

# A WORLD **FREE** OF WILDLIFE TRAFFICKING AND HUMAN SLAVERY



**Freeland is a frontline counter-trafficking organization working for a world that is free of wildlife trafficking and human slavery. Our team of law enforcement, development and communications specialists work alongside partners in Asia, Africa and the Americas to build capacity, raise awareness, and promote good governance to protect critical ecosystems and vulnerable people.**

## Combating Crimes against Nature and Humanity



At Freeland, we help reduce human and wildlife trafficking by providing training and technical assistance to police, Customs and environmental agencies. We train and assist them to combat poaching and illegal logging, as well as the enslavement and criminal exploitation of vulnerable people. Freeland is also helping governments to form task forces and facilitate cross-border cooperation and civil society action that brings about real changes and results.

## Reducing Consumer Demand



Freeland and our partners harness the power of traditional and social media, as well as support from the private sector, to bolster campaigns in China, Thailand and Vietnam that aim to reduce the poaching of wildlife and cut the demand for such products at the roots. Through extensive research and surveys we assess the results of the campaigns to refine them and create campaigns that are more effective in changing behavior and mindsets. No demand, no market, no killing. It's that simple.

## Promoting Regional Cooperation



By pooling best practices at regional events, like seminars and training courses, Freeland and its partners from South Asia, China and Africa learn from each other to raise their game to international standards. The events also revolve around the exchange of intelligence and the reliance on evidence backed by scientific rigor, with an emphasis on concrete results, to improve future collaborations.

## Surviving Together



Poverty is one of the worst and most widespread catalysts of both human and wildlife trafficking. That's why Freeland helps poor communities supplement their incomes by developing new livelihoods such as plant nurseries, fish and mushroom farms, renewable energy sources and reforestation projects. This makes a real difference to people's lives, boosting their standards of living while simultaneously reducing the pressure on fragile ecosystems.

Human trafficking is one of the largest and most exploitive crimes in the world, with up to four million people falling prey to these modern-day slavers every year. Some 80 percent will end up as sex slaves, while the rest will be forced to toil under the most squalid conditions, in a black-market business worth some US\$30 billion per year.



To counter this heinous trade we work with law enforcement officials to train them in leading-edge areas like digital forensics (analyzing data from smartphones and computers), while honing their investigative skills in other areas. We also run a tipoff program called Free Spy for the general public and victims to report crimes.



Freeland and its partners also provide other essential services for victims like supporting them financially so they can testify in court and providing emergency medical relief. Our Baby Home provides a safe and loving haven for abandoned or neglected infants who have been trafficked or are in danger of being sold into slavery.