

# 2022

## Our Year in Review Annual Report

---



[www.themekongclub.org](http://www.themekongclub.org)



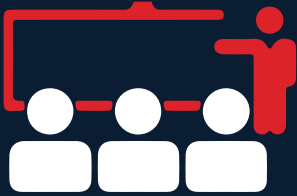
# Contents

---

<b>Achievements at a glance</b>	<b>03</b>
<b>Strategic approach</b>	<b>04</b>
<b>Mekong Club Operational Support</b>	<b>06</b>
1. Awareness-raising activities	06
2. Due diligence and compliance advisory support	08
3. Specialized training	10
4. Risk assessment and mitigation tools	14
5. Research and thought leadership	17
<b>Community and Partnerships</b>	<b>19</b>
<b>The Mekong Club's Online Toolkit</b>	<b>21</b>
<b>Private Sector Outreach</b>	<b>27</b>
Strategies	27
Tactics	28
2022 Marketing Campaigns	29
Marketing channels	31
Marketing Efforts – Metrics	31
<b>Future Plans</b>	<b>33</b>
<b>Conclusion</b>	<b>34</b>
<b>Annexes</b>	<b>35</b>
Annex 1: Awareness-raising activities by country and sector	35
Annex 2: Summary of e-learning usage	37
Annex 3: Publications	37
Annex 4: Summary of electronic direct mails	38
Annex 5: Summary of technical assistance and consultation events by sector	39
Annex 6: Summary of working group meetings	41
Annex 7: Mekong Club association members	42
Annex 8: Sample of our media articles	43

# Achievements at a glance

## TRAINING AND AWARENESS-RAISING



**196** PRESENTATIONS/TRAINING SESSIONS

**39,601** PARTICIPANTS

**34** COUNTRIES

## COMMUNITY AND COLLABORATION

STRATEGIC PARTNERSHIPS **45**

MEMBER COMPANIES **57**

NEW MEMBERS **9**

WORKING GROUPS MEETINGS **11**



## NEWS AND PUBLICATIONS



**3** NEW PUBLICATIONS

**98** MENTIONS IN THE MEDIA

**14** BLOGS

## PROJECTS

CONSULTATIONS **12**

TECHNICAL SUPPORT **439**

ONLINE TOOLS **37**

PARTICIPANTS **2,255**

COUNTRIES **22**



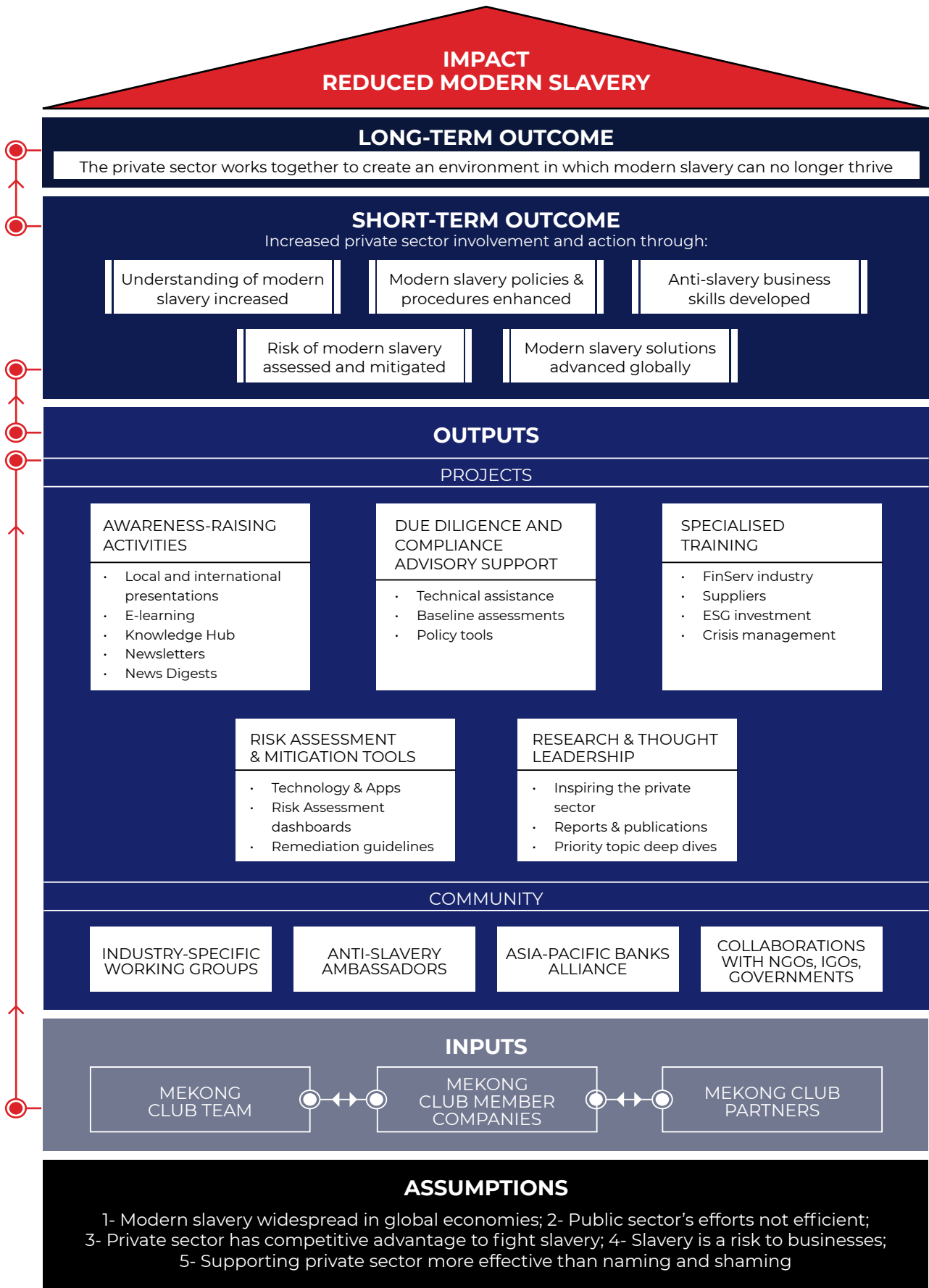
# Strategic approach

The foundation of the Mekong Club strategy is based on the following approach:

<b>BUSINESS RISK</b>	Increased legislation, litigation, media coverage and their understanding and response to the issue of modern slavery.
<b>MOBILISATION</b>	The Mekong Club's Association was set up to encourage companies (financial services, manufacturing, retail and hospitality) to share their experiences and work together in a safe environment to address the issue.
<b>ENGAGEMENT</b>	During quarterly working meetings, participating association members review available information, identify industry priorities and provide suggestions on what can be done to identify risk and add value to a collective response.
<b>OPERATIONALISATION</b>	The Mekong Club takes these recommendations and operationalises them (e.g., developing toolkits, training programs, data updates, webinar series etc.)
<b>DISSEMINATION</b>	Once developed and tested, these outputs are offered to businesses to improve their understanding and response to the modern slavery issue.
<b>OUTREACH</b>	The Mekong Club takes the lessons learned from this process on the road to other countries to help raise awareness and private sector participation.
<b>ON-GOING SUPPORT</b>	The Mekong Club provides expert advice and guidance on policy and operational requirements and issues to refine and improve the responses.
<b>OUTCOMES</b>	By offering this support, the business community achieves the following: increased private sector involvement, increased private sector buy-in, and an expansion in the overall counter trafficking response.
<b>IMPACT</b>	<b>A reduction in forced labour</b>

Working with the private sector offers an efficient, cost-effective complement to existing public sector programs. This approach helps to increase our collective impact on reducing modern slavery. Below is our Logframe and Theory of Change approach.

# Theory of change



# Mekong Club Operational Support

---

During 2022, the Mekong Club continued to focus on five program categories that aim to help companies address modern slavery more efficiently and effectively. Our approaches were developed with businesses for businesses, following an engagement process with sector-specific or cross-sector working groups. Each of the five clusters below addresses specific goals within a company's anti-slavery strategy.

## 1. Awareness-raising activities

Covid-19 led to travel restrictions and a global shift to online events, which applied to our awareness-raising and training activities. Since 2020, we also experienced an increase in demand for modern-slavery-related sessions due to the light that Covid-19 was shedding on the plight of migrant workers and the responsibilities held by companies to care for workers in their supply chains. In light of these changes, we pivoted our approach to incorporate more online awareness sessions and webinar-style events. This allowed us to reach more countries, people, and companies than ever before. Below is a detailed summary:

- **Local and international presentations:**

196 presentations/standard training sessions to over 39,601 participants in 34 countries. 15,619 of these participants came from the private sector. For details, please see [Annex 1](#).

- **E-learning:**

646 people have used our multi-language e-learning toolkit to learn about modern slavery. The full set includes 16 videos, infographic sheets, a resource manual and quizzes. Several corporations are using these materials to educate staff either through their platforms or using the Mekong Club's curriculum. For details, please see [Annex 2](#).

- **Knowledge Hub:**

846 people used our Knowledge Hub to search and browse our extensive collection of modern-slavery-related resources and articles, which is updated each month.

- **Publications:**

We published 3 thought leadership publication on relevant modern slavery topics:

- [Illicit Trade and Modern Slavery](#)
- [Financial Exploitation Question Set](#)
- [3rd Party Contractor Guidance](#)

For a description of these publications, please see [Annex 3](#).

- **Newsletters:**

During 2022, the Mekong Club distributed 12 monthly news digests, 3 quarterly newsletters and 30 electronic direct mails (EDMs) to over 5,000 recipients.

- **North American Road Trip:**

Beginning 11 September, Matt Friedman carried out a 53-day presentation tour across Canada and the east coast of the USA. During this period, he did 91 events with over 12,500 participants (from over 1,200 companies). This included banks, manufacturers, retailers, hotels, tech companies, construction companies and more. He visited the following cities: Vancouver; Toronto; Ottawa; Atlanta; Chattanooga; Charlotte, Raleigh; Washington, D.C, Pittsburgh, and Hartford.

The basic presentation he did was entitled 'Modern Slavery and the Impact on the Private Sector'. Each presentation included the following topics: a detailed description of the relationship between forms of modern slavery and business risk; a detailed analysis of the relevance of this issue to the private sector; an update on the relevance of ESG to modern slavery; the changing modern slavery paradigm in all its forms; the impact of COVID on modern slavery and supply chains globally; a comprehensive summary of global trends and patterns; an update on recent and emerging legislation; and a description of tangible, practical tools and approaches used throughout the world to help businesses identify and address this potential problem.

Each presentation/meeting was tailored to the unique needs of the specific audience. While there were many ways to reach people, we felt that this 'old school' approach of having face-to-face, town hall-type meetings with people was the best way to proceed for a sensitive topic like this.

Every speaking tour we've done is transformative and this one was no exception. We have learned so much, including:

- we need to raise much more awareness about the global scourge of modern slavery and exploitation of people;
- once informed, most companies feel compelled to act – they just need a nudge to get across the line;
- the business world has so much to offer in terms of strategic leadership and expertise, along with a willingness to help; and
- there is so much latent talent available – we just need to find a better way of tapping into this.

**Outcome:**

Using a range of different interventions, there was a significant increase in basic knowledge and understanding among corporate individuals seeking to address the issue of modern slavery globally.

## 2. Due diligence and compliance advisory support

Once companies have collected and analysed information on modern slavery, many move forward to establish an internal governance system to assign responsibilities to employees to take action. These employees often work in areas such as legal, communications, CSR, procurement, compliance, and risk assessment. The steps often include reviewing internal and external policies, codes of conduct, and contract language with partners/suppliers to ensure the organisation is in line with prevailing trends and legal obligations. Many companies also develop an internal action plan to outline the steps that they will follow, along with the human and financial resources required. We found that 2022 brought to light a number of emerging risks related to modern slavery that companies required our support to address, including Covid-19-related risk factors, state-imposed forced labour, and new legislative concerns. Below are activities that we implemented during 2022 to address the needs of our community.

- **Baseline Assessment:**

The Baseline Assessment is a comprehensive self-assessment questionnaire that we work with companies to complete when they onboard to the Mekong Club business Association. (The assessment is also open to non-members.) This allows organisations to understand where they are in their anti-slavery strategies, which elements they should be reporting on, which areas to include in their roadmap and planning, and where they may need to apply certain tools to strengthen their anti-slavery response. This also allows us to identify where there are gaps in industry standards and where we should direct future resources for tool developments. During this reporting period, association members completed the Baseline Assessment and received tailored guidance and road mapping from the Mekong Club team.

- **The Mekong Club Scorecard:**

This toolkit is designed to be a shorter, lighter version of the Baseline Assessment toolkit. This can act as an entryway for a professional seeking to quickly understand approximately where their company stands compared to industry standards, as well as a tool for our members to use with their suppliers or as part of their internal trainings.

Anti Slavery Scorecard	No
Supply Chain	171
Hospitality	67
Finance	50



- **Written Policy Guidance:**

We have a range of toolkits designed to help companies with the writing of modern slavery policies and procedures, as well as reporting. Our Modern Slavery Statement Guide helps companies to formulate a modern slavery statement, and our RFP & Contract Clauses provide companies with the legal language needed to incorporate modern slavery effectively into their procurement processes to ensure that their standards are understood and met.

