TRACE

TRafficking as A Criminal Enterprise

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Programme:	Seventh Framework Programme – Security Research
Objective:	SEC-2013.6.1-3
Contract type:	Coordination and support action
Start date of project:	01 May 2014
Duration:	24 months
Website:	www.trace-project.eu

Deliverable D7.2: The project website

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0.1	22 July 2014	Full draft completed	Kim Hagen (TRI)
0.2	23 July 2014	Review completed	Julia Muraszkiewicz (VUB)
0.3	28 July 2014	Completed final version	Hayley Watson (TRI) Kush Wadhwa (TRI)

1   THE TRACE WEBSITE

TRACE (TRafficking as A Criminal Enterprise) is a two-year project which began on 1 May 2014. TRACE aims to support stakeholders in combating and disrupting human trafficking by assessing and consolidating information surrounding the perpetrators and the wider trafficking enterprise. TRACE has the following objectives:

1. Develop a theory-driven understanding of trafficking as a criminal enterprise;
2. Acquire a part-theory, part-evidence-based understanding of the specific characteristics of the traffickers: who are they and why do they become traffickers? Coupled with developing an understanding of why some victims become traffickers. Lastly understand the nature of the interaction amongst, traffickers, victims and third parties who facilitate human trafficking, e.g., other criminals or corrupt officials;
3. Develop a framework of the factors influencing the trends in trafficking of human beings, e.g., technology, economic and political trends;
4. Develop a theory-driven understanding of the policies in place and provide a framework of what further policy actions are available for stakeholders.

In order to address these objectives, TRACE will focus on the activities of the perpetrators by developing an understanding of the structure, social relationships, modus operandi, travel routes and technologies associated with different types of human trafficking. Based on the analysis of perpetrators' behaviour TRACE seeks to be able to better identify who is in danger of being trafficked and furthermore, who is vulnerable to becoming involved in human trafficking (including those who may have been victims themselves). TRACE acknowledges that human trafficking involves a chain of criminal behaviours, activities and processes and will consolidate up-to-date information, good practice and expert opinion to provide stakeholders with an intervention strategy based on policy recommendations for disrupting the trafficking chain.

A primary means of keeping stakeholders apprised of the work involved in the TRACE project is the project website, which is one of the main sources of information about the project available to most stakeholders. The TRACE website can be accessed via the worldwide web at the following address: http://trace-project.eu/. The website went live on 12 June 2014. During the initial design of the website, all members of the TRACE consortium were provided with an opportunity to provide material for the website and to validate its content. The website will be continually updated throughout the life of the project and thus will act as a dynamic and up-to-date source of information for stakeholders interested combatting human trafficking. The site will be maintained for at least one year after the project comes to a conclusion by Trilateral Research & Consulting.

The website is designed in a consistent, user friend manner. Moreover, the language used on the website has been developed so that the projects' messages can reach a wide audience. Acknowledging the serious nature of human trafficking, the website approach tries to mirror this; the colours scheme is calm, yet serious. However, noting the importance of having an attractive website we have included photos and some colour in order to help engage visitors.

On the website's home page, users can see the other pages the website is divided in (see Figure 1 below). Each of these pages will be discussed in sub-sections below, which provide a brief description of the corresponding pages of the project's website.
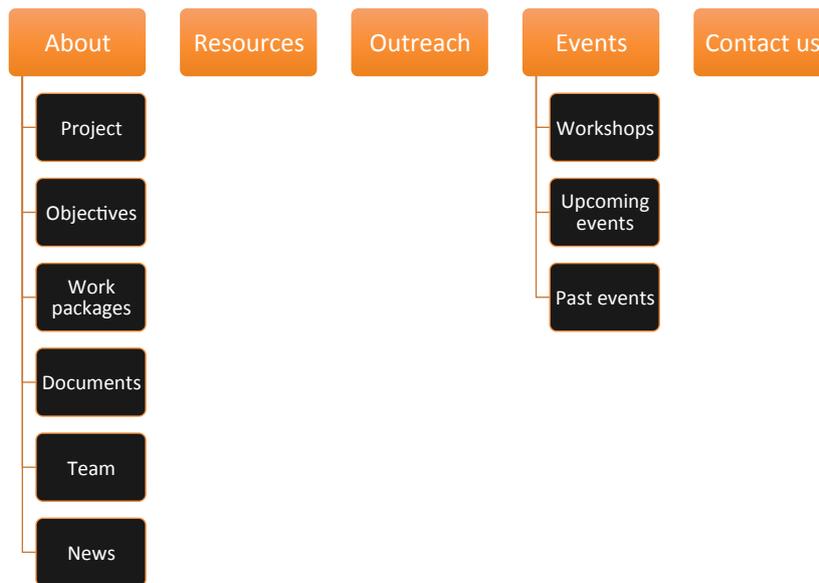
Figure 1: TRACE website structure

The website has been designed to achieve the goals of the project, as well as to meet the dissemination requirements of TRACE as outlined in *The Dissemination plan* (Deliverable 7.1). The entire website is freely accessible to both internal and external audiences. The consortium also engages with social media in the form of a Twitter account (@TRACE_EU) to establish relationships and share information with others in the field of combatting human trafficking. The website is linked to this Twitter account and contains a live feed (see Figure 2), as well as information on how to follow the TRACE project on Twitter.

