



**LUXEMBOURG'S DIPLOMACY & COMMUNICATIONS  
INSTITUTE**

**BRINGING THE WORLD TOGETHER TO FIGHT CHILD-TRAFFICKING**

**Pitch Deck - long version**



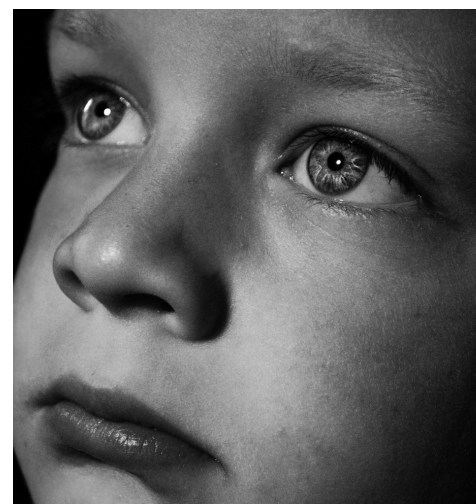


- Our **Vision** is to eradicate child-trafficking
- Our **Mission** is to raise awareness, educate, inform, engage the public on the child trafficking global pandemic vision, and drive our mission.
- Our **Purpose** is to create the means that will empower our vision and drive our mission.



**UNICEF** description of trafficked children:

“recruited, transported, transferred, harbored or received for exploitation”.





## WHY LUDCI.EU?

### We aim to combat:

- 30 mn children are being trafficked yearly.
- Human-trafficking is a 150 EUR billion industry – Financial flows of Human Trafficking.
- Limited awareness of the child trafficking pandemic.
- Fragmented industry – lack of a uniform framework, collaboration, and direction.
- Insufficient research.
- Limited funding to fight it.

### LUDCI.EU

- Informs about, make aware, and educate about child trafficking.
- Publicises the initiatives of IGOs, NGOs, Law Enforcement agencies, Think Tanks, Companies, and News agencies.
- Assists and support in the EARLY WARNING of Human Rights violations against Children.
- Establishes a global network with the mission to educate and raise awareness in eradicating child trafficking.
- Develops an educational e-learning platform.
  - Provides online courses and training on the subject.
- Creates a media diplomatic agency
  - Delivers a 360 approach to media, communications, press, and marketing operations.
  - Optimises the above services by using IoT, AI, NLP technologies.
- Empowers and brings together a global network with a common direction.
- Ignites research to push for the development of initiatives that will eradicate child trafficking.





## WHY LUDCI.EU?

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### PROBLEMS:

- The industry is highly fragmented.
- International Governmental Organisations (IGOs) do not cooperate with NGOs.
- Non-Governmental Organisations (NGOs) do not cooperate and coordinate with each other – they also receive limited funding.
- Law enforcement agencies do not collaborate with IGOs and NGOs and receive limited financial support from donations.

### SOLUTIONS:

- Unify the industry to fight child trafficking.
- Make the existing solutions known and publicised.
- Engage International Governmental Organisations (IGOs) to support NGOs, researchers, research institutions. Bring Non-Governmental Organisations (NGOs) together to cooperate and increase their funding.
- Publicise Law enforcement agencies' work and bring them together with IGOs and NGOs to increase incoming donations.





## PROBLEMS:

- Diplomatic functions lack the necessary expertise to push for early warning mechanisms that will fight against human rights violations against children.
- Academic Institutions do not educate or inform about the issue.
- Research centers receive limited funding to support research & development.
- Mainstream Media cover the child trafficking pandemic sporadically.

## SOLUTIONS:

- Support Diplomatic functions with articles, case studies, online courses, webinars, galas, etc., to accelerate the results of their activities and overall results.
- Support Academic institutions with online training, articles, case studies, reports, publications, books, to improve their practices.
- Enhance R&D and funding to fight child trafficking.
- Increase and drive media awareness, publicity, and coverage of the child trafficking pandemic.

# WHY LUDCI.EU?

1

## **DEDICATED TEAM – 10**

Established, awarded Investigative Journalists, researchers and developers on the subject-matter.

2

## **PROPRIETARY AI TECHNOLOGY FOR MASSIVE DATA GATHERING & WRITING**

Content gathering from a myriad of information, filtering and writing enabled with IoT, AI and NLP technologies.

3

## **GLOBAL NETWORK**

Establishing a unified network of all IGO, NGO, Law enforcement stakeholders to fight and eradicate child-trafficking.

4

## **VALUE ENHANCEMENT**

Existing initiatives and projects that will be made known, publicized, disseminated to create and sustain our partner/member base.