Toolkit	No
Modern Slavery Statement Preparation Guide	137
Modern Slavery RFP & Contract Clauses	264

- **Technical Assistance & Consultation:**

The Mekong Club provided direct technical assistance and consultations to 210 organisations within 439 sessions to help enhance their internal policies and procedures. This is one way we attract new organisations to our association. Examples include:

- Providing guidance for a bank seeking to conduct a risk assessment of its contracted office workers, such as security guards and cleaning staff;
- Supporting a multinational retailer in a remediation strategy for a number of cases involving recruitment fee payment remediation;
- Reviewing modern slavery statements of more than five multinational brands and providing recommendations for their improvement in line with our baseline; and
- Supporting the ESG department of a multinational bank to develop and implement a training strategy for analysts, focusing on analysing the company's modern slavery strategies as part of their ESG scoring methodologies.

**Outcome:**

The activities and tools listed above significantly enhanced policies and procedures within corporations to help them better plan, prepare and operationalise the process of addressing the issue of modern slavery.

### 3. Specialised training

After acquiring the information and experience needed to address the issue, there is also a need for updates and continuing education for those responding to this problem. This component offers supplementary resources to support this effort. They include the following:

- **Safe Living in Dormitories Video Series:**

Thailand's migrant workers (numbering nearly 3 million, the majority of whom are from Myanmar and Cambodia) have faced many challenges brought about by the Covid-19 pandemic. We have partnered with [diginexAPPRISE](#) to produce informative videos that promote safe living in dormitories for both employers and workers. These short animations include good practices and resources about 'Prevention', covering how to stay safe and stop the spread of the virus, and 'Reaction', covering what to do if one is feeling symptoms or been in close contact with someone with Covid-19. They are available in English, Burmese, Thai, and Khmer.

Safe Living in Dormitories Video Series	Views
Reaction - English	102
Prevention - English	409
Reaction - Thai	74
Prevention - Thai	81
Reaction - Burmese	77
Prevention - Burmese	78
Reaction - Khmer	367
Prevention - Khmer	126

- **US/Hong Kong Human Trafficking Masterclass Information Exchange Webinar Series**

In October 2021, the Mekong Club received a grant from the US Consulate in Hong Kong. Five webinar events took place with 911 participants. The grant summary is provided below:

#### **Project Description, Goals, and Objectives**

##### **Project Description:**

The Mekong Club carried out project development, presentation development, marketing, delivery and follow up of a comprehensive 'Master Class' webinar series between Hong Kong and the USA. This included five 90-minute webinars that were free of charge to attendees and reflected some of the most pressing topics in this space. Most (four out of five) were recorded for future use. Post-event surveys were used to collect feedback following each event. The Mekong Club also collected attendees' information to facilitate further information sharing and network building between the USA and Hong Kong on human trafficking.

## **Objectives:**

The three objectives of this program included: 1) to reach over 700 private sector professionals with live events and recordings (we exceeded this number); 2) to develop a network of professionals between companies based in Hong Kong and the USA; and 3) to increase awareness of the issue between the two regions.

## **Justification:**

The Mekong Club works with private-sector companies based in Hong Kong and throughout Asia to understand the issues of human trafficking and provides them with the tools and means to identify and address this issue. We do this by helping companies to look closely at their businesses to determine how they are exposed to modern slavery risk. Based on this analysis, we teach them to take specific measures to maintain a slave-free supply chain by conducting investigative audits that illuminate the real conditions faced by workers. This masterclass webinar program has helped to raise awareness within the business community to encourage more companies to step-up and take on this role. This is directly in line with our overall mission.

## **Target Audience:**

Private companies from Hong Kong and the USA (estimated participation was 200 people, which we exceeded). This included business representatives from the following sectors: banking, retail, manufacturing, technology, and hospitality. The Mekong Club reached out to AmCham to help promote this webinar series.

## **Webinar Overview:**

**Topic:** Identifying and Remediating Modern Slavery within the Construction Industry

**Date:** Monday, 17 January 2022

### **Overview:**

In collaboration with UnSeen UK, this webinar focused on addressing migrant workers' role in the construction industry internationally. It explored some of the barriers the sector can face in accessing fair, safe, and decent work within the construction sector. Migrants, both domestically and internationally, have long been a critical source of labour for construction markets across both industrialised and industrialising nations. The webinar gave attendees an overview of the issues in the construction sector and provided immediate recommendations for remediation, along with providing steps to help companies get started with their modern slavery strategies.

**Webinar recording:** [Modern Slavery and the Construction Sector](#)

**No of participants: 45**

**YouTube version: 176 views**

---

**Topic:** Using Technology for Transparency in Recruitment Supply Chains

**Date:** Thursday, 20 January 2022

**Overview:**

This webinar examined how technology can be used to bring greater transparency to the world of factory worker recruitment, a process often marred with obscurity and abuses. It featured a demo of DiginexLumen, a technology platform that brings together multiple actors in the recruitment supply chain. We took a look at the successes and challenges of a recent pilot of this technology, with discussion on how our collective response can improve the lives of workers and where there is progress to be made.

**Webinar recording:** [Using Technology for Transparency in Recruitment Supply Chains](#)

**No of participants: 63**

**YouTube version: 91 views**

---

**Topic:** Modern Slavery & Climate Change

**Date:** Friday, 28 January 2022

**Overview:**

Modern slavery and climate change, two immense global issues, are often discussed separately. However, the two are closely intertwined and a multilateral approach will be the only solution. Our expert panel discussed case studies of modern slavery driven by climate change, with practical discussions on the role that business can play in addressing two of the most pressing issues of our time.

**Webinar recording:** [Modern Slavery & Climate Change](#)

**No of participants: 57**

**YouTube version: 227 views**

---

**Topic:** Combatting Trafficking in the Digital Age

**Date:** Thursday, 17 February 2022

**Overview:**

This presentation discussed global human trafficking trends observed in adult service platforms, outlining differences between North America and the UK, looking at source and destination countries, and showcasing some of the artificial intelligence-based tools and techniques developed to provide actionable leads to law enforcement around the world, which have resulted in successful prosecutions of human traffickers.

**No recording**

**No of participants: 53**

---

**Topic:** Data Traceability: Using Data to Amplify Workers Voice

**Date:** Wednesday, 2 March 2022

**Overview:**

The event highlighted new approaches used in the private sector to identify the traceability of ethical sourcing options within global supply chains. With new technological techniques, the private sector, in collaboration with nonprofits, has developed processes for better and more sustainable alternatives that provide consumers, businesses, and governments reassurance about where their products are being sourced from through a data-centric approach.

The event provided attendees with an overview of how private and nonprofit collaborations accelerate the mechanisms to identify and mitigate the risk of modern slavery within supply chains to build consumer trust and protect businesses from reputational fraud through self-sovereign identity on distributed ledger technologies.

**Webinar recording:** [Data Traceability: Using Data to Amplify Workers Voice](#)

**No of participants: 62**

**YouTube version: 137**

**Summary Table below:**

Webinar Topic	No of participants	No of views	Total
Identifying and Remediating Modern Slavery within the Construction Industry	45	176	221
Using Technology for Transparency in Recruitment Supply Chains	63	91	154
Modern Slavery & Climate Change	57	227	284
Combatting Trafficking in the Digital Age	53		53
Data Traceability: Using Data to Amplify Workers Voice	62	137	199
	280	631	911

## 4. Risk assessment and mitigation tools

Many companies carry out internal risk assessments to identify any vulnerability within their businesses. For banks, this might include identifying suspicious transactions that could be linked to modern slavery and pose a risk of money laundering. For manufacturers and retailers, this might include looking deeper within their supply chains to ensure that there are no exploitative labour practices. Below is a sample of approaches that the Mekong Club has developed to assist in this process during 2022, including ongoing efforts.

- **Apprise Audit App:**

The Apprise Audit platform achieved unprecedented scale over 2022, reaching over 78,000 workers in global supply chains, with over 22 languages now available, and being implemented in over 15 countries. These figures are set to increase over the course of 2023 as we work closely with partners in the garment, sportswear, and knitwear industries to roll the app out on an even wider scale. All of the ILO's 11 indicators of forced labour have been identified across eight countries of implementation so far. We have added functionality to the platform in order to access workers who cannot be reached during Covid-19, or due to other restrictions that require remote data collection. This allows for questions to be delivered using the Apprise platform, in the workers' own languages, via a QR code. Workers can be sent the QR code, or it can be displayed in an accessible location, such as the toilets and/or canteen in the factory, and they can complete the questionnaire in their own time. We are able to identify that individual responses are being submitted by workers by analysing the IP addresses of their responses. This measure allows us to identify if the same device is being used multiple times to answer the questionnaire, which could be an indication of foul play. As part of these adaptations, we have also developed a set of questions related to Covid-19, to allow for Covid-19 specific risk factors to be identified. The Apprise Audit platform is now available in 22 languages.



The following case studies/testimonials have been provided by the companies using the platform to demonstrate practical applications of Apprise Audit.

## **Testimonial from Li & Fung**

“Apprise Audit omits critical language barriers for collecting migrant workers’ feedback, while giving us the ability to reach workers who have never before been interviewed. After Covid-19 hit in 2020, the remote feature allows us to continue to collect valuable worker voice driven data in a time of particular need. Apprise Audit helps to uncover indicators of potential Modern Slavery issues and we are now testing ways to scale it in our global supply chains to improve due diligence and risk assessment.”

## **Anonymous Case Study**

Indicators from Apprise Audit showed that some workers in the factory didn’t sign an official labour contract. The auditor then conducted in-depth investigations on this issue and found that the factory had hired temporary workers and didn’t sign official labour contracts with them. It was also found that they were not providing legal benefits. As a result of this process, the factory’s compliance rating was downgraded and the factory was put through a remediation program to make improvements to the working conditions and contract process.

## **Anonymous Case Study**

Indicators from Apprise Audit showed that there were issues with the working conditions in the factory. For example, some workers reported no drinking water available to them while working. The auditor interviewed factory management and confirmed that the issue with working conditions was correct. The factory management took action to repair the water pipe, and workers were able to access clean drinking water. Their working conditions were improved by using Apprise Audit.

## **Anonymous Case Study**

A female worker had been required to do a pregnancy test as part of the pre-employment health check-up required by the factory. The auditor then brought this issue up with the factory management who indicated not having any specific requirements for health check-ups. The auditor worked with the factory management to specify these health check-up requirements to ensure that female workers would not be forced to take pregnancy tests in the future.

## **Anonymous Case Study**

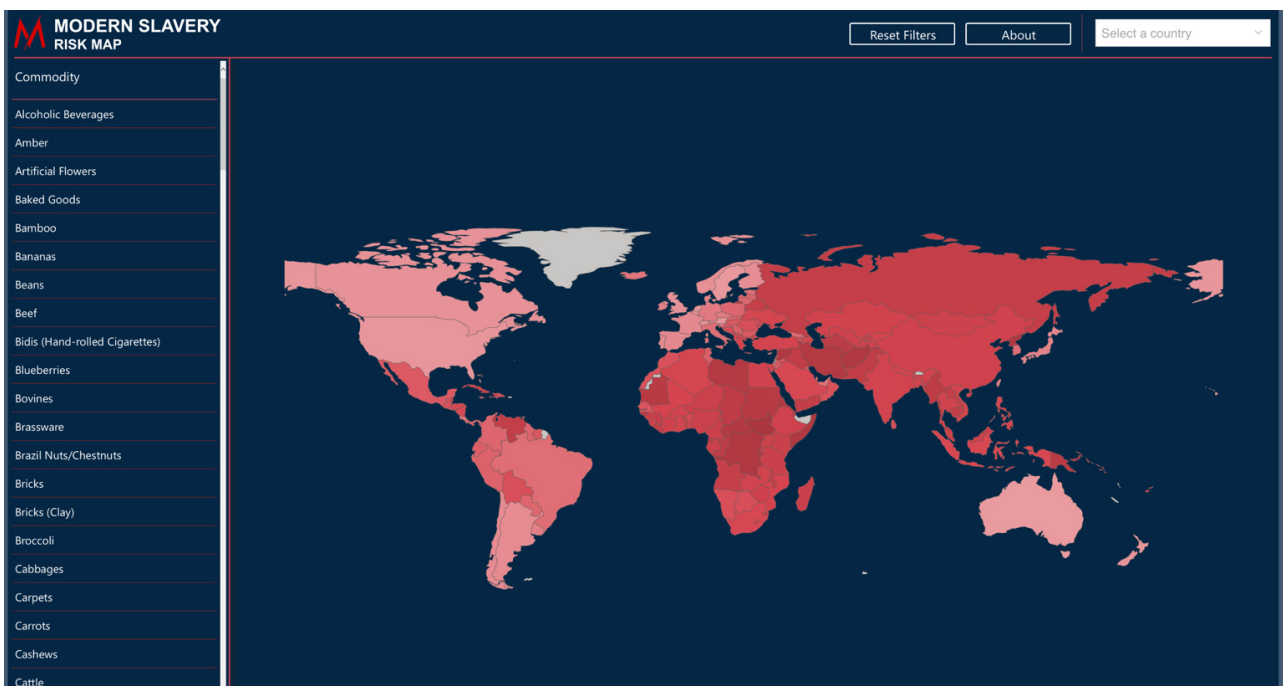
Apprise Audit flagged that several workers had either experienced or witnessed harassment. These issues were immediately raised with factory management and a refresher training was put in place in order to reiterate harassment policies and ensure that all workers and management understood and respected the rules, especially with regards to harassment of women.

- **Risk Assessment Matrix (RAM):**

The RAM uses a series of standardised indicators combined to provide details of the risk associated with raw materials and supply chain processes by product, process and region. The primary benefit of the RAM is that it uniquely aggregates multiple sources of audit data associated with specific materials and processes from different companies gathered in different formats. The matrix is currently based on the analysis of 70,000 data points and 14,000 audits on 10,000+ factories in 54 countries and 405 regions. The Mekong Club is also in ongoing discussions with an organisation in Scotland (Saorsa 2030) that is seeking to expand and amplify this work. This will allow the tool's influence to become global.