In order to assess how well the website is reaching stakeholders and acting as a source of information, the website will use standard web traffic analysis tools, including Google Analytics to track the number of visitors.
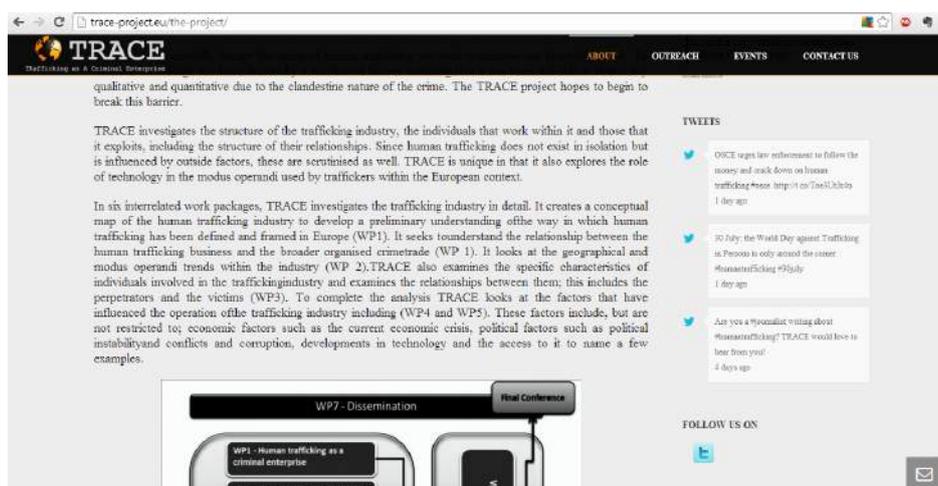

Figure 2: Twitter feed on the website (right)

The following sub-sections provide further information regarding each of the website's pages.

1.1 HOME

The TRACE "Home" page, http://trace-project.eu/, is the main public face of the TRACE project (see Figure 3). The home page includes some preliminary information on the project, including the project logo, the full title of the project, and a description of the project. The footer of the page includes a funding acknowledgement for the Seventh Framework Programme of the European Commission (see Figure 4).[1] The footer also provides contact information for the TRACE project co-ordinator and the website administrator. This includes information relating to their e-mail addresses and web addresses. Stakeholders and visitors can use this information to find out more about the TRACE project, ask specific questions, or provide the consortium with feedback on the projects activities (e.g., research, events etc.).
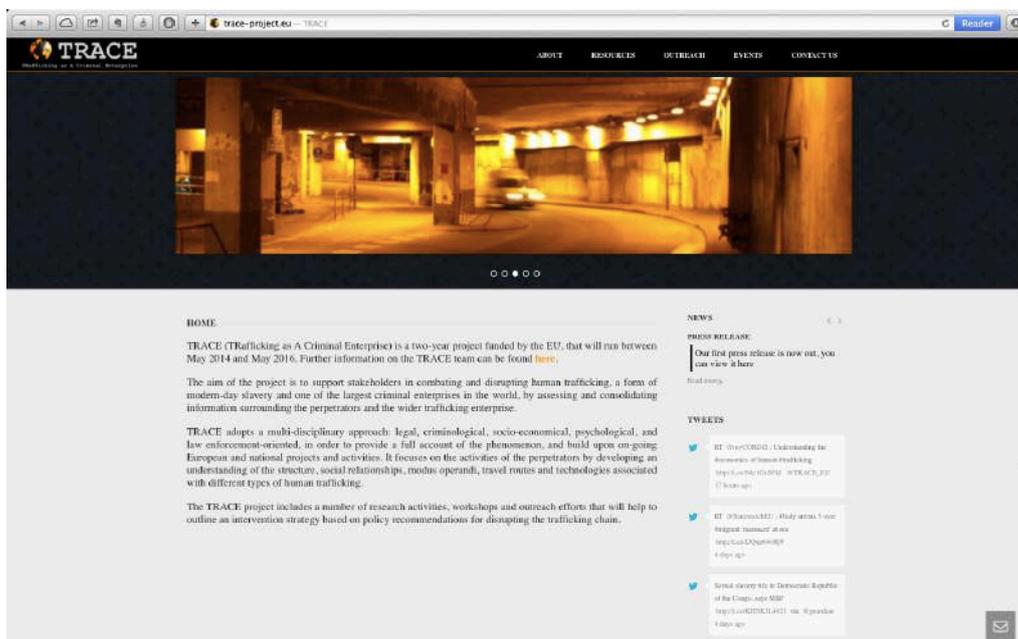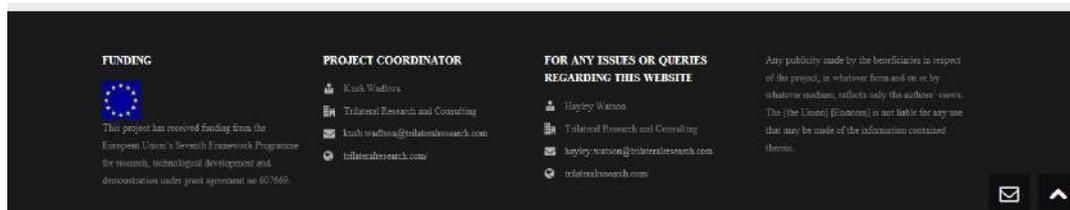

Figure 3: Home page

Figure 4: TRACE website footer

1.2 ABOUT

The "About" page contains links to six sub-pages: Project, Objectives, Work Packages, Documents, Team, and News.[2]

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[1] The project logo and funding acknowledgement are consistently presented on the website and are featured on all pages.