5

## **SOCIAL IMPACT**

Value & ethical based approach, coupled with a unique selling proposition, quality of service, honor, transparency, and honesty to save lives.

6

## **OUTCOME**





## LUDCI.EU IS:

### **A Diplomatic and Communications Institute that provides:**

A social innovation platform unifying all relevant stakeholders to fight against child trafficking through online articles, publications, videos, courses, webinars, galas, among others.

A global network of partners and members to collaborate with a single purpose and direction towards developing research, building initiatives, engaging the necessary funding, and publicizing all efforts through our platform.

A media diplomatic service using media optimised products, such as an e-magazine, webinars, podcasts and an open community forum to drive diplomatic functions and engage global media networks, NGOs, IGOs and law enforcement efforts to combat child trafficking.

An integrated press agency partnering with NGOs, IGOs, Law Enforcement agencies and SMEs to distribute, publicize and create awareness on their initiatives to tackle child trafficking.

A media research center engaging academic institutions, research centers, researchers to ignite further research and the development of initiatives combating child trafficking through its dedicated eJournal and research on the subject.

A consulting agency engaging partners to position and deliver EU Funded projects that will tackle child trafficking and modern-day slavery.



## PRIMARY AND SECONDARY PRODUCT LINES

### PRIMARY PRODUCT LINES:

- Media Diplomacy and Research (original research, news writing & dissemination).
- Press pitching, awareness and campaigning.
- Global Network of Partners and members.
- EU Funded Consultancy on International development and Human Rights issues

### SECONDARY PRODUCT LINES:

- Online Courses, webinars, and podcasts.
- Galas and Art Auctions.
- Journals, reports, publications and books surrounding the media's impact in peacekeeping, peace building, and human rights, including child trafficking.



## PRIMARY PRODUCT LINES INTRODUCED

### MEDIA DIPLOMACY INSTITUTE:

- The Institute will produce a dedicated eMagazine, the Headline Diplomat that will:
  - Deliver a daily feed of news, initiatives, announcements that will highlight, reinforce and drive the cross-section between different professions, domains, and sectors and how these can fight child trafficking, among other international crises.



## PRIMARY PRODUCT LINES INTRODUCED

### MEDIA DIPLOMACY INSTITUTE:

- The Institute will also produce an eCommunity forum and journal, the Citizen Diplomat to:
  - Highlight the opinions, beliefs, and writings of everyday people on social impact and diplomatic issues



### MEDIA RESEARCH INSTITUTE:

- The Institute will produce a dedicated eJournal, publications, reports, books - the Headline Diplomat Series.
- These series will engage different sectors and industries to fight against child-trafficking, sexual abuse and exploitation of children, the selling of Children's organs, but equally concentrating on other international crises and concerns.



Journal Series



### PRESS AGENCY INSTITUTE:

- Become the primal press agency of NGOs, non-for-profits, IGOs, Law Enforcement agencies, and SMEs.
- Distribute, publicise and enhance their efforts and initiatives aiming to eradicate illegal child labor, child trafficking, child organ selling, child trading, child sexual exploitation and child sacrifices.

## PRIMARY PRODUCT LINES INTRODUCED

### PRESS AGENCY INSTITUTE:

#### The specific services offered are:

- Article, publication, report, book writing
- Branding and image identity
- Web content writing
- Press release writing
- Media pitching & placement
- Social Media content writing and publishing
- Development, placement, and distribution of videos & interviews
- Speech and script writing



### A Global Network Institute:

- Set-up a global network of partners and members
- Engage partners through our media services to collaborate with each other
- Develop research, engage in article writing, develop initiatives, engage the necessary funding and investments and publicize/disseminate all efforts through our platform



### An EU Public Affairs Institute:

- Set-up a consortium of partners
- Put together the proposals
- Participate in relevant bids defending international development, human rights, and child trafficking, among other issues



# GLOBAL MARKET



## International Governmental Organisations (IGOs):

- United Nations
- Office of United Nations High Commissioner for Human Rights
- United Nations Global Initiative to Fight Human Trafficking
- International Labour Organisation
- International Migration Organisation
- United States Department of State
- European Commission

## Non-Governmental Organisations (NGOs):

- International Centre for Missing and Exploited Children (ICMEC)
- The Koons Family Institute on International Law and Policy
- The Global Missing Children's Network (GMCN)
- Save the Children
- Amnesty International
- ECPAT International