- **Modern Slavery Risk Map:**

This tool brings together a range of data sources, including the Global Slavery Index, Trafficking in Persons Reports, and the US Department of Labor 'List of Goods and Services' amongst others. Users can access the map and search by country and/or commodity, view the modern slavery risk profile, and download up-to-date reports on that location. During 2022, we updated this tool with the latest data sets as well as launched country and commodity specific reports for each data set listed in the tool.





## 5. Research and thought leadership

As part of our thought leadership efforts, the Mekong Club continues to act as a business incubator to take new and innovative projects from an initial concept to an operational prototype. Once developed, these projects are either expanded in-house or handed over to the private sector for refinement and replication. Below are a number of leadership projects that have been initiated or expanded during this progress period:

- **ESG and Investments:**

The Mekong Club continues to spearhead the standardisation of forced labour indicators for stakeholders involved in ESG reporting and investment. These providers include ESG data providers, sustainable reporting agencies, and asset managers. This project also strives to positively influence forced labour practices within the private sector by providing the asset manager with a viable investment opportunity. We have developed and launched a set of indicators that are available for investors and our community. We have also provided these indicators to a Thomson Reuters Foundation working group that is seeking to redefine the 'S' element of ESG through myth-busting activities. We are one of the six active partners of this group. Finally, we have carried out six events that reached 91 people.

Project / Event	Organisation	Date	Location	No of Attendees	Audience
ESG Working Group	Thomson Reuters	10/1/2022	Europe	14	Mixed, Private
Reuters ESG Working Group	Thomson Reuters	4/4/2022	Europe	8	Mixed, Private, NGO
ESG Working Group	Thomson Reuters	11/7/2022	Europe	13	Mixed, Private
ESG Working Group	Thomson Reuters	1/8/2022	Europe	16	Mixed, Private
Reuters ESG Working Group	Thomson Reuters	7/9/2022	Europe	17	Mixed, Private
Reuters ESG Working Group	Thomson Reuters	5/12/2022	Europe	23	NGO
				91	

- **Moon Goal Program:**

The Moon Goal Program aims to facilitate the process of putting in place a long-term goal for the private sector to address the issue of modern slavery within supply chains. This includes developing a website portal to link all the relevant partners together and creating a sense of community. Please refer to the [Stop Slavery Summit Spotlight Session](#) and the [Stop Slavery Summit White Paper](#) for additional information.

- **[End Slavery Web-Based Application:](#)**

This web-based application allows our community to take action to help increase awareness and support efforts to address modern slavery on a personal basis. Each action taken offers the user 'care points' that can be used to measure their efforts and share with others through social media. Refer to the [End Slavery App video](#) for more details. This tool was first piloted in December 2020 with a group of schools and corporations.

- **Media Coverage:**

During 2022, the Mekong Club and staff were profiled in 101 newspaper/magazine articles, radio interviews and TV profiles. Refer to Annex 8 for a sample of articles/events.

- **Blogs:**

We launched a new blog page in 2022, publishing 14 blogs, and it has received 1,011 views through organic searches. Articles are published on a monthly basis and written by Mekong Club staff as well as guest contributors.

- **Publications:**

During 2022, the Mekong Club put out the following publications:

- [Illicit Trade and Modern Slavery](#)
- [Financial Exploitation: Collecting Meaningful Data](#)
- [Modern Slavery and Third-Party Contractors](#)

## **Outcome:**

These efforts have helped to add innovation to the range of viable tools and approaches available for businesses to identify and address modern slavery.

# Community and partnerships

---

Mekong Club Working Groups: The Mekong Club uses an Association model to bring together industry-specific working groups that meet on a quarterly basis. The groups include Banking/Finance, Footwear & Apparel, Hospitality, and Retail. At present, there are 57 Mekong Club Association members (Refer to [Annex 7](#)). Refer to [Annex 6](#) for a summary of Working Group Members and Working Group Participants.

- **Partnerships:**

Below is a summary of partnerships developed and maintained with other organisations during 2022.

- **Assent Compliance:** We partner in order to promote the Slavery and Trafficking Risk Template within our community. This tool allows companies to conduct risk assessments using an open-source template. We have held joint consultations on the content of this tool and are in regular discussion using feedback from our members to make improvements.
- **Be Slavery Free:** The Mekong Club and Be Slavery Free have entered into a collaborative agreement to link up our Association efforts to share tools, training events, and lessons learned. This activity supports the Mekong Club's efforts within our Moon Goal Program, linking multi-sectoral groups together to offer a united front across geographical locations.
- **diginexAPPRISE:** The Mekong Club and Diginex have collaborated from 2017 to the present on the Apprise App, and the Lumen software tool.
- **diginexLUMEN:** This was introduced in November 2022 as a platform designed to gather standardised and comparable data on working conditions within intricate supply chains. Its purpose is to validate this information and automate the process of assessing risks, enabling companies to identify areas where auditing and improvement endeavours should be prioritised.
- **Enduring Net:** Mekong Club and Enduring Net collaborate to share and disseminate information related to blockchain technology and modern slavery.
- **IOM:** The Mekong Club collaborates with IOM across a range of activities. In addition, the Mekong Club and IOM work together as part of a civil society taskforce on modern slavery risk. The Mekong Club and IOM also regularly collaborate on information-sharing sessions and webinars.
- **The Knoble:** The Mekong Club is collaborating with the Knoble, a nonprofit network of financial crime and fintech professionals with a passion for protecting vulnerable people around the world. We are joining forces on the development of mechanisms and approaches to identify and address forced labour within financial networks.

- **Open Apparel Registry:** We partner with this organisation to promote their tool, which allows for companies to publish their supplier lists and share data.
- **Rotary International:** The Mekong Club is collaborating with the Rotary Action Group Against Slavery (RAGAS), which aims to raise awareness of the issue among Rotarians and support anti-slavery and human trafficking projects, programs and campaigns. Our support includes providing technical assistance and expert consultations when requested.
- **Refinitiv (previously Thomson Reuters):** Mass-media and information firm Thomson Reuters is using the Mekong Club's e-learning videos to raise awareness on the issue of modern slavery among its clients.
- **Thomson Reuters Foundation (TRF):** The Asia Pacific Banks Alliance (APBA) is a project that we coordinate in collaboration with Thomson Reuters Foundation. This collective of financial institutions and related organisations is dedicated to combatting modern slavery through harnessing the collective power of the finance world. The Mekong Club also collaborates with TRF to advise on modern slavery within the ESG context, contributing to a wider working group of organisations seeking to challenge common myths and misconceptions in this space.
- **Bluenumbr:** The Mekong Club collaborates with Bluenumbr to help individuals have equity and equal opportunity in a borderless connected world by becoming global digital citizens and equipping them with self-sovereign digital identity, digital tools and skills to operate safely, knowledgeably and profitably as co-creators of our global digital economy.
- **Labor Solutions:** The Mekong Club is collaborating with Labor Solutions, a social enterprise offering grievance mechanisms and training.
- **Matera Alliance:** The Mekong Club has partnered with Matera Alliance to provide FACT certification training programs to assist global brands to comply with international supply chain laws on modern slavery and forced labour. The program partnership is to support Mekong Club members with any suppliers based in Vietnam.
- **Mosaic:** The Mekong Club collaborates with Mosaic Responsible Supplier Resource (Mosaic RSR), an organisation that is the first of its kind – a SaaS knowledge management platform built to accelerate and scale supplier improvement related to labour and human rights. They map and infuse supplier Codes of Conduct (COCs) with country-specific legal requirements and then support factory remediation with localised, professional improvement recommendations and a help desk.

# The Mekong Club's Online Toolkit

---

To support all of the above activities, the Mekong Club has an ever-expanding suite of online tools available. They include the following:

- **Asia Private Sector Assessment Reports:** These reports offer modern slavery research and a description of private sector engagement in ten selected Asian countries.
- **Adverse Media Search Terms:** This toolkit outlines key search terms that exist under the umbrella of modern slavery that may also be used to identify negative media during risk assessment screening.
- **Asia Labour Laws:** This analysis compares labour violations and domestic laws in Asian jurisdictions to see how countries deal differently with modern slavery.
- **Responsible Recruitment Resources:** This tool profiles a range of experts discussing responsible recruitment risks, challenges, and trends as part of a webinar series.
- **Remediation Tool:** This tool equips organisations with the right actions and steps to address labour violations found in supply chains by using a set of guidelines.
- **Hospitality Checklist:** This checklist can be used by hotels to understand the risks and remedies for modern slavery in the hotel industry.
- **Transparency In Supply Chains Legislation (TISC):** Using navigating flowcharts, this analysis compares existing modern slavery transparency legislation and how these laws affect a company.
- **e-Learning Platform:** This comprehensive e-learning series offers detailed information about modern slavery. It allows viewers to test their knowledge by watching a range of short videos and observing supporting infographics. This training platform has multiple languages available.
- **Best Practice Case Studies:** These examples of best practices demonstrate how companies are addressing modern slavery effectively.
- **Child Labour Laws:** This tool provides key resources related to child labour. It includes a summary of the child labour laws on a country level, for a range of key sourcing locations as well as must-read materials.
- **Modern Slavery Statement Preparation Guide:** This tool provides comprehensive guidance on how to write a Modern Slavery Statement to comply with legislation such as the UK and Australian Modern Slavery Acts.
- **Recruitment Fees Legal Guide:** This tool explains the recruitment fee legal framework for key sourcing locations and migration corridors. It describes which fees are legal, thresholds for legal fees, and other key information on recruitment fees.
- **Modern Slavery RFP & Contract Clauses:** These resources provide best practice examples and wording that can be used to incorporate modern slavery into supplier/partner agreements and contracts.

- **Key Performance Indicators for Staff:** These sample Key Performance Indicators (KPIs) demonstrate measures of progress that can be used to assess staff performance against their modern slavery responsibilities.
- **End Slavery App:** This app helps track an individual's contribution to the fight against slavery through the use of care points.
- **Business & Investor Toolkit:** This toolkit includes a selection of public resources, links to case studies, research, legal frameworks and tools produced by Minderoo, Walk Free and other civil society organisations from around the world.
- **Global Modern Slavery Directory:** This tool is a growing, publicly searchable database of over 2,900 organisations and hotlines working on human trafficking and forced labour around the world. It is maintained by Polaris (USA).
- **Asia Pacific Banks Alliance:** This toolkit includes indicators of modern slavery for banks, as well as case studies, typologies, and recommendations for financial service providers.
- **Typologies Library:** This library offers an inventory of typologies to allow professionals to learn about how modern slavery happens in different industries. They represent real cases and include descriptions, diagrams, and red flags.
- **Survivor Employment Guide:** This guide represents a resource for Business on the Empowerment and Employment of Survivors of Human Trafficking, produced by GBCAT.
- **Modern Slavery Risk Map:** This tool allows for searches by country and commodity, to see where the risk of modern slavery is found. It brings together various data sources into one map.
- **Knowledge Hub:** This tool offers thousands of articles, reports, blogs and documents related to modern slavery. Users can search these items using a dedicated search engine.
- **Covid-19 Toolkit: Supply Chains:** This toolkit provides an online guide on the impact of Covid-19 on supply chains. It includes a checklist on how to protect workers from rising modern slavery vulnerabilities.
- **Covid-19 Toolkit: Hospitality:** This toolkit provides an online guide on the impact of Covid-19 on the hospitality industry, related to emerging modern slavery risks. It includes a checklist on how to protect workers and identify new risk factors.
- **Covid-19 Toolkit: Financial Services:** This toolkit provides an online guide on how Covid-19 has changed the finance of modern slavery, including new money laundering risks as well as emerging trends of exploitation.
- **Living Wage Resources:** This toolkit includes various resources to understand what the living wage is and how it can be incorporated into policies and procedures.

- **Slavery & Trafficking Risk Template (STRT):** This tool is managed by the Social Responsibility Alliance (SRA). It is a questionnaire used to collect data from the supply chain on indicators of human trafficking and slavery risk.
- **Modern Slavery 101 Trainings:** These three training videos (supply chains, banking, and hospitality) help viewers to understand how modern slavery impacts different industries.
- **Covid-19 & Modern Slavery Videos:** These training videos explain the impact that Covid-19 has had on modern slavery vulnerabilities, with practical guidance for companies on how to address these issues. Available in English and Thai.
- **Human Rights Resources:** This tool offers modern slavery materials that form a part of a wider conversation around human rights, and the two topics often go hand-in-hand.
- **Open Apparel Registry:** The Open Apparel Registry (OAR) is a free, neutral open-source tool that maps garment facilities worldwide & assigns a unique ID number to each.
- **Roles & Responsibilities:** This tool summarises the typical roles and responsibilities employees/decision-makers play in addressing modern slavery compliance and risk within supply chains.
- **Apprise Audit Page:** Apprise Audit is a platform designed to support the worker interview process during social audits and other outreach activities.
- **Covid-19: Dormitory Safety Videos:** These videos provide information for safety in migrant worker dormitories related to Covid-19. They are available in English, Thai, Burmese, and Khmer.
- **FAQ Guidance for SMEs:** This toolkit helps small and medium sized enterprises (SMEs) to prepare for frequently asked questions related to modern slavery.
- **Financial Exploitation Question Set:** This tool is a set of recommended data points for collection related to any modern slavery case as it relates to finance. This can be used to formulate case studies for banks, civil society, and law enforcement.
- **Third-Party Contractor Guidance:** This toolkit offers guidance for contractors employed to carry out services on behalf of a business. Access this tool for guidance on responding to common modern slavery queries.