[2] http://trace-project.eu/about/

1.2.1 Project

The "Project" page contains further information about the structure of the TRACE project, including an overview of how all components of the project fit together.[3]
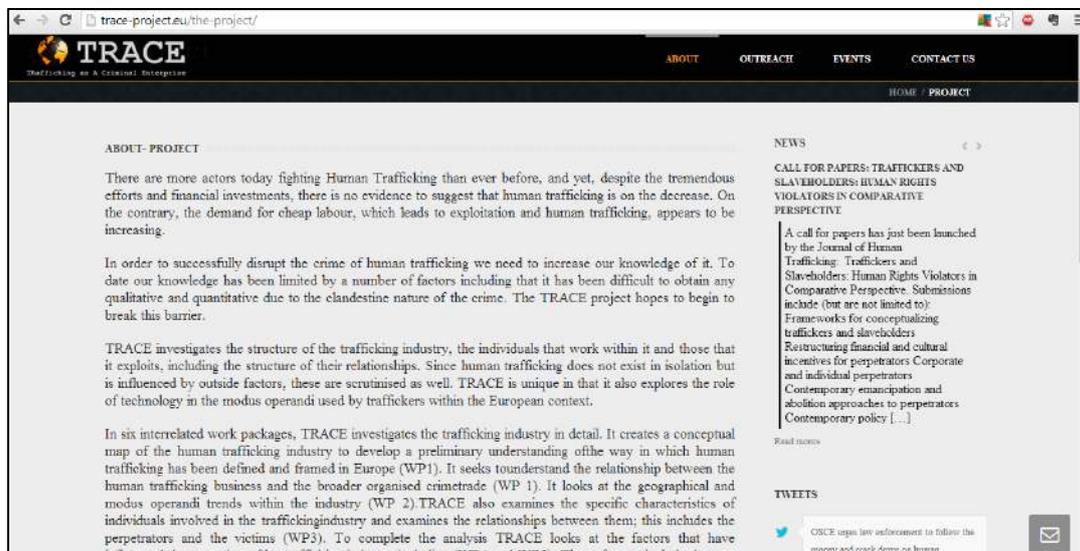

Figure 5: 'Project' sub-page

1.2.2 Objectives

The "Objectives" sub-page provides further information on TRACE' primary aim and objectives, as outlined in the description of work.[4] The "Objectives" page also contains an explanation as to the use of "case studies" within the TRACE project. The case studies are part of the methodology used to achieve the projects objectives.
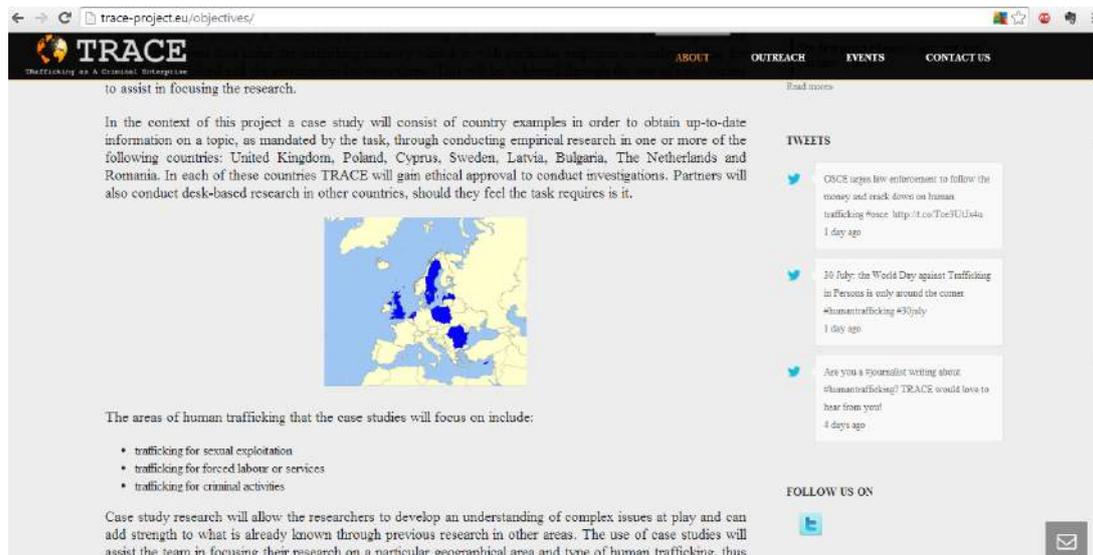

