

HUMAN TRAFFICKING AND BUSINESS:

GOOD PRACTICES TO PREVENT AND COMBAT HUMAN TRAFFICKING

UNITED NATIONS GLOBAL INITIATIVE TO FIGHT HUMAN TRAFFICKING

UN.GIFT

Global Initiative to Fight Human Trafficking



HUMAN TRAFFICKING  A CRIME THAT SHAMES US ALL



 **HUMAN TRAFFICKING**  **A CRIME THAT SHAMES US**



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ABBREVIATIONS

AEPC	–	Apparel Export Promotion Council
BSR	–	Business for Social Responsibility
CR	–	Corporate Responsibility
ECPAT	–	End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes
ICI	–	International Cocoa Initiative
IDP	–	Internally Displaced Persons
ILO	–	International Labour Organization
IOM	–	International Organization for Migration
MNE	–	Multinational Enterprise
NGO	–	Non-Governmental Organization
SME	–	Small and Medium Enterprise
UN	–	United Nations
UNGC	–	United Nations Global Compact
UN.GIFT	–	United Nations Global Initiative to Fight Human Trafficking
UNODC	–	United Nations Office on Drugs and Crime

I. INTRODUCTION

This brochure presents an overview and introduction to human trafficking and the role that business can play in addressing it. It explains in practical terms what human trafficking is, why it is an issue for business and what companies large and small can do to take action against it.

Human trafficking is not currently well integrated into the Corporate Responsibility (CR) programmes of most brands, companies and business associations. Although this is now beginning to change, for example with the engagement of pioneering employers like those highlighted in this publication, for many this change has been slow.

Employers and business have an opportunity to play a pivotal role in the fight against human trafficking. They are well placed to provide effective and sustained action in the community, at the workplace and in the global economy. Business engagement, alongside that of key stakeholders such as public policy actors and civil society, is essential in the global fight to rid the world of this modern scourge.

Case Studies

This publication features a series of case studies that illustrate some of the many things employers can do to address human trafficking. See the case studies section below.

NOTE – This brochure is divided into two parts: **(1)** a section that presents an overview of the key issues linking human trafficking and business; and **(2)** a series of case studies that highlight the practical actions companies are taking to fight this abuse.



KEY MESSAGES

Human trafficking can present risks to business in its own operations, within global supply chains and amongst business partners, including for example private employment agencies.

There can be a legal risk because human trafficking is a crime in most countries in the world and a serious threat to brand or company reputation.

This risk can be effectively addressed through actions taken at company, industry, national, regional and international levels.

Working with stakeholders, including civil society groups and public policy actors, can make business engagement more effective and sustainable.

Business alone cannot solve the problem of human trafficking; however, there is a great deal that business actors can do within their own sphere of influence, including identifying trafficking victims and taking preventive and corrective action.

Taking an active role in the fight against human trafficking can present companies with a significant opportunity to be identified as leaders amongst industry peers and within society at large.

II. WHAT IS HUMAN TRAFFICKING?

Trafficking in persons, or human trafficking, involves the recruitment, transportation, transfer, harbouring or receipt of a person (a woman, man or a child), often over international borders but also frequently within the boundaries of a single country, for the purpose of exploitation. It is a widespread abuse, affecting developing countries, countries in transition and industrialized market economies alike.

Although each trafficking case is unique, most *identified* cases follow the same or a similar pattern: a person or group of people is recruited or abducted in a country of origin, transferred through transit regions and exploited in a destination country. If the exploitation is interrupted or ended at any point, the victim may be rescued and receive support in the destination country. They may then be repatriated, relocated to a third country or, as is too often the case, deported as irregular migrants, which frequently results in denied access to victim assistance and impunity for perpetrators.

Case Study #2

Trafficking within national boundaries – or, internal trafficking – occurs in some Latin American countries like Colombia. In the case studies below, read about Manpower’s efforts to address trafficking of women and children in Colombia through its partnership with IOM.

A basic definition of human trafficking is provided in the United Nations “Palermo Protocol” of 2000.¹ According to the Protocol:

Trafficking in persons shall mean the recruitment, transportation, transfer, harbouring 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 giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs.

This definition is quite complex, but it emphasizes the following key points:

ACT: Human trafficking involves the recruitment, transportation, transfer, harbouring and/or receipt of a person.

MEANS: It can include the threat or use of force, deception, abduction, the abuse of power or a position of vulnerability, or other forms of coercion.

PURPOSE: The purpose of human trafficking is exploitation, which can include the prostitution of others, forced labour, slavery or servitude.

1 *Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime (General Assembly Resolution 55/25, Annex II).*

The “Palermo Protocol” distinguishes between trafficking in children (under 18 years of age) and adults. In the case of children, the recruitment and movement of a child for exploitation by a third party is considered human trafficking even if it does not involve the illicit means included in the definition above.



KEY RESOURCE:

Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children (Palermo Protocol)

SEE: www.ungift.org

HOW DO I IDENTIFY HUMAN TRAFFICKING IN PRACTICE?