The Tables below offer a summary of how many times these resources have been used during 2022. Note the following achievements:

- **Association Member Tools:** 1,174 users
- **Free Tools:** 3,087 users
- **Website Hits:** 14,925 hits
- **Technical Videos:** 1,020 views

Toolkits - Members Only	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Knowledge Hub	39	94	155	167	193	233	259	259	275	356	455	567	528
Modern Slavery Statement Preparation Guide	2	6	13	18	25	30	32	32	33	33	33	33	31
Recruitment Fees Legal Guide	7	10	14	31	67	79	101	101	102	107	118	133	126
Child Labour Laws	2	3	12	20	32	39	53	54	56	73	91	110	108
Hospitality Checklist	0	4	8	10	15	27	31	31	39	57	77	106	106
Remediation Tool	2	5	134	148	165	193	196	196	201	221	242	273	271
Asia Labour Laws	0	0	1	1	1	1	1	1	2	11	25	43	43
Responsible Recruitment Resources	1	3	3	16	27	31	33	33	42	80	103	141	140
Asia Private Sector Assessment Reports	4	6	11	26	34	49	72	73	83	105	132	169	165
Modern Slavery RFP & Contract Clauses	22	26	39	55	85	109	110	110	114	131	152	176	154
Key Performance Indicators for Staff	3	5	12	18	19	25	27	27	27	27	27	27	24
<b>Total</b>													1,174

Toolkits - Free	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Moon Goal Paper	4	6	9	10	10	11	13	13	13	13	14	14	10
Modern Slavery Risk Map	3	16	27	28	29	31	31	31	31	31	31	31	28
2020 Annual Report	6	11	11	13	13	13	13	13	14	16	16	16	10
2021 Annual Report	0	2	14	20	24	29	33	33	33	33	33	33	33
Covid-19 Toolkit: Supply Chains	2	3	6	7	7	7	7	7	9	13	18	18	16



<b>Covid-19 Toolkit: Hospitality</b>	7	7	9	9	13	14	14	14	17	29	46	46	39
<b>Covid-19 Toolkit: Financial Services</b>	3	5	5	5	5	6	6	6	10	16	19	20	17
<b>Typologies Library</b>	18	26	45	77	120	153	162	162	170	193	223	225	207
<b>Adverse Media Search Terms</b>	0	0	4	6	10	13	14	14	17	17	17	18	18
<b>Modern Slavery 101 Trainings</b>	17	38	63	75	82	92	106	119	130	135	328	336	319
<b>Covid-19: Dormitory Safety Videos page Link</b>	0	4	6	13	25	36	37	37	40	41	42	42	42
<b>Covid-19 &amp; Modern Slavery Videos</b>	8	12	33	40	55	65	67	67	135	146	146	146	138
<b>TISC</b>	7	18	25	34	46	61	70	70	70	70	70	70	63
<b>Asia Pacific Banks Alliance</b>	4	5	9	15	22	24	26	26	28	58	70	71	67
<b>Roles &amp; Responsibilities</b>	5	14	22	22	22	25	25	25	25	25	25	25	20
<b>Human Rights Resources</b>	6	13	28	31	49	55	57	57	74	82	87	93	87
<b>Living Wage Resource</b>	5	15	20	28	42	47	49	49	82	91	95	105	100
<b>Apprise Audit Page</b>	19	28	50	76	105	157	184	185	185	185	185	185	166
<b>Blogs</b>	113	194	317	402	515	582	625	630	719	721	866	912	799
<b>Anti-Slavery Scorecard</b>	157	298	449	609	725	817	987	1000	1000	1000	1000	1000	843
<b>FAQ Guidance for SMEs</b>	5	10	23	31	31	31	31	31	42	59	65	70	65
<b>Total</b>													3087

Generic Website Hits	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Toolkits	494	1580	3664	4156	5793	6258	6578	6625	6994	7507	7853	8138	7644
Publications	199	340	515	658	811	997	1140	1140	1223	1306	1377	1416	1217
Services	77	112	178	219	260	292	313	313	359	407	409	409	332
Multimedia	21	73	96	132	141	218	227	227	244	261	299	318	297
<b>Total</b>													14,925

Videos – COVID 19	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>COVID-19 Dormitory Videos Youtube:</b>													
Reaction - English	5	10	13	17	25	31	34	37	40	41	43	43	38
Prevention-English	8	20	29	38	48	61	68	74	77	80	86	90	82
Reaction - Thai	3	7	11	14	20	24	27	32	35	35	39	42	39
Prevention - Thai	5	8	12	15	21	25	28	32	36	37	41	45	40
Reaction - Burmese	4	7	10	13	20	24	27	32	35	35	39	42	38
Prevention - Burmese	3	6	10	13	19	23	27	31	34	34	38	42	39
Reaction - Khmer	10	39	62	70	82	91	101	107	116	122	137	157	147
Prevention Khmer	5	22	28	37	45	50	53	57	60	60	65	68	63
<b>Other YouTube videos:</b>													
Covid-19 & Modern Slavery Video - Eng	11	20	34	41	51	64	78	84	90	90	94	98	87
Covid-19 & Modern Slavery Video- Thai	7	11	15	18	25	29	32	36	39	39	43	45	38
How Modern Slavery Impacts Supply Chains video	7	27	47	63	71	77	87	98	139	146	167	175	168
How Modern Slavery Impacts Hospital-ity video	13	28	35	44	49	53	63	72	78	82	99	105	92
How Modern Slavery Impacts the Finance Sector video	5	26	56	71	85	95	106	112	121	136	146	154	149
<b>Total</b>													1,020

# Private Sector Outreach

---

As part of our private sector outreach, the Mekong Club is in its second full year of implementing marketing initiatives which has contributed towards reaching audiences across 149 countries, an increase of 64 countries from the 2021 report. Here is an overview of our 2022 marketing activities:

## Strategies

**New website launch** – This year we improved accessibility to users landing on our website. The new website makes information and resources more accessible to a wider audience. It has a modern, user-friendly design that makes it easier for people and their organisations to find and access the information they need to support them with their anti-slavery strategies.

In addition, our new website has provided us opportunities to engage donors and supporters in new and innovative ways. For example, it has provided us with additional ways to communicate case studies, success stories, and regular updates on our work, and invite visitors to get involved through donations, volunteering, and other forms of support.

Lastly, our new website has helped us streamline operations by enabling us to use tools and resources that have helped us automate tasks and improve efficiency. Some examples include managing volunteer signups, accepting donations in several forms and currencies, and incorporating more robust marketing technology to aid in engaging with new potential members and existing members.

**Amplified SEO efforts** – Search engine optimisation has been an important strategy for us this year. With a more robust content management system, our SEO efforts, which commenced mid-year, have provided us with an additional boost in our organic search rankings to better help the private sector with concerns and challenges related to modern slavery.

**Implemented Google Ads with Google Ads grant** – This year we received a \$120,000 USD Google Ads grant. This grant has enabled us to drive further traffic to our website, providing us with a wider scope to aid us in engaging with the private sector on available blockchain tools, modern slavery self-assessments, and providing tools as a lead generation source.

**Public relations** – This is the year we implemented a public relations strategy. With the wider accessibility and functionalities our new website has given, we will continue to use PR as an important method to help raise awareness of our work.

**Content marketing** – In combination with our SEO efforts, content marketing has been a large focus for us this year and will be for many years to come. Through a combination of a content audit and developing new content specific to our target audiences, at the time of writing we have 271 content materials to distribute on our social channels and website. These include podcasts, video clips,

blogs, guest blogging, case studies, illustrations, infographics, and webinars. Through these efforts, it has been a very exciting time for us to inspire, educate and motivate the private sector to bring about sustainable business practices toward creating a slave-free world.

**Email marketing** – Our email marketing efforts played a crucial role in our nonprofit's success this year. Through targeted campaigns and strategic messaging, we were able to effectively engage our subscribers and encourage them to take action. Our email campaigns helped us to build a stronger relationship with our donors, volunteers and potential members, keeping them informed and involved in resources, tools, and our mission.

The data and analytics we collected from our email campaigns provided valuable insights that helped us improve our outreach and better understand our audience. Overall, our email marketing efforts were a critical component of our nonprofit's overall marketing strategy, and we look forward to continuing to leverage this channel to support our mission in the years to come.

**Anti-Slavery Scorecard** – We developed an Anti-Slavery Scorecard to aid in our lead generation source. The Anti-Slavery Scorecard is an anonymous assessment that enables the user to understand how they benchmark against industry standards in their anti-slavery efforts. The tool has provided us with useful data to better understand how each sector is doing, and where we can develop additional tools and resources to provide publicly and to Mekong Club members.

**Volunteer branding program** – Our volunteer branding program was a major success this year, helping to strengthen our nonprofit's reputation and increase community engagement. By creating a recognisable brand for our volunteers, we were able to establish a sense of unity among our volunteers, which translated into increased support and participation. Many of our volunteers come from mid-level to senior corporate backgrounds, bringing specialised skills and knowledge in different industries to help bring more awareness about the topic of forced labour to different industries. Our volunteer branding program brought in 126 working professionals and has been steadily growing each month. In quarters three and four of 2022 alone, we accumulated 160.5 volunteer work hours. Moving forward, we plan to expand our volunteer branding program to include additional materials and opportunities for recognition, with the goal of continuing to strengthen our relationship with our volunteers and community.

## Tactics

**Implemented lead scoring** – Implementing a lead scoring system this year has been a game changer for our nonprofit, enabling us to better prioritise and nurture potential supporters. By assigning scores to leads based on their engagement and behaviour, we can more effectively target our efforts and focus on those who are most likely to become Mekong Club members, or donors.

The lead scoring system has also allowed us to track and measure the effectiveness of our marketing efforts, giving us valuable insights into what is resonating with our audience and what is not. This has helped us to refine our strategies and optimise our

campaigns for greater impact on results. Overall, the implementation of a lead scoring system has been a key factor in our nonprofit's growth and success, and we look forward to continuing to leverage this tool to support our mission and engage with our supporters.

**Marketing Technology Stack** – By leveraging a variety of marketing technologies and tools, we have been able to streamline our processes, improve efficiency, and enhance our marketing efforts. The Marketing Technology (MarTech) stack has enabled us to automate many of our marketing tasks, such as email campaigns and social media posting, freeing up time and resource for more strategic initiatives. The data and analytics provided by these technologies have also helped us gain valuable insight into our audience and their behaviour, allowing us to better target and engage with them.

In addition, the MarTech stack has helped us to integrate our marketing efforts with other areas of our organisation, such as fundraising and volunteer management, resulting in a greater alignment and collaboration. This has enabled us to deliver a more cohesive and impactful message to our supporters.

**Subscriber data personalisation** – By tailoring our messaging and content to individual subscribers, we have been able to increase engagement and foster stronger relationships with our audience. The personalised approach has helped us to create a more relevant and meaningful experience for our subscribers, resulting in higher open rates, click-through rates, and overall conversion rates. The data we have collected through implementing personalisation has also provided valuable insights into our audience's preferences and behaviours, allowing us to further optimise our marketing efforts.

## 2022 Marketing Campaigns

**CNN My Freedom Day: Sweatshop Challenge** – Our first student-run fundraiser, in collaboration with CNN international, Sweatshop Challenge, helped us engage the private sector in Hong Kong through student activism. The campaign was held live on CNN for My Freedom Day, an annual event held by CNN to bring awareness to social rights. In collaboration with three international schools, one in Thailand, and two in Hong Kong, we ran a Zoom challenge, where students and their parents spent one hour performing a repetitive action – putting nuts on bolts and taking them off. Participants were not allowed to stop for food, water, or rest. If they did not perform quickly enough, the organiser 'punished' them.

Once the simulation finished, participants joined a feedback session to reflect on their emotions during the challenge and reiterate what it would feel like to work 365 days a year for no pay. During this awareness-building activity, participants were invited to share their experiences on social media using the hashtag #SweatshopChallenge. To see the event, [click here](#).

**NFT Fundraiser** – As we continue to expand our innovation in the web 3.0 space with tools and resources for the private sector, we brought NFTs to the forefront of our campaign efforts this year to tap into new donor segments. We partnered up with [NMKR](#) to launch Hong Kong's first nonprofit-run NFT fundraiser as part of our 10-year anniversary celebration. The fundraiser's goal was to raise global awareness on the issue of modern slavery through digital art. Three volunteer NFT designers from three

different countries and cultural backgrounds came together in an information session hosted by the Mekong Club' CEO, Matthew Friedman. Matt had provided a creative brief on how modern slavery is impacting the world. Designers were asked to articulate through NFTs how they think the world would look like if there was no slavery. The NFTs were displayed and available for auction on 29 November for #CryptoGivingTuesday, a global crypto fundraising campaign for nonprofits. Post-campaign, some NFTs are still available for auction [here](#).

**Assessing Your Modern Slavery Risk** – In collaboration with STOP THE TRAFFIK Group and the UK Home Office, we developed an exciting new resource designed to empower local authorities in the United Kingdom to tackle modern slavery in their operations and supply chains. The scorecard allowed local authorities to easily assess their modern slavery risk across several key thematic areas and provide advice on how they can improve. As part of the launch, we hosted an in-person event in London with guest speakers. Materials from this campaign can be accessed [here](#).

**#WorldAgainstTraffickingDay** – Although it was short, this campaign reached over 11,000 working professionals. Its goal was to bring real-world stories from the Mekong Club to the forefront and give working professionals a better understanding of how modern slavery exists, what to look for, and how anyone, no matter their age, race, gender or profession, can be tricked into modern slavery.

**We Are All Connected** – The goal of this campaign was to educate and demonstrate the complexities of what goes into making products we use every day. To articulate this, we created a couple of blogs and infographics that explained the whole process of a product from raw materials to the hands of the consumer, including every process and person involved, and where there was slavery risk. This campaign provided a better understanding of the multi-layer suppliers involved in developing a single product and where risks lie.

