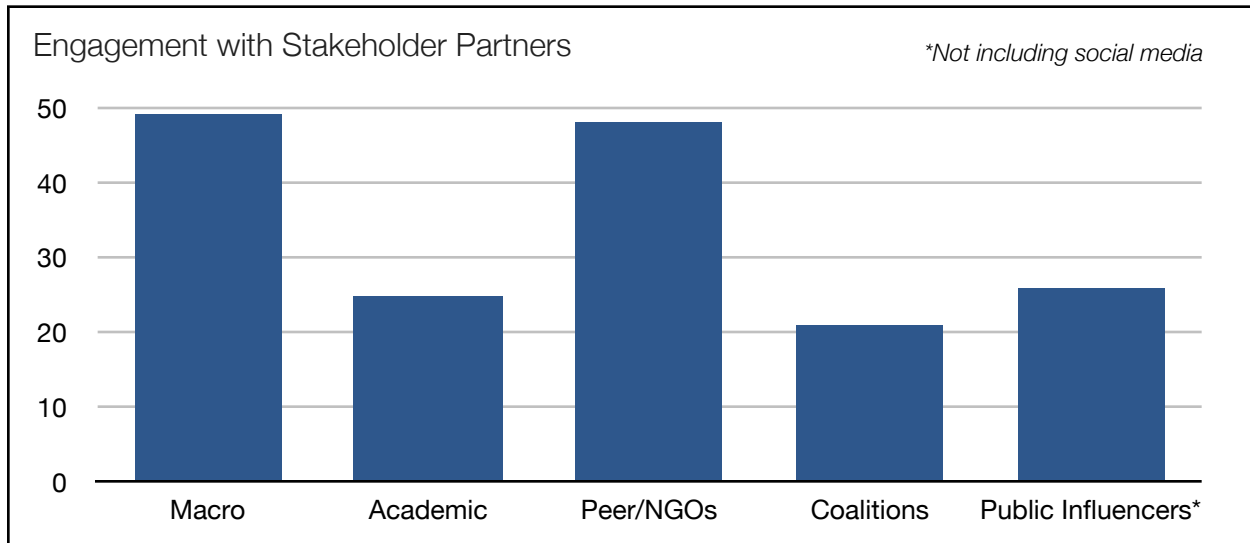
Partners

By Location

Thus far, the Global Learning Community team has partnered, provided input and/or supported stakeholders in over 28 countries/regions, including:

- United States
- Canada
- Guatemala
- Nicaragua
- Colombia
- Costa Rica
- Singapore

- Europe (through a regional network)
- Romania
- South Africa
- Kenya
- India
- Nepal

- Thailand
- Cambodia
- Malaysia
- Indonesia
- UK
- Egypt
- China
- Hong Kong

- Mexico
- Sweden
- Haiti
- Finland
- Laos
- Vietnam
- New Zealand
- Australia

By Stakeholder Group

In 2013, Global Learning Community aimed to engage with various stakeholder groups, including "macro" level (government, UN); academic stakeholders (researchers, scholars); peer stakeholders (NGOs), and the general population.

This year the GLC team partnered, provided input and/or supported at least **176**[1] practitioners, scholars, NGO groups and/or coalitions.

Engagement with Stakeholder Partners   *Not including social media*

Macro	Academic	Peer/NGOs	Coalitions	Public Influencers*
49	25	48	21	26

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[1] Because this number represents several "groups" (e.g. organizations, coalitions, etc.) the actual number of organizations, practitioners, and individuals reached is significantly higher..

Objective 2: Interactive Online Platform - Freedom Collaborative

Overview

In addition to mentoring and coaching individual anti-trafficking stakeholders through relationship and partnership, the Global Learning Community team designed and developed Freedom Collaborative, an online, open-source web application designed to facilitate knowledge exchange among anti-trafficking stakeholders and advocates across the globe.

Components of Freedom Collaborative planned for 2013 included Freedom Registry, Freedom Library, Freedom Experts, Freedom Dialogue and Freedom Enterprise, in addition to complementary tools such as regional calendars and an interactive activity map. An expanded, international Freedom Registry, Freedom Library, Freedom Experts (now called "Freedom Specialists") and international interactive map were launched to the public in December. Additional tools will be expanded and launched in 2014.

