

I'd like you all to close your eyes for a moment. Imagine that when you open them you're working at a helpline for a national victim support organisation. You're at your desk ready to answer the phone to someone's cry for help. A call comes in, you pick it up and greet the caller. You hear a distressed female voice respond but you quickly realise they are speaking a different language to you. The helpline's call system recognises this too and your computer screen begins translating real-time what they are saying into text. It prompts you to play an automatic response in the caller's language offering to bring a translator into the conversation. She declines and you ask how you can help.

As she tries to explain her situation, your screen suggests – based on voice recognition – that this person calls herself 'Jenny' and she has rung the helpline 9 previous times. The case notes from those calls appear on your screen. Once you've confirmed this person is the same Jenny you continue to listen and offer help leveraging the knowledge in the case notes. You're building the trust and providing options she so desperately needs to feel are possible to flee her exploitation safely.

Ninety minutes pass by quickly but during that time the call case notes are writing themselves on your screen as the conversation continued. You were able to fully focus on Jenny's immediate crisis, navigating the system prompts to select the next steps to put in motion with Jenny's consent. You were able to reassure Jenny that already people are being mobilised to help her.

The law enforcement team local to Jenny's location had been identified and put on standby to support her. The police reviewed the case notes so they knew a lot about Jenny. And Jenny found it comforting to know the first name of the police officer she'll be meeting; it's Karen. She conferenced into the call to speak to Jenny, to let her hear her voice. Karen gave Jenny confidence that she will be there to meet her shortly and she wasn't in trouble, she was there to help her. Jenny's flight to freedom had begun.

By this point the police intelligence team were poring over the case notes for clues about her exploiters. Their system identified patterns in Jenny's account which indicate an organised crime gang they were aware of, but didn't know was operating on their patch. This shaped some of the key questions asked by Karen once Jenny had been taken to a local safe house. The blind panic from her escape and the fear of revenge that her traffickers would inflict on her family were overwhelming her. But Karen and the safe house team were on hand to meet her needs. With the key questions asked, international connections were made. By nightfall suspects thousands of miles away, but local to Jenny's family were taken into custody. In the safe house Jenny had a room and bed to herself. For the first time in a long time she had the key to her bedroom door. Jenny's long road to recovery had begun.

As you sit at your desk, you know that Jenny is now one of many thousands of survivors across the country. The relevant data about her case will be working hard to bring justice not just for Jenny but for the prevention of her ordeal happening to someone else. Datasets on survivors are no longer isolated from each other. Data on routes, methodologies, typologies are building each day. The data is used to inform a dynamic picture of human trafficking at a local, regional, national and international level. Trends emerge. Intelligence

is gleaned. Policies are fine tuned. The data picture is one which all key front line organisations are feeding into. They're all using this data to drive their response because they share a common understanding; to be truly effective they need to know the who, what, where, when, how and why of human trafficking. As Jenny's long road to recovery begins, the systemic shutdown of human trafficking is drawing closer.

Now Jenny's story may be fictitious but the technology to make it happen is not. To some of you this it may seem fanciful science fiction. I can assure you these technologies exist even if the precise solutions may not. They could be developed and put into practice. Which raises the key question that's been raised by others throughout this conference. Why isn't this happening? What's stopping us? And how can we overcome these barriers?

The answers to these questions are hotly debated and deceptively complex. Yet at the heart of it, I'd argue that the challenge is simply one of strong partnership, of collaboration and teamwork. Now please don't get me wrong, getting this right isn't easy. We'd have done it already if that were so. Partnership and collaboration has been a subject of the Alliance conference for many years. It's cropped up repeatedly throughout the discussions again this year. Its importance simply cannot be overstated. Strong partnership is a fundamental requirement for success in the fight against human trafficking. The lack of it is one of the main reasons we're losing the fight.

In Jenny's case, a successful response demands the smart use of technology to get the right information to the right people at the right time to do the right things. That cannot and does not happen consistently without strong partnerships.