## Law Enforcement agencies:

- FBI
- INTERPOL
- EUROPOL

# GLOBAL MARKET



## Academic Institutions:

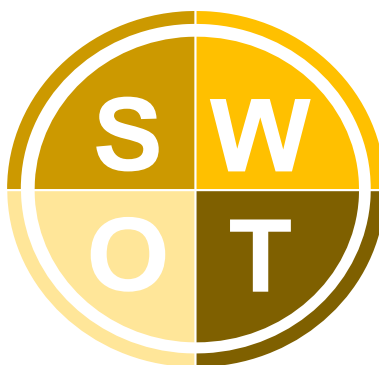
- Center for Combating Human Trafficking, Wichita State University
- National Center on Safe Supportive Learning Environments, Washington DC

## Companies:

- Marinus Analytics
- Giant Oak
- Thorn







## STRENGTHS

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- **Fragmented market:** Monopoly in the market.
- **Online Visibility:** User-friendly website, IoT, and AI optimizations highlighting our digital presence.
- **Authentic, bold, and clear vision of market needs and expertise:** We know what the industry is missing, and it is already backed up with 10 years of research.
- **Competitive market pricing, alongside a non-profit standing**

## WEAKNESSES

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- **Business Growth:** The Founder is the primary investor. Adding on various clients and partners is necessary to scale the business till additional funds are made available to further expand the business in the market.
- **Unknown brand name:** Funding is needed to sustain our competitive edge and standing.
- **Brand partnerships:** Many cooperations need to be established to support further growth.

## OPPORTUNITIES

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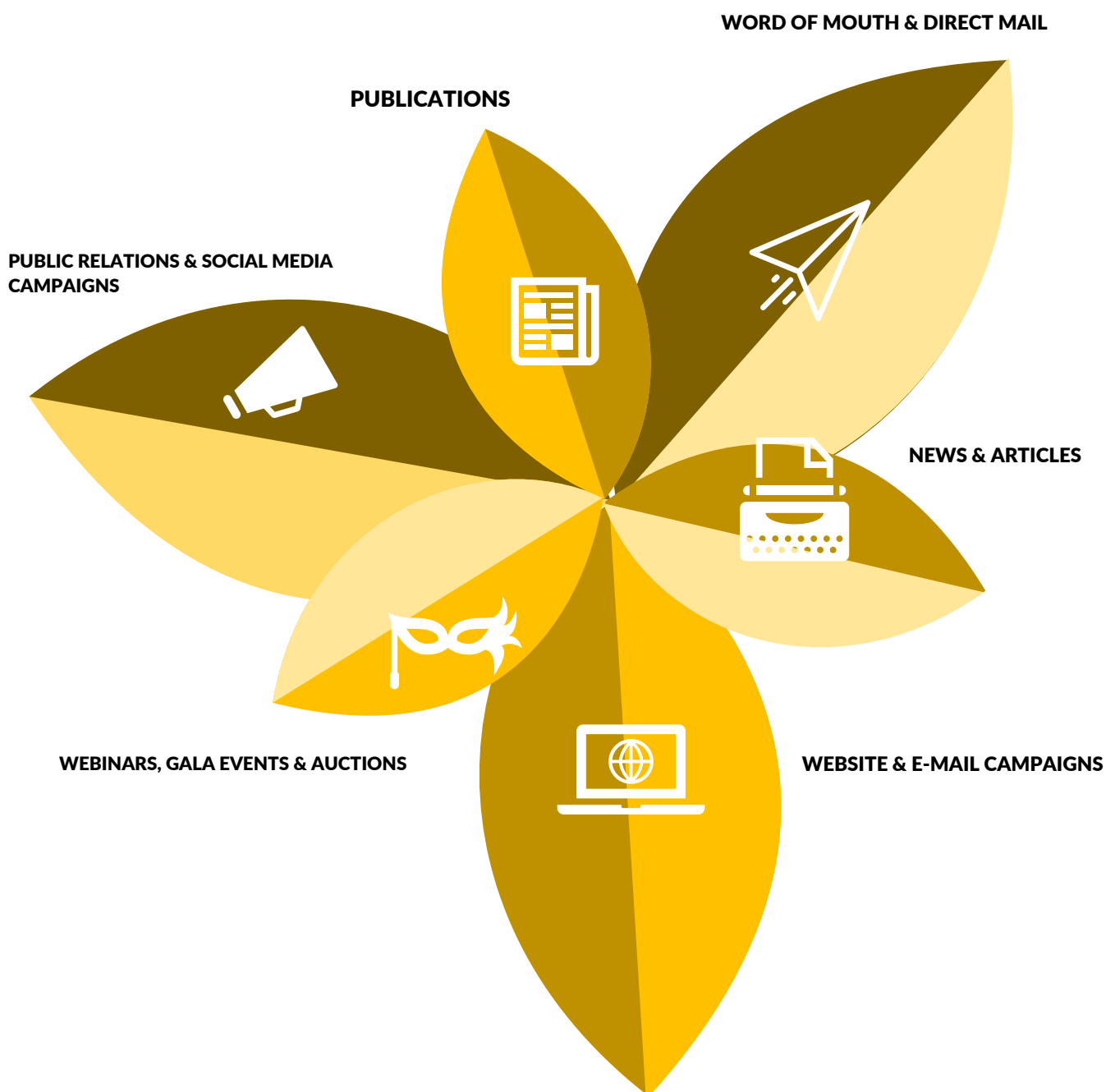
- **Market Consolidation:** We plan to expand by gaining a reasonable market share and capturing a strategic position.
- **Under the radar industry:** Many child-trafficking cases are being prosecuted at this time.
- **Additional Capital:** The acquisition of capital, which will be invested in the business will help our growth.
- **Growing market:** We stand as an exceptional brand in the marketplace. A substantial portion of our target audience remains untapped and unfamiliar with our services.