Public Launch

On December 2nd, we launched the Freedom Collaborative web application. We built it on top of Freedom Registry's existing foundation. Its purpose is to create greater connectivity between all sectors of the counter-trafficking movement, and to provide a data ecosystem for others to build upon.

Year End Usage Statistics

Below are year-end statistics on site usage.

132,053 Total Pageviews

28,605 Unique Visitors

367 Registered & Vetted Organizations

510 Placeholder Organization Profiles

631 Registered Users

197 User-added Library Resources[2]

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[2] Once we've uploaded data collected from the Chab Dai Cambodia library in January 2014 this figure will be 900+, making Freedom Collaborative the largest human-trafficking specific, interactive, online library in the world
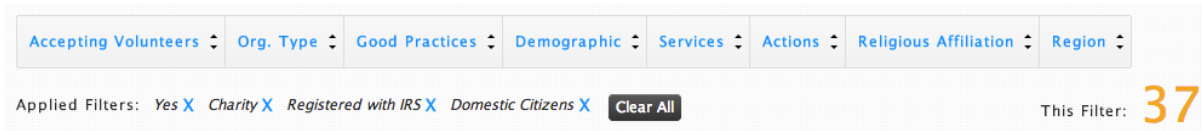
Usage Statistics by Region

1   25,630
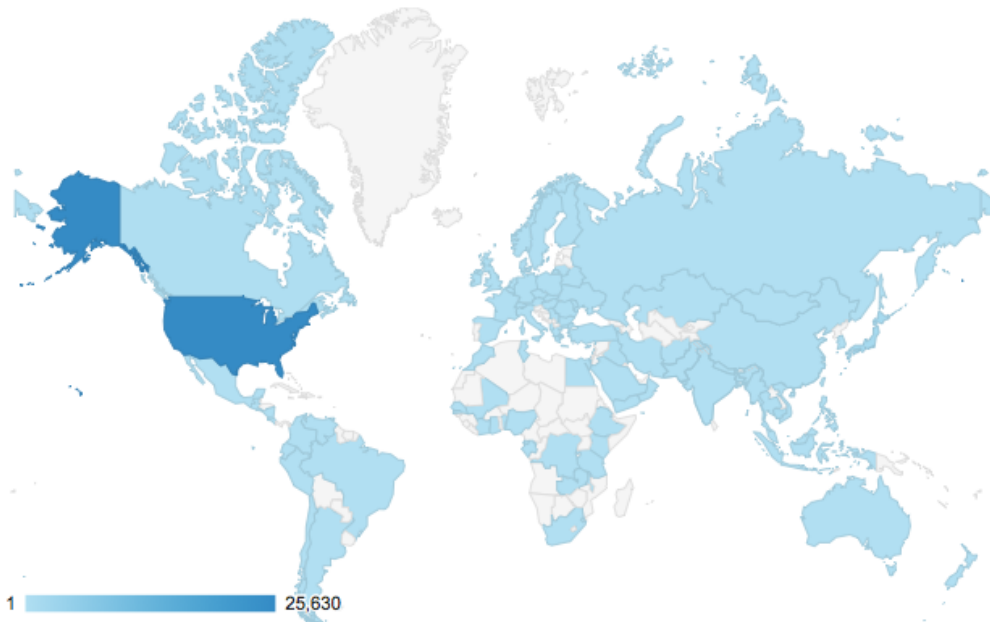
Country / Territory	Acquisition			Behavior		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
	31,902 % of Total: 100.00% (31,902)	87.99% Site Avg: 87.97% (0.02%)	28,069 % of Total: 100.02% (28,063)	18.41% Site Avg: 18.41% (0.00%)	4.14 Site Avg: 4.14 (0.00%)	00:01:39 Site Avg: 00:01:39 (0.00%)
1. United States	25,630	88.08%	22,574	16.41%	4.29	00:01:41
2. (not set)	2,355	99.79%	2,350	19.19%	3.14	00:00:03
3. Japan	1,546	99.94%	1,545	4.46%	3.98	00:00:03
4. Cambodia	940	54.57%	513	52.45%	3.48	00:04:43
5. Canada	322	80.12%	258	33.54%	3.78	00:02:44
6. United Kingdom	149	74.50%	111	50.34%	3.40	00:01:57
7. Thailand	78	67.95%	53	37.18%	4.53	00:04:57
8. Poland	70	50.00%	35	37.14%	3.90	00:05:40
9. India	62	83.87%	52	59.68%	2.35	00:02:03
10. Australia	57	87.72%	50	50.88%	3.23	00:02:30

