

eLiberare

# Annual Report



2024

Inspiring  
Freedom





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# Foreword

When you think of human trafficking, what comes to your mind first? Is it battered individuals in chains? Is it shady individuals luring kids into vans with free candy? Is it hidden containers shipping people across borders to force them to work? Whatever it is, is it far away and distant – and are you detached enough that it can't affect you?

Globally, we identify only a fraction of human trafficking victims – oftentimes not because we don't see them, but because we were taught to think they're willing participants, or worse, that they deserve the exploitative situation they find themselves in.

Last year, eLiberare wanted to ensure that communities are equipped to detect and notify potential cases of trafficking – for this, we broke down legalese into practical step-by-step guides for everyone who might interact with a potential trafficking victim. Who is that, you're asking? That's right – all of us!

What do we do when we are faced with signs that just don't sit well with us – whether it's the child begging in the supermarket parking lot, or the cleaning lady who is rarely allowed out of the neighbor's house? Who do we call, what are the steps we can legally and safely take in order to report such situations and what services are available for those who are in dire need of assistance?

For those answers and more, make sure you check out the resources that we co-created last year with partners and institutional stakeholders across the world. We made it all the way to Africa and America and scaled our protection model across the border into our neighboring countries, Ukraine and Moldova, while we continued our relentless construction of the national ecosystem, ensuring that trafficking in persons will one day be an exception!

What if I told you that human trafficking is hidden in plain sight and that the stereotypes like the ones listed earlier only harm those caught in exploitation? What if I also told you that it's most likely in your neighborhood, at your workplace and, for sure, in the pocket where you keep your phone? What if traffickers had friendly faces that promised a way out of misery from the other end of a screen, while victims still show up at school or at their jobs, carrying burdens so heavy no one should ever have to carry alone?



**IOANA BAUER**  
*Chairwoman eLiberare*

Behind every number, there is a person impacted by the work we have the privilege to do – and that is why, for the 12th year in a row, we thank you for being a part of a social movement inspiring freedom and making the world a safer place, one individual at a time!

# The Issue of **HUMAN TRAFFICKING**

National and international reports show that **ROMANIA IS A LEADING SOURCE COUNTRY** of victims of human trafficking in the EU.



According to the [ANITP report](#), **610** victims of human trafficking exploited in various forms were identified in Romania in 2024. Sexual exploitation, along with its associated forms, including child pornography, was the most prevalent type of exploitation, affecting **75%** of trafficked victims.

Thus, in 2024, criminal proceedings were initiated against **796** individuals, with **313** defendants indicted. The trend of convicting human trafficking offenses remains high, with **152** individuals sentenced.



# eLiberare

## MISSION

**eLiberare is a non-governmental organisation in Romania dedicated to preventing and reducing human trafficking and sexual exploitation.**

**How do we do this?**

- **We identify and understand the needs within the community.**
- **We create the resources to address the needs.**
- **We mobilise community members to implement the necessary solutions.**
- **We adapt and apply proven models that work.**

## VALUES

### RESPECT

We recognise the inherent value of every person we come in contact with and we are considerate of them.

### INTEGRITY

We are committed to following a path that is honest and true to our values, which will honour us both professionally and personally.

### EXCELLENCE

We are committed to continuous improvement and innovation, striving to exceed expectations in everything we do. Our goal is to deliver impactful solutions rooted in professionalism, efficiency, and dedication, fostering lasting positive change in the community.

### EMPATHY

We listen to people's needs and strive to understand the reality of each person we support or work with. We act with compassion and respect, offering help with sincerity and dedication. Every individual has the right to determine their own path in life, and we acknowledge and respect their personal decisions.

### GENEROSITY

We offer time, resources, and support to those in need. We believe in the power of solidarity and the positive impact of every act of kindness, actively contributing to building a more united and equitable community.

## OUR PRIORITIES



### EDUCATION AND PREVENTION

Reducing the risk of exploitation by creating practical tools that promote critical thinking and the development of discernment, as well as through awareness campaigns both online and offline, aimed at informing about all forms of human trafficking and its effects on individuals and society, while also raising awareness among the general public.



### PROACTIVE IDENTIFICATION

Proactive identification focuses, in an intentional and preventative manner, on detecting and reporting potential cases of human trafficking. In this context, eLiberare trains frontline professionals – social workers, teachers, police officers, doctors, nurses, priests, and informal community leaders – providing them with tools to identify at-risk situations. The organisation also intervenes directly in identified cases, acting as a bridge between citizens reporting and the relevant authorities.



### VICTIM ASSISTANCE AND ETHICAL INVOLVEMENT OF SURVIVORS

The assistance provided within the licensed Assistance and Information Centre for Detecting Human Trafficking Cases includes both emergency support and collaboration, as well as referrals to other day and residential centres dedicated to victims and survivors. This facilitates their reintegration into society through mentorship programmes and material support. eLiberare actively involves human trafficking survivors in policy development, programme design, and co-creating resources through direct consultations.



### STRENGTHENING SUPPORT ECOSYSTEMS AGAINST HUMAN TRAFFICKING

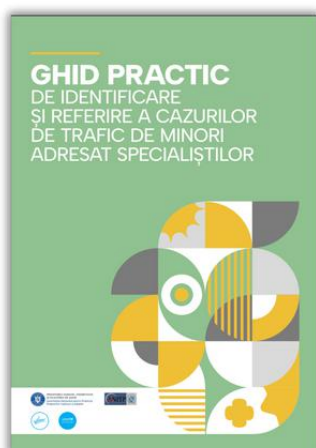
Supporting interconnected networks and systems of support and intervention in the fight against human trafficking, with the aim of improving victim protection and optimising the legislative process. Strengthening support ecosystems involves integrating resources and expertise from various fields, creating an efficient framework for prevention, intervention, and recovery.

# KEY MOMENTS AND ACCOMPLISHMENTS IN 2024

In 2024, we released the following materials:



**Practical Guide for Healthcare Professionals**



**Practical Guide for Practitioners on Identifying and Referring Child Trafficking Cases**



**Guide for Parents**



**Guide for Entrepreneurs**

## JANUARY – FEBRUARY 2024

- eLiberare was part of the Expert Group and supported amendments during negotiations at the **Ad Hoc Committee to Elaborate a Comprehensive International Convention on Countering the Use of Information and Communications Technologies for Criminal Purposes**, held by the UNODC in New York.

## FEBRUARY 2024

- A **Training of Trainers session** was held in Predeal with emergency and school healthcare professionals, during which the *Practical Guide for Healthcare Professionals* was launched.



## MARCH 2024

- eLiberare organised an event in collaboration with the Permanent Mission of Romania to the UN and the UNODC – United Nations Office on Drugs and Crime, at the United Nations Headquarters in New York, on the occasion of the **68th session of the Commission on the Status of Women (#CSW68)**. The event focused on protecting women from the risk of human trafficking.

## MAY 2024

- eLiberare extended the **Kompass model to the Republic of Moldova and Odessa, Ukraine**, through its partner organisation A.O. Altruism. The programme was implemented from May to August.



## JUNE 2024

- Together with the French Embassy in Austria and the Permanent Mission of France to the UN, eLiberare organised the round table discussion **"Combating Sexual Exploitation in Armed Conflicts: A Whole-of-Society Approach"**, dedicated to the fight against sexual exploitation in conflict zones.
- Also, in June 2024, eLiberare obtained **ECOSOC status**.

## AUGUST 2024

- In 2024, our Information and Assistance Centre for Detecting and Reporting Human Trafficking Cases was granted **a permanent operating license by the state as a Crime Victim Support Service**, through which we provide services to individuals across the country, in collaboration with institutions and other partner non-governmental organisations.

## SEPTEMBER 2024

- At the **UN Summit of the Future** in September 2024, world leaders convened at the United Nations to adopt the Pact for the Future, which encompasses a Global Digital Framework and a Declaration on Future Generations (A/RES/79/1). eLiberare, represented by Ioana Bauer, was one of only two NGOs granted the opportunity to speak at the UNGA during the interactive dialogue.
- eLiberare extended the **Kompass model to Uganda**, through its partner organisation Footprints to Freedom in Africa.



## OCTOBER 2024

- Launch of the Practical Guide for Practitioners on Identifying and Referring Child Trafficking Cases**  
In collaboration with the National Agency Against Human Trafficking and the National Authority for the Protection of Children's Rights and Adoption, we trained professionals in 7 counties and developed a **Practical Guide for Practitioners on Identifying and Referring Child Trafficking Cases**, adapted from the National Identification and Referral Mechanism (NIRM).



- eLiberare participated in organising the **training session in Bucharest** titled **"Engaging Individuals with Lived Experience in Programmes, Projects, and Public Policies"**, as part of the first project implemented by the ProTECT Federation in partnership with the French Embassy, the French Institute in Romania, and the Mist Association from France.
- eLiberare participated in the civil society representatives' meeting with the **Council of Europe's Group of Experts on Action against Trafficking in Human Beings (GRETA)**.