## We Are All Connected

The Hoodie Truth



## Marketing channels

To reach our target audience, we utilised a variety of channels, including social media, email marketing, direct mail, and events. Social media was primarily used to increase brand awareness and engagement, with a focus on sharing impact stories and promoting how the private sector can get involved. Email marketing was used to nurture leads and drive donations, with targeted campaigns based on subscriber behaviour and engagement. Direct mail was used to reach potential supporters who were not active on digital channels. Events were used to provide opportunities for in-person and offline engagement and to foster a sense of community among business professionals working towards ending forced labour.

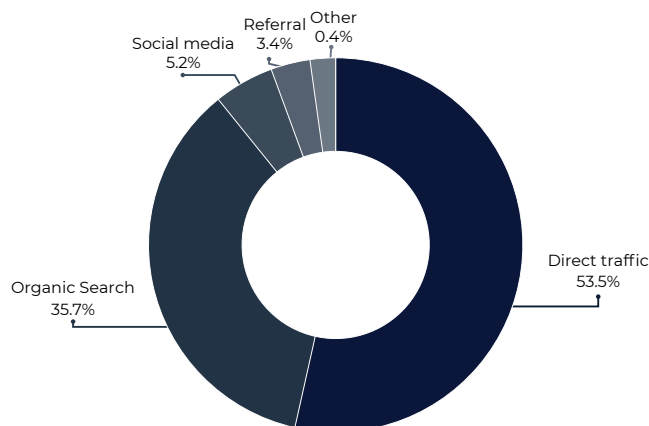
While each channel had its own unique strengths and challenges, we found that a multi-channel approach was most effective in reaching our target audience and achieving our goals. Social media provided a broad reach and helped to build our brand, while email marketing and direct mail allowed us to engage with supporters on a more personal level. Events were especially effective in building relationships and fostering a sense of community, but also required significant resources and planning.

Challenges we faced included limited resources and the need to balance competing priorities across channels. One major challenge was ensuring consistency across channels and messaging, while also tailoring content to each specific platform and audience. This required significant planning and coordination across our team, pool of volunteers and interns to ensure a cohesive and effective marketing message.

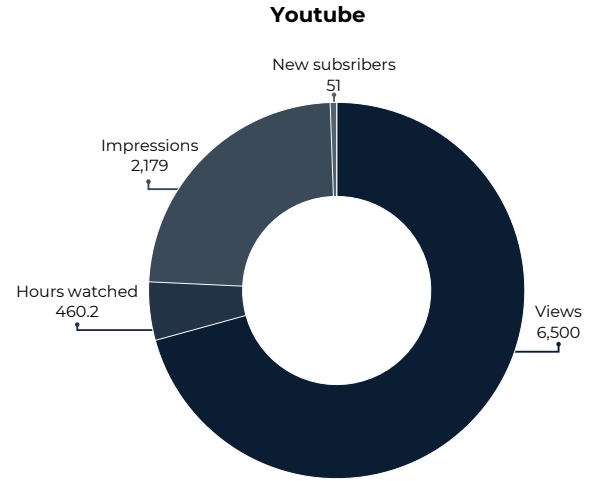
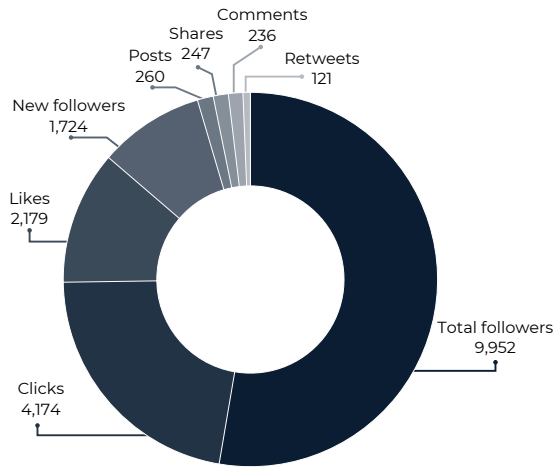
Another challenge was managing our resources effectively, particularly when it came to creating and distributing content across multiple channels. This required a balance between high-quality content that resonated with our audience and maintaining a consistent and frequent presence across channels. Limited resources and competing priorities also made it difficult to devote sufficient attention to all channels and campaigns equally.

## Marketing Efforts – Metrics

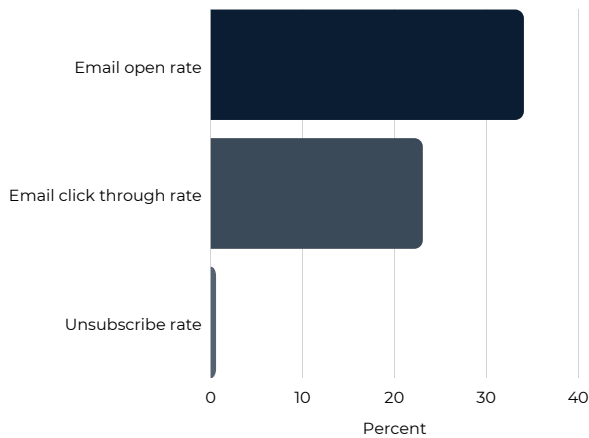
**Website traffic** – In the reporting year, 21,778 new users landed on our website. However, a large portion of this data is missing due to the transition from our old website to new website.



**Social Media Metrics** – The table below highlights total metrics across LinkedIn, Twitter and Facebook. Across all channels, we gained 151,586 impressions with an average 5.2% engagement rate.



**Email Marketing Metrics** – Our email marketing efforts have been consistently growing, acquiring senior to C-level subscribers working in different industries across the globe. In the past fiscal year, we sent a total of 75,910 emails to our subscribers.





# Future Plans

---

2023 is an exciting year for us! We have several projects, marketing campaigns, and partnerships already lined up. Below is a glimpse of some campaigns to expect and we hope you can follow us along these initiatives.

**Sweatshop Challenge 2023** – We will launch our private sector Sweatshop Challenge, where private sector executives come together to take on the Sweatshop Challenge. However, rather than a one-hour challenge like international students did the previous year with CNN, this time executives will take on a four-hour challenge of putting nuts on bolts with no food, no water, and no breaks. We will also run our student event this year. After the event, two international schools in Hong Kong will compete to see who can drive the most awareness on modern slavery by using the hashtag #SweatshopChallenge with photography prop kits provided by the Mekong Club.

**Metaverse + Modern Slavery** – The Mekong Club has been following the topic of the Metaverse closely since early development. We want to ensure that everyone who joins the Metaverse has a fun and safe experience. As the Metaverse continues to expand, and innovation brings it closer to the real world, many exciting opportunities lie ahead. There are endless opportunities for collaborations between individuals and organisations. Progressively more and more consumers are engaging in the Metaverse through working, shopping, and socialising. But what safeguards are in place to ensure that the Metaverse and societies don't spiral down a road where humans are exploited through criminal activity as more and more people enter this domain? Who is at risk? What is everyone's involvement? What can brands, the general public and the public sector do to ensure that digital slavery doesn't evolve more than it already has, and what roles does everyone have to ensure safety as the Metaverse continues to expand? In 2023, Mekong Club supporters can expect a campaign answering all these questions through thought-leadership pieces, articles, and webinars.

**Pig Butchering Scams** – The Mekong Club has conducted extensive research and collaborated with industry experts to address the issue of Pig Butchering Scams. Our efforts have resulted in a publication and panel discussion at a summit in the US. The discussion will explore the intersection of human trafficking and cryptocurrencies, as well as the purposes and existence of the scams, the countries involved, and the economic and social consequences, such as financial losses and reputational damage. Additionally, our campaign will provide comprehensive recommendations for banks to prevent the laundering of funds from this scam into the traditional financial system.

***There are many more exciting campaigns and initiatives to a look out for!***

# Conclusions

---

Since Covid-19 began to affect the world in January 2020, the Mekong Club has done everything it can to track the impact of this pandemic on modern slavery. This includes collecting and analysing articles, reports and research papers. We have reached out to NGO/community-based organisations across Asia to collect on-the-ground information related to the deteriorating working conditions. We have also adapted the Apprise App to allow us to gather Covid-related information directly from workers in selected locations. This has allowed us to remain at the cutting edge of this issue. Based on the information collected, it is clear that modern slavery rates will increase as unemployment, indebtedness and desperation continue to surge.

We have used this year to refine and improve our website, marketing efforts, existing tools, publications, and services to adapt to the changing environment in which we operate. We are aware that the Covid-19 pandemic will continue to impact businesses and vulnerable workers in 2023 and beyond, so we will continue to adapt and develop the tools and technologies to address modern slavery risk within this context.

We have also produced extensive online content during 2022. This has allowed us to reach a more global audience than ever before and reach even more teams within the multinational organisations that we work with. Our tool offering has expanded, with resources covering legislation, targeted consultation documents and discussions, new awareness-raising formats, and tech solutions that address the needs of our Association members. As a direct result of our work, more corporations throughout Asia and the world are assessing their internal efforts and expanding their activities.

During 2023, we will continue to go through our own internal review to refine and consolidate our strategic approach, including:

- placing even more emphasis on the use of online webinars to reach people with our updates and technical presentations;
- developing and testing more viable technical tools that can be used by our partners to identify and prevent modern slavery;
- expanding dissemination of our lessons learned to encourage understanding and adoption of our tools and services beyond Hong Kong and Asia. This will help to ensure our efforts will offer a multiplying effect; and
- increasing emphasis on the provision of direct consultations, technical assistance, and training to help companies refine and improve their own efforts, and address emerging issues faced in the marketplace during these challenging times. This will include placing an emphasis on ESG and new technologies (e.g., blockchain, worker-based apps).

# Annexes

## Annex 1: Awareness-raising activities by country and sector

Country		Mixed Companies	Single Company	TOTAL
<b>Asia</b>	Participants	889	142	1,031
	Events	5	1	6
<b>Australia</b>	Participants	1,155	390	1,545
	Events	5	5	10
<b>Austria</b>	Participants	29		29
	Events	1		1
<b>Bangladesh</b>	Participants		885	885
	Events		5	5
<b>Cambodia</b>	Participants	1,000		1,000
	Events	1		1
<b>Canada</b>	Participants	4,578	4,249	8,827
	Events	15	17	32
<b>China</b>	Participants		97	97
	Events		2	2
<b>Denmark</b>	Participants		2	2
	Events		2	2
<b>Europe</b>	Participants	383		383
	Events	2		2
<b>France</b>	Participants	22		22
	Events	1		1
<b>Germany</b>	Participants	47		47
	Events	1		1
<b>Global</b>	Participants	4,700		4,700
	Events	7		7
<b>Hong Kong</b>	Participants	3,842	2,709	6,551
	Events	22	25	47
<b>India</b>	Participants	509	47	556

	Events	5	3	8
<b>Indonesia</b>	Participants		300	300
	Events		1	1
<b>Japan</b>	Participants		35	35
	Events		1	1
<b>Macau</b>	Participants		35	35
	Events		1	1
<b>Malaysia</b>	Participants	1,063	139	1,202
	Events	3	1	4
<b>Mauritius</b>	Participants		15	15
	Events		1	1
<b>Netherlands</b>	Participants		29	29
	Events		1	1
<b>New Zealand</b>	Participants		82	82
	Events		1	1
<b>Philippines</b>	Participants	37	125	162
	Events	1	1	2
<b>Singapore</b>	Participants	1,870	1,028	2,898
	Events	4	1	5
<b>South Africa</b>	Participants	66		66
	Events	1		1
<b>South Korea</b>	Participants	81		81
	Events	1		1
<b>Sri Lanka</b>	Participants		52	52
	Events		1	1
<b>Sweden</b>	Participants		2	2
	Events		1	1
<b>Taiwan</b>	Participants		17	17
	Events		1	1
<b>Thailand</b>	Participants	222		222
	Events	2		2
<b>United Arab Emirates</b>	Participants	96		96

	Events	1		1
<b>United Kingdom</b>	Participants	1,123	72	1,195
	Events	5	3	8
<b>United States</b>	Participants	2,231	5,104	7,335
	Events	11	25	36
<b>Vietnam</b>	Participants	39	63	102
	Events	1	1	2
	<b>Total Participants</b>	<b>23,982</b>	<b>15,619</b>	<b>39,601</b>
	<b>Total Events</b>	<b>95</b>	<b>101</b>	<b>196</b>

Meeting Name	Date	Country	No of Participants	Type of Audience	Type of Meeting
Social Impact Forum (China)	24/4/2022	China	2,100,000	Mixed, Private	Presentation
Anti-Slavery Digital Learning for Financial Services,	16/3/2022	UK	700,000	Mixed, Private, Govt	Presentation

## Annex 2: Summary of e-learning usage

	E-Learning Users
<b>Brands</b>	<b>646</b>

## Annex 3: Publications

Below is the publication released during this reporting period. It includes:

- [Illicit Trade and Modern Slavery](#)
- [Financial Exploitation Question Set](#)
- [3rd Party Contractor Guidance](#)