Updates to Freedom Registry

The Freedom Registry is still the Collaborative's core feature. The resulting continuous improvement of data (in aggregate) enables the continued formalization of referral networks; helps to advance best practices; and allows the community to objectively identify gaps in services. In 2013, we updated the user experience and interface of the Registry allowing users a more fluid experience. We introduced a general profile overhaul, stackable filtering, and the ability for organizations to vet individuals who list themselves as part of their organization (see images below).
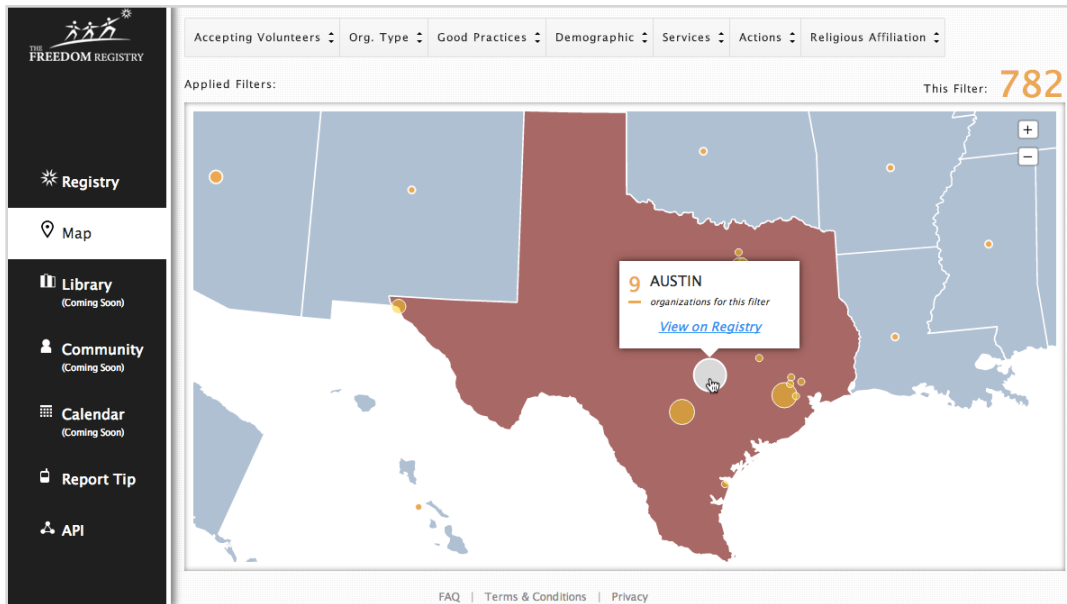
Interactive Map

This year we created an interactive map to visualize organizations' work in aggregate. On the map, users can apply and stack filters on top of each other and find specific types of organization programs or practices. For example, users can quickly apply a stack of filters entailing organizations accepting volunteers + serving foreign born survivors + only those that work in the area of prosecution. Users can apply and/or stack these filters on the interactive map over the region where they'd like to volunteer. This fall we updated the interactive map to reflect the project's new international scope.