It's been my experience, working in the technology sector for over 20 years, that when the benefits of technology fail to be realised it is mainly through the performance breakdown of the human interfaces, the human interactions, and the communication between people.

As Ambassador Richmond stated so plainly in the opening remarks of this conference, collaboration is critical in applying technology to the fight against trafficking. Anyone attempting this should keep in the front of their mind the 5 considerations he laid out; to fully understand and focus on the needs that the tech is aiming to help solve for, not jumping straight to the solution; to understand the reality of the capacity that exists for tech to be used; to avoid overstating what tech can do; to measure the impacts and above all to keep it simple. These words are from a very experienced anti-trafficking policy maker, not a technologist. But as a technologist, I wholeheartedly endorse his words.

I'd wager that all the technologists present would admit that creating the technology solutions to help eradicate human trafficking, though challenging and in some cases cutting edge, is not the really hard part of our task. The really hard part is creating and maintaining the right organisational conditions to successfully adopt these tech solutions so they can be truly effective.

These conditions are what I'd like to explore next. I believe they hold the keys to unlocking the power of technology through strong organisational partnerships. I'll focus on three organisational groups in particular; businesses, front line victim support organisations and

national policy makers. But all organisations have to leverage these conditions to create strong partnerships with each other. No single organisation or group of them can do this alone in isolation. They all have to work together to affect change.

The first condition is one of **legislation for business transparency**.

Legislation that is fit for purpose on modern slavery should of course fully reflect the severity of the crime and enable sufficient powers to exercise control over it.

But this isn't enough to pull the business community firmly into the fight. Legislation needs to demand transparency from businesses on the steps they are taking to eradicate slavery. This is beginning to happen. Section 54 of the UK Modern Slavery Act and similar provisions within other more recent national legislation is to be applauded.

Responsible businesses themselves are clapping the loudest. This isn't legislation we're resisting. We welcome it. It drives much needed awareness, pulling other businesses into a mind-set of being part of the solution to slavery not the problem. It helps create a level playing field for responsible businesses to differentiate themselves by doing the right thing. But to be effective the legislation also needs to be enforced. If lack of transparency and lack of action remains unchallenged it significantly undermines our progress.

Government legislators and policy makers need to enhance and harmonise their impact by creating a common expectation wherever a business operates to respect human rights and stamp out slavery. Businesses want to focus their resources not on having to respond to different expectations across different jurisdictions but on delivering positive impacts through their actions.

Equally, the demand for transparency should be addressed by all organisations not just businesses. We especially need to be able to hold state organisations to account. Their sway over society and through public procurement in particular has the potential to radically accelerate positive impact in supply chains. The commitments announced by some governments recently in September at the UN General Assembly are an encouraging step towards this.

The second condition is around **investment in technology and digital skills**.

All three groups need to invest more in the use of technology to eradicate trafficking. Front line organisations supporting victims are having to make difficult decisions about where to place their focus to have the biggest impact. In their tightly contested budgets, the relatively high cost of tech has historically pushed it way down their list of priorities. Their digital skills and capabilities have suffered as a result. Many businesses, especially smaller businesses, are in a similar position.

In stark contrast, the organised crime groups wielding technology to enslave the vulnerable seem to have far more focus on their tech capability. As we heard from the panel yesterday the criminals are quick to adapt and exploit the misuse of technology. We need to tip the scales back in our favour. Governments need to acknowledge and address the shocking imbalance of government funding of counter-trafficking efforts compared to their funding

to disrupt other serious organised crime. An insufficient investment in building tech solutions and digital skills in the anti-trafficking sector simply means continuing with a sub-scale and piecemeal response. The lack of investment in anti-trafficking technologies across the three key groups in no way matches the ambitions we all should have. We should be leveraging the best that tech can offer to stop the scourge of slavery. Jenny's story shouldn't be a fiction.

The third condition is about **alignment**.

And this is perhaps the trickiest of the three conditions to address. It's somewhat implicit already in the first two conditions. We need alignment on business transparency legislation. We need alignment between the investment in our anti-slavery efforts, and the scale of the problem. Misalignment means continuing the status quo. And we can do better than that. But there's other characteristics of alignment that we still need to create the right conditions for strong partnership. We need alignment on how to work effectively as a team, and we need alignment on the management of relevant data.