## Annex 4: Summary of electronic direct mails

No	EDM content	Date
1	Webinar: Modern Slavery and the Construction Sector	4/1/2022
2	Mekong Club #MustRead December 2021	5/1/2022
3	Webinar: Using Technology for Transparency in Labour Recruitment	13/1/2022
4	Webinar: Modern Slavery & Climate Change	18/1/2022
5	Webinar: Combatting Trafficking in the Digital Age	26/1/2022
6	The Mekong Club Wishes You a Happy New Year of the Tiger	31/1/2022
7	Mekong Club #MustRead January 2022	7/2/2022
8	Webinar: Data Traceability - Using Data to Amplify Workers' Voice	15/2/2022
9	Webinar Time Change: Data Traceability - Using Data to Amplify Workers' Voice	18/2/2022
10	Mekong Club: Volunteer Opportunities - February/March 2022	22/2/2022
11	Banks, NGOs, Law Enforcement: How Can We Detect Modern Slavery Together?	24/2/2022
12	Mekong Club #MustRead February 2022	2/3/2022
13	2021 Annual Report - Our Year In Review	9/3/2022
14	Create a Forced Labour Remediation Plan with Our Updated Toolkit	16/3/2022
15	Withholding Passports, Wages Unpaid, Fees for Recruitment: Are these Labour Violations Illegal?	23/3/2022
16	Webinar: The 'S' Hit the Fan - Amplifying ESG Efforts	24/3/2022
17	Webinar: Webinar: The 'S' in ESG: Effective Grievance for Human Rights Due Diligence	29/3/2022
18	Mekong Club Quarterly Newsletter - March 2022	31/3/2022
19	Mekong Club #MustRead March 2022	4/4/2022
20	Mekong Club #MustRead April 2022	3/5/2022
21	Cleaning Staff, Catering, Security guards: Are your contractors protected against modern slavery?	6/5/2022
22	Webinar: Assessing Migrant Worker Modern Slavery Risks	11/5/2022
23	Do You Know the Connection between Illicit Trade and Modern Slavery?	26/5/2022
24	Mekong Club #MustRead May 2022	2/6/2022
25	Empowerment and Employment: How Business Can Support Survivors of Human Trafficking?	7/6/2022
26	Mekong Club #MustRead June 2022	4/7/2022
27	ESG & Modern Slavery: Effective Strategies	7/7/2022
28	Mekong Club Quarterly Newsletter - July 2022	12/7/2022

29	Mekong Club #MustRead July 2022	1/8/2022
30	Mekong Club: Volunteers Needed for Research Project	10/8/2022
31	Join our LinkedIn Volunteer Group	23/8/2022
32	Mekong Club: 'Carepoints' App Pilot	26/8/2022
33	Mekong Club #MustRead August 2022	2/9/2022
34	Volunteer for Website Content Needed	5/9/2022
35	REMINDER: 'Carepoints' App Pilot	8/9/2022
36	Volunteers Needed: Women Trafficking Data Project	15/9/2022
37	Mekong Club #MustRead September 2022	3/10/2022
38	Mekong Club #MustRead October 2022	1/11/2022
39	Webinar: Designing People-Centred Risk Management for ESG Win-Wins	3/11/2022
40	Webinar: Modern Slavery & Shipping - Exploitation at Sea	7/11/2022
41	Mekong Club Newsletter - November 2022	16/11/2022
42	Mekong Club #MustRead November 2022	1/12/2022
43	The Art of Freedom - Slave-Free-World	9/12/2022
44	A Heartfelt Thanks to All Our Volunteers!	13/12/2022
45	Season's Greeting & Happy New Year from The Mekong Club	15/12/2022

## Annex 5: Summary of technical assistance and consultation events by sector

Technical Assistance Private Sector	Non Private sector	Total Meetings
260	251	511*

Country		Mixed Companies	Single Company	TOTAL
<b>Australia</b>	Participants		119	119
	Events		37	37
<b>Bangladesh</b>	Participants		17	17
	Events		2	2
<b>Cambodia</b>	Participants		19	19
	Events		6	6
<b>Canada</b>	Participants	10	72	82
	Events	2	23	25

<b>China</b>	Participants		6	6
	Events		2	2
<b>Europe</b>	Participants	98	155	253
	Events	8	29	37
<b>France</b>	Participants		1	1
	Events		1	1
<b>Germany</b>	Participants		6	6
	Events		1	1
<b>Global</b>	Participants	149	122	271
	Events	10	9	19
<b>Hong Kong</b>	Participants	32	438	470
	Events	2	97	99
<b>India</b>	Participants		8	8
	Events		6	6
<b>Indonesia</b>	Participants		3	3
	Events		1	1
<b>Japan</b>	Participants		2	2
	Events		1	1
<b>Malaysia</b>	Participants	12	80	92
	Events	1	4	5
<b>Mexico</b>	Participants		4	4
	Events		1	1
<b>New Zealand</b>	Participants		6	6
	Events		2	2
<b>Singapore</b>	Participants		63	63
	Events		19	19
<b>South Africa</b>	Participants		8	8
	Events		2	2
<b>Sweden</b>	Participants		10	10
	Events		3	3



<b>Thailand</b>	Participants		76	76
	Events		20	20
<b>United Kingdom</b>	Participants		143	143
	Events		44	44
<b>United States</b>	Participants	8	588	596
	Events	2	104	106
	<b>Total Participants</b>	<b>309</b>	<b>1,946</b>	<b>2,255</b>
	<b>Total Events</b>	<b>25</b>	<b>414</b>	<b>439</b>

\*Some organisations were provided assistance over the course of several meetings. Non-private sector includes government offices, NGOs, universities, UN agencies, etc.

Consultation: Private Sector	Non-Private sector	Total Meetings
10	2	12

## Annex 6: Summary of working group meetings

No	Group	Month	Number of Participants
1	Mekong Club Working Group Session - 29 March 2022	March	25
2	Mekong Club Working Group Session - 30 March 2022	March	25
3	Mekong Club Services Working Group Session - 28 June 2022	June	12
4	Mekong Club Supply Chain Working Group Session - 29 June 2022	June	25
5	Mekong Club Banking Working Group Session - 30 June 2022	June	7
6	Remediation Workshop	June	3
7	Mekong Club USA Working Group Session - 6 July 2022	July	6
8	Grievance Mechanisms and Challenges - Working Group	August	31
9	Mekong Club Supply Chain Working Group Session - 6 December 2022	December	27
10	Mekong Club Banking Working Group Session - 8 December 2022	December	4
11	Mekong Club USA Working Group Session - 14 December 2022	December	14
			<b>199</b>

## Annex 7: Mekong Club Association Members

1. Abercrombie & Fitch	30. J Crew
2. Adidas	31. Jardine Matheson
3. Anna Whitlam People	32. Kering
4. A.S. Watson	33. L Brands
5. ALDI	34. LIDL
6. B Braun (2022)	35. Macquarie Group
7. Bank of Nova Scotia (2022)	36. Mattel
8. Bank of America	37. Melco
9. Baker McKenzie	38. MFG Sourcing
10. BSI Group (2022)	39. MGM Macau
11. (The) Body Shop	40. Morrison's
12. Clarks	41. MSI Choices
13. CLP	42. Philip Morris International
14. Commonwealth Bank	43. Princess Polly
15. CommonSpirit Health	44. Protiviti
16. Coop Denmark	45. Sedgwick-Richardson
17. Decathlon	46. SEEK (2022)
18. Disney	47. SHEIN Group (2022)
19. Ethical Toy Program	48. Simple Approach
20. FleishmanHillard	49. Skechers
21. Food Made Good HK (2022)	50. Standard Chartered Bank
22. Fung Group	51. Swire
23. Griffith University (2022)	52. TTI
24. H&M	53. UnderAmour Inc
25. Hallmark & Crayola	54. Unilever (2022)
26. Hewlett Packard	55. VF Corporation
27. Hong Kong and Shanghai Hotels	56. Winston and Strawn
28. HSBC	57. Zuellig Pharma
29. Incitec Pivot (2022)	

## Annex 8: Sample of our media articles

No	Article	Date	Link
1	In Conversation with Matt Friedman	5/1/2022	<a href="https://www.youtube.com/watch?v=Y277PKT8x4Q">https://www.youtube.com/watch?v=Y277PKT8x4Q</a>
2	The relation between global warming and modern slavery	11/1/2022	<a href="https://themekongclub.org/blog/the-relationship-between-global-warming-and-modern-slavery/">https://themekongclub.org/blog/the-relationship-between-global-warming-and-modern-slavery/</a>
3	Womankind 2022 Anti-Human Trafficking Conference	14/1/2022	<a href="https://www.youtube.com/watch?v=jj-dd8fx7KM">https://www.youtube.com/watch?v=jj-dd8fx7KM</a>
4	7 Prisoners: The Movie	19/1/2022	<a href="https://themekongclub.org/blog/7-prisoners-the-movie/">https://themekongclub.org/blog/7-prisoners-the-movie/</a>
5	Author calls for an expansion of the fight against modern slavery	21/1/2022	<a href="https://southeastasiaglobe.com/author-expansion-victories-abolition-slavery-fight-human-trafficking-matthew-friedman/">https://southeastasiaglobe.com/author-expansion-victories-abolition-slavery-fight-human-trafficking-matthew-friedman/</a>
6	BOOK REVIEW: Where Were You? A Profile of Modern Slavery	4/2/2022	<a href="https://www.asiasentinel.com/p/book-review-where-were-you">https://www.asiasentinel.com/p/book-review-where-were-you</a>
7	30 banks, nonprofit team up to fight human trafficking at Super Bowl	9/2/2022	<a href="https://www.americanbanker.com/news/30-banks-nonprofit-tech-company-team-up-to-fight-human-trafficking-at-super-bowl/">https://www.americanbanker.com/news/30-banks-nonprofit-tech-company-team-up-to-fight-human-trafficking-at-super-bowl/</a>
8	What does an effective grievance mechanism look like?	14/2/2022	<a href="https://themekongclub.org/blog/what-does-an-effective-grievance-mechanism-look-like/">https://themekongclub.org/blog/what-does-an-effective-grievance-mechanism-look-like/</a>
9	A question that urgently needs an answer	15/2/2022	<a href="https://thesupercharmedlife.substack.com/p/human-trafficking-slavery-matthew-friedman">https://thesupercharmedlife.substack.com/p/human-trafficking-slavery-matthew-friedman</a>
10	Letters :To build a metaverse where human rights thrive, NGOs must have a seat the table	20/2/2022	<a href="https://www.scmp.com/comment/letters/article/3167422/build-metaverse-where-human-rights-thrive-ngos-must-have-seat-table?module=perpetual_scroll_0&amp;pgtype=article&amp;campaign=3167422">https://www.scmp.com/comment/letters/article/3167422/build-metaverse-where-human-rights-thrive-ngos-must-have-seat-table?module=perpetual_scroll_0&amp;pgtype=article&amp;campaign=3167422</a>
11	Perpetrator-Centric Strategies for Addressing Modern Slavery	21/2/2022	<a href="https://academic.oup.com/jhrp/advance-article/doi/10.1093/jhuman/huab036/6532730?guestAccessKey=8e60eb1b-b6c1-432f-8afb-85cef67d65d1">https://academic.oup.com/jhrp/advance-article/doi/10.1093/jhuman/huab036/6532730?guestAccessKey=8e60eb1b-b6c1-432f-8afb-85cef67d65d1</a>
12	Role of ESG in the Fight Against Modern Slavery with Matt Friedman	21/2/2022	<a href="http://compliancepodcastnetwork.net/role-of-esg-in-the-fight-against-modern-slavery-with-matt-friedman/">http://compliancepodcastnetwork.net/role-of-esg-in-the-fight-against-modern-slavery-with-matt-friedman/</a>
13	A New Frontier For Us: 'Metaversification'	22/2/2022	<a href="https://themekongclub.org/blog/a-new-frontier-for-us-metaversification/">https://themekongclub.org/blog/a-new-frontier-for-us-metaversification/</a>
14	Exhibition: UNDISCLOSED	23/2/2022	<a href="https://www.cathedral.org.uk/whats-on/events/detail/2022/03/02/default-calendar/undisclosed">https://www.cathedral.org.uk/whats-on/events/detail/2022/03/02/default-calendar/undisclosed</a>
15	A Working Lunch with Nordin - Matthew Friedman	2/3/2022	<a href="https://www.youtube.com/watch?v=ImdVHyCf9cQ">https://www.youtube.com/watch?v=ImdVHyCf9cQ</a>