Individual Profiles

This year we also introduced profiles for individuals to the system. Individuals can list general information about their work in anti-trafficking and can highlight resources on their they've written or produced. With additional vetting individuals can also apply to be given a "Specialist" account, which gives their ratings and comments more weight than others.
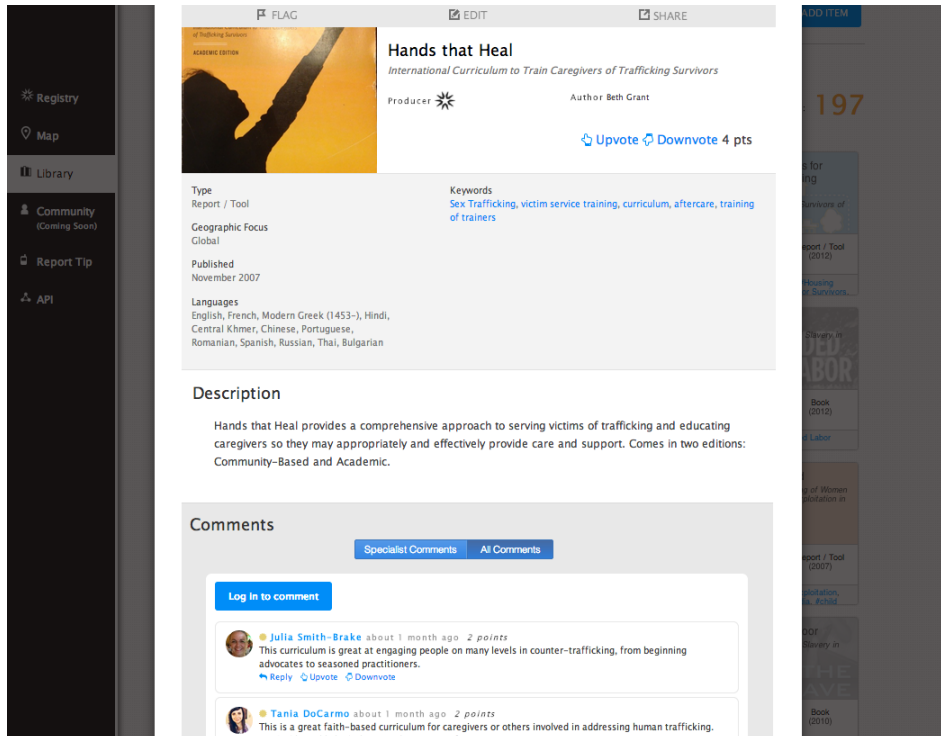
A Library that Learns

The largest piece of functionality we launched this year is a state-of-the-art online social library. We designed it to utilize powerful, social principles drawing from proven solutions such as Wikipedia, Reddit and Quora.

When a user clicks on a resource, they see it in more detail:

Through the design and development of an algorithm, the Library pulls the most highly-rated (by the community) resources to the top. An item's aggregate score determines its display order.

With one click of a subject filter, the algorithm allows users to see all of library materials on (let's say) "victim rehabilitation" and have them displayed in the order of quality dictated by the community-at-large. In addition, the algorithm and community ratings apply to the commenting system. All platform users can toggle to see the comments that have been made by human trafficking "Specialists" (users which have been given this account distinction). We think this will go a long way in helping the movement to draw upon the essential know-how of leading on-the-ground experts.
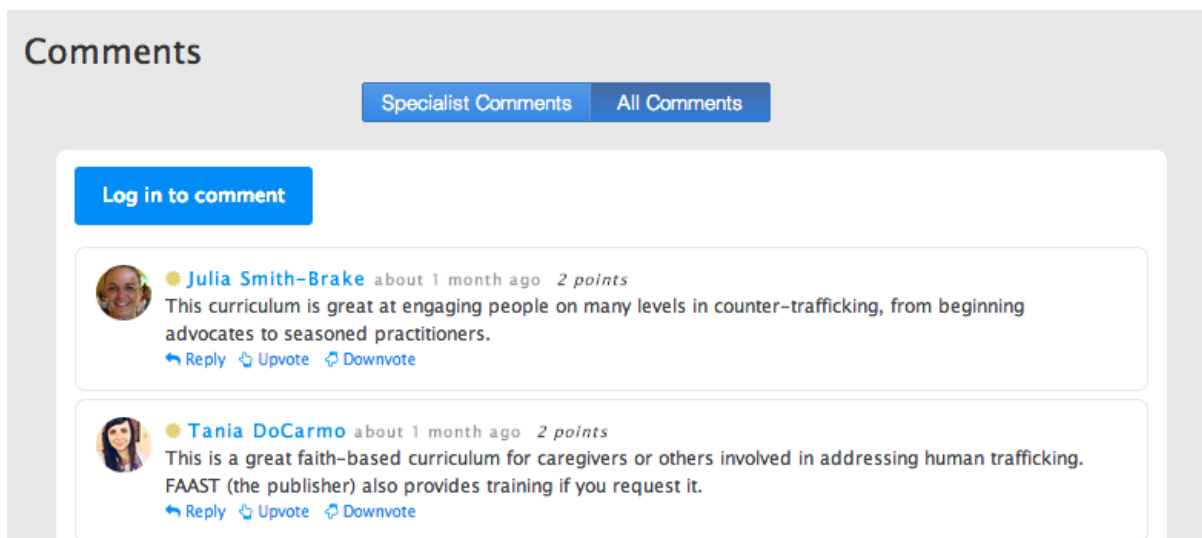
We've built our library system under wiki principles. The entire community is able to help keep resources up-to-date and accurate. All item information is able to be edited by the community-at-large until an author or producer of the work claims it as their own — at that time, only listed authors and producers are able to make changes. Commenting and item rating forever remain open to the community.