Figure 6: 'Objectives' sub-page

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[3] http://trace-project.eu/the-project/
[4] http://trace-project.eu/objectives/

1.2.3 Work Packages

The "Work Packages" sub-page of the website describes the research activities that the project will undertake.[5] It includes a brief description of each of the work packages and lists their associated public deliverables.
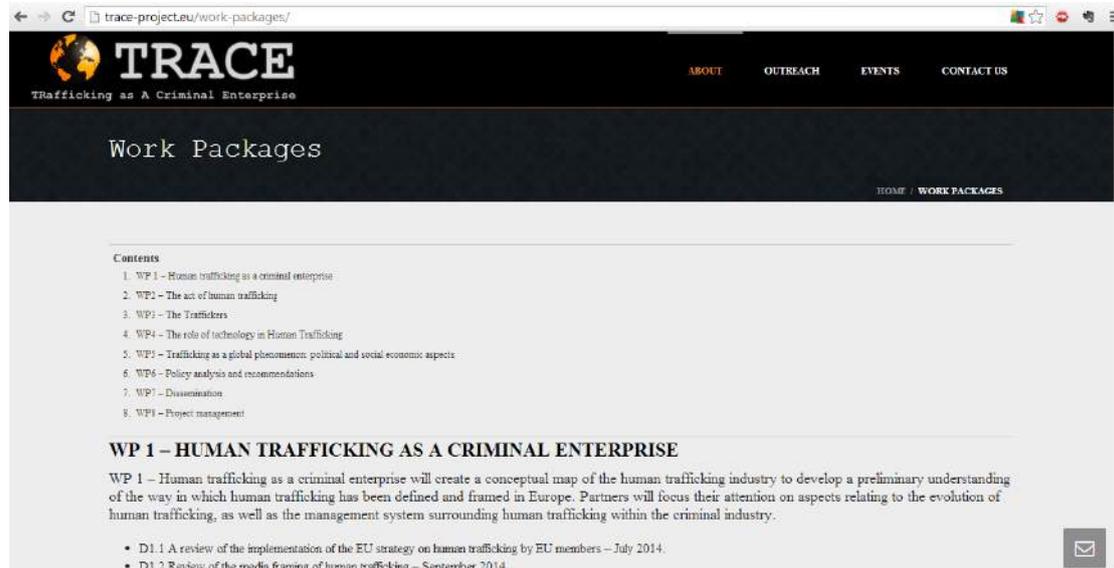

Figure 7: 'Work Packages' sub-page

1.2.4 Documents

The "Documents" sub-page of the website will display public deliverables produced as part of TRACE. As the project progresses and deliverables are developed, links will be provided to public deliverables as they become available. By doing so, visitors will be able to freely download all public deliverables.

1.2.5 Team

The "Team" sub-page of the website provides information about each of the partners involved in the TRACE project.[6] A brief description of each organisation is provided, as well as each organisation's logo and a link to their website. Each description also provides an indication of the partner's main role within the TRACE project. Contact persons for each organisation are also listed, allowing visitors to click on individual persons within each organisation to contact them directly via e-mail.[7]

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[5] http://trace-project.eu/work-packages/
[6] http://trace-project.eu/team/
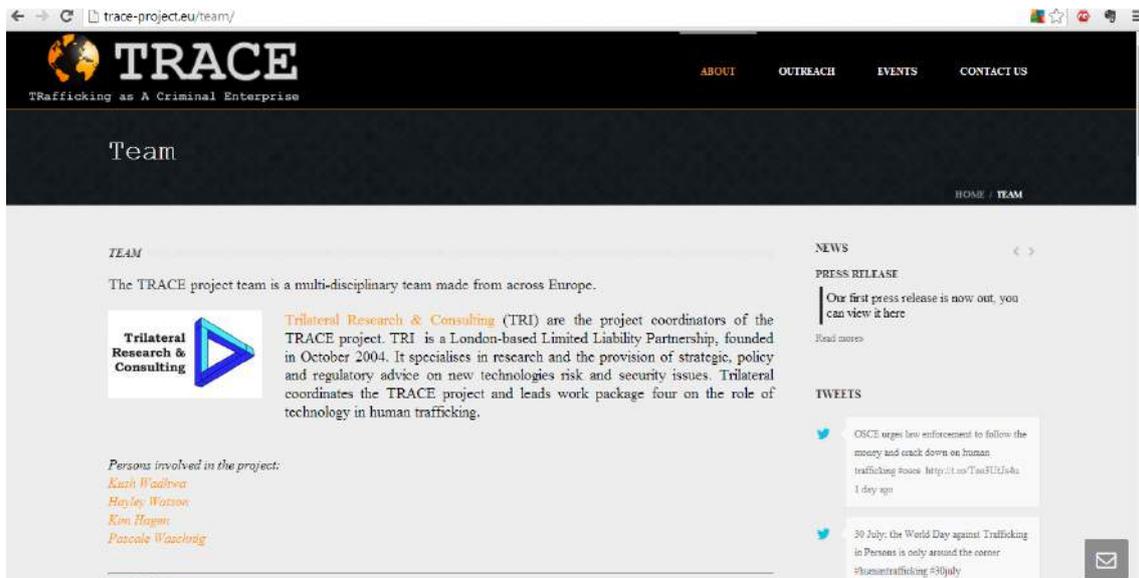[7] Please note: the availability of an e-mail address is based on the partners' discretion.