16	Stamping Out Slavery	15/3/2022	<a href="https://www.brunswickgroup.com/business-and-modern-slavery-i20822/">https://www.brunswickgroup.com/business-and-modern-slavery-i20822/</a>
17	Human Trafficking & the Hidden Effects of Conflict	15/3/2022	<a href="https://themekongclub.org/blog/human-trafficking-the-hidden-effects-of-conflict/">https://themekongclub.org/blog/human-trafficking-the-hidden-effects-of-conflict/</a>
18	Students get virtual lesson in modern-day slavery	16/3/2022	<a href="https://www.youtube.com/watch?v=1nA4WdHwdFI">https://www.youtube.com/watch?v=1nA4WdHwdFI</a>
19	How a TikTok video of a woman chained up in a backyard shed sparked worldwide debate about China's shadowy human trafficking industry	20/3/2022	<a href="https://www.abc.net.au/news/2022-03-20/xuzhou-chained-mother-china-reveals-human-trafficking-problem/100908110">https://www.abc.net.au/news/2022-03-20/xuzhou-chained-mother-china-reveals-human-trafficking-problem/100908110</a>
20	Human trafficking in the metaverse? How to make virtual reality a safe space	2/4/2022	<a href="https://www.scmp.com/magazines/post-magazine/long-reads/article/3172523/human-trafficking-metaverse-how-make-virtual">https://www.scmp.com/magazines/post-magazine/long-reads/article/3172523/human-trafficking-metaverse-how-make-virtual</a>
21	SAD REALITY Virtual police may need to patrol metaverse to stop human trafficking, expert warns	4/4/2022	<a href="https://www.the-sun.com/tech/5049773/human-trafficking-metaverse-virtual-reality/">https://www.the-sun.com/tech/5049773/human-trafficking-metaverse-virtual-reality/</a>
22	Expert warns virtual police may need to patrol metaverse to stop human trafficking	5/4/2022	<a href="https://nypost.com/2022/04/05/expert-warns-virtual-police-may-need-to-patrol-metaverse-to-stop-human-trafficking/">https://nypost.com/2022/04/05/expert-warns-virtual-police-may-need-to-patrol-metaverse-to-stop-human-trafficking/</a>
23	Are Police Needed in Virtual Reality? Crime, Sexual Exploitation Still a Concern in Metaverse	5/4/2022	<a href="https://www.sciencetimes.com/articles/36990/20220405/police-metaverse-expert-raised-concerns-criminals-exploiting-virtual-reality-human.htm">https://www.sciencetimes.com/articles/36990/20220405/police-metaverse-expert-raised-concerns-criminals-exploiting-virtual-reality-human.htm</a>
24	Expert Warns Virtual Police May Need To Patrol Metaverse To Stop Human Trafficking - New York Post	5/4/2022	<a href="https://brazoriacountynewsonline.com/expert-warns-virtual-police-may-need-to-patrol-metaverse-to-stop-human-trafficking-new-york-post/">https://brazoriacountynewsonline.com/expert-warns-virtual-police-may-need-to-patrol-metaverse-to-stop-human-trafficking-new-york-post/</a>
25	Expert warns virtual police may need to patrol the metaverse to stop human trafficking	5/4/2022	<a href="https://roxxcloud.com/expert-warns-virtual-police-may-need-to-patrol-the-metaverse-to-stop-human-trafficking/">https://roxxcloud.com/expert-warns-virtual-police-may-need-to-patrol-the-metaverse-to-stop-human-trafficking/</a>
26	Expert warns virtual police may need to patrol metaverse to stop human trafficking	5/4/2022	<a href="https://valleyfantasy.blogspot.com/2022/04/expert-warns-virtual-police-may-need-to.html">https://valleyfantasy.blogspot.com/2022/04/expert-warns-virtual-police-may-need-to.html</a>
27	The Metaverse needs checks: we begin to see the first crimes	6/4/2022	<a href="https://en.ttoday.it/metaverse-crimes-sexual-assault-augmented-reality.html">https://en.ttoday.it/metaverse-crimes-sexual-assault-augmented-reality.html</a>
28	Expert warns virtual police may need to patrol the metaverse to stop human trafficking	6/4/2022	<a href="https://www.bitmag.com.br/policia-virtual-pode-patrolhar- trafico-de-pessoas-no-metaverso/">https://www.bitmag.com.br/policia-virtual-pode-patrolhar- trafico-de-pessoas-no-metaverso/</a>
29	Expert warns virtual police may need to patrol the metaverse to stop human trafficking	6/4/2022	<a href="https://fr.techtribune.net/web3/un-expert-avertit-que-la-police-virtuelle-devra-peut-etre-patrouiller-dans-le-metaverse-pour-arreter-la-traite-des-etres-humains/289071/">https://fr.techtribune.net/web3/un-expert-avertit-que-la-police-virtuelle-devra-peut-etre-patrouiller-dans-le-metaverse-pour-arreter-la-traite-des-etres-humains/289071/</a>
30	Expert warns virtual police may need to patrol Metaverse to stop human trafficking	7/4/2022	<a href="https://ustimetoday.com/expert-warns-virtual-police-may-need-to-patrol-metaverse-to-stop-human-trafficking/">https://ustimetoday.com/expert-warns-virtual-police-may-need-to-patrol-metaverse-to-stop-human-trafficking/</a>
31	Experts warn virtual police may need to patrol Metaverse to stop human trafficking	7/4/2022	<a href="https://internetcloning.com/experts-warn-virtual-police-may-need-to-patrol-metaverse-to-stop-human-trafficking/">https://internetcloning.com/experts-warn-virtual-police-may-need-to-patrol-metaverse-to-stop-human-trafficking/</a>

32	Find the power within: how to create changemakers	19/4/2022	<a href="https://www.theceomagazine.com/business/management-leadership/how-to-create-changemakers/">https://www.theceomagazine.com/business/management-leadership/how-to-create-changemakers/</a>
33	Today, over 40 million Men, Women and Children are trapped as Modern-Day Slaves	19/4/2022	<a href="https://religiousfreedomandbusiness.org/2/post/2022/04/today-over-40-million-men-women-and-children-are-trapped-as-modern-day-slaves.html">https://religiousfreedomandbusiness.org/2/post/2022/04/today-over-40-million-men-women-and-children-are-trapped-as-modern-day-slaves.html</a>
34	Where Were You by Matthew Friedman	19/4/2022	<a href="https://www.moneyfm893.sg/guest/matthew-friedman-author/">https://www.moneyfm893.sg/guest/matthew-friedman-author/</a>
35	Episode 16: Matthew Friedman: Where Were You? A Profile of Modern Slavery	21/4/2022	<a href="https://humanitarian-entrepreneur.com/episode-16-matthew-friedman-where-were-you-a-profile-of-modern-slavery/">https://humanitarian-entrepreneur.com/episode-16-matthew-friedman-where-were-you-a-profile-of-modern-slavery/</a>
36	Social Impact Investment & Sustainability 2022 annual conference	23/4/2022	<a href="https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=333483132183179">https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=333483132183179</a>
37	The importance of partnering up to improve sustainability efforts	24/4/2022	<a href="https://www.scmp.com/comment/letters/article/3175152/importance-partnering-improve-sustainability-efforts">https://www.scmp.com/comment/letters/article/3175152/importance-partnering-improve-sustainability-efforts</a>
38	Matt Friedman on The Human Factor of ESG	28/4/2022	<a href="https://playlist.megaphone.fm/?e=ACS1288251170">https://playlist.megaphone.fm/?e=ACS1288251170</a>
39	Compliance Week 2022 Podcast - Matt Friedman on The Human Factor of ESG	28/4/2022	<a href="https://www.jdsupra.com/legalnews/compliance-week-2022-podcast-matt-frie-30994/">https://www.jdsupra.com/legalnews/compliance-week-2022-podcast-matt-frie-30994/</a>
40	Championing the Changemakers	10/5/2022	<a href="https://digitalmag.theceomagazine.com/asia/may-2022/invest/change-culture/">https://digitalmag.theceomagazine.com/asia/may-2022/invest/change-culture/</a>
41	We Are All Connected: Running Shoes	12/5/2022	<a href="https://themekongclub.org/blog/we-are-all-connected-unveiling-the-hidden-journey-of-products-and-ensuring-ethical-sourcing">https://themekongclub.org/blog/we-are-all-connected-unveiling-the-hidden-journey-of-products-and-ensuring-ethical-sourcing</a>
42	We Are All Connected: The Hoodie	17/5/2022	<a href="https://themekongclub.org/blog/we-are-all-connected-the-hooded-truth">https://themekongclub.org/blog/we-are-all-connected-the-hooded-truth</a>
43	Expert: Combating modern slavery starts with understanding the issue	18/5/2022	<a href="https://www.complianceweek.com/supply-chain/expert-combating-modern-slavery-starts-with-understanding-the-issue/31693.article">https://www.complianceweek.com/supply-chain/expert-combating-modern-slavery-starts-with-understanding-the-issue/31693.article</a>
44	Illicit Trade and Modern Slavery	19/5/2022	<a href="https://themekongclub.org/wp-content/uploads/2022/06/Illicit-Trade-and-Modern-Slavery-May-22-Final-1.pdf">https://themekongclub.org/wp-content/uploads/2022/06/Illicit-Trade-and-Modern-Slavery-May-22-Final-1.pdf</a>
45	Ten highlights from Compliance Week 2022	23/5/2022	<a href="https://www.complianceweek.com/opinion/ten-highlights-from-compliance-week-2022/31707.article">https://www.complianceweek.com/opinion/ten-highlights-from-compliance-week-2022/31707.article</a>
46	Attention needed to end modern-day slavery	24/5/2022	<a href="https://m.koreatimes.co.kr/pages/article.asp?newsIdx=329707">https://m.koreatimes.co.kr/pages/article.asp?newsIdx=329707</a>
47	Apa Itu Perpolisian Metaverse, Benarkah Bisa Amankan Dunia Virtual?	2/6/2022	<a href="https://www.suara.com/tekno/2022/06/02/095611/apa-itu-perpolisian-metaverse-benarkah-bisa-amankan-dunia-virtual">https://www.suara.com/tekno/2022/06/02/095611/apa-itu-perpolisian-metaverse-benarkah-bisa-amankan-dunia-virtual</a>

48	Pandemia de Covid-19 pode empurrar 20 milhões para a escravatura moderna	12/6/2022	<a href="https://observador.pt/2022/06/12/pandemia-de-covid-19-pode-empurrar-20-milhoes-para-a-escravatura-moderna/">https://observador.pt/2022/06/12/pandemia-de-covid-19-pode-empurrar-20-milhoes-para-a-escravatura-moderna/</a>
49	Pandemia de covid-19 poderá levar 20 milhões para a escravatura moderna, alerta ONG	12/6/2022	<a href="https://www.noticiasaminuto.com/mundo/2014843/covid-19-restricoes-em-macau-deixam-nao-residentes-mais-vulneraveis">https://www.noticiasaminuto.com/mundo/2014843/covid-19-restricoes-em-macau-deixam-nao-residentes-mais-vulneraveis</a>
50	Pandemia de covid-19 poderá levar 20 milhões para a escravatura moderna, alerta ONG	12/6/2022	<a href="https://ionline.sapo.pt/773545">https://ionline.sapo.pt/773545</a>
51	Restrictions in Macau make non-residents more vulnerable - NGO	13/6/2022	<a href="https://www.macaubusiness.com/restrictions-in-macau-make-non-residents-more-vulnerable-ngo/">https://www.macaubusiness.com/restrictions-in-macau-make-non-residents-more-vulnerable-ngo/</a>
52	Mekong Club diz que restrições deixam não residentes mais vulneráveis	13/6/2022	<a href="https://hojemacau.com.mo/2022/06/13/mekong-club-diz-que-restricoes-deixam-nao-residentes-mais-vulneraveis/">https://hojemacau.com.mo/2022/06/13/mekong-club-diz-que-restricoes-deixam-nao-residentes-mais-vulneraveis/</a>
53	How the private sector can join the fight against modern slavery	30/6/2022	<a href="https://www.theceomagazine.com/opinion/modern-slavery/">https://www.theceomagazine.com/opinion/modern-slavery/</a>
54	Jones Day and Rotary Action Group Against Slavery Launch Global Compendium on Human Trafficking Laws	1/7/2022	<a href="https://www.jonesday.com/en/news/2022/06/jones-day-and-rotary-action-group-against-slavery-launch-global-compendium-on-human-trafficking-laws">https://www.jonesday.com/en/news/2022/06/jones-day-and-rotary-action-group-against-slavery-launch-global-compendium-on-human-trafficking-laws</a>
55	Busting the myths of 'social' in ESG	15/7/2022	<a href="https://www.taiwannews.com.tw/en/news/4597389">https://www.taiwannews.com.tw/en/news/4597389</a>
56	S. Korea downgraded to Tier 2 in U.S. State Department's 2022 human trafficking report	21/7/2022	<a href="https://www.youtube.com/watch?v=2YWyf116Fzs">https://www.youtube.com/watch?v=2YWyf116Fzs</a>
57	Hong Kong CEO: Business with a purpose — and partnerships — is the future of ESG	29/7/2022	<a href="https://vision.protiviti.com/insight/hong-kong-ceo-business-purpose-and-partnerships-future-esg">https://vision.protiviti.com/insight/hong-kong-ceo-business-purpose-and-partnerships-future-esg</a>
58	Beijing 'actively searching' for missing Hong Kong residents held captive in Southeast Asia	18/8/2022	<a href="https://www.scmp.com/news/hong-kong/law-and-crime/article/3189267/beijing-actively-searching-missing-hong-kong-residents?module=perpetual_scroll_0&amp;pgtype=article&amp;campaign=3189267">https://www.scmp.com/news/hong-kong/law-and-crime/article/3189267/beijing-actively-searching-missing-hong-kong-residents?module=perpetual_scroll_0&amp;pgtype=article&amp;campaign=3189267</a>
59	International Sporting Events: A Catalyst for World Betterment	18/8/2022	<a href="https://themekongclub.org/blog/international-sporting-events-a-catalyst-for-world-betterment">https://themekongclub.org/blog/international-sporting-events-a-catalyst-for-world-betterment</a>
60	RTHK3 Backchat	19/8/2022	<a href="https://www.rthk.hk/radio/radio3/programme/backchat/episode/833484">https://www.rthk.hk/radio/radio3/programme/backchat/episode/833484</a>
61	Southeast Asia job scams: Hong Kong's inadequate response to victims' plight "shows need for stronger human trafficking laws"	27/8/2022	<a href="https://www.scmp.com/news/hong-kong/politics/article/3190418/southeast-asia-job-scams-hong-kongs-inadequate-response">https://www.scmp.com/news/hong-kong/politics/article/3190418/southeast-asia-job-scams-hong-kongs-inadequate-response</a>
62	Stakes High as Companies Aim to Avoid Allegations of Modern Slavery	29/8/2022	<a href="https://www.law.com/international-edition/2022/08/29/stakes-high-as-companies-aim-to-avoid-allegations-of-modern-slavery-378-204120/?slreturn=20220729233616">https://www.law.com/international-edition/2022/08/29/stakes-high-as-companies-aim-to-avoid-allegations-of-modern-slavery-378-204120/?slreturn=20220729233616</a>