## SEPTEMBER – DECEMBER 2024

- eLiberare contributed to the **National Strategy Against Human Trafficking (SNITP)**, as well as the creation and organisation of the **Working Groups** for the implementation of the National Action Plan (NAP).

## NOVEMBER 2024

- eLiberare secured a seat on the **Economic and Social Council of Romania** for one of the three positions allocated to human rights, in order to contribute to a stronger and more effective legislative framework that protects vulnerable individuals.





# Education and PREVENTION

In 2024, eLiberare carried out a series of prevention and awareness activities aimed at combating human trafficking, abuse, and online sexual exploitation. We reached:

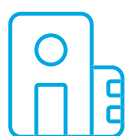
**108,497** students and young people  
**155** parents  
**5,775** Ukrainian people  
**150** Ukrainian children  
**1,263** professionals from national institutions and international organisations  
**89** educational counsellors  
**302** healthcare professionals and school nurses  
**15** professionals working with Ukrainian people

In 2024, through our prevention and awareness activities, 872 Romanian students and pupils and 150 Ukrainian students participated in sessions focused on human trafficking, abuse, and online sexual exploitation. These sessions were organised based on local partnerships and aimed at raising awareness while also providing practical solutions for preventing victimisation.



# 1. SafeON Educational Programme

The 2023–2024 school year in numbers:



**974**  
schools involved



**640**  
partnerships signed



**107,325**  
pupils reached



**5,885**  
professors involved



**5,885**  
lessons taught in classrooms

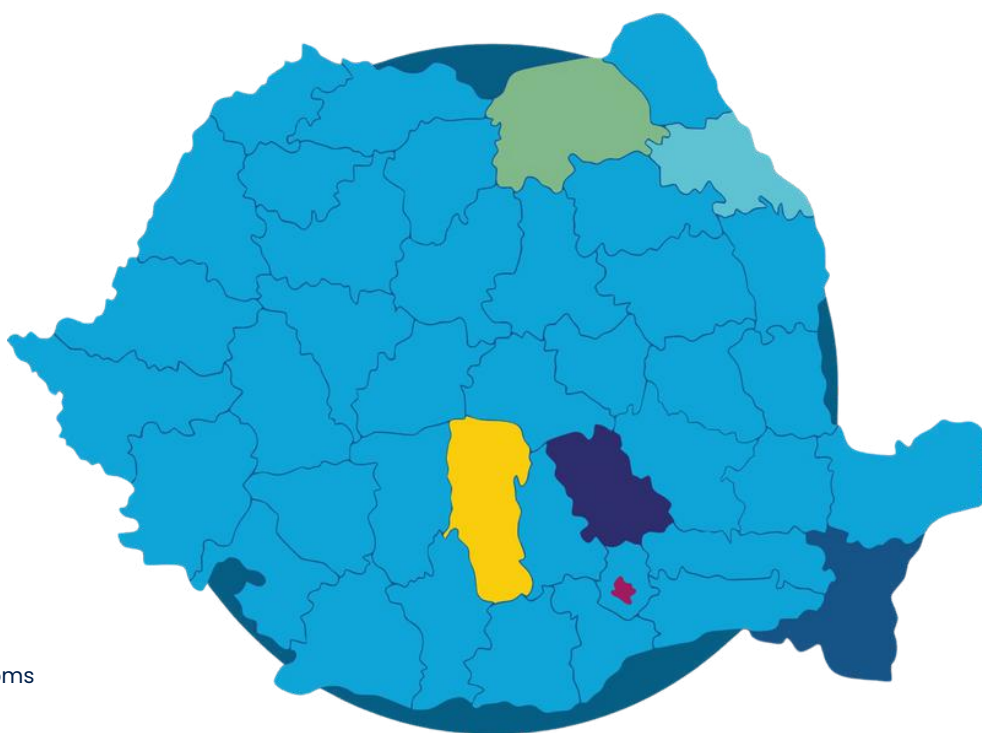


**422**  
schools in urban areas



**218**  
schools in rural areas

**40** counties plus Bucharest



Main counties:

- SUCEAVA**  
64 partnerships signed
- PRAHOVA**  
59 partnerships signed

- BUCHAREST**  
55 partnerships signed
- IAȘI**  
41 partnerships signed
- ARGEȘ**  
41 partnerships signed

Launched in 2016 and specifically designed for the school environment, the educational programme provides teachers with modern, adapted tools to address critical topics such as human trafficking, child trafficking for sexual exploitation, as well as the main forms of online sexual abuse and exploitation. The edition for the 2024–2025 school year builds upon and expands this educational initiative, bringing forward new resources and teaching methods.

expands this educational initiative, bringing forward new resources and teaching methods. Among the new elements are a section dedicated to the loverboy method, ten case studies with practical applications for students, a video created by Europol about online sexual abuse and exploitation of children, an individualised safety plan based on healthy habits and practical exercises, as well as updated information regarding legislative changes related to child protection. The online educational package includes the Teacher's Guide, lesson plans adapted for grades V–VIII and IX–XII, PowerPoint presentations, and supporting video materials that facilitate the effective communication of key messages and the development of critical thinking.

The programme supports pupils in recognising risks, understanding recruitment mechanisms, asserting their own rights, and adopting safe behaviors in the face of vulnerabilities.

## Feedback

Teachers' feedback to the question "What made you choose this topic for your class?" revealed the realities that children face online and offline regarding the risks of human trafficking:

*"There were situations during the implementation of the project activities where some pupils admitted that they had faced the situations depicted in the video. We listened to their testimonies and made it clear from the beginning that we should not judge or criticise, but rather empathize and offer emotional support."*

*"I got involved in this program because, as a teacher for nearly 15 years and a mother of two teenage daughters, I have seen firsthand how young people are increasingly exposed to various dangers, both in the physical world and online. I felt it was essential for our students to be informed about these risks, which are becoming more numerous and diverse. Even though our school is in a rural area, dangers know no boundaries, and education and prevention are just as important here as anywhere else."*

*"I chose to address this topic because I believe it is very important for it to be discussed with students. They need to be warned that, in everyday life as well as in the virtual environment, dangers and traps can arise. With the necessary information, they will be less vulnerable and will have the courage to seek advice and help from adults (parents, teachers, other qualified individuals) or relevant institutions. Following discussions with students, more and more of them have become vocal and share various situations they have heard about. Any debate of this kind brings us closer to the students and their issues."*

## 2. Resources for PARENTS



# 155

parents participated  
in info sessions

In addition to the educational activities dedicated to students, we also addressed the needs of parents through the Guide "Parents in the Digital Age: How to Talk to Children and Teenagers About the Dangers of the Internet?".



# 74

parents accessed  
the online package

This resource provides essential information about common forms of online abuse and exploitation among children (7–11 years old) and teenagers (12–17 years old), along with practical recommendations for initiating effective and age-appropriate conversations. Additionally, the guide includes clear steps parents can take if they identify or suspect a concerning situation. Approximately 155 parents participated in sessions focused on protecting children in the digital environment.



### Guide for parents

The guide is supplemented by two PowerPoint presentations: "How to talk to children (7–11 years old) about the dangers of the Internet?" and "How to talk to teenagers (12–17 years old) about the dangers of the Internet?".

Since the launch of the resources on [www.eliberare.com](http://www.eliberare.com), 74 parents and teachers have accessed the materials, while 155 parents attended the in-person sessions organised by eLiberare. Additionally, the guide has been included in the "Educational Package for the Prevention of Human Trafficking and Online Sexual Abuse and Exploitation of Children" for the 2024–2025 school year, which was provided to teachers registered to receive it.

In 2024, multiple sessions on human trafficking prevention were organised for parents in collaboration with educational institutions and social structures from several counties. Informational and prevention sessions dedicated to parents were held at Apața Secondary School, No. 5 Secondary School in Săcele, Măieruș Secondary School, "Miron Costin" Secondary School in Suceava, "Marin Sorescu" Art High School, and for foster parents within DGASPC Dolj. In total, **155 individuals** were informed face-to-face during these sessions.

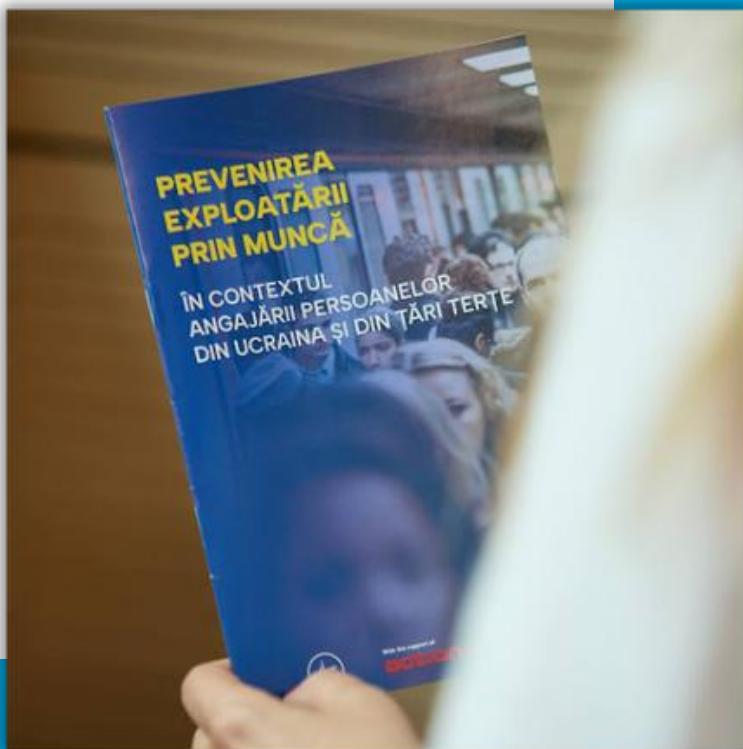


Over 60 parents attended the informational sessions about internet dangers held at "Miron Costin" Secondary School in Suceava.