Taking the idea of "a library that learns" to the fullest extent, we built the subject-filtering in a way such that the 'Subject' filter drop-down is automatically populated by the thirty most-used subjects (displayed in order of use). This is another subtle way the Library is able to evolve in real-time — just as the traffickers do.

An Open-Data Narrative

One of our chief aims is to enable intra-organizational platform interoperability. We're committed to enabling other counter-trafficking groups to augment their systems with our platform's vetted organizational data. This is made possible through our application programming interface (API). It's a window that allows third-party applications to sync up with our system to ensure standardized records throughout the movement's data ecosystem.
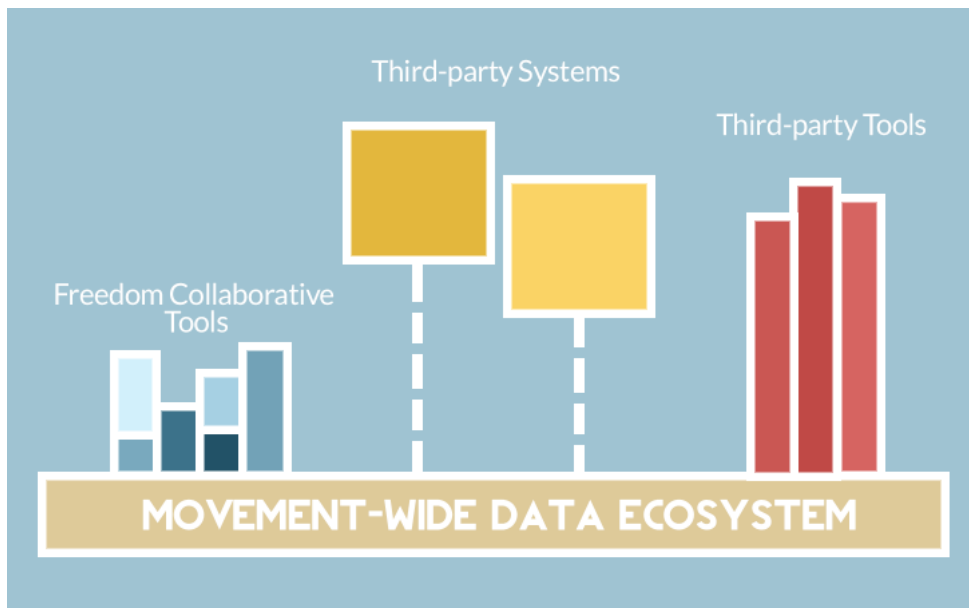
We launched the first version of our API during the summer of 2013. We're committed to evolving the system over time to meet the movement's needs. This window of information allows any developer, anywhere in the world, to create their own tools which our registered users will be able to interact with. It's exciting to think that any third-party group will be able to build their own tools for the movement. Users have already began to utilize our data using our API and are building simple tools and applications.   In 2014, we will utilize our API to host a hackathon — which is a weekend event where developers will build applications for the movement in small teams.

The *ProgramableWeb* (an online programming blog) had the following to say about our API System:

> *"What if you wanted to tackle a really big issue. How about freeing the 27 million people caught in "modern day slavery". Would you: A) Figure out the answer and build the biggest organization you could to solve the problem by yourself, or, B) Work with other organizations already working on this issue because cooperation is essential to solving this, or C) Build an API so the smart people who chose B could have an even bigger impact? Freedom Registry, founded by a group called Chab Dai (which stands for "joining hands" in Khmer) is already doing B, has just chosen C."*

