



Rethink Supply Chains: The Tech Challenge to Fight Labor Trafficking

Winner Announcement – Winners Communications Brief

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Overview

The Partnership for Freedom will issue a media announcement for the *Rethink Supply Chains* Challenge winners at **9:00 am EDT on Monday, May 16, 2016**. **Sustainability Incubator and Trace Register and Good World Solutions are asked to hold any public announcement until this time.** Following the announcement, the Partnership for Freedom encourages the winning teams to share the news across their social media, blog, and email channels.

Media

Preceding the release, Humanity United and supporting partners (M+R, Luminary Labs) will conduct outreach to select journalists offering the embargoed announcement. Media pitches will target journalists who have covered the issue areas or previous challenge milestones:

- **Mass Media:** New York Times, AP, The Guardian, Bloomberg, Reuters, CNN, Wall Street Journal, Forbes, Aljazeera, Washington Post, TIME, PBS, NPR, Los Angeles Times, San Francisco Chronicle, CBS, Christian Science Monitor
- **Innovation, Tech, and Business:** Fast Company, WIRED, Business Insider, Huffington Post, The Verge, Fortune, Marketplace
- **Digital Publications:** Quartz, the Atlantic, Upworthy, Vice, The Daily Beast, BuzzFeed, Tech Crunch
- **Supply Chains Trades:** Seafood Source, Supply Chain World, SupplyChainBrain, Sustainable Brands, Supply Chain @ MIT, Logistics Management
- **Human Rights and Global Development:** Devex, Mother Jones, NPR Goats and Soda

If the winning teams receive media inquiries, we encourage them to contact Emily Hallquist at Luminary Labs to streamline response.

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Press Release

WINNERS ANNOUNCED IN TECH COMPETITION TO FIGHT LABOR TRAFFICKING IN GLOBAL SUPPLY CHAINS

For Immediate Release: May 16, 2016

The Partnership for Freedom announced today [Sustainability Incubator and Trace Register](#) as the grand prize winning team in *Rethink Supply Chains: The Tech Challenge to Fight Labor Trafficking*, an innovation competition seeking technological solutions to help identify and address labor trafficking in global supply chains for goods and services.

Labor trafficking in global seafood supply chains has been [well-documented](#) in recent years. Sustainability Incubator, an advisory firm that helps seafood companies advance sustainability and solve human rights challenges, and Trace Register, a traceability software company, have teamed up to develop a solution to help companies better understand and address the risks of labor trafficking.

The team will receive a \$250,000 grant to support the Labor Safe Digital Certificate, a digital risk assessment tool that will be integrated into Trace Register's widely used traceability software to help seafood suppliers and major retailers better screen for risks of forced labor and address high-risk zones within their supply chains.

"The presence of forced labor in corporate supply chains is a systemic problem that has been difficult to address," said Catherine Chen, director of investments of [Humanity United, which coordinates the Partnership for Freedom](#). "It is our hope that these technologies will give businesses, workers, and governments helpful tools for greater transparency and visibility."

"This support from Humanity United will make it possible to help combat modern slavery and suffering around the world," said Phil Werdal, CEO of Trace Register. "We look forward to working with Humanity United and Sustainability Incubator, as well as many producers, suppliers, and retailers who are committed to eliminating forced labor from the seafood supply chain."

"The challenge has validated our efforts to rethink the opportunities for traceability to help combat modern slavery in seafood supply chains," said Katrina Nakamura of Sustainability Incubator. "We now have the resources needed to develop the technology to combine product tracking and slavery risk identification."



[Good World Solutions](#) was named the runner-up winner and will receive a \$50,000 grant to advance their [LaborLink](#) mobile technology for improving visibility of trafficked workers by capturing and analyzing worker feedback.

“The Rethink Supply Chains competition has catalyzed our Laborlink team around the issue of trafficking and offered invaluable insights on how to adapt our tools to help companies surface risk of forced labor within their supply chains,” said Heather Franzese, co-founder and Executive Director of Good World Solutions. “Funding from the challenge will enable us to launch a dedicated survey and new community-based methodology to survey workers.”

The winners will spend the next year developing their proposed solutions, and will deploy the solutions and share associated learnings by mid-2017.

The challenge, which launched in October 2015, called on innovators to submit technological solutions to help combat labor trafficking in global supply chains. After the open call for submissions, Sustainability Incubator and Trace Register and Good World Solutions, along with three additional teams, were selected as finalists to participate in an accelerator program.