## 3. Resources for ENTREPRENEURS

eLiberare, in partnership with ActionAid and Disasters Emergency Committee, has created a guide to help entrepreneurs stay informed, prevent labor exploitation, and adopt healthy recruitment practices. The guide was launched on June 18th during a round table discussion attended by several representatives from the entrepreneurial community.

Given the significant increase in the number of foreign citizens employed in Romania in recent years, this material informs entrepreneurs about risks such as labor exploitation and human trafficking.



**Guide for  
entrepreneurs**



## 4. Information Sessions for Children, Adolescents and Young Adults

**17****info sessions** with Romanian children**99****individual** safety plans**667****children** informed, of whom: **300 Ukrainian children**

In 2024, eLiberare developed a vulnerability and risk assessment model for children, implemented in at-risk communities for the early identification of potential victims. The tools – risk assessment questionnaire, safety plan, and interview guide – were developed in collaboration with survivor leaders and are used by facilitators to ensure a structured and effective approach to supporting vulnerable communities.

Awareness and prevention sessions were organised for vulnerable groups in the counties of Bacău, Suceava, and Neamț, during which safety plans were created for **99 adolescents and young people**.

These sessions addressed the risks associated with human trafficking and provided practical resources for protecting the most vulnerable.

In the same year, 2024, as part of the partnership with TE AUD ROMÂNIA Foundation, prevention and awareness sessions were organised for children and adolescents in the counties of Suceava and Botoșani, reaching a total of **390 beneficiaries**.



# Proactive IDENTIFICATION

Proactive identification of human trafficking victims is crucial for preventing exploitation and enabling early intervention. eLiberare contributes to this process by organising training sessions for professionals in key sectors such as social work, education, health, community development, and more. Once trained, these professionals are better equipped to identify potential trafficking victims, know how to ask for essential information, and later report the case to the relevant authorities.

Through our training sessions, we empower actors non-specialised in the field of anti-trafficking to identify potential victims. This year, we focused on **healthcare professionals, school counselors, child protection staff, NGOs active in communities, and companies that hire Ukrainian individuals**. Through these efforts, we have been able to identify and assist more victims.

**1,263**

professionals trained in 2024

**36**

training sessions in 2024

In 2024, we facilitated **36 training sessions for 1,263 participants** from various professional categories, such as school counselors, healthcare professionals, social workers, teachers, as well as individuals working with refugees and other professionals involved in human trafficking prevention.

During these sessions, we focused on identifying and reporting human trafficking cases, as well as intervention in such cases, tailored to all the categories involved.

## AMONG THE TRAINING SESSIONS CONDUCTED WERE THE FOLLOWING:

- *Identifying and reporting human trafficking cases in a medical context: From theory to practice*
- *Preventing online dangers faced by children*
- *Approaching victims from a trauma-informed perspective*
- *Implementing the Kompass model in schools with Ukrainian children*
- *The role of healthcare professionals in identifying and reporting human trafficking cases*
- *Basics of human trafficking prevention among refugees from Ukraine*
- *CJRAE Training – Detect – The role of informal actors in the fight against trafficking*
- *Identifying and referring cases of child trafficking according to the National Identification and Referral Mechanism*

### In 2024 we focused on the following professional categories:

**610** social workers  
**76** school counselors  
**254** healthcare professionals  
**84** professionals or volunteers working with refugees  
**36** professionals or volunteers working in the community

## AT THE END OF THE TRAINING SESSIONS, PARTICIPANTS ARE BETTER PREPARED TO:

- detect signs of potential exploitation;
- report a valid suspicion;
- communicate with potential victims using a victim-centred approach;
- assess risks and create an individualised safety plan.

# 1. Training Sessions with Healthcare Professionals



**172**

**healthcare professionals** trained



**5**

**training sessions**



**6**

**victims** identified

eLiberare Association, together with the British Embassy in Bucharest, Bucharest Hospitals and Medical Services Administration (ASSMB), and the Department for Emergency Situations (DSU), implemented a project to train healthcare professionals in Romania, preparing them to recognise the signs of human trafficking, listen with empathy, and know how to act when they encounter a victim.

In collaboration with the relevant authorities, 9 in-person training sessions and two online sessions were organised, providing a total of **172 healthcare professionals** with the knowledge and skills necessary for the proactive identification and referral of human trafficking cases. Among the participants were professionals from the Department for Emergency Situations (DSU), the Directorate of Social Assistance (DAS), Bucharest Hospitals and Medical Services Administration (ASSMB), and participants from the National SARTISS Medicine Conference. These training sessions took place in various locations across Romania, with a special focus on Braşov, Sibiu, Oradea, and Bucharest.

The feedback forms from the training sessions highlighted that, although doctors and nurses identified key indicators, they lacked effective reporting mechanisms and were often discouraged from reporting potential cases.

In 2024, a total of **eight doctors** requested the organisation's support in identifying potential human trafficking cases. As a result, they identified **six victims of human trafficking**, including **four cases of sexual exploitation** and **two of labour exploitation**, as well as a seventh victim of sexual abuse. Among these victims, two were minors. All identified victims were reported to ANITP and provided with the necessary services.

The materials created in collaboration with ANITP, ASSMB, and DSU in the previous year were distributed in 2024 to various medical units.

## Materials distributed in medical facilities in 2024



**2,300** printed guides,  
of which **1,435** distributed



**700** informative posters for  
healthcare professionals



**700** Ready to Help badges  
for healthcare professionals

**The materials were distributed to:**

**143**

school medical  
offices

**8**

hospitals  
and several private clinics.

These resources were provided to all trained professionals and distributed through the organisation's broader network of collaborators, including ASSMB, hospitals, and DSU, further strengthening the healthcare sector's ability to effectively identify and support victims.



## 2. The launch of the Practical Guide for Practitioners on Identifying and Referring Child Trafficking Cases

Together with the National Agency Against Human Trafficking (ANITP) and the National Authority for the Protection of Children (ANPDCA), we developed a **Practical Guide for Practitioners on Identifying and Referring Child Trafficking Cases**, adapted from the National Identification and Referral Mechanism (NIRM).

How can you recognise a child victim of trafficking? How do you speak to and interact with a child victim of trafficking? Who can report, and what are the steps to follow when there is suspicion that a child is a victim of trafficking? These are just a few of the very specific questions that the material addresses.

The guide illustrates, through three scenarios, different situations of implementing the National Identification and Referral Mechanism (NIRM) by field specialists, from the moment a child victim is detected until the moment they are referred to support services.

### SCENARIO 1

A child trafficking case identified in Romania, initially reported to the DGASPC (General Directorate of Social Assistance and Child Protection).

### SCENARIO 2

A child trafficking case identified in Romania, initially reported to the criminal investigation and prosecution authorities.

### SCENARIO 3

An international trafficking case involving an unaccompanied minor who is not a Romanian citizen, repatriated from a destination country, initially reported to ANITP and ANPDCA.

At the launch event, the guest speakers were Valentin Vătăjelu, State Counselor in the Prime Minister's Chancellery, Rareș Petru Achiriloaie, President of the National Authority for Child Rights and Adoption, Cristina Stepanescu, Deputy Director of the National Agency Against Human Trafficking (ANITP), Anna Riatti, UNICEF Representative in Romania, and Anda Mogoș, psychotherapist and author.



#### Partners who contributed to the dissemination of this guide:

ANITP, ANPDCA, ASSMB – Administration of Hospitals and Medical Services Bucharest, DGASPC, School Safety Department, DAS.

*In Romania, half of the human trafficking victims are children. This shows that traffickers have specialised and adapted their methods to exploit the most innocent among us. For this reason, our response must also be specialised and tailored to the needs of children. This tool is the result of a collective effort that facilitates the early identification of victims and ensures the provision of assistance services specifically designed to meet their needs. In this way, we will ensure that no child remains invisible to the police, social services, or the justice system, while also guaranteeing the consistent application of the National Identification and Referral Mechanism (NIRM)."*

Ioana Bauer, Chairwoman eLiberare

## 3. Distribution of the NIRM Practical Guides

In 2024, eLiberare continued to distribute the NIRM Practical Guides to its partners, including:

- National Authority for the Protection of Children's Rights and Adoption (ANPDCA);
- National Agency Against Human Trafficking (ANITP);
- 47 County Directorates for Social Assistance and Child Protection (DGASPC);
- 104 Social Assistance Directorates (DAS);
- Bucharest Hospitals and Medical Services Administration (ASSMB);
- School Safety Directorate;
- 7 school cabinets;
- 45 associations and foundations.