Some signs to be aware of include:

- ◆ **Deception in the recruitment process and/or false promises about the terms and conditions of employment;**
- ◆ **Workers are charged excessive recruitment fees;**
- ◆ **Identity documents or other valuable personal possessions are confiscated or withheld;**
- ◆ **Wages are withheld or unpaid;**
- ◆ **Unexplained or excessive deductions from wages that result in induced indebtedness;**
- ◆ **Imprisonment or physical confinement in the workplace or related premises, e.g. employer-operated residences;**

- ◆ **Deprivation of food, shelter or other necessities;**
- ◆ **Workers forced to lodge excessive financial deposits or “security” fees;**
- ◆ **Physical or sexual abuse, harassment or psychological intimidation;**
- ◆ **Physical abduction or kidnapping;**
- ◆ **Irregular migrants report being threatened with denunciation to authorities; and/or**
- ◆ **Restricted freedom of movement.**



**TAKING PREVENTIVE ACTION:
MICROSOFT'S UNLIMITED POTENTIAL PROGRAMME**

Through its Unlimited Potential programme, Microsoft partners with local NGOs and other organizations to support projects aimed at empowering unemployed youth, marginalized women and rural communities. In countries such as India and the Philippines, these projects reach out to victims of human trafficking and communities vulnerable to trafficking, providing basic computer literacy and IT training and increasing local employment opportunities. Microsoft works with local NGOs to establish community technology centres, which offer free or low cost access to the Internet and opportunities to participate in community activities, develop IT skills and explore career alternatives.

See: www.microsoft.com/unlimitedpotential

III. WHY IS HUMAN TRAFFICKING AN ISSUE FOR BUSINESS?

Companies can be affected by human trafficking in a number of important ways. They can be directly linked to the practice through the recruitment, transport, harbouring, or receipt of a person for the purpose of exploitation (in other words, a trafficking victim). Companies may be implicated in human trafficking if their premises, products or services, for example, are used by traffickers for the purpose of trafficking – e.g. in the transport, tourism or hospitality sectors.

Businesses can also be indirectly linked to trafficking through the actions of their suppliers or business partners, including sub-contractors, labour brokers or private employment agencies. In this way, companies can be implicated if they source goods or use services that are produced or provided by trafficking victims. In both cases, although the link may not be intended or even known, a clear violation of human rights has occurred if exploitation is involved, including forced labour or forms of sexual exploitation, or if deception, threats or the use of force has been used.

Case Study #5

The problem of human trafficking cannot be solved by business alone. See case study #5 for a good practice example of businessworkingtogether with government and NGOs to take preventive and corrective action.

There are many reasons why business leaders should be concerned about human trafficking and play an active role in helping to eliminate it:

HUMAN TRAFFICKING IS MORALLY UNACCEPTABLE.

HUMAN TRAFFICKING IS A CRIMINAL OFFENCE: Countries that have ratified the “Palermo Protocol” are required to make human trafficking a crime. This means that the practice is punishable as a criminal offence in most countries in the world, and that companies found to be involved in trafficking could face prosecution. Human trafficking is also a violation of international human rights law.



ETHICAL RECRUITMENT: A COMMITMENT TO ACTION

In April 2008, during an IOM Regional Conference on Organizing the Association of Employment Agencies in Asia, a regional alliance was established that brought together overseas employment service providers across Asia. This regional network is called the Alliance of Asian Associations of Overseas Employment Service Providers and has committed itself to a program of action in pursuit of ethical recruitment.

See: www.colomboprocess.org/ethicRecruitment.php

MANAGING RISK AND REPUTATION: Allegations of human trafficking may present legal risks as well as serious threats to brand or company reputation. Companies must manage this risk in an environment where risk can emerge from the actions of the company itself, from suppliers and business partners, and from other actors.

CODES OF CONDUCT AND CR: The prohibition of human trafficking is an emerging issue within codes of conduct and CR. Companies – in particular, those that supply consumer markets and have significant brand value – face new expectations that work and conditions involved in the production of their goods will comply with such human rights criteria.



KEY RESOURCE:

UN Global Compact, Dilemma Human Trafficking: Workbook and Case Studies, 2009.

SEE: www.human-rights.unglobalcompact.org/



HUMAN TRAFFICKING AND THE UN GLOBAL COMPACT

Human trafficking is an abuse of human rights (Global Compact principles 1 and 2). If child labour or forced labour are involved, Global Compact principles 4 and 5 are implicated; and if corruption is involved, Global Compact principle 10 is implicated. As a result, human trafficking is an issue that Global Compact participants and other companies will want to be aware of, including how to avoid contributing to the problem and how to take steps to combat it.

See: www.unglobalcompact.org



IV. HUMAN TRAFFICKING AND THE GLOBAL ECONOMY

FACTS AND FIGURES

The vast majority of countries in the world today are affected by human trafficking as source, transit and/or destination countries. Most trafficking is national or regional in character, carried out by people whose nationality is the same as that of their victims. Most cross-border trafficking is between countries within the same general region, particularly between neighbouring countries.

However, there is also evidence of long-distance and inter-continental trafficking. Europe is the destination for victims from the widest range of origins, while victims from Asia are trafficked to the widest range of destinations. Countries in the Americas are prominent both as the origin and destination of victims in this trade in humans.²



ADDRESSING CHILD LABOUR & TRAFFICKING IN GLOBAL SUPPLY CHAINS

Gap Inc. has taken a significant leadership role in the fight against human trafficking in the global garment industry. Working in the Mewat region of northern India – a region

2 UNODC/UN.GIFT, *Global report on trafficking in persons*, February 2009.

vulnerable to child labour and human trafficking – the company has teamed up with local suppliers, a government-supported NGO and a national buying house to help over 600 women learn hand embroidery skills to obtain work opportunities in the export market. This has enhanced their ability to earn a living, and reduced their vulnerability to trafficking. Gap Inc. is currently in talks to scale up the project in its next phase.

See: www.gapinc.com

Case Study #4

The global tourism industry, working together with UNICEF and ECPAT International, has taken significant steps to increase the protection of children from sex tourism, including the trafficking of children for commercial sexual exploitation. See Case Study #4, highlighting the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.