In addition, each finalist received \$20,000 and support from subject matter experts to further develop their solutions. The five finalists convened in Washington, D.C. for a “boot camp” in February 2016 where they participated in expert sessions, user-testing and prototyping exercises, and discussion panels to gain additional insights.

To learn more about the challenge and the winning ideas, please visit www.rethinksupplychains.org.

The Partnership for Freedom is a public-private partnership led by Humanity United, in collaboration with the Department of Justice, the Department of Health and Human Services, the Department of Housing and Urban Development, the Department of State, the Department of Labor, Steven Spielberg's Righteous Persons Foundation, the Goldman Sachs 10,000 Women Initiative, and the Ray and Dagmar Dolby Family Fund.

Learn more at www.partnershipforfreedom.org or follow #RethinkSupplyChains on Facebook and Twitter.

About Humanity United

Humanity United is a foundation dedicated to bringing new approaches to global problems that have long been considered intractable. We build, lead, and support efforts to change the systems that contribute to problems like human trafficking, mass atrocities, and violent conflict. HU is part of the Omidyar Group, which represents the philanthropic, personal, and professional interests of the Omidyar family.



Learn more at www.humanityunited.org, @HumanityUnited and [Facebook.com/humanityunited](https://www.facebook.com/humanityunited). Humanity United is part of The Omidyar Group: www.omidyargroup.com.

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Logo - <http://photos.prnewswire.com/prnh/20151027/281265LOGO>

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Social Media Reference Sheet

Please use the following hashtag, URL, and graphics when posting the announcement on your social media channels:

Hashtag: #RethinkSupplyChains

Challenge URL: www.rethinksupplychains.org

Graphics: Attached separately

Humanity United Social Channels:

Humanity United Facebook: <https://www.facebook.com/humanityunited>

Humanity United LinkedIn: <https://www.linkedin.com/company/humanity-united>

Humanity United Twitter: <https://twitter.com/HumanityUnited>

Grand Prize Winning Team Twitter Handle:

Sustainability Incubator and Trace Register ([@TraceRegister](https://twitter.com/TraceRegister))

Runner-up Winner Twitter Handle:

Good World Solutions ([@GoodWorldTech](https://twitter.com/GoodWorldTech))



Social Media: Sample Posts

What follows is a social media plan with sample text for Facebook and Twitter announcements. Please feel free to edit the copy as you see fit to match your organization's voice and perspective.

Monday, May 16, 2016

Facebook/LinkedIn

Just announced by the Partnership for Freedom: The grand prize winning team and runner-up winner in the Rethink Supply Chains Challenge for new tech to fight labor trafficking. Learn more about the winning solutions that received \$300,000 in grants: www.rethinksupplychains.org <attach graphic>

The Partnership for Freedom has announced Sustainability Incubator and Trace Register as the grand prize winning team in the Rethink Supply Chains Challenge, and Good World Solutions is the runner-up winner. Learn about these teams' winning technologies to combat labor trafficking atrocities: www.rethinksupplychains.org <attach graphic>

Twitter

Just Announced: The #RethinkSupplyChains grand prize winning team: Sustainability Incubator & [@TraceRegister](https://twitter.com/TraceRegister) rethinksupplychains.org

Congratulations #RethinkSupplyChains winners: Sustainability Incubator & [@TraceRegister](https://twitter.com/TraceRegister), and [@GoodWorldTech](https://twitter.com/GoodWorldTech). rethinksupplychains.org

Tuesday, May 17, 2016

Facebook/LinkedIn

Congratulations to the Rethink Supply Chains Challenge winners: Sustainability Incubator & Trace Register and Good World Solutions. Read about these winning solutions to address labor trafficking in global supply chains: rethinksupplychains.org <attach graphic>

Labor trafficking in the global seafood industry has been well-documented lately. The Rethink Supply Chains grand prize winning team, Sustainability Incubator and Trace Register, is developing technology to give seafood suppliers and retailers a new tool better screen for risks of forced labor and address high-risk zones within their supply chains. Learn more: rethinksupplychains.org <attach graphic>

Twitter

The #RethinkSupplyChains winners have been announced! Grand prize winning team Sustainability Incubator & [@TraceRegister](https://twitter.com/TraceRegister) to receive a \$250K grant. rethinksupplychains.org



The #RethinkSupplyChains winners have been announced! Runner-up winner [@GoodWorldTech](#) to receive a \$50K grant. rethinksupplychains.org

