



Not For Sale International Projects and Social Enterprise | Methodology and Approach

Issue: There are more than 30 million slaves in the world today, more than at any other point in history. Men, women, and children are bought and sold like commodities- tricked and forced to work in prostitution, hotels, restaurants, factories, fields, and more.

Needs and Justification: Traffickers prey on vulnerable populations, from refugees to slum dwellers through deceptive tales of rewarding work to coerce victims. In most cases, trafficking victims are marginalized people who live in poverty and lack opportunities. Not for Sale recognizes ending human trafficking not only requires educated and equipped abolitionists, but resources to provide alternative economic opportunities to people living in poverty as well.

Goal: Not For Sale aims to create futures for survivors of modern-day slavery. We seek to empower at-risk populations around the world to help them build sustainable, dignified lives through improved economic opportunities.

Objective: In 2011 Not For Sale aims to provide:

- Shelter to 250 survivors
- Healthcare to 225 Survivors
- Legal services to 200 survivors
- Education to 140 survivors
- Vocational Training to 170 survivors
- Job Placement to 150 survivor

Methodology: To create futures for survivors of modern-day slavery, Not For Sale strategically addresses the needs of human trafficking victims and at-risk populations through a three stage process. Our proven model, implemented in over six countries around the world, is adapted to the unique needs of trafficking survivors. At the core of the model is to work closely with survivors to build self-confidence and income generating skills which directly lead to improved opportunities along the way.

Stage I) Stability & Safety:



Allowing survivors and at-risk populations to meet their basic needs is essential in stabilizing individuals who have endured a traumatic past. Stage I involves providing adequate shelter, food, health care and legal services to create a safe environment capable of fostering opportunities for a stable future.

Stage II) Life Skills & Job Training:



Once the livelihood of at-risk communities is sustained, investing in goods and services that create opportunities for the victims and at-risk populations are critical for promoting inclusive social and economic growth. Not For Sale believes that equipping at-risk communities with basic skills will prepare individuals for sustainable long term opportunities. Stage II seeks to provide targeted populations with formal and non-formal education such as vocational training, health education, reproductive rights, self worth, resume/CV writing, cooking, sewing, and jewelry making.

Stage III) Dignified Work & Sustainable Future:



To prevent and protect vulnerable communities from human trafficking, Not For Sale promotes economic opportunities that lead to long-term employment and viable incomes for at-risk communities. Not For Sale facilitates the creation of job opportunities for survivors through innovative partnerships with the private sector. Stage III incorporates either two means of social enterprise:



(1) *Incubate Best Practices:*

Not For Sale incubates new businesses that create employment in at-risk communities and model supply chain responsibility from the ground up. In 2011 Not For Sale launched its first Montara Circle where 50 leaders from the private and public sectors brainstormed for 36 hours to formulate a business plan that would generate economic opportunities in the Peruvian Amazon. As a main vehicle for incubating social enterprises to combat human trafficking, Not For Sale plans to host a Montara Circle on every continent by 2012, each of which will generate at least one new social enterprise concept.



(2) *Engage Industry Leaders:*

Not For Sale engages industry leaders to model best practices in supply chain responsibility while organization-targeted initiatives create jobs in at-risk communities. Examples include collaborations with companies to design Not For Sale labeled products that are sourced in areas vulnerable to trafficking or made directly by survivors. Additionally, Not For Sale works with its partners to improve policies and positive impacts of existing supply chains.