The majority of victims of human trafficking are between the ages of 18 and 24, with most having received a job offer prior to their departure.³ According to the International Labour Organization (ILO), over 2.4 million people are victims of forced labour as a result of human trafficking, with 43% in forced commercial sexual exploitation and 32% in forced economic exploitation. Around half of the estimated victims are children.⁴

3 IOM, *Counter-Trafficking Database, 1999 – 2009*.

4 ILO-IPEC, *Every child counts: New global estimates on child labour, April 2002*.

Of the victims of forced commercial sexual exploitation, women and girls represent the overwhelming majority of cases at 98%.⁵ The chart presents data concerning the regional break-down of the forced labour outcomes of trafficking:

NUMBER OF PEOPLE IN FORCED LABOUR RESULTING FROM TRAFFICKING

Asia and Pacific	1 360 000
Industrialised countries	270 000
Latin America and Caribbean	250 000
Middle East and North Africa	230 000
Transition countries	200 000
Sub-Saharan Africa	130 000
World	2 450 000

ECONOMIC SECTORS AT RISK

Reliable statistical information about the economic sectors most exposed to human trafficking is difficult to gather. However, in addition to commercial sex exploitation in the sex industry and in prostitution, the following presents a list of sectors in which instances of human trafficking for forced labour have been reported as a significant problem in a number of countries:

- Agriculture and horticulture;
- Construction;
- Garments and textiles under sweatshop conditions;
- Hospitality and catering;

5 ILO, *A global alliance against forced labour*, May 2005

- Mining, logging and forestry;
- Food processing and packaging;
- Transportation;
- Domestic service and other care and cleaning work;

Case Study #3

The apparel industry in India, working closely with the government's Apparel Export Promotion Council, has taken significant steps to address the issue of human trafficking by providing training and employment opportunities with the support of UNODC to former victims of human trafficking and their family members with the support of UNODC. See Case Study #3.



PRIVATE EMPLOYMENT AGENCIES AND THE FIGHT AGAINST HUMAN TRAFFICKING

Ciett, the international confederation of private employment agencies, has developed a code of conduct for its industry, with which all Ciett members must comply. The code establishes the principle of no fee-charging to job seekers and promotes respect for laws, the principle of transparency, commitment to safety at work, and respect for diversity. Ciett works closely with the ILO in the fight against human trafficking, fully supporting ILO Convention 181 on Private Employment Agencies and advocating for its ratification as a key measure in promoting the effective regulation of services provided by these agencies.

See: www.ciett.org



KEY RESOURCE:

UNODC/UN.GIFT, Global report on trafficking in persons, 2009

SEE: www.unodc.org/documents/human-trafficking/Global_Report_on_TIP.pdf

ILO, A global alliance against forced labour, 2005.

SEE: www.ilo.org/forcedlabour



WHAT ARE THE MAIN CAUSES OF HUMAN TRAFFICKING?

There are many issues that can be seen as causes of human trafficking and factors that facilitate its growth. These include:

- Growing inequality between and within States;
- Lack of information for potential migrants about safe migration opportunities and the dangers of trafficking;
- Unemployment and lack of opportunity;
- Lowering of barriers to the movement of persons and goods;
- Improved and cheaper means of transportation across borders;
- Raising of barriers to legal immigration to industrialized countries;
- Profitability of labour and sexual exploitation attracting the interest of organized crime;
- Demand for sexual services or inexpensive labour;
- Vulnerabilities linked to discrimination and irregular status of migrant workers;
- Vulnerabilities linked to ethnic, social and gender discrimination; and
- Political or humanitarian crises;

V. WHAT CAN BUSINESS DO TO ADDRESS HUMAN TRAFFICKING?

Business actors of all kinds have already taken a number of important steps in the fight against human trafficking. We see this in the case studies and good practices described in this brochure.

There are many things that employers and business can do at enterprise, industry and national levels to address human trafficking in effective and sustainable ways. **Companies** – in particular those with operations in “at-risk” sectors such as those mentioned previously – may wish to start with a risk assessment to determine their level of exposure to human trafficking.

A high incidence of abuse reported in a particular country or region may give companies cause to consider assessing their risk of negatively impacting human rights. Companies may also wish to:

- Find out more about human trafficking;
- Adopt a policy that explicitly prohibits it;
- Take proactive steps to raise awareness of the problem; and

Case Study #6

The Body Shop International has joined forces with ECPAT International to implement a joint three-year campaign of advocacy and awareness raising to combat the sexual exploitation of children and child trafficking. See Case Study #6 below.

- Take measures to make it harder for traffickers to traffic people using their products, premises or services.

Employers' organizations and business associations can develop a strategy or plan of action that encourages strategic thinking on

addressing human trafficking; while both **companies and employers' organizations** can encourage action at enterprise, industry and supply chain levels, and in communities of operation. The table below indicates some other practical tips on taking action:

Case Study #1

Read more about the work of the International Cocoa Initiative and its engagement at community level in Case Study #1 below.



PRIVATE SECTOR SUPPORTS IOM COUNTER-TRAFFICKING CAMPAIGN IN PERU

In 2008, IOM's mission in Lima obtained the support of the local office of Saatchi & Saatchi, the Spanish telecom company Telefónica and the Spanish Chamber of Commerce for a counter-trafficking campaign in Peru. Saatchi & Saatchi provided artistic guidance for the campaign's graphic design, while Telefónica agreed to support a joint photo exhibit of the award-winning child trafficking collection of Basque photographer Fernando Molerés. The exhibit was organized in a central park in Lima to welcome the European and Latin American parliamentarians who came to the city to attend the EU-LAC Summit in Lima that year. The collection was later taken by the Ministry of Labour and visited by approximately 200,000 people. Finally, the participation of the Spanish Chamber of Commerce supported the convening of a round

table on trafficking and corporate responsibility, involving Saatchi & Saatchi, Telefónica, academic participants and IOM.