Alignment on how to work as a team is about recognising our organisational strengths and weaknesses. It's about being humble enough to admit to and share our challenges and seek solutions together. It's about checking our egos at the door and realising our goals are not achieved unless we get there as a team, that a challenge for one of us is a challenge for all of us to respond to. Successful teams that achieve their goals recognise this. Teammates pitch in to help each other because they believe that success comes not just from the endeavours of individuals, but also due to their flexibility and commitment to work together. We need alignment on this mind-set of teamwork.

In considering our three groups - businesses, front line responders and policy makers – anti-trafficking teamwork hasn't been a mind-set I've seen much evidence of. Perhaps it's because we often lack a unifying game plan when it comes to the use of technology. Even in the most committed of countries, such as the United Kingdom, we lack a national data and technology strategy to achieve this ambition.

And finally, I come to the need for alignment on the management of relevant data. Let's go back to Jenny's story from earlier. Consider the data that each of our three groups could hold on her journey; the indicators of vulnerability to trafficking, the trigger points and interactions that brought her into being exploited, and then ultimately to flee her ordeal. Right now, as we sit here, some of this data, this actionable intelligence, is collected, shared and analysed about people like Jenny to better understand and inform our anti-slavery response. But right now it's also limited, fragmented and isolated. It's patchy and not joined up. It's holding us back.

Of course we need to respect people's privacy and data security. Data collection and sharing must be proportional to the need. But we're currently hiding behind these important considerations and not grappling with them head on. We should be challenging ourselves to squeeze more value out of the data by safely sharing it within the anti-trafficking community for scrutiny and analysis.

As a team we need to get aligned on how we manage this relevant data. We need to get it working for us more. Could your organisation's strategic policy help create the environment and incentives for this to happen? What data do you have that could help in the fight against slavery? When you've identified it, don't silo it. Share it in a way which respects privacy. It's so important that we all make evidence-based policy decisions so that we focus our efforts on what is actually happening, not what we suspect is happening.

So to summarise; I believe strong partnership is essential to realising the benefits of technology in eradicating human trafficking; I believe the right conditions for strong partnerships to emerge and be successful are legislation on business transparency coupled with investment and alignment across the anti-trafficking sector. But do I believe this will happen? Do I believe it's realistic, achievable and within our reach?

I'm optimistic. I'm optimistic, because I see positive signs of change.

In June 2017 we helped convene a dialogue between international experts on the front line of anti-trafficking efforts, with policy makers and tech companies. We debated the role of technology to eradicate human trafficking. We rolled our sleeves up and went at this challenge for 3 days. Many of the participants said to me afterwards it was the first time they'd got around the table together to share and listen to each other's perspectives.

The event became a springboard to engage and bring others into this challenge. Within a year we'd co-founded with Microsoft and Nokia - Tech Against Trafficking – a coalition that now also includes Amazon, AT&T, Salesforce.org and Vodafone. Our goal is to work with global experts to accelerate and scale the impact of promising tech solutions in the fight against human trafficking.

We've mapped over 260 tech solutions and continue to identify new ones. For example, one of them is a smartphone app which extends the UK's Modern Slavery Helpline into peoples' pockets, giving users an easy reference guide to spot the signs and report concerns. Concerns raised since the helpline launched in October 2016 have indicated over 13,500 potential victims. This is more than the official UK government estimate. The volumes of concerns raised continues to increase, including through the App. This is data that we simply didn't have before. Its actionable data which is being shared to build the datasets we need to help vulnerable people like Jenny avoid becoming a victim. This smartphone App shows promising potential to scale its impact outside of the UK. We want to accelerate solutions like these with the greatest potential for impact.

There are technology companies that stand ready to play their part in making this happen. We know the world will only be changed by our actions not our opinions. We want to do this as a team and I invite you to support us; to play your part.

Thank you.