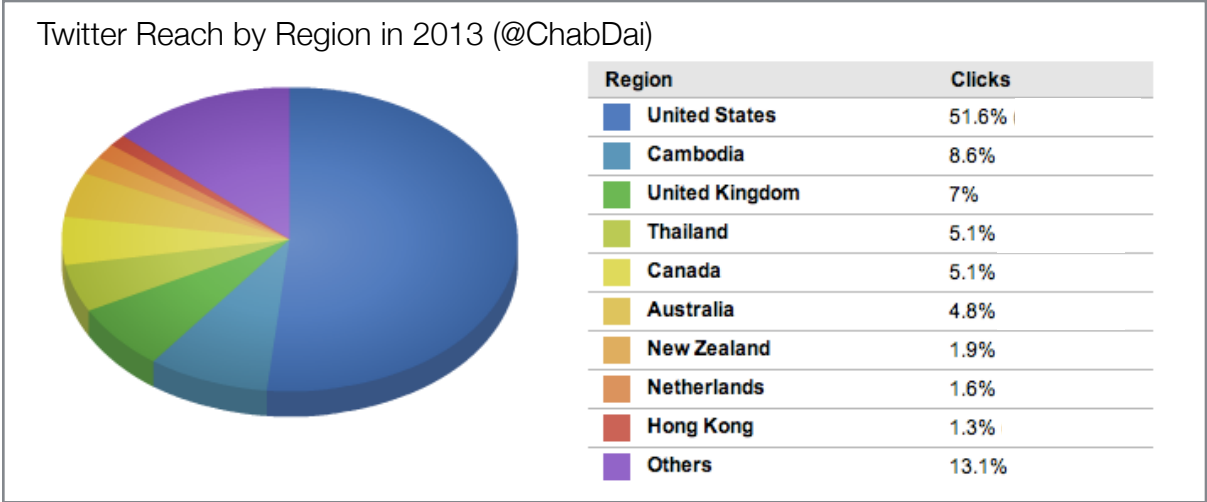# Objective 3: Increase Public Understanding

Overview

As more individuals become aware of human trafficking, exploitation and related human rights abuses, it is vital information shared at a public level is based on factual information, and is not misleading or overly sensationalized. Global Learning Community will increase knowledge exchange with individual advocates and communities across the globe via social media and the development of resources.

Resources in Progress

HT Film Discussion Guide. In collaboration with partners in Cambodia, this film guide will provide insightful discussion questions for individuals who view films about human trafficking. The intention of the guide is to help viewers evaluate whether films are research-based and/or over-sensationalized.

Social Media

Social Media 'Reach'

Facebook
1,609 'likes' on Chab Dai page [31 Dec 2013]
Over 800 new 'likes' since June 2012
Avg, reach per post: 527, Max reached: 50,893 (Oct. post on voluntourism)

Twitter
3,490 'followers' of @chabdai [31 Dec 2013] - 1,050 new since June 2012
1,406 'followers' of @freedomcollab [31 Dec 2013] - 1000 new since Jan 2013

Blog {Along the Paths of Justice}
12,003 page views in 2013 [Blogger]
Post on 'voluntourism' highest reach w/ 819 views (Apr 2013)

Twitter Reach by Region in 2013 (@ChabDai)

Region	Clicks
United States	51.6%
Cambodia	8.6%
United Kingdom	7%
Thailand	5.1%
Canada	5.1%
Australia	4.8%
New Zealand	1.9%
Netherlands	1.6%
Hong Kong	1.3%
Others	13.1%

Impact Stories

Macro-Level Stakeholder: Government of Costa Rica

After meeting stakeholders working to address human trafficking in Costa Rica at a conference in early 2013, we were invited to visit Costa Rica on several occasions to assist with caregiver training, networking, and government engagement.

After several visits to San Jose and surrounding areas we have established strong relationships with several Costa Rican government representatives and coalitions. These relationships have led to important discussions surrounding good practice in providing aftercare to trafficking survivors, government/law enforcement training, and invitations to participate in regional anti-trafficking meetings, international UN meetings. In addition, the Costa Rican government has now announced its intention to serve as a "model" for Freedom Registry expansions across Central America.

Peer Stakeholder: Indonesia

Earlier this year, we were approached by an NGO located in Indonesia seeking input on child protection and good practices in caring for survivors of human trafficking. Since then, the GLC team has assisted with building capacity of the staff of four anti-trafficking NGOs, some of whom have utilized the Chab Dai Charter to assess their own programs, and plan for improvement.

Academic Stakeholder: Nexus Institute

Chab Dai has gained a reputation for not only conducting research and creating an open access library and now Freedom Library, but has acted in an advisory role to many post graduate and PhD students from the USA, Singapore, UK and Australia. As well as assisting these individuals and institutions, we have developed partnerships with professional researchers and research organizations who already have significant experience in research in this field.