See: www.iom.int

PROPOSED ACTION



I. RISK ASSESSMENT & POLICY

- Identify risks and opportunities and priorities for action against human trafficking.
- Conduct a risk or impact assessment on human trafficking.

- Develop a clear policy that explicitly prohibits human trafficking.
- Ensure that the policy applies to both company operations and the supply chain, including business partners like private employment agencies.
- Integrate the policy into agreements and contracts with suppliers and business partners.

II. TRAINING

- Train CR managers, human resource personnel and other relevant company representatives on human trafficking, i.e. how to identify it and the measures to address it.
- Consider providing joint training and awareness raising exercises with business partners, including suppliers.

III. MONITORING & MEASURING IMPACT

- Establish measures to effectively monitor suppliers and subcontractors.
- Extend monitoring to include agencies that provide contract labour, especially across international borders.
- Consider using third party groups to ensure anti-trafficking policies are being applied.

IV. TAKING CORRECTIVE ACTION

- Develop appropriate mechanisms for taking corrective action before a problem occurs.
- If a case of human trafficking is suspected within the company's sphere of influence, to the greatest extent possible, provide for the protection of victims and support their rehabilitation and reintegration.

- Co-operate with victim service providers and contribute to programmes that assist former victims, for example through reintegration schemes.

V. ACTION IN THE COMMUNITY

- Help raise awareness about human trafficking in your industry or community of operation.
- Launch a global, national or local campaign in co-operation with the media to promote awareness of the issue and support prevention programmes.
- Support national or international events to identify key issues in the fight against human trafficking and to share good practice.
- If you are a business or trade association, establish a task force on human trafficking to raise awareness amongst your members and within your industry.
- Build bridges between government, law enforcement agencies and civil society groups to promote joint action against human trafficking.
- Participate in re-integration and prevention programmes by providing skills development, job training and/or employment opportunities to former victims of human trafficking and persons vulnerable to trafficking.

VI. COMMUNICATIONS & REPORTING

- Communicate anti-trafficking policies and procedures to employees and business partners.
- Report to stakeholders on performance and progress of anti-trafficking activities and engagement.
- For UN Global Compact participants, submit these communications to the Global Compact.



KEY RESOURCE:

**ILO/UN.GIFT; Combating forced labour:
A handbook for employers and business, 2008.**

SEE: www.ilo.org/forcedlabour

**UN Global Compact et al., A Human Rights
Management Framework, 2010.**

SEE: www.unglobalcompact.org



BUILDING PARTNERSHIPS WITH BUSINESS TO ELIMINATE HUMAN TRAFFICKING

The End Human Trafficking Now! campaign (EHTN) is an initiative of the Suzanne Mubarak Women's International Peace Movement. It works with business to build partnerships to eliminate human trafficking and to this end has elaborated the Athens Ethical Principles, which call on companies to take effective measures against the abuse. The EHTN campaign has developed a Victims Assistance Database and launched a helpline for victims of human trafficking. Currently, UN.GIFT and EHTN are developing an eLearning tool for business on the fight against trafficking.

See: www.endhumantraffickingnow.com



ILO BUSINESS ALLIANCE AGAINST FORCED LABOUR

In November 2005, ILO alongside the International Organization of Employers (IOE) launched a global business alliance against forced labour to strengthen the capacities of

employers' organisations on the issue and help them better integrate it within their overall objectives. The alliance seeks to raise awareness, develop tools and guidance material tailored to the specific needs of business actors, and work in partnership to eliminate forced labour and the forced labour outcomes of human trafficking.

See: www.ilo.org/forcedlabour



UN.GIFT AND THE PRIVATE SECTOR

UN.GIFT works with the private sector to identify policy measures and corporate strategies to prevent and combat human trafficking. UN.GIFT also promotes good Corporate Responsibility measures and is developing knowledge networks and a database of good practices. UN.GIFT is working with companies worldwide from the travel, tourism and transportation sectors, in particular airlines, hotels, and bus and rail lines.

See: www.ungift.org



VI. CONTACT US

Please contact us at the addresses indicated below if you would like to know more about the fight against human trafficking and the role that business can play in addressing it, or if you are interested to know more about partnership and engagement opportunities and would like contact information for NGOs, key stakeholders and other organizations.

United Nations Global Initiative to Fight Human Trafficking

United Nations Office on Drugs & Crime
PO Box 500
1400 Vienna
Austria

Telephone: +43 1 26060 0
Email: UN.GIFT@unvienna.org
Website: www.ungift.org

UN.GIFT was launched in March 2007 to promote the global fight against human trafficking on the basis of international agreements reached at the UN. UN.GIFT is a multi-stakeholder initiative that provides global access to expertise, knowledge and innovative partnerships to combat human trafficking.

UN Global Compact

United Nations Global Compact Office
Two United Nations Plaza
New York, NY 10017
USA

Telephone: +1 917 367 2084

Email: globalcompact@un.org

Website: www.unglobalcompact.org

The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

International Labour Organization

Special Action Programme to Combat Forced Labour
4 route des Morillons
CH-1211 Genève 22
Switzerland

Telephone: +41 22 799 63 29

Email: forcedlabour@ilo.org

Website: www.ilo.org/forcedlabour

ILO is the tripartite UN agency that brings together governments, employers and workers in common action to promote decent work throughout the world. The ILO's Special Action Programme to Combat Forced Labour has spearheaded the organization's work in this field since 2002, raising global awareness of forced labour in its different forms, including human trafficking.