### THE NUMBER OF NIRM GUIDES DISTRIBUTED IN 2024



60



694



1,435



3,137

## 4. Training Sessions for Professionals from the General Directorate for Child Protection

**377** individuals trained from DGASPCs  
**7** sessions and **2** webinars

Between July and October 2024, 7 training sessions were organised for professionals from the Directorates for Social Assistance and Child Protection in the counties of Dolj, Botoşani, Vaslui, Bacău, Braşov, Ialomiţa, and Sector 2, Bucharest, with the main objective of strengthening their skills in identifying and reporting child trafficking cases. A total of **117 professionals** participated in these sessions, including social workers, psychologists, and other experts involved in managing child trafficking cases. In addition to these sessions, working meetings were held with representatives from ANITP and the Organised Crime Fighting Brigade at the regional level.

A webinar organised on October 25, 2024, brought together **162 participants** from DGASPCs and DASSs, along with representatives from UNICEF, ANPDCA, ANITP, and the eLiberare team. On October 29, 2024, **98 representatives** from DGASPC and DAS attended two webinars held on the same day.

**40%**

**of the participants** were unfamiliar with the National Identification and Referral Mechanism (NIRM);

**82%**

**had not used** the NIRM tools until that moment;

**95%**

**believe that training in NIRM should be mandatory** in the continuous professional development of DGASPC staff;

**99%**

**considered the training session to be "very useful".**

We organised training sessions for professionals from the **General Directorates for Social Assistance and Child Protection** in 7 counties, followed by working meetings with representatives from the **National Agency Against Human Trafficking** and the **Organised Crime Fighting Brigade** at the regional level, to improve the management of child trafficking cases.



Training session with professionals from DGASPC Botoşani, September 10, 2024.

## 5. Information and Vulnerability Assessment Sessions in the Community

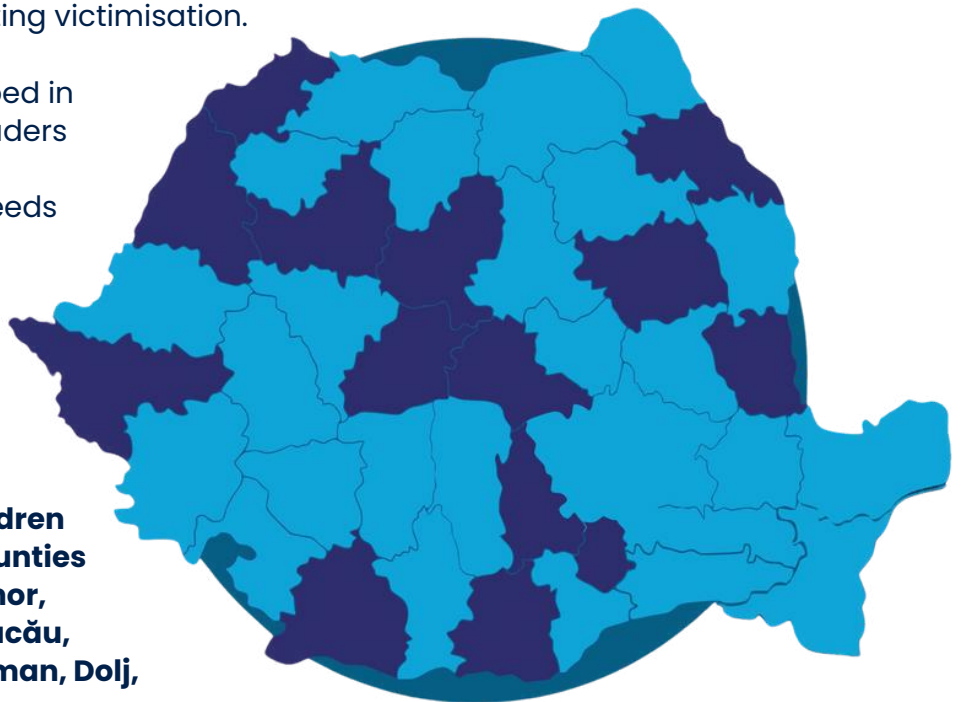
**27** local partnerships  
**314** beneficiaries  
**36** volunteers informed

The resources, provided free of charge, were designed to support NGOs and public institutions working directly with children and adolescents, focusing on both online and in-person recruitment methods, as well as practical solutions for preventing victimisation.

These materials were developed in collaboration with survivor leaders and the project team to more effectively address the real needs on the ground.

In 2024, **27 organisations** and institutions requested the Community Resource Pack and carried out prevention activities in the community, reaching **314 children and adolescents from the counties of Dâmbovița, Ilfov, Timiș, Bihor, Galați, Mureș, Brașov, Iași, Bacău, Cluj, Satu Mare, Sibiu, Teleorman, Dolj, and Bucharest.**

In April 2024, eLiberare officially launched the **"Community Resource Pack for Preventing Human Trafficking and Sexual Exploitation among Children and Adolescents"** as part of the **"DETECT – The Role of Non-Formal Actors in the Fight Against Trafficking"** project.



This initiative reflects eLiberare's commitment to creating change through collaboration and community involvement. Additionally, information sessions were organised for volunteers from partner organisations – one example is the training held in partnership with the Pas cu Pas Foundation, which brought together **36 participants**.



## 6. The Kompas Intervention Model

**5,775** Ukrainian refugees and professionals trained  
**10** partnerships  
**7** NGOs adopted this model  
**11** video materials  
**12** visual materials/infographics  
 Online audience on Facebook: Views: **40,1 K**, Impact: **110.612**.  
 Online audience on Instagram: Views: **37,6 K**, Impact: **12.695**.  
 Online audience on Youtube: **68 K**

After the war in Ukraine began, eLiberare developed an intervention model called Kompas (<https://kompas.world/>). It is implemented in four stages, serving as a barrier against exploitation and human trafficking among Ukrainians and citizens from third countries displaced due to the war.

Kompas has evolved to include direct interventions aimed at preventing exploitation and protecting vulnerable groups on the move. Although, in recent months, attention has shifted more towards Romanian citizens, the program has continued to provide essential information and counseling to **5,775 Ukrainian refugees and professionals** working with them.

In Romania, **10 partnerships** were signed with **7 organisations** for the use of KOMPASS materials in preventing the online exploitation of children and adolescents.

### KOMPASS IN 2024

The Kompas model has been adapted to prioritise the active identification of vulnerabilities, risk assessment, and the implementation of early interventions to prevent human trafficking for any category of vulnerable individuals. In 2024, Kompas was scaled up in the Republic of Moldova, Ukraine, and in Africa, specifically in Uganda.

#### THE KOMPASS MODEL IMPLEMENTED IN THE REPUBLIC OF MOLDOVA AND UKRAINE

In 2024, the KOMPASS model was adapted and successfully implemented in the local context of the Republic of Moldova, in partnership with local organisations.

In the Republic of Moldova, partnerships were established with organisations such as A.O. Altruism and the Association of Parents of People with Disabilities "Eternitate," as well as with the Ministry of Education. Two separate agreements were signed with A.O. Altruism – one for the implementation of the KOMPASS model in the Republic of Moldova and the second for its implementation in the Odessa region of Ukraine.



**210**

**frontline professionals**  
informed

A number of professionals were trained to recognise the signs of trafficking and respond effectively.

## KOMPASS MODEL IMPLEMENTED IN AFRICA

In September 2024, the Kompass model was scaled up in Uganda, Africa, through the local partner Footprint to Freedom. It was adapted to the context in Uganda, addressing human trafficking, prostitution, and gender-based violence in refugee urban settlements.

These settlements face heightened risks of exploitation due to vulnerabilities such as economic instability, lack of protection networks or government support, and limited access to essential services.



*"The Kompass project demonstrates how valuable collaboration is in protecting refugee communities in vulnerable situations. Through our partnership with eLiberare, we have managed to implement sustainable solutions that protect victims and survivors of human trafficking and modern-day slavery. Their technical support not only strengthened the survivor leaders of Footprints, but also enhanced our collective capacity to create safer and more resilient communities. Together, we are not only responding to crises but also fostering empowerment, dignity, and long-term change."*

Malaika Oringo, Chairwoman of Footprints to Freedom

# 104

refugees informed (Sudan, DR Congo, Rwanda, and South Sudan)

# 10

partnerships established with other organisations

As a result of the implementation of the Kompass model, our partners in Africa reported that, based on data collected during the assessment, the organisation Footprints to Freedom identified **62.2%** of individuals showing specific indicators of human trafficking, with **40%** having experienced some form of forced labor and/or sexual exploitation.