Figure 8: **'Team' sub-page**

1.2.6 News

The "News" sub-page will display all news items, such as press releases, project updates (e.g., availability of deliverables and event announcements) related to TRACE. As time progresses this page will display further content. The news items are also displayed on the homepage as a rolling feed.
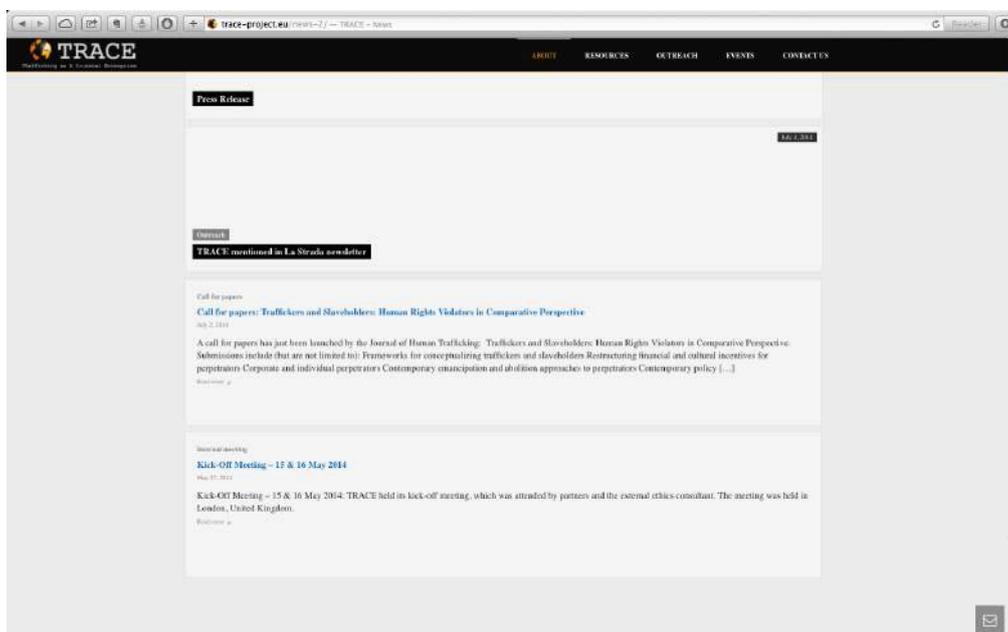

Figure 9: 'News' sub-page

1.3   RESOURCES

The consortium has developed a resources page relating to other projects, websites and initiatives concerned with combatting the trafficking of human beings.
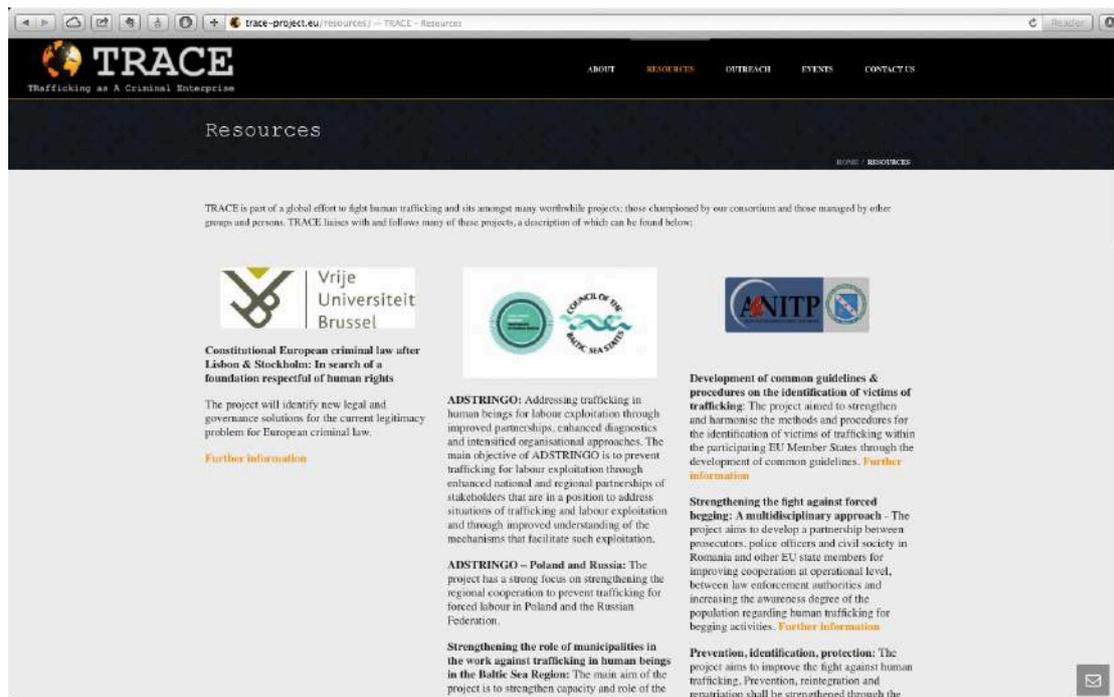
Figure 10: Resources page