International Organization for Migration

17, Route des Morillons
CH-1211 Geneva 19
Switzerland

Telephone: +41 22 717 91 11
Email: AVRCTMMS@iom.int
Website: www.iom.int

IOM is the leading intergovernmental organization in the field of migration. It works closely with governmental, intergovernmental and non-governmental partners and is dedicated to promoting human and orderly migration for the benefit of all. Over the past 15 years, IOM has implemented over 500 counter-trafficking projects in almost 100 countries, covering all areas of activity referred to in the UN Trafficking Protocol. Furthermore, IOM has provided protection and assistance, directly or through NGO and/or governmental partners, to over 20,000 individuals trafficked for all forms of exploitation during this period.



VII. FURTHER INFORMATION

REPORTS AND TOOLS

- Business for Social Responsibility, International labour migration: A responsible role for business, 2008.
- ILO/UN.GIFT, Combating forced labour: A handbook for employers and business, Geneva, 2008.
- ILO, Operational indicators of human trafficking, Geneva, 2009.
- UN Global Compact, Dilemma – Human trafficking: Workbook and case studies, 2009.
- UNODC/UN.GIFT, Global report on trafficking in persons, 2009.
- Verité, Help Wanted: Hiring, human trafficking and modern-day slavery in the global economy, 2010

WEBSITES

- United Nations Global Initiative to Fight Human Trafficking
www.ungift.org
- United Nations Global Compact
www.unglobalcompact.org

- International Labour Organization
www.ilo.org/forcedlabour
- International Organization for Migration
www.iom.int
- UN Global Compact Human Rights Dilemmas Forum
www.human-rights.unglobalcompact.org/
- Institute for Human Rights and Business
www.institutehrb.org
- End Human Trafficking Now Campaign – Athens
Ethical Principles
www.endhumantraffickingnow.com



IDENTIFYING RESPONSIBLE ROLES FOR BUSINESS ON INTERNATIONAL LABOUR MIGRATION

BSR's International Labour Migration Focus Group aims to identify responsible roles for business on international labour migration. The group brings together companies – including Apple, Inc., HP Corporation, JCPenney Corporation and Nordstrom, Inc. – to (1) address issues at local, regional and global levels, including trafficking and the abuse of migrant workers, and (2) promote responsible migration by strengthening policies and increasing the capacity of suppliers to engage policymakers and other key stakeholders.

See: www.bsr.org/research/initiatives/ilm

CASE STUDIES



POUR UN CACAO
DANS TRAVAIL DES ENFANTS

CASE STUDY #1

ADDRESSING HUMAN TRAFFICKING AND CHILD LABOUR IN WEST AFRICAN COCOA

Organization:	International Cocoa Initiative
Sector:	Agriculture
Commodity:	Cocoa
Location:	Ghana, Ivory Coast

BACKGROUND

Established in 2002, the International Cocoa Initiative (ICI) is a multi-stakeholder partnership that brings together major chocolate brands, cocoa processors, labour unions and NGOs in an effort to eliminate child and forced labour in cocoa growing.

Corporate members include ADM, Barry Callebaut, Cargill, Cadbury Schweppes, Ferrero, Ferrara Pan Candy, Hershey Foods, Kraft Foods, ICA, Mars Incorporated, Nestlé, and Toms.

THE ISSUE

In the recent past, there have been cases of child trafficking and adult forced labour reported in the West African cocoa sector. These have occurred in the context of well-established and complex social and cultural relationships.



RESPONSES AND RESULTS

The International Cocoa Initiative takes a multi-stakeholder approach to tackling the problems of child and forced labour, and human trafficking in the cocoa sector. It works at national, industry and community levels with business, unions and civil society groups to raise awareness, develop effective and sustainable policies, build local capacity and change attitudes. It also helps support groups that provide social protection to victims of exploitation.

With a community-based focus, ICI sensitizes cocoa-growing communities about abusive labour practices such as trafficking, child labour and forced labour, and helps them plan how best to

ensure these practices are eliminated. ICI draws on the support of others to invest in the community and to improve farming, infrastructure and other needs. As part of this approach, the organization provides training not only to global buyers and local farmers, but also to cocoa boards, key government agencies, co-operatives, local NGOs, and the media.

THE FOLLOWING ARE AMONG THE KEY RESPONSES AND RESULTS OF ENGAGEMENT BY ICI AND ITS IMPLEMENTING PARTNERS:

- Over 7,000 community mobilization meetings have been organised on the issue of child labour, including trafficking. This outreach has sensitized over 250,000 community members.
- 1,625 key people in the public, private and civil society sectors have been trained on child and forced labour through almost 70 training programmes.
- Local communities have implemented 476 initiatives to reduce the vulnerability of children to child labour and trafficking, including new by-laws, school rehabilitation and recruitment of teachers.
- Local authorities have supported communities with 220 new initiatives to support the implementation of Community Plans of Action.
- New or rehabilitated school blocks have become available in 129 communities, representing an additional 329 classrooms and benefiting 16,450 pupils.

Further information: www.cocoainitiative.org

CASE STUDY #2

MOBILIZING BUSINESS IN THE FIGHT AGAINST HUMAN TRAFFICKING

Company: Manpower Inc.
Sector: Employment services
Location: Colombia

BACKGROUND

With the financial support of the Embassy of Belgium in Colombia, IOM developed a project in 2007 and 2008 to prevent human trafficking amongst internally displaced persons (IDP) in Medellín, Colombia's second largest city. The project focused on preventing sexual exploitation of women and the forced recruitment of children by illegal armed groups by enhancing training and employment opportunities for potential victims.