# Assistance and Ethical INVOLVEMENT OF SURVIVORS

**35**

victims of human trafficking assisted in 2024

Including:

**9**

minors assisted in 2024

**26**

adults assisted in 2024

# 1. Crime Victim Support Service (SSVI)

In 2024, our Information and Assistance Centre for Detecting and Reporting Human Trafficking Cases obtained a **permanent operating license** for the **Crime Victim Support Service**, through which we provide services to individuals nationwide, in collaboration with institutions and other partner non-governmental organisations.

**The services provided by eLiberare for victims of crimes**, particularly in relation to combating human trafficking, include:

- *Information about the risks associated with human trafficking, sexual exploitation, and abuse, along with preventive advice.*
- *Support for identification and detection through eLiberare's emergency textline and dedicated email address.*
- *Direct notification of human trafficking, sexual exploitation, and abuse cases to the relevant authorities according to the National Identification and Referral Mechanism (NIRM).*
- *Crisis intervention by providing the minimum essentials (an emergency kit containing basic necessities, food, and emergency accommodation).*
- *Social counselling for vulnerable individuals, victims, or third parties.*
- *Psychotherapy.*
- *Legal advice/assistance.*
- *Medical services.*
- *Referral to specialised social services and reintegration services for human trafficking victims based on their needs.*
- *Referral to other relevant organisations and public institutions for victims of other crimes (other than human trafficking).*

Our assistance programmes have provided support to empower 25 victims and survivors on their journey toward recovery and independence. Every action taken reaffirms our commitment to stand by survivors, offering them hope, healing, and the opportunity to rebuild their lives.

Regarding the distribution by age and gender: We provided assistance to 3 men and 32 women (23 adults and 9 minors).

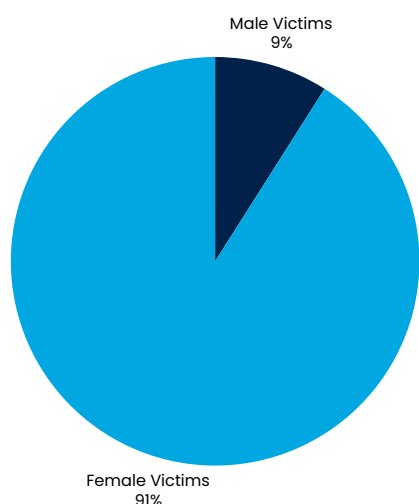
Regarding the form of exploitation, we provided assistance to **17 individuals who were victims of sexual exploitation, 2 minors who were victims of child pornography**, one person who was a victim of labor exploitation, and 5 individuals at risk of recruitment, who received counseling and material support to prevent them from becoming victims of human trafficking.



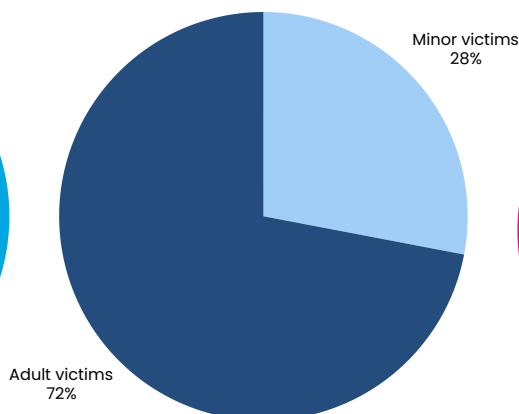
In 2024, eLiberare identified **20 potential victims**, to whom it provided services, including **4 male victims** (adults) and **16 female victims** (6 minors and 10 adults). We reported 5 of these individuals for identification as victims of human trafficking. **15 of the victims** we assisted were referred to us by the regional centres of ANITP, BCCO, or DGASPC.

## ASSISTED VICTIMS

### GENDER DISTRIBUTION



### AGE



### TYPES OF EXPLOITATION



Providing assistance to potential and identified victims is a complex process that requires, first and foremost, understanding the symptoms of psychological trauma and approaching it from a victimological perspective, regardless of the professional's role within the multidisciplinary team.

At eLiberare, we focus on understanding the impact of trauma, promoting perceived safety (both emotional and psychological), empowering the individual to make choices for themselves, and fostering the belief that recovery is possible, no matter how difficult the process may seem. Through all of this, we aim to develop the resilience of each individual and serve as protective factors in their journey towards healing.

In 2024, eLiberare reached a new milestone in its mission to support those affected by trafficking. With a renewed sense of purpose, the organisation expanded its efforts.

For the first time, eLiberare orchestrated an inter-institutional meeting, bringing together key actors from the General Directorate of Social Assistance and Child Protection (DGASPC) and the Brigade for Combating Organised Crime (BCCO).

## 2. Crisis Textline

Crisis Textline empowers communities to take action whenever there is any suspicion of human trafficking, providing a discreet platform for reporting potential cases and seeking assistance.

In 2024, we received **39 unique calls and/or text messages** on the Crisis Textline.

Among these:

- 8 calls regarding potential cases of sexual exploitation
- 6 calls regarding potential cases of labor exploitation
- 5 calls from individuals from Ukraine, referred to specific services
- 2 calls related to domestic violence
- 2 calls referred to specialised services for third-country migrants
- 1 call referred to specialised services for vulnerable elderly individuals
- 2 calls referred to specialised services for drug addiction
- 2 calls related to fraud and blackmail
- 1 call regarding a case of forced begging
- 2 false calls
- 8 other types of calls

The screenshot shows a web form titled 'Raportează' (Report) in blue. Below the title is a mission statement in Romanian: 'CEL MAI BUN MOD DE A LUPTA ȘI DE A PROTEJA COPIII ȘI PERSOANELE VULNERABILE ÎMPOTRIVA ABUZULUI, EXPLOATĂRII ȘI TRAFICULUI DE PERSOANE ESTE SĂ RAPORTEZI ORICE SUSPICIUNE AI AVEA.' (THE BEST WAY TO FIGHT AND PROTECT CHILDREN AND VULNERABLE PERSONS AGAINST ABUSE, EXPLOITATION AND TRAFFIC IS TO REPORT ANY SUSPICION YOU HAVE). Below this is a note for minors: 'DACĂ EȘTI MINOR ȘI DOREȘTI SĂ RAPORTEZI, TE RUGĂM SĂ FOLOSEȘTI FORMULARUL DEDICAT (CLICK AICI)' (IF YOU ARE A MINOR AND WANT TO REPORT, WE ASK YOU TO USE THE DEDICATED FORM (CLICK HERE)).

The form contains several input fields:

- NUME (Name) with sub-fields Nume (First name) and Prenume (Last name)
- NUMĂRUL TĂU DE TELEFON (Your phone number)
- ADRESA TA DE E-MAIL (Your email address)
- ÎN CE LOCATIE SE AFLĂ PERSOANA ÎN CAUZĂ? (Where is the person in the case located?)
- RELATIA CU PERSOANA ÎN CAUZĂ (Relationship with the person in the case)
- FORMA DE EXPLOATARE (Form of exploitation)
- POVESTESTE-NE PE SCURT SITUAȚIA (Briefly tell us the situation)
- ENUMERĂ CÂTEVA DINTRE NEVOILE IDENTIFICATE (List some of the identified needs)

At the bottom, there is a disclaimer in small text: 'PRIN COMPLETAREA ACESTUI FORMULAR ÎN BUN ACORDUL PENTRU A TE CONTACTA ȘI PENTRU PROCESAREA DATELOR CU CARACTER PERSONAL, CONȚINUTUL REGLEMENTĂRII NR. 678 DIN 27 APRILIE 2016 PRIVIND PROTECȚIA PERSOANELOR FIZICE ÎN CEEA CE PRIVEȘTE PRELUCRAREA DATELOR CU CARACTER PERSONAL ȘI PRIVIND LIBERA CIRCULAȚIE A ACESTOR DATE ÎN VEDEREA SOLUȚIONĂRII ASPECTELOR SESIZATE.' (BY COMPLETING THIS FORM IN GOOD AGREEMENT FOR US TO CONTACT YOU AND FOR THE PROCESSING OF PERSONAL DATA, THE CONTENT OF REGULATION NO. 678 OF 27 APRIL 2016 REGARDING THE PROTECTION OF NATURAL PERSONS IN THE FIELD OF DATA PROCESSING WITH PERSONAL CHARACTER AND REGARDING THE FREE FLOW OF SUCH DATA IN VIEW OF THE RESOLUTION OF THE REPORTED ASPECTS.)

A blue button at the bottom left says 'TRIMITE FORMULARUL' (Send form).

The reporting form

### 3. Survivor Engagement

eLiberare actively engages survivors in policy development, program design, and resource creation. The organisation includes a survivor as a team member and collaborates with survivor leaders, including those involved in ISTAC (ODIHR/OSCE).



eLiberare partnered with Jane Lasonder, a survivor leader from the UK, founder of the Red Alert Task Force, author, and lived-experience expert, as part of the project on the Role of Healthcare Professionals in Identifying and Referring Victims of Human Trafficking, conducted in partnership with the British Embassy. Through this collaboration, eLiberare developed training materials for medical personnel, which were later distributed through ASSMB and DSU.



eLiberare partnered with Footprints to Freedom, an organisation leading a network of survivor leaders across Africa. Through this collaboration, we scaled the Kompass model to support refugees in Uganda.