1.4   OUTREACH

The TRACE website contains an "Outreach" page that provides its visitors with further information regarding the project's materials used to contact individuals, groups and organisations interested in the project's work and findings.[8] Amongst others, these materials consist of the TRACE project poster, the project fact sheet, and copies of press releases. This page will contain links to these materials and will announce upcoming materials such as project newsletters.
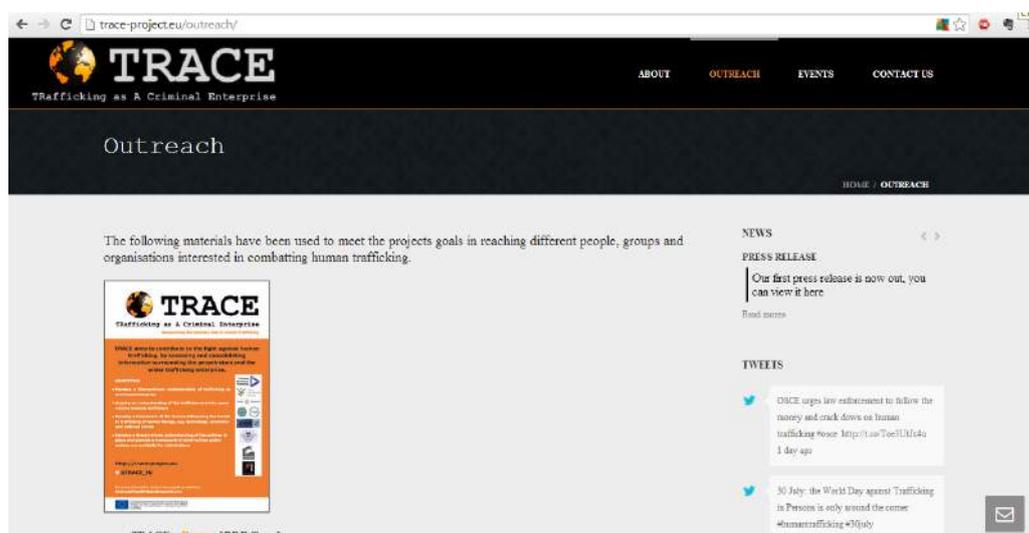

Figure 11: Outreach page

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[8] http://trace-project.eu/outreach/

1.5   EVENTS

The "Events" page provides information about TRACE events.[9] This page provides visitors with options to access three sub-pages: workshops, upcoming events, and past events. Users have been provided with a contact from the TRACE team managing dissemination should they need further information about an event.
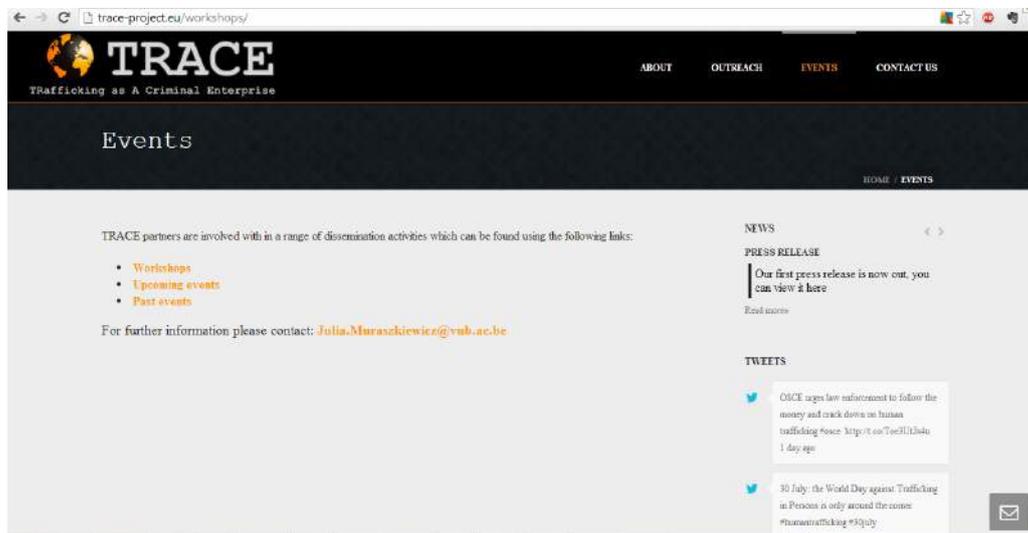