Manpower, Inc. – the global workforce solutions company – was the first company to sign the **Athens Ethical Principles**, which articulate a “zero tolerance” policy towards trafficking in human beings. In October 2007, the company signed an “Expression of interest for the implementation of joint actions aimed at the prevention of human trafficking” with IOM Colombia. At that time, Manpower joined IOM to support the anti-trafficking project in Medellín. This engagement was part of a larger programme

initiated by Manpower Colombia called Jóvenes Visionarios (Visionary Young People), in which over 250 youths have participated since 2007.

THE ISSUE

Internally displaced persons in Colombia – a group mainly composed of women and young people – are disproportionately affected by unemployment, discrimination and lack of access to training opportunities to enter the labour market; they are therefore among the groups in the country that are most vulnerable to human trafficking.

RESPONSES AND RESULTS

Manpower, as part of its overall corporate responsibility strategy, has developed programmes to help disadvantaged groups such as IDPs gain access to training and employment opportunities. Its Jóvenes Visionarios programme targets different groups of endangered and isolated youth, including orphans, young people in foster care and, beginning in 2010, deportees from other countries who have been returned to Colombia. The common thread that unites these groups is Manpower's effort to assist young people who are approaching the age of 18 and must transition from government support to legal independence.

Building on its prior engagement, Manpower and IOM joined forces to provide training to 30 youth vulnerable to human trafficking to enhance their skills, education and employability. Manpower provided the necessary training facilities, equipment, technology and trainers, while IOM identified the group of trainees, assisted in training, and contributed to the economic and material resources required by trainees. Programme participants received:

- A vocational assessment and appropriate guidance on choosing a career;
- Online training relevant to the chosen career path;
- Access to an online library of more than 5000 courses in areas like business skills and professional development;
- IT training, including computer and desktop software literacy.

Participants also received counselling from a professional psychologist on the transition to independence and the adjustment to work; training in social skills appropriate for the workplace; guidance on job search strategies, including job interview techniques; and direct job placement assistance, linking programme participants with vacant positions at Manpower's clients.

Manpower and IOM conducted follow-up with each participant of the programme to track his or her progress after the course; and, although the period of intensive service is generally about 8 months, programme experience has shown that candidates benefit from the support relationship for as long as 5 years.

Of the 19 candidates for which information is currently available, 12 are employed, with 8 having been placed in jobs directly through Manpower; 3 are unemployed; and 4 are continuing with further training and education.

Further information:
www.iom.int
www.manpower.com/social/trafficking.cfm

CASE STUDY #3

PARTNERSHIPS TO PREVENT TRAFFICKING IN INDIA

Organization: Apparel Export Promotion Council (AEPC)
Sector: Apparel
Location: India

BACKGROUND

Incorporated in 1978, the Apparel Export Promotion Council under the Ministry of Textiles is the official body of apparel exporters in India. It provides assistance to Indian exporters as well as to importers and international buyers on market intelligence, technical guidance, identifying the best countries to source machinery and other infrastructure, supplying manpower, brokering deals for its members and helping exporters showcase their best products at home fairs as well as international fairs around the world. AEPC is committed to executing its corporate responsibility through programmes that provide food to the poor in Delhi, and through various initiatives to train and provide employment to disabled persons, survivors of trafficking and rural people.

THE ISSUE

India is a source, transit and destination country for trafficking in persons. Women and children are trafficked from neighbouring

countries such as Bangladesh and Nepal to India, and in many cases are trafficked to countries in the Persian Gulf area, the Middle East and Europe. One of the main reasons for trafficking is for purposes of commercial sexual exploitation followed by other reasons such as labour exploitation, organ transplant and forced marriage. In many instances, factors such as lack of livelihood opportunities and poverty have increased the vulnerability of persons to being trafficked and re-trafficked.

RESPONSES

In 2008, the Ministry of Women and Child Development of the Government of India initiated the first Think Tank on Public Private Partnership to address the issue of human trafficking. One of the outcomes of this initial meeting was that the Apparel Export Promotion Council (AEPC) offered to provide training to family members of trafficking survivors in their training centres, followed by employment in their factories as a means to reduce their vulnerability to trafficking.

The AEPC promotes a “society” registered under the Societies Registration Act of 1860 called the Apparel Training & Design Centre (ATDC) through which training is provided. This society has opened a number of centres across the country in cities such as Delhi, Jaipur, Chennai, Bangalore, Hyderabad, Kolkata, Gurgaon, Noida, Ludhiana, Tirupur, Surat, Mumbai, Indore and Trivandrum. These training institutes are engaged in providing trained manpower in the fields of pattern making, cutting techniques, production supervision and quality control to the Readymade Garment Industry so that quality garments are manufactured for the global market.

UNODC played a key role in facilitating the development of this partnership, organizing the first sensitization workshop for apparel



industry stakeholders under the banner of UN.GIFT. This workshop brought to the fore issues related to human trafficking and helped stakeholders understand the different ways the apparel industry could address it.

In association with the Ministry of Women and Child Development and AEPC, UNODC also identified and selected NGO partners, provided funding to ensure that the youth participating in the programme were transported safely to and from the training centres, and provided overall guidance to the initiative.

RESULTS

- 20 youths were selected from two Delhi-based NGOs working on the trafficking issue. They were successfully trained at the ATDC over a period of 3 to 4 months and offered guaranteed jobs thereafter.
- In addition, AEPC trained 30 youths – children of sex workers – at the ATDC in Hyderabad. Following the training, all of them were gainfully employed in the local apparel industry.
- The AEPC model of vocational training and employment can be used to address the first 'P' in the fight against trafficking, i.e. the prevention of human trafficking in the spectrum of Prevention, Prosecution and Protection.
- The motivation of survivors to take advantage of the training provided to them and to continue their employment is an issue that needs to be examined in more detail.