*"Until the healthcare system acknowledges the deep and lasting effects of modern slavery, survivors will continue to suffer in silence."*

Jane Lasonder, Survivor Leader and founder of the organisation Red Task Force Alert

When engaging survivors, we consider it essential to adopt a trauma-informed approach. Survivors of human trafficking have endured complex traumas, and we must acknowledge the long-term effects of these experiences. Their healing requires time and resources. The recovery process is complex, non-linear, and can shape how a trauma survivor perceives their environment and past experiences.

## CONTRIBUTION TO THE "SURVIVORS' VOICES: INTEGRATING LIVED EXPERIENCES IN ANTI-TRAFFICKING POLICIES" PROJECT

eLiberare, alongside other anti-trafficking organisations, is contributing to a project led by the ProTECT Federation in partnership with the French survivor-led organisation #MIST, with financial support from the French Embassy.

This project is piloting a model for engaging individuals with lived experience of trafficking to influence public policies and the work of key stakeholders. It aims to develop standards and ethical principles for survivor engagement, train both governmental and non-governmental actors in the field, and establish the first Advisory Council to be integrated into the Governmental Interministerial Strategic Coordinating Committee for the Fight Against Trafficking in Persons.

In this regard, in 2024, efforts began to develop a "Practical Guide for Engaging Survivors in Public Policy Development" as a training tool for organisations and decision-makers who interact with survivors of human trafficking, aimed at creating programmes, projects, and public policies.



## THE WORKING GROUP FOR ENGAGING SURVIVORS IN POLICY DEVELOPMENT WITHIN THE GOVERNMENT

Together with partners from the ProTECT Federation, eLiberare is part of the Working Group for Engaging Survivors in Policy Development within the Government and is currently working on forming the first National Survivors' Advisory Council.



# Strengthening Support Ecosystems Against **HUMAN TRAFFICKING**

In 2024, eLiberare expanded its partnership network, reaching **44** partnerships with local authorities, **11** national partnerships with ministries and agencies, **52** partnerships with non-governmental organisations, and **34** international partnerships.



# 1. International Advocacy

At the international level, eLiberare advocates for anti-trafficking reforms, holding ECOSOC consultative status. The organisation is part of anti-trafficking networks such as the WeProtect Alliance, Atlas Free and Brussels' Call, and collaborates with IOM, UNHCR, UNICEF, ODIHR, OSCE, and several diplomatic missions in Romania.

## JANUARY 2024 – CONTRIBUTION TO THE SPECIAL RAPPORTEUR'S REPORT ON VIOLENCE AGAINST WOMEN AND GIRLS, OHCHR

- eLiberare contributed with a **public position** to the Special Rapporteur's report on violence against women and girls addressed to the Human Rights Council, focusing on prostitution and violence against women and girls.

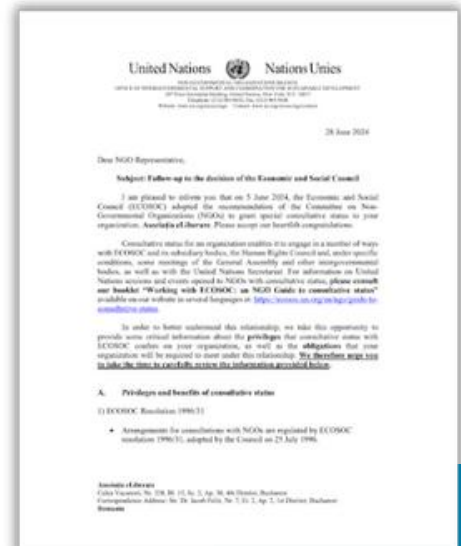


## JANUARY 22, 2024 – ECOSOC Status

- During the **session on January 22, 2024**, held in New York, the ECOSOC Committee on Non-Governmental Organisations recommended granting consultative status to 44 organisations, including eLiberare Association. During this session, NGO representatives had the opportunity to engage in an interactive dialogue with Committee members, responding to questions and providing clarifications regarding the activities and structure of their organisations.

## JANUARY – FEBRUARY 2024 – Ad Hoc Committee to Elaborate a Comprehensive International Convention on Countering the Use of Information and Communications Technologies for Criminal Purposes

- The UN General Assembly decided to establish an open and representative intergovernmental Ad-Hoc Committee of experts to draft a comprehensive **international convention** on combating the use of information and communication technologies for criminal purposes. eLiberare Association was part of the Expert Group, drafted a **public position**, and advocated for amendments during the negotiations.
- eLiberare advocated for issues related to the safety of materials involving sexual abuse, sexual exploitation image-based abuse, and stressed the importance of updated regulatory frameworks that allow for the rapid and permanent removal of harmful content, strict liability of platforms and specialised services for victims affected by the crimes covered by the Convention.



## MARCH 11-12, 2024 – Commission on the Status of Women, CSW68, United Nations, New York

- During the 68th session of the Commission on the Status of Women (#CSW68), eLiberare participated as a panelist in several events and took part in informal negotiations with civil society. Additionally, on March 14, 2024, the organisation hosted an event in collaboration with the Permanent Mission of Romania to the UN and the UNODC – United Nations Office on Drugs and Crime, at the United Nations headquarters in New York, titled Better Protections for Women and Girls from Trafficking in Human Beings for the Purpose of Sexual Exploitation.



## JUNE 5, 2024

- The Economic and Social Council (ECOSOC) adopted the recommendation of the Committee on Non-Governmental organisations to grant special consultative status to eLiberare. This status allows NGOs to participate in ECOSOC activities and its subsidiary bodies, providing them with the opportunity to contribute to international discussions on topics relevant to their work.

## JUNE 19, 2024 – Permanent Mission of France to the Organisation for Security and Co-operation in Europe (OSCE), Vienna

- On the occasion of the International Day for the Elimination of Sexual Violence in Conflict, the Permanent Mission of France to the organisation for Security and Co-operation in Europe (OSCE) gathered top experts from various fields to discuss and develop strategies regarding this critical issue<sup>1</sup>. Ioana Bauer participated as a panelist at the event "Combating Sexual Exploitation in Armed Conflicts: A Whole-of-Society Approach," alongside representatives from UNODC and the Austrian government<sup>2</sup>.



<sup>1</sup> See the event [here](#).

<sup>2</sup> Ioana Bauer's [intervention](#), YouTube Channel @France at OSCE.

## ● SEPTEMBER 5-7, 2024 – Ashoka Changemakers Summit, Hamburg

- The President of the eLiberare Association, Ioana Bauer, spoke about active participation at the opening of the Ashoka Changemaker Summit<sup>3</sup>, which is the largest gathering of the Ashoka community. Social entrepreneurs, young changemakers, and leaders from the business and philanthropy sectors gathered to promote democratic participation. 430 participants came together at the sixth edition of the summit, reaching an estimated audience of 16.2 million people.



## ● SEPTEMBER 22-23, 2024 – UN Summit of the Future

- eLiberare, represented by Ioana Bauer, was one of the two NGOs given the opportunity to address the UNGA during the interactive dialogue<sup>4</sup>. In September 2024, world leaders gathered at the United Nations adopted the Pact for the Future, which includes a Global Digital Compact and a Declaration on Future Generations (A/RES/79/1). The Pact covers a wide range of issues, including peace and security, sustainable development, climate change, digital cooperation, human rights, gender equality, youth and future generations, as well as the transformation of global governance.



## ● OCTOBER 3, 2024 – Position in the Parliamentary Assembly of the Council of Europe (PACE)

- The pro-prostitution report, "Protecting Human Rights and Improving the Lives of Sex Workers and Victims of Sexual Exploitation", was withdrawn from the plenary vote of the Parliamentary Assembly of the Council of Europe (PACE) and subsequently discarded. This result was made possible due to the collective mobilisation of European allies, including eLiberare and the ProTECT Federation (see the public position developed by ProTECT), as well as the strong support of Romanian senators, whom we successfully engaged at the right moment. If the report had been adopted, it could have indirectly led to the legalisation of prostitution in Europe, favoring traffickers and worsening the situation of exploited women.



## ● OCTOBER 5-6, 2024 – Meeting of the UNODC Regional Expert Group for South-Eastern Europe, Republic of Moldova

- eLiberare participated and presented its work at the UNODC Regional Expert Group Meeting for South-Eastern Europe, organised in the Republic of Moldova, focusing on combating human trafficking for labor exploitation. We shared our experience and introduced the KOMPASS prevention model, which we developed in response to the crisis in Ukraine.

## ● OCTOBER 7, 2024 – Meeting of civil society representatives with the Council of Europe Group of Experts on Action against Trafficking in Human Beings (GRETA)

- eLiberare, alongside other ProTECT member organisations, contributed to the fourth country evaluation by responding to the GRETA Evaluation Questionnaire, and on October 7, eLiberare participated in three thematic consultation rounds for the fourth GRETA report, together with other representatives of civil society in Romania.

<sup>3</sup> Ioana Bauer's intervention in the panel, Ashoka Europe YouTube channel (from minute 46:33).