Figure 12: 'Events' page

1.5.1 Workshops

Workshops are integrated into work packages 2, 3, 4, 5, and 6. The workshops are designed to engage stakeholders with the research and to disseminate and validate findings at key points in the project's term.[10] Specific information about TRACE workshops will be added as it becomes available. Partners will post any associated content of interest to stakeholders, including copies of presentations.
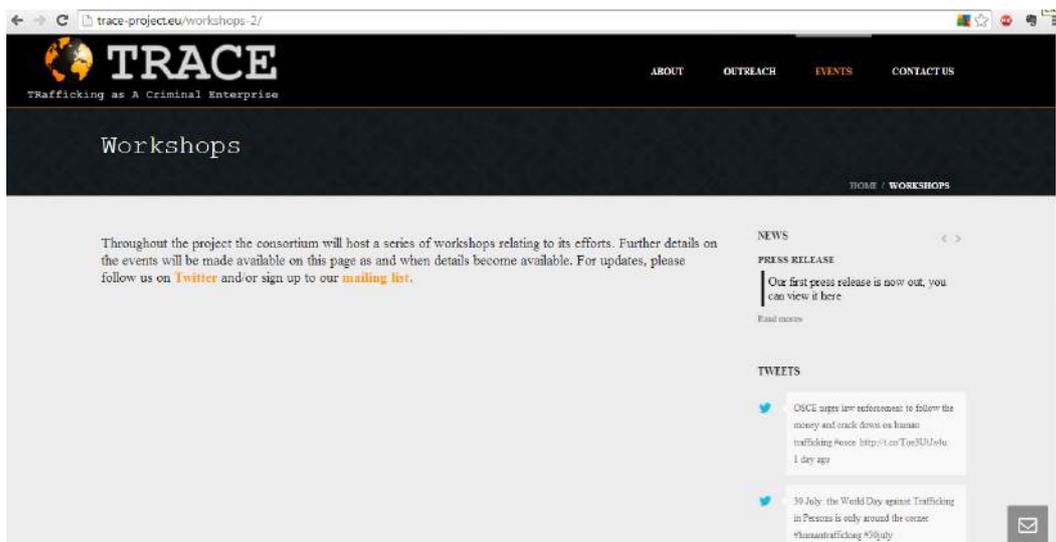

Figure 13: 'Workshops' sub-page

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[9] http://trace-project.eu/events/
[10] http://trace-project.eu/workshops-2/

1.5.2 Upcoming events

Relevant upcoming events that partners will be involved in will be advertised as agreed by the project co-ordinator and the event administrator.[11]
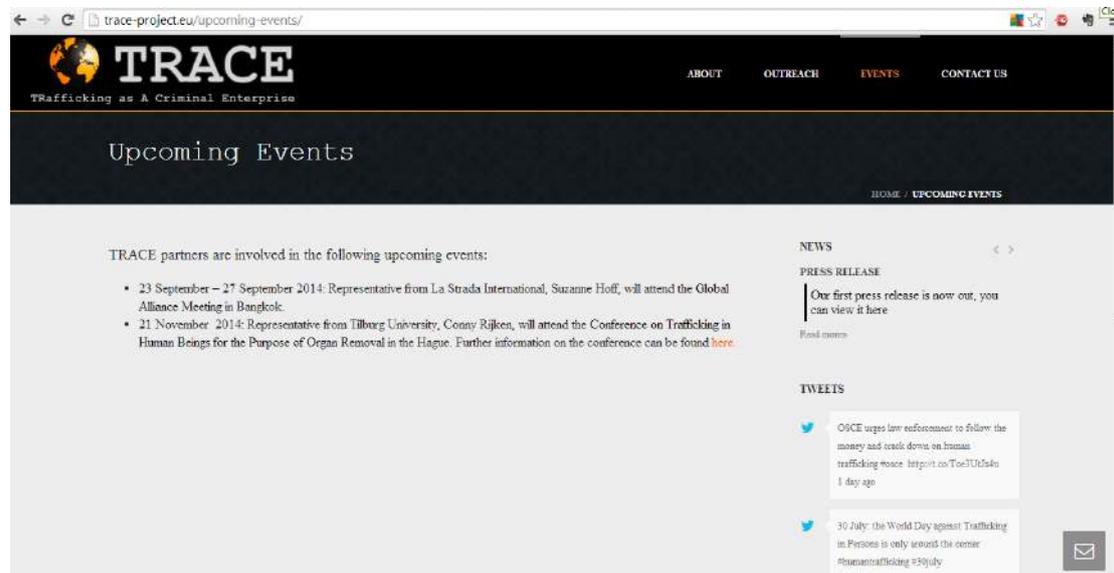