Further information: www.unodc.org/southasia

CASE STUDY #4

RESPONSIBLE TOURISM: PROTECTING CHILDREN VULNERABLE TO SEXUAL EXPLOITATION AND TRAFFICKING

Organization: The Code.org
Sector: Travel & Tourism, Hospitality
Location: Global

BACKGROUND

All over the world, over 2 million children are subjected to commercial sexual exploitation. A global child sex trade has emerged involving exploitation mainly in South East Asia, Latin America, Africa and Eastern Europe, with Western countries accounting for the greatest amount of demand for child sex. Demand for this trade has increased, resulting in an increase in supply, and tourism destinations often act as meeting places between affluent Western travellers and potential victims of sexual exploitation and child trafficking.

THE ISSUE

The problem of the commercial sexual exploitation of children and its connection with the tourism trade is extremely complex.

While the tourism industry is not accused of encouraging this unwanted phenomenon, its facilities and networks may be used for perpetrating exploitative practices. As a result, the business sector bears an indirect responsibility for protecting against such practices, and can play a potentially crucial role in preventing child sex tourism through training and awareness raising of its staff and personnel at destinations.

RESPONSES

Following the World Congress I against Sexual Exploitation of Children held in Stockholm in 1996, the tourism industry was asked to collaborate and react against the use of its networks and establishments for this purpose. A number of best practice initiatives developed to prevent and combat sexual exploitation of children.

The **Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism** is one of the most developed voluntary systems for the prevention of child sex tourism. It engages the tourism industry to commit to and implement standard measures along the entire supply chain (including origin and destination countries) and to engage travellers.

The Code is an industry-driven socially responsible tourism initiative, seeking to increase the protection of children from sex tourism and the related phenomenon of child trafficking for sexual exploitation.⁶

6 *The Code was initiated in 1998 by ECPAT Sweden, the UN World Tourism Organization and Nordic tour operators. It is co-funded by UNICEF and works closely with ECPAT International, becoming an international non-profit organization in 2004 led by a multi-stakeholder Board of Directors composed of representatives of the tourism industry and NGOs.*

Signatory members of The Code are tour operators, hotels, travel agents and their umbrella organizations, and airlines. Company signatories currently number over 960 from 40 countries across Europe, Asia, Africa and the Americas, including major global brands such as Accor Hotels, TUI, Sol Meliá, Hoteles Barceló, Carlson, etc.



COMPANIES AND ORGANIZATIONS ADOPTING AND ENDORSING THE CODE COMMIT TO IMPLEMENT THE FOLLOWING SIX MEASURES:

- 1)** To establish an ethical policy regarding commercial sexual exploitation of children;
- 2)** To train the personnel in the country of origin and travel destinations;
- 3)** To introduce a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children;
- 4)** To provide information to travellers by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc;
- 5)** To provide information to local “key persons” at the destinations; and
- 6)** To report annually.

The following provide examples of good practice in implementation by travel and tourism leaders:

ACCOR has been involved since 2002 in a large number of initiatives to eliminate the sexual exploitation of children. The company has signed The Code in 34 countries and, in 2009, trained 13,000 employees in these countries. Accor has also displayed ECPAT campaign materials in its hotels to raise awareness amongst guests.

CARLSON was the first major North American company to sign the Code in 2004. It has created a training kit for staff for assessing and recognizing potential situations of sexual exploitation of children, containing a Managers' Guide as well as visual presentations of 7 real-life scenarios that hotel personnel might encounter. Through its Chairperson, Marilyn Carlson Nelson, the company has also been an outspoken advocate of child-protection at high level forums such as the Clinton Global Initiative.

RESULTS AND IMPACT

- The code is implemented globally by over 960 tour operators, hotels, travel agents and their associations, and tourism workers' unions from 40 countries in Europe, Asia, North America and Latin America.
- The number of tourists affected by the Code is estimated to reach over 30 million each year, travelling to destinations in 16 countries worldwide.
- The Code was recognized by British Airways in 2003 with a Tourism for Tomorrow award in the category of large-scale tourism. In 2007, The Code received the Ashoka Changemakers and Humanity United Ending Global Slavery Award, while in



2010 the collaboration between The Code and Carlson won the 2010 Ethical Corporation Award.

Further information: www.thecode.org

CASE STUDY #5

PUBLIC PRIVATE PARTNERSHIPS (PPP) TO COMBAT HUMAN TRAFFICKING

Company/

Organization: Confederation of Indian Industry, Nestlé, Café Coffee Day, ITC, National Institute of Fashion Technology, Bharat Petroleum Corporation Ltd, International Institute of Hotel Management, Sinar Jernih (India) Private Limited, LANCO LIGHT Foundation, Hindustan Unilever Ltd, Dabur India, Taj Group of Hotels, Goa Chamber of Commerce and Industry

Sector: Cross-sectoral

Location: India

BACKGROUND

Human trafficking is a global problem and a gross violation of human rights. In India, the abuse occurs largely for commercial sexual exploitation and forced labour, dramatically affecting the lives of its victims and preventing their growth and development. India acts as a source, transit and destination country for cross border human trafficking, but is primarily affected by internal trafficking within national borders.



THE ISSUE

The problem of human trafficking cannot be addressed by a single stakeholder, whether public, private, or non-governmental. In order to be effective and to provide a sustainable solution to the issue, engagement must be multi-stakeholder in approach and focused on partnership, particularly in a country where many organizations are working towards the same goal: the elimination of human trafficking. With a huge gap in efforts to provide economic rehabilitation to survivors of trafficking, it is also necessary to provide sustainable livelihood options to enhance their confidence and self-esteem.