<sup>4</sup> Ioana Bauer's intervention and her contribution to defining public policies within the Summit of the Future (from minute 02:35:50 to 02:38:14).



## 2. National Advocacy

At the national level, eLiberare collaborates with the Government, ANTP, key ministries, and institutions, including the Ministry of Internal Affairs, the Ministry of Justice, the Ministry of Labor, the Child Protection Authority, the Ministry of Health, and others. We are actively involved in the Governmental Interministerial Strategic Coordinating Committee for the Fight Against Trafficking in Persons, co-facilitating working groups for the implementation of the National Action Plan. Additionally, we contribute to the work of the Parliamentary Committee for Combating Trafficking in Persons. eLiberare is an appointed representative in Romania's Economic and Social Council and is a co-founder of the ProTECT Federation.

### LEGISLATION AND PUBLIC POLICIES

#### ● Governmental Interministerial Strategic Coordinating Committee for the Fight Against Trafficking in Persons at the Prime Minister's Level

- eLiberare, together with the ProTECT Platform, is part of the Governmental Interministerial Strategic Coordinating Committee led by the Prime Minister's State Advisor. This Committee serves as a focal point for collaboration aimed at improving national policies and programmes. As a consultative member of the Committee, the ProTECT Platform participates in all meetings and advocates for better policies and procedures. In 2024, the focus was on adopting the National Strategy Against Trafficking in Persons, **establishing Working Groups** for the implementation of the National Action Plan, and organising their activities.

#### ● The Joint Special Committee of the Chamber of Deputies and the Senate for Combating Trafficking in Persons

- eLiberare participated in a series of meetings of the Joint Special Committee of the Chamber of Deputies and the Senate for Combating Trafficking in Persons, which made three legislative amendments in 2024: penalties for human trafficking were increased, aggravated pimping was redefined as human trafficking, and the law on services for victims of crime was amended to include more rights.



#### ● National Strategy Against Trafficking in Persons for 2024–2028 (SNITP)

- In May 2024, the National Strategy of Romania Against Trafficking in Persons for 2024–2028 (SNITP) was published in the Official Gazette, opening new opportunities for the anti-trafficking movement. eLiberare was part of the consultation process alongside other members of the ProTECT Platform and submitted proposals that were included in the final SNITP document, as well as in the National Action Plan. Additionally, eLiberare participated in the launch event of the National Strategy within the Government.

## ● Working Groups for the implementation of the National Strategy

- The Governmental Interministerial Strategic Coordinating Committee for the Fight Against Trafficking in Persons issued Decision No. 1 on September 17, 2024, officially approving the establishment of several working groups for the implementation of SNITP. eLiberare participated in the first meetings of the 12 Working Groups for the Implementation of the National Strategy Against Trafficking in Persons. Additionally, eLiberare is a co-facilitator of the following working groups:

### 1. **Prevention**

### 2. **Assistance and Protection**

### 3. **Creation of the National Integrated Funding Mechanism**

### 4. **Operationalisation of the National Identification and Referral Mechanism**

### 5. **Healthcare Professionals**

### 5. **Child Trafficking**

### 6. **Advisory Council for Persons with Trafficking Experience** – together with our partners in the ProTECT Platform, we have prepared the steps for the establishment of the Advisory Council of Persons with Trafficking Experience.



## ● Parliamentary Conference on the EU Anti-Trafficking Day

- On October 18th, eLiberare contributed to the event dedicated to the EU Anti-Trafficking Day, "Preventing and Combating Human Trafficking – A National Priority," organised by the Vice President of the Chamber of Deputies, Oana Țoiu, in partnership with Petre Florin Manole, Vice President of the Chamber of Deputies, and the ProTECT Federation.
- The conference brought together members of Parliament, representatives from the Embassies of the United States, Germany, Spain, the United Kingdom, France, the Netherlands, and Switzerland in Romania, officials from relevant institutions, experts, as well as representatives of civil society from Romania to discuss Romania's solutions for combating this affliction.

## ● Strengthening the ProTECT Platform and Federation

- eLiberare was elected to hold the presidency of ProTECT starting in 2023. 2024 was the year when the federation focused on strengthening its legal framework and improving internal processes. The ProTECT Federation secured its first grant funded by the French Embassy, aimed at preparing organisations for the engagement of survivors in the Advisory Council for Persons with Trafficking Experience. Additionally, eLiberare, through the ProTECT Secretariat, facilitated the engagement of members in the Government's Working Groups for the implementation of the National Strategy Against Trafficking in Persons (SNITP).
- The ProTECT Federation brings together civil society organisations specialising in the fight against human trafficking, with its main mandate being to support its members in their advocacy efforts and strengthen the civil society sector.
- In 2024, two in-person ProTECT meetings were held in Bucharest, on March 15-16 and October 22-23.



*ProTECT is a coalition of specialised organisations fighting human trafficking and protecting the rights of victims. The platform currently brings together 25 of the most active non-governmental organisations in the field. ProTECT's mission is to serve as a catalyst and resource centre for its members and other public and private entities with similar goals, enabling them to collaborate effectively in preventing, protecting, and assisting victims, as well as in the development of public policies, advocacy, projects, and impactful initiatives.*



## 3. Collaborations with Embassies and International Organisations

In 2024, eLiberare strengthened its partnerships with foreign embassies in Romania. We held several strategic briefings with various stakeholders involved in different embassies to discuss this issue both in Romania and abroad, and to explore ways of cooperation.

Our partners and collaborators include the British Embassy, the Swedish Embassy, the Embassy of Germany, the Embassy of the Kingdom of the Netherlands, the Embassy of Spain, and the Embassy of the United States in Romania.



eLiberare also has close partnerships with UN agencies, including the International Organization for Migration (IOM) and UNHCR in response to the Ukraine crisis, and the national anti-trafficking task force. Additionally, eLiberare collaborates with UNICEF in developing tools for preventing child trafficking and improving identification efforts, with UNODC through international events and regional expert meetings, and with UN Women on events and policies dedicated to girls and women.



*On June 10, the Chairwoman of eLiberare spoke at an event at the residence of the German Ambassador regarding successful approaches and practices in Germany and Romania for better identification and support of victims. The event was also attended by a delegation from the Federal Ministry of Labour and Social Affairs, led by State Secretary Dr. Rolf Schmachtenberg.*



# **Media Campaigns AND APPEARANCES**

# 1. Social Media Campaigns

## ● OCTOBER 18 – EU Anti-Trafficking Day

- On the EU Anti-Trafficking Day, eLiberare launched an awareness campaign on social media, supported by the ambassadors it collaborates with. The Ambassadors of the Federal Republic of Austria, the Czech Republic, Switzerland, the Federal Republic of Germany, Greece, the United Kingdom, the Netherlands, Spain, Sweden, and the United States in Romania, as well as the UNICEF Representative in Romania, Anna Riatti, and the Head of the International Organization for Migration Mission in Romania, Mircea Mocanu, publicly shared their positions on preventing and combating human trafficking, as well as protecting victims.



## ● Campaign to raise awareness among parents about the risks of online child abuse and sexual exploitation



## ● Campaign to raise awareness among medical professionals regarding interaction with potential victims of trafficking within medical units





## 2. Media Appearances

In 2024, eLiberare made **68 appearances** in print, on TV and radio. Total audience was **7,500,155 people**, as measured by media monitoring platform, MediaTrust.

### TELEVISION BROADCASTS

- eLiberare appeared on the main Romanian TV channels: România: [Stirile ProTV](#), [Antena 3 CNN](#), [BITV](#), [Digi24](#), [KANAL D](#), [PrimaTV](#).





## PRESS AND ONLINE MEDIA

48

appearances in the press and online media, such as [PressOne](#), [G4Media](#), [Libertatea](#), [RomaniaPozitiva.ro](#), [Deutsche Welle](#) etc.

- PressOne wrote an extensive [article](#) about eLiberare's work and the issue of human trafficking: "Having to 'decide' between selling your body or not feeding your family is not a choice."



## PODCAST

- Ioana Bauer was invited to speak on Dr. Sandie Morgan's [podcast](#), where she discussed the important role cybersecurity plays in preventing sexual exploitation.

## RADIO

- Details of eLiberare's work and projects were also broadcast on [Digi FM](#), [KISS FM](#), [Radio Romania Actualități](#).