Figure 14: 'Upcoming events' sub-page

1.5.3 Past events

Where possible, the "Past events" page will keep a record of previous events that partners have been involved in and will also provide visitors with links to presentations and other forms of output associated with these events.[12]
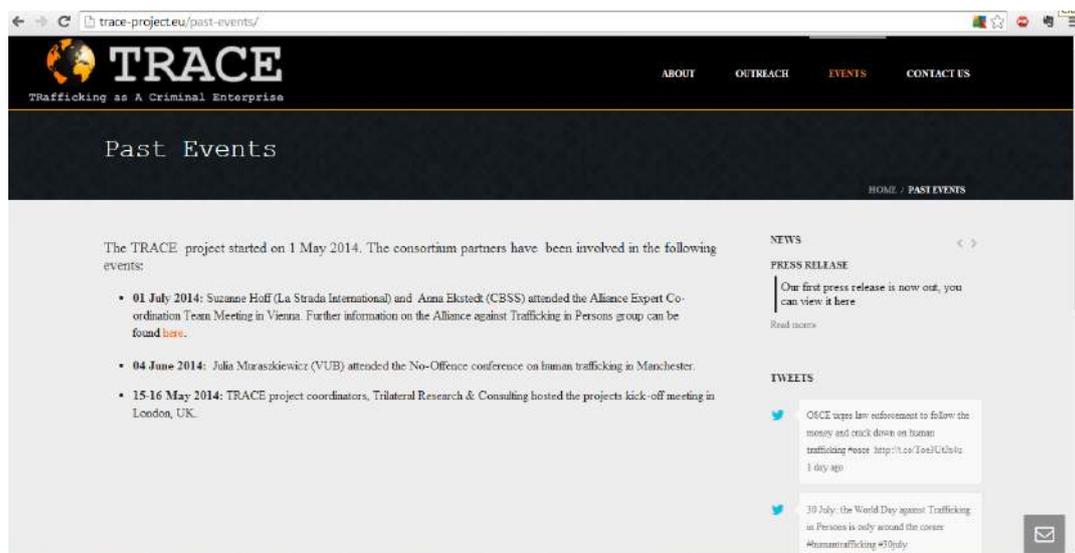

Figure 15 'Past events' sub-page

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[11] http://trace-project.eu/upcoming-events/
[12] http://trace-project.eu/past-events/

1.6   CONTACT US

As engagement with stakeholders is essential for project partners, this page of the TRACE website has clear indicators on how stakeholders can contact the consortium to provide comments and feedback. On this page the project coordinator's contact details are displayed. Additionally, the envelope icon is visible on every page (bottom right), which links visitors to a contact form. On the 'Team' page all the individual e-mail addresses of partners involved can be found.
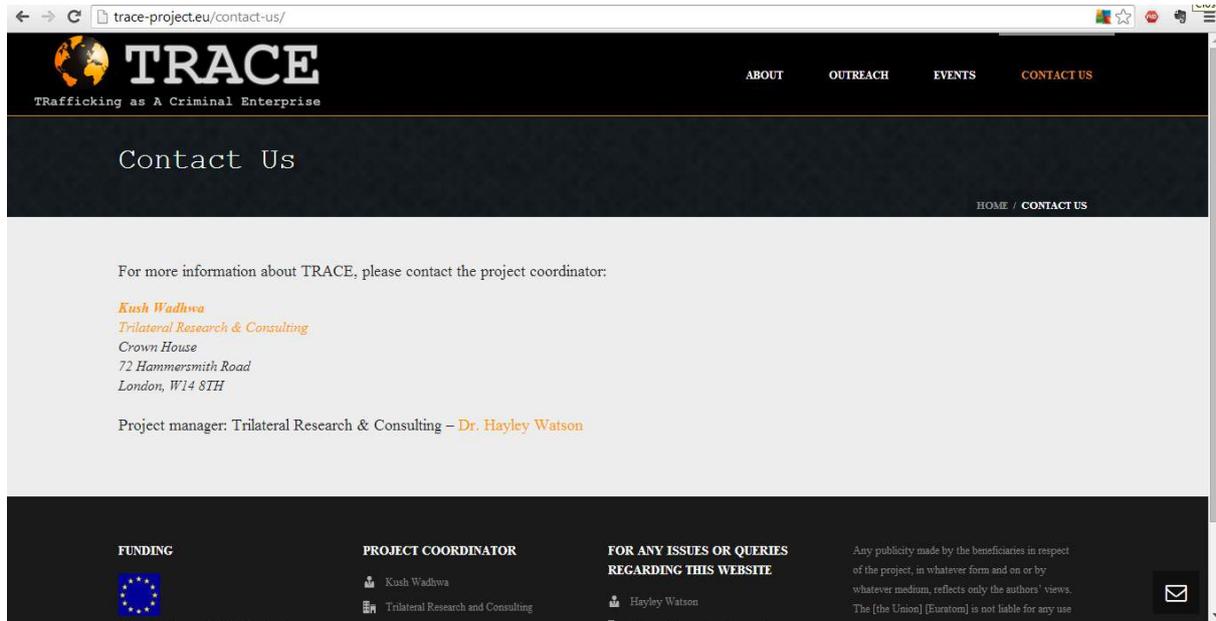

Figure 16: 'Contact' page

2   CONCLUSION

The TRACE website will be analysed for its effectiveness in disseminating project information and gathering feedback from stakeholders. An update on the website and requests for content will be an on-going item in the TRACE consortium meetings. Throughout the project, the website will be updated every quarter by the partner charged with maintaining the website – Trilateral Research & Consulting, who will be assisted by the dissemination WP leader, Vrije Universiteit Brussel. In addition to the website being updated on a frequent basis, website analytic metrics, such as hits, locations from where hits originated, or exact pages visited, will be analysed in detail by the consortium to better understand which pages are the most successful at engaging stakeholders. As the project develops, the consortium will adjust the website to enable the consortium to portray the results of the project and develop a user-friendly space for its outputs in the most accessible and direct manner.