## THREATS

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- **Mimicking services:** Other services may try to mimic our success, but we are confident that our proprietary programs will limit the impact of such services on our bottom line.
- **Pushing to stop our service:** Major losses will be incurred to various crime syndicates, power figures, and organizations currently making a profit in the opposite direction.
- **Life/reputation threats:** There may be instances of threatening one's viability and reputation to stop the services. Our well-established network with law enforcement agencies, business networks, and institutions will support and prevail over any such threats.

# MARKETING & PROMOTIONAL STRATEGY





## STOP CHILD-TRAFFICKING

### **UNICEF**

Describes trafficked children as “recruited, transported, transferred, harbored or received for the purpose of exploitation”. Children are forced into and threatened to undertake all sorts of activities, such as begging, pornography, manual labor, working in sex houses –all troubling images for the imagination of a human being with the slightest common sense and emotional intelligence.

### **The United Nations Office on Drugs and Crime (2006):**

Defines trafficking in persons as “the recruitment, transportation, harboring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power, or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation” (UNODC, 2006).





## REGULATIONS

**2023:** [10 Point Roadmap Directive](#) by the Inter-Agency Coordination Group against Trafficking in Persons (ICAT) serves as a guide to combat child trafficking and child exploitation.

**2020:** Trump issued an [executive order](#) on Combating Human Trafficking and Online Child Exploitation in the United States strengthening the efforts of the U.S. against human trafficking and child exploitation.

**2018:** The Department of State (DOS) Trafficking in Persons (TIP) Office launched one [Child Protection Compact Partnership](#).

**2003:** [The United Nations Protocol on Trafficking](#) in Persons entered into force a globally binding instrument with an agreed definition of trafficking in persons, aiming to assist the victims of trafficking in persons with full respect for their human rights.

**2002:** The [Recommended Principles and Guidelines](#) on Human Rights and Human Trafficking, encouraged all States and anti-human trafficking entities to place human rights at the center of all efforts to prevent and combat trafficking and to protect, assist and provide redress to victims.

**1989:** The UN General Assembly unanimously adopted the [International Convention on the Rights of the Child \(CRC\)](#) recognizing individuals under 18 as autonomous beings with fundamental rights in various domains.

**1948:** The United Nations adopted and proclaimed the [Universal Declaration of Human Rights](#), which articulates fundamental rights and freedom for all, including children.



## HUMAN TRAFFICKING STATISTICS

### **EU countries reported 15, 846 victims of human trafficking between 2013 and 2014**

- 76 percent of which were women and girls
- 67 percent were trafficked for sexual exploitation
- 21 percent for other types of forced labour
- 12 percent for other reasons like begging, organs removal, or domestic servitude
- Most identified victims were from EU countries.

About **46 million people** in the world are living as slaves **2016 Global Slavery Index by Walk Free Foundation Rights Group**

- Forced to work in factories, mines, and farms, sold for sex, trapped in debt bondage or born into servitude.

### **GLOBAL STATISTICS:**

- Child trafficking has surpassed 26.9 million children.

### **ILO:**

- 21 million people are trapped in forced labour or slavery
- One in four are under the age of 18
- 1.2 million children are trafficked each year to become sex slaves





## HUMAN TRAFFICKING STATISTICS

### THE UNITED NATIONS CHILDREN'S FUND (UNICEF):

- Girls as young as 13 years are trafficked as 'mail-order brides'
- 1 million are exploited every year in the multibillion-dollar sex industry.

### TRAFFICKING IN PERSONS REPORT 2018:

- Less than 1% of trafficked victims receive support
- 7, 000 predators were convicted





**L U D C I**

**LUXEMBOURG'S DIPLOMACY &  
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# THANK YOU

## CONTACT DETAILS

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