63	Treat People Fairly - Sustainability Monthly Meet Up	29/8/2022	<a href="https://foodmadegood.hk/treat-people-fairly-sustainability-monthly-meet-up-9-august-2022/">https://foodmadegood.hk/treat-people-fairly-sustainability-monthly-meet-up-9-august-2022/</a>
64	As Awareness Spreads, Slavery-Supported Supply Chains Are Being Sussed Out	31/8/2022	<a href="https://abovethelaw.com/2022/08/as-awareness-spreads-slavery-supported-supply-chains-are-being-sussed-out/">https://abovethelaw.com/2022/08/as-awareness-spreads-slavery-supported-supply-chains-are-being-sussed-out/</a>
65	After escaping exploitation, trafficked domestic workers in Hong Kong face another hurdle - legal recognition	4/9/2022	<a href="https://hongkongfp.com/2022/09/04/no-longer-scared-silenced-a-hong-kong-domestic-worker-survived-trafficking-to-become-a-community-leader/">https://hongkongfp.com/2022/09/04/no-longer-scared-silenced-a-hong-kong-domestic-worker-survived-trafficking-to-become-a-community-leader/</a>
66	Human Trafficking's Newest Abuse: Forcing Victims Into Cyberscamming	13/9/2022	<a href="https://www.propublica.org/article/human-traffickers-force-victims-into-cyberscamming">https://www.propublica.org/article/human-traffickers-force-victims-into-cyberscamming</a>
67	Victims of human trafficking in Asia forced to carry out online fraud	14/9/2022	<a href="https://www.terra.com.br/byte/vitimas-de-trafficco-humano-na-asia-sao-forcadas-a-realizar-fraudes-online,95b1b982405e24e95b6c13f44a34f2dc2u9znobc.html">https://www.terra.com.br/byte/vitimas-de-trafficco-humano-na-asia-sao-forcadas-a-realizar-fraudes-online,95b1b982405e24e95b6c13f44a34f2dc2u9znobc.html</a>
68	China crime gangs use cyberslaves across SE Asia	14/9/2022	<a href="https://asiatimes.com/2022/09/china-crime-gangs-use-cyberslaves-across-se-asia/">https://asiatimes.com/2022/09/china-crime-gangs-use-cyberslaves-across-se-asia/</a>
69	Human trafficking's newest abuse: Forcing victims into cyberscamming	15/9/2022	<a href="https://arstechnica.com/tech-policy/2022/09/human-traffickings-newest-abuse-forcing-victims-into-cyberscamming/?comments=1">https://arstechnica.com/tech-policy/2022/09/human-traffickings-newest-abuse-forcing-victims-into-cyberscamming/?comments=1</a>
70	Human Trafficking's Newest Abuse: Forcing Victims Into Cyberscamming	20/9/2022	<a href="https://vodenglish.news/human-traffickings-newest-abuse-forcing-victims-into-cyberscamming/">https://vodenglish.news/human-traffickings-newest-abuse-forcing-victims-into-cyberscamming/</a>
71	What Will It Take To Stamp Out Modern Slavery?	21/9/2022	<a href="https://www.aljazeera.com/program/the-stream/2022/9/21/what-will-it-take-to-stamp-out-modern-slavery">https://www.aljazeera.com/program/the-stream/2022/9/21/what-will-it-take-to-stamp-out-modern-slavery</a>
72	How Modern Slavery Policy Prevents Human Trafficking	21/9/2022	<a href="https://www.youtube.com/watch?v=E9yi8b9Sc5Y">https://www.youtube.com/watch?v=E9yi8b9Sc5Y</a>
73	CSR Institute: Modern Slavery, Business, and the Law: in conversation with Matt Friedman of Hong Kong's Mekong Club	21/9/2022	<a href="https://stream.torontomu.ca/V/Watch?v=716008&amp;node=3502625&amp;a=267317195">https://stream.torontomu.ca/V/Watch?v=716008&amp;node=3502625&amp;a=267317195</a>
74	Inside Cambodia's cyberscam world through human trafficking	23/9/2022	<a href="https://theworld.org/media/2022-09-23/inside-cambodia-s-cyberscam-world-through-human-trafficking">https://theworld.org/media/2022-09-23/inside-cambodia-s-cyberscam-world-through-human-trafficking</a>
75	Boat tragedy: Eight Chinese still missing in Cambodia	25/9/2022	<a href="https://www.chinadailyasia.com/article/291997">https://www.chinadailyasia.com/article/291997</a>
76	Doubly miserable: Falling into a human trafficker's trap, then being forced into a cyber fraud	27/9/2022	<a href="https://cuoituan.tuoiitre.vn/khon-kho-gap-doi-sa-bay-ke-buon-nguoi-roi-bi-ep-lam-lua-dao-mang-20220923175609279.htm">https://cuoituan.tuoiitre.vn/khon-kho-gap-doi-sa-bay-ke-buon-nguoi-roi-bi-ep-lam-lua-dao-mang-20220923175609279.htm</a>
77	Modern Slavery and Human Trafficking	27/9/2022	<a href="https://www.youtube.com/watch?v=0c76bRkmm2Y">https://www.youtube.com/watch?v=0c76bRkmm2Y</a>


78	A new form of human trafficking is forcing victims to commit cyber fraud	28/9/2022	<a href="https://www.camnews.org/2022/09/28/%E1%9E%91%E1%9E%98%E1%9F%92%E1%9E%9A%E1%9E%84%E1%9F%8B%E2%80%8B%E1%9E%90%E1%9F%92%E1%9E%98%E1%9E%B8%E2%80%8B%E1%9E%93%E1%9F%83%E2%80%8B%E1%9E%80%E1%9E%B6%E1%9E%9A%E2%80%8B%E1%9E%87%E1%9E%BD%E1%9E%89/">https://www.camnews.org/2022/09/28/%E1%9E%91%E1%9E%98%E1%9F%92%E1%9E%9A%E1%9E%84%E1%9F%8B%E2%80%8B%E1%9E%90%E1%9F%92%E1%9E%98%E1%9E%B8%E2%80%8B%E1%9E%93%E1%9F%83%E2%80%8B%E1%9E%80%E1%9E%B6%E1%9E%9A%E2%80%8B%E1%9E%87%E1%9E%BD%E1%9E%89/</a>
79	EduTALK with guest Matthew S Friedman	28/9/2022	<a href="https://www.youtube.com/watch?v=_XLJa9_j4E8">https://www.youtube.com/watch?v=_XLJa9_j4E8</a>
80	Matt Friedman - Leading Global Expert on Modern Slavery and Human Trafficking	29/9/2022	<a href="https://podcasts.apple.com/us/podcast/for-your-listening-pleasure/id1594653968?i=1000580991820">https://podcasts.apple.com/us/podcast/for-your-listening-pleasure/id1594653968?i=1000580991820</a>
81	Plenitude Expands Leadership Team With Mike Coates Appointment - Ex-HSBC And Standard Chartered, Financial Crime Compliance Leader Takes Key Strategic Role To Cement Plenitude's Footprint In Asia	6/10/2022	<a href="https://mondovisione.com/media-and-resources/news/plenitude-expands-leadership-team-with-mike-coates-appointment-ex-hsbc-and-sta/">https://mondovisione.com/media-and-resources/news/plenitude-expands-leadership-team-with-mike-coates-appointment-ex-hsbc-and-sta/</a>
82	Sexual assault in the metaverse isn't a glitch that can be fixed	13/10/2022	<a href="https://lens.monash.edu/@politics-society/2022/10/13/1385033/sexual-assault-in-the-metaverse-isnt-a-glitch-that-can-be-fixed">https://lens.monash.edu/@politics-society/2022/10/13/1385033/sexual-assault-in-the-metaverse-isnt-a-glitch-that-can-be-fixed</a>
83	Modern slavery stories from the frontline: What you need to know	14/10/2022	<a href="https://oc24.heysummit.com/talks/modern-slavery-stories-from-the-frontline-what-you-need-to-know/">https://oc24.heysummit.com/talks/modern-slavery-stories-from-the-frontline-what-you-need-to-know/</a>
84	Fighting Human Slavery: Why the Private Sector Should Care	18/10/2022	<a href="https://humantraffickingsearch.org/fighting-human-slavery-why-the-private-sector-should-care/">https://humantraffickingsearch.org/fighting-human-slavery-why-the-private-sector-should-care/</a>
85	S2 Ep 4 Matt Friedman - Slavery	18/10/2022	<a href="https://www.youtube.com/watch?v=OAZLHMHIjCE">https://www.youtube.com/watch?v=OAZLHMHIjCE</a>
86	How companies are measuring the impact of their 'social' issues	19/10/2022	<a href="https://www.thomsonreuters.com/en-us/posts/news-and-media/how-companies-measure-social-impact/?utm_source=TRI&amp;utm_medium=Social&amp;utm_campaign=News_and_Media_How_Companies_Measure_Social_Impact_Social">https://www.thomsonreuters.com/en-us/posts/news-and-media/how-companies-measure-social-impact/?utm_source=TRI&amp;utm_medium=Social&amp;utm_campaign=News_and_Media_How_Companies_Measure_Social_Impact_Social</a>
87	Made for Change Sustainability & Responsibility report, Seizing the Momentum	8/11/2022	<a href="https://d1io3yog0oux5.cloudfront.net/vfc/files/documents/Sustainability/Resources/VF_FY2022_Made_for_Change_Report_FINAL.pdf">https://d1io3yog0oux5.cloudfront.net/vfc/files/documents/Sustainability/Resources/VF_FY2022_Made_for_Change_Report_FINAL.pdf</a>
88	The Mekong Club To Host NFT Fundraiser To Raise Awareness On Modern Slavery	10/11/2022	<a href="https://nftevening.com/the-mekong-club-to-host-nft-fundraiser-to-raise-awareness-on-modern-slavery/">https://nftevening.com/the-mekong-club-to-host-nft-fundraiser-to-raise-awareness-on-modern-slavery/</a>
89	S4 E239 Choosing to Commit to a Cause: Just Do It	18/11/2022	<a href="https://www.youtube.com/watch?v=e0KFBS2kzBU">https://www.youtube.com/watch?v=e0KFBS2kzBU</a>
90	BILL S-211 An Act to enact the Fighting Against Forced Labour and Child Labour in Supply Chains Act and to amend the Customs Tariff	21/11/2022	<a href="https://parlvu.parl.gc.ca/Harmony/en/PowerBrowser/PowerBrowserV2/20221121-1/38117?Embedded=true&amp;globalstreamId=20&amp;viewMode=3">https://parlvu.parl.gc.ca/Harmony/en/PowerBrowser/PowerBrowserV2/20221121-1/38117?Embedded=true&amp;globalstreamId=20&amp;viewMode=3</a>




91	4 Things to Know About Modern Slavery Risks in Shipping to Carry Out the 3 Steps Toward Supply Chain Sustainability	23/11/2022	<a href="https://themekongclub.org/blog/4-things-to-know-about-modern-slavery-risks-in-shipping-to-carry-out-the-3-steps-toward-supply-chain-sustainability?utm_content=buffer8e8d3&amp;utm_medium=social&amp;utm_source=linkedin.com&amp;utm_campaign=buffer">https://themekongclub.org/blog/4-things-to-know-about-modern-slavery-risks-in-shipping-to-carry-out-the-3-steps-toward-supply-chain-sustainability?utm_content=buffer8e8d3&amp;utm_medium=social&amp;utm_source=linkedin.com&amp;utm_campaign=buffer</a>
92	Scam Center Slavery ?	24/11/2022	<a href="https://forkast.news/video-audio/crypto-scam-center-slavery/">https://forkast.news/video-audio/crypto-scam-center-slavery/</a>
93	Pressing issues surrounding modern day slavery, human trafficking Matthew Friedman The Mekong Club	6/12/2022	<a href="https://www.youtube.com/watch?v=Em_bxhu-b8I">https://www.youtube.com/watch?v=Em_bxhu-b8I</a>
94	Hidden abuse and scams in Southeast Asia reveal the dark side of the metaverse	8/12/2022	<a href="https://southeastasiaglobe.com/harrassment-metaverse/">https://southeastasiaglobe.com/harrassment-metaverse/</a>
95	NFT art auction fundraiser in Hong Kong to raise awareness of human trafficking, modern slavery and forced labour	13/12/2022	<a href="https://www.scmp.com/magazines/post-magazine/short-reads/article/3203080/nft-art-auction-fundraiser-hong-kong-raise-awareness-human-trafficking-modern-slavery-and-forced">https://www.scmp.com/magazines/post-magazine/short-reads/article/3203080/nft-art-auction-fundraiser-hong-kong-raise-awareness-human-trafficking-modern-slavery-and-forced</a>
96	Human Trafficking Victims Also Forced to Cyberscam	22/12/2022	<a href="https://hackernoon.com/human-trafficking-victims-are-forced-to-cyberscam">https://hackernoon.com/human-trafficking-victims-are-forced-to-cyberscam</a>
97	How to Improve your ESG Investing: Powerful Partnerships for Sustainable Development Goals	22/12/2022	<a href="https://themekongclub.org/blog/how-to-improve-your-esg-investing-powerful-partnerships-for-sustainable-development-goals">https://themekongclub.org/blog/how-to-improve-your-esg-investing-powerful-partnerships-for-sustainable-development-goals</a>
98	SEX TRAFFICKING -Where were you? A Profile of Modern Slavery Author Matthew S. Friedman	27/12/2022	<a href="https://www.youtube.com/watch?v=evkuzAE7vd4">https://www.youtube.com/watch?v=evkuzAE7vd4</a>

**Contact us at:**

 [info@themekongclub.org](mailto:info@themekongclub.org)

 [www.themekongclub.org](http://www.themekongclub.org)

**Follow us on:**

 [@themekongclub](https://www.facebook.com/themekongclub)

 [@themekongclub](https://twitter.com/themekongclub)

 [@themekongclub](https://www.linkedin.com/company/themekongclub)