Wednesday, May 18, 2016

Facebook/LinkedIn

The Rethink Supply Chains Challenge winners have been announced: Sustainability Incubator & Trace Register is the grand prize winning team, and will receive a \$250K grant to advance their technology for uncovering labor trafficking in global seafood supply chains. Learn more: www.rethinksupplychains.org
<attach graphic>

Twitter

The latest in the #RethinkSupplyChains Challenge - meet the grand prize & runner-up winners: rethinksupplychains.org <attach graphic>



Email Announcement: Sample Copy

Subject Line: Meet The Rethink Supply Chains Challenge Winners

We're pleased to join the [Partnership for Freedom](#) in announcing [Sustainability Incubator and Trace Register](#) as the grand prize winning team in [Rethink Supply Chains: The Tech Challenge to Fight Labor Trafficking](#). The Partnership for Freedom launched the innovation competition in October 2015, seeking technological solutions to help identify and address labor trafficking in global supply chains.

The [Partnership for Freedom](#) is a public-private partnership led by Humanity United, in collaboration with the Department of Justice, the Department of Health and Human Services, the Department of Housing and Urban Development, the Department of State, the Department of Labor, Steven Spielberg's Righteous Persons Foundation, the Goldman Sachs 10,000 Women Initiative, and the Ray and Dagmar Dolby Family Fund.

[Sustainability Incubator](#), an advisory firm that helps seafood companies advance sustainability and solve human rights challenges, and [Trace Register](#), a traceability software company, have teamed up to develop the winning solution to help companies uncover and address the risks of trafficking. This team will receive a \$250,000 grant to support the Labor Safe Digital Certificate, a digital risk assessment tool that will help seafood suppliers and major retailers better screen for risks of forced labor and address high-risk zones within their supply chains.

[Good World Solutions](#) was named the runner-up winner and will receive a \$50,000 grant to advance their [LaborLink](#) mobile technology for improving visibility of trafficked workers by capturing and analyzing worker feedback.

To learn more about the challenge and the winning ideas, please visit www.rethinksupplychains.org.

FAQs

What is the Partnership for Freedom?

The Partnership for Freedom is a public-private partnership led by Humanity United, U.S. government agencies, and private donors to spur innovative solutions to human trafficking challenges.

What is *Rethink Supply Chains*?

Rethink Supply Chains: The Tech Challenge to Fight Labor Trafficking is the second of a series of three innovation challenges from the Partnership for Freedom to encourage organizations and communities to develop new ideas to address human trafficking. This second challenge called for technological solutions that identify and address labor trafficking in global supply chains for goods and services.

Who are the winners of the *Rethink Supply Chains* challenge?

Grand prize winner: Sustainability Incubator and Trace Register

- [Sustainability Incubator](#), an advisory firm that helps seafood companies advance sustainability and solve human rights challenges, and [Trace Register](#), a traceability software company, have teamed up to develop the winning solution to help companies uncover and address the risks of trafficking. The team will receive a \$250,000 grant to support the Labor Safe Digital Certificate, a digital risk assessment tool that will help seafood suppliers and major retailers better screen for risks of forced labor and address high-risk zones within their supply chains.

Runner-up winner: Good World Solutions

- [Good World Solutions](#) was named the runner-up winner and will receive a \$50,000 grant to advance their mobile technology for improving visibility of trafficked workers by capturing and analyzing worker feedback.

How were the winners selected?

The grand prize winner and runner-up winner were selected from five finalists by a panel of judges, comprised of experts in human rights, supply chains, philanthropy, and investing. Bios for the judges can be found at <http://www.rethinksupplychains.org>.

How much money will the winners receive?

The winners will receive a total of \$300,000 in grant funding to develop their solutions. Sustainability Incubator and Trace Register will receive \$250,000, and Good World Solutions will receive \$50,000.

How are the grants for the winners being funded?

Partnership for Freedom winners are funded entirely by private donors, including Humanity United, Goldman Sachs' 10,000 Women Initiative, Steven Spielberg's Righteous Persons Foundation, and the Ray and Dagmar Dolby Family Fund. No federal funds are being used for grants for the winners.



What is the role of the federal agencies in the Partnership for Freedom?

The Department of Justice, the Department of Health and Human Services, the Department of Housing and Urban Development, and the Department of Labor have worked with Humanity United to design the challenge and are providing technical and advisory assistance. No federal funds are used for grants for the winners.