One of these academic partners works primarily for the Nexus Institute, approached us to ask our advice on carrying out a study surrounding a presently under-researched area of human trafficking. As a result of our broad global partnerships, we were able to advise her on a relevant research topic which she, Nexus Institute and IOM are now implementing.

Future Plans

Introduction

Our first project cycle (2012-2013) has been an exciting time of expanding and building new partnerships, exploring new possibilities, and learning critical lessons along the way. Lessons learned, challenges and successes from this year have fed into the planning and scaling-up of Global Learning Community for 2014.

Planned Objectives & Activities for 2014

- **Inform, mobilize and advocate with policymakers, private sector, academics and other key public influencers to improve and expand their understanding of human trafficking and exploitation.**
    - Contributing to and facilitating macro-level advocacy to inform policy. This will be done through partnership and dialogues with government, UN agencies and policy organizations through field visits, Skype and email communication
    - Mobilizing and engaging with the private sector (i.e. business) on business enterprise solutions, labor exploitation/supply chain exploitation, and legal input on specific cases
    - Increasing knowledge exchange with the academic sector (e.g. scholars, universities, research centers). This will be done through partnership and dialogue with academic scholars and institutions
    - Informing key influencers (e.g. journalists, religious leaders, donors, Bridge Builders) about good practice and the complexities of trafficking and exploitation. This will be done through relationship and communication with key public influencers and through social media

- **Increase program standards through Building Capacity and Resourcing NGOs currently working to address trafficking and exploitation**
    - Coaching, capacity building for quality programming with peer stakeholders (e.g. NGOs). This includes developing new partners and supporting existing partners with capacity building, resourcing and coaching through conference seminars, field visits, Skype meetings and email communication.
    - Building capacity for models of coalition, networking and connectivity. This includes facilitating dialogues about the importance and impact of coalition-building with new and existing partners through conference seminars, field visits, Skype meeting and email communication.
    - Informing NGOs, coalitions and others about good practice, emerging issues and trends. This includes participating in, conducting and disseminating relevant and evidence-based research.

- **Facilitate connectivity, knowledge-sharing and cross-border cooperation among stakeholders through Freedom Collaborative**
    - Expanding and further developing Freedom Collaborative as a whole, including:
        - ✓ Expanding the international advisory board and developing a forum for Freedom Registry replication partners; and
        - ✓ Expanding the API tool to allow the sharing of our data with third-party applications.
    - Further implementing and improving upon existing Freedom Collaborative modules, including:
        - ✓ Improvement and expansion of Freedom Registry, including the launch of special profiles and access for coalitions; and expansion (or continuing expansion) of Freedom Registry into Costa Rica, Cambodia, UK, Singapore, Canada, Guatemala, Nepal, Colombia, Haiti, Thailand, Indonesia, and others

- ✓ Improvement and expansion of Freedom Library, including API integration with WorldCat (global library catalog)
- ✓ Improvement and expansion of Freedom Community (individual profiles), including pairing tools to connect civil society with NGOs seeking technical and specialized assistance
- ✓ Improvement and new releases of Freedom Dialogue discussions
- Designing and developing new modules for Freedom Collaborative, including:
  - ✓ Freedom Enterprise, a specialized database similar to Freedom Registry, but specialized for social enterprise/businesses geared toward supporting those vulnerable to human trafficking
  - ✓ Freedom Academy, an area of the site where research about human trafficking and exploitation can be explored through data visualization, and users can find training and courses in their geographic area
  - ✓ News + Calendar – modules designed to generate breaking international, national and regional news related to human trafficking, and where users can post upcoming events or training

For more details, see our 2014 Strategic Plan

Our Team in 2013

Helen Sworn
International Director, based in Cambodia

Tania DoCarmo
GLC Operations Director, based in USA

Taylor Poe
Freedom Collaborative Project Manager, based in USA

Luke Weatherson
Freedom Registry Coordinator for Southeast Asia, based in Cambodia

Joan Jarman
Latin America Partnership Coordinator, based in USA

Aimee Brammer
Research & Development, based in Cambodia

Kristina Novak
Project Assistant, based in Cambodia

Rob Perrett
IT Support, based in Southeast Asia

Sara Jacobsen
Freedom Collaborative Marketing, based in USA

Amy Huusko
Administrator, based in USA

Pablo Robles
International Communications Coordinator, based in Cambodia

Web Development Team
Fretless, Based in USA