## OAMENII DREPTĂȚII (PEOPLE OF JUSTICE) SUCEAVA

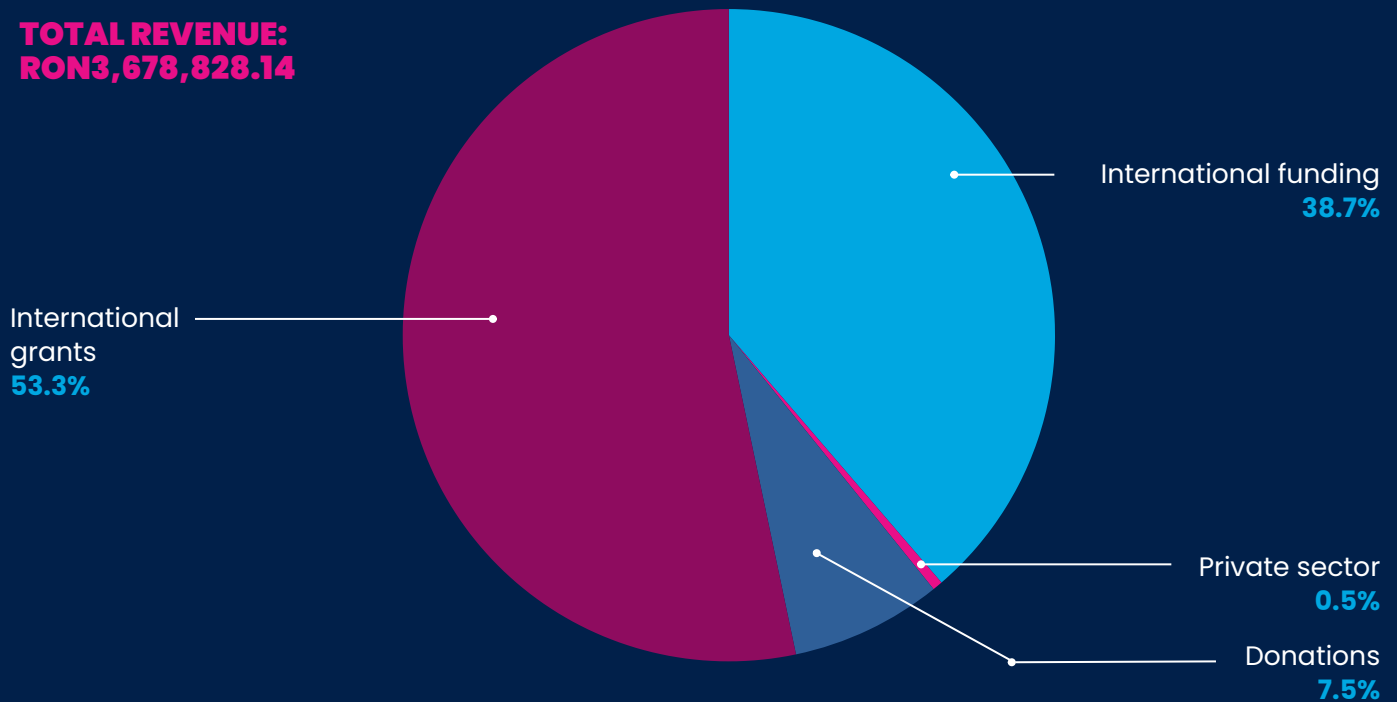
- In April 2024, Loredana Urzică-Mirea spoke at Oamenii Dreptății about the anti-trafficking work at eLiberare. Her speech was among the 13 stories told by justice professionals, journalists, NGO workers, local entrepreneurs, and other professionals.



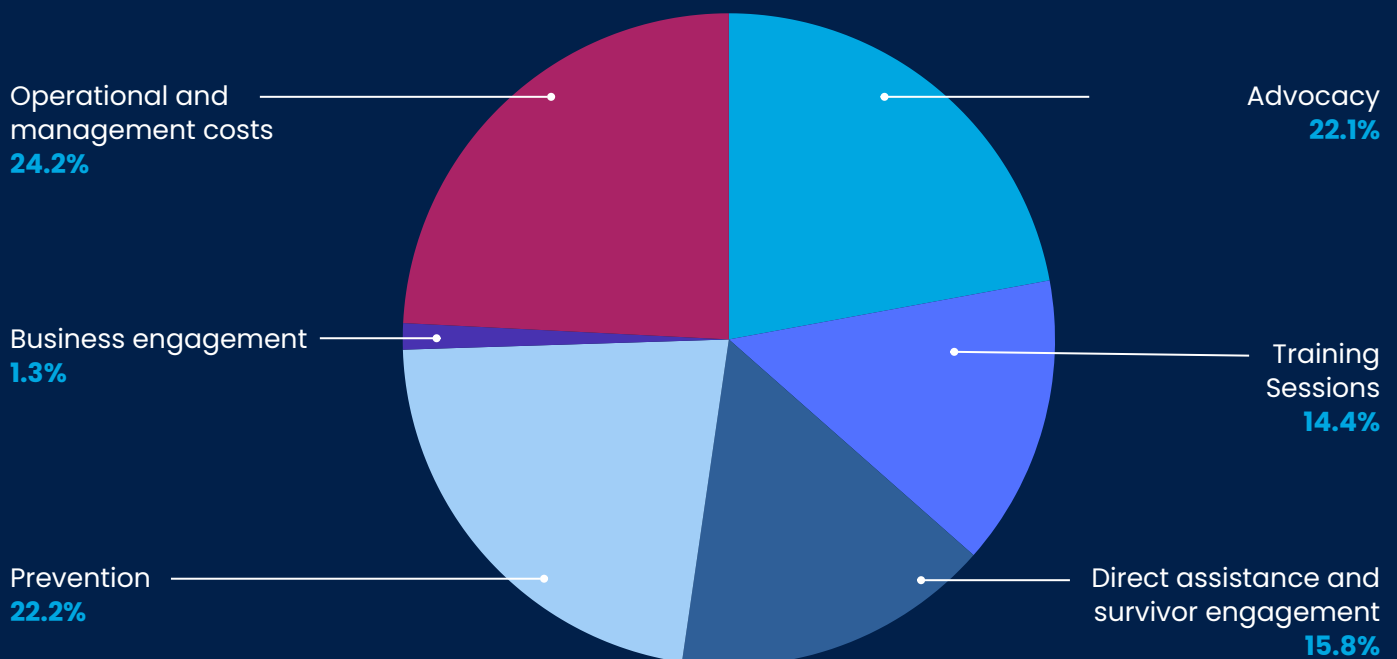
# Financial

## ● MAIN SOURCES OF INCOME FOR 2024

**TOTAL REVENUE:**  
**RON3,678,828.14**



## ● MAIN CATEGORIES OF EXPENDITURE IN 2024



# Partnerships

## INSTITUTIONS



MINISTERUL EDUCAȚIEI



MINISTERUL FAMILIEI, TINERETULUI  
ȘI EGALITĂȚII DE ȘANSE  
Autoritatea Națională pentru Protecția  
Drepturilor Copilului și Adopție



In 2024, we established additional partnerships with the following institutions:

DGASPC Sector 1  
Bucharest Municipal Centre for Educational Resources and Assistance  
DGASPC Mureș  
DGASPC Sector 2  
DGASPC Covasna  
DGASPC Vaslui  
DGASPC Satu Mare  
DGASPC Galați  
DGASPC Dâmbovița  
DGASPC Ialomița  
DGASPC Suceava  
DGASPC Bihor

DGASPC Prahova  
DGASPC Sibiu  
DGASPC Buzău  
DGASPC Botoșani  
DAS Târgu Mureș  
DAS Galați  
DAS Municipality of Câmpia Turzii  
DAS Deva  
DAS Craiova  
CJRAE Brașov  
Roman Catholic Diocese of Iași

## NGOS

### Romanian NGOs:

Asociația Șansa Ta  
Fundația Veritas Sighișoara  
Fundația Buckner  
Asociația Centrul Diaconal Casa Creștină  
Asociația Copiii Tatălui  
Fundația Inimă de copil  
Fundația Inimi Deschise  
Asociația Ana și Copiii  
Fundația Izvor  
Asociația Firm Foundations Romania  
Uniunea Creștină din România  
Asociația Parentis  
Asociația Favor  
Asociația Lindenfeld  
Asociația Solidară Emmaus Satu Mare  
Asociația ANAIS  
Fundația SENSIBLU  
Asociația RoOmenia  
Asociația Ateliere fără Frontiere

### Foreign NGOs:

Kainos, Germany  
Faire Mobilität, The Advisory Network of the German Trade  
Union Confederation in Germany  
LAGAYA e.V., Germany  
ViVV, the Netherlands  
HVO Querido, the Netherlands  
End Demand Switzerland, Switzerland  
Antenna May Day, Switzerland  
Black Country Women's Aid, United Kingdom

## INTERNATIONAL NETWORKS

**eLiberare**

holds the presidency



Professionals Tackling Exploitation of Children and Trafficking

in Romania and is part of



and



**eLiberare**

is part of the civil society group



and has consultative status with



## EMBASSIES



Kingdom of the Netherlands



British Embassy Bucharest



Embassy of the Federal Republic of Germany Bucharest



Embassy of Sweden Bucharest

## INTERNATIONAL PARTNERS

**CHILDx**

**STOP THE TRAFFIK**

PEOPLE SHOULDN'T BE BOUGHT & SOLD



## SPONSORS AND FUNDERS

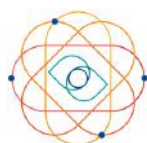
**We thank our sponsors and funders:**

Iceland  
Liechtenstein  
Norway

**Active citizens fund**

UNITED NATIONS  
**TRUST FUND**  
FOR VICTIMS OF HUMAN TRAFFICKING

**act:onaid**



European Philanthropic Initiative for Migration