RESPONSES

The International Organization for Migration has spearheaded a series of PPPs in India that bring together representatives of the private sector alongside government and NGOs to collectively provide rehabilitation programmes to survivors of trafficking

through skills development and the enhancement of employment opportunities. IOM has found that a focus on trafficking prevention and the provision of direct assistance to victims of trafficking is the most effective contribution. Prevention activities have focused on addressing the root causes of trafficking and irregular migration, which include poverty, lack of livelihood opportunities and gaps in education and skills, particularly those demanded by the market. The PPP model was thus developed to promote skills development and the enhancement of employment potential.

The PPP approach has led to the establishment of various economic enterprises, including the Nestlé Amul food product parlours, gift shops and cyber cafés, the Xpress Coffee Day Café, food catering units, garment manufacturing, and car rental/travel agencies. IOM has also promoted enterprises like the Easy Shoppe mini supermarket; Easy Carry, a shopping bag manufacturer, supported in partnership with NGO GUIDE and corporate partner Lanco Group;⁷ and a mechanised laundry unit in Goa called Swift Wash, supported by various companies and the Goa Chamber of Commerce and Industry.

The partnership approach has also brought IOM together with the Confederation of Indian Industry (CII) and the International Institute of Hotel Management (IIHM) to provide skills training in housekeeping and food and beverage retail management. The Andhra Pradesh Tourism Development Corporation (a government agency) and a private company, Sinar Jernih (India) Private Limited (SJPL)⁸

7 *Lanco Group is a leading construction company in India and member of the UN Global Compact. It operates philanthropic activities through the non-profit Lanco Foundation.*

8 *SJPL provides integrated facilities management services to hotels, airports and private hospitals.*



provided employment opportunities to successful candidates of this joint training programme, following assessments and certification carried out by City & Guilds UK.

Since 2003, the multi-stakeholder approach to PPPs in India has tackled the rehabilitation of survivors and the prevention of human trafficking by providing employment and sustainable economic enterprises and opportunities. Is has reached out to over 600 survivors, established partnerships with over 20 corporations and the same number of NGOs, and won the support of local government and law enforcement agencies. The key challenges have been the mobilization of resources in support of this engagement, the limited number of business actors sensitized to the issue of human trafficking, the relative lack of NGOs with skills in counselling and entrepreneurship, and lack of conceptual clarity concerning the process of economic rehabilitation relative to the magnitude of the problem.

RESULTS

- PPP models have successfully provided skills and employment opportunities to survivors of human trafficking.
- The Government of India, in particular the Ministry of Women and Child Development, has recognised the PPP model and established a think tank with various ministries, corporate actors and IOM as a special representative.
- Given the complexity of the problem of human trafficking, existing PPPs are not yet visible enough, and there is a strong need for establishing models that can be scaled up and replicated.

Further information: www.iom.int

CASE STUDY #6

THE BODY SHOP & ECPAT "STOP SEX TRAFFICKING OF CHILDREN & YOUNG PEOPLE" CAMPAIGN

Company/Organization: The Body Shop International
ECPAT International

Sector: Cross-sectoral

Location: Global

BACKGROUND

With a strong track record in campaigning on social justice and human rights, The Body Shop approached ECPAT in 2007 to start a partnership and global campaign related to child trafficking. ECPAT was chosen as the global campaign partner because it is the only international organization and network specifically focused on combating commercial sexual exploitation of children, including child trafficking for sexual purposes.

THE ISSUE

Child trafficking for sexual exploitation is an under-reported crime that affects millions of children and their families worldwide. Despite promises and commitments by governments, most countries are failing to uphold children's rights, and gaps in the child protection framework expose possibilities for exploiters to abuse children.



RESPONSES AND RESULTS

The 'Stop Sex Trafficking of Children & Young People' Campaign is a global three year campaign (2009 to 2011) that aims to provide relief and support to child victims of sex trafficking and create long-term change through awareness raising with the public and by lobbying decision makers to strengthen action against the trafficking of children for sexual purposes.

The campaign and partnership has brought together the respective skills, commitments and strengths of The Body Shop and ECPAT, taking advantage of the latter's extensive network in over 75 countries and the former's ability to reach millions of customers through its over 2,500 stores in 64 countries. The Body Shop has shared its experience in creating social campaigns and its strengths in marketing and innovative communications, while ECPAT has provided technical expertise on the issue and its experience in advocacy on children's rights and child trafficking.

Campaign awareness raising activities – The campaign was launched in August 2009 with the release of a baseline report called Their Protection is in Our Hands – The State of Global Child Trafficking for Sexual Purposes. This report emphasises

that trafficking of children and young people for sexual purposes is increasing in many countries and that governments need to do more to tackle the problem.

Following the global launch of the campaign, national ECPAT groups and The Body Shop hosted their own launch events to kick start awareness raising activities and the sale of “Soft Hands Kind Heart Hand Cream”, a new Body Shop product developed to help raise funds for anti-child sex trafficking initiatives. The groups:

- Held press conferences and workshops on the issue of child sex trafficking;
- Provided information to the public via campaign brochures, the base-line report and videos;
- Promoted the “Soft Hands Kind Heart Hand Cream” in magazines and news articles;
- Enlisted the support of government officials and celebrities;
- Involved youth in implementing campaign activities.

During the first year of the campaign, ECPAT groups have reported an increase in enquiries from the public for information on the issue and from the media to run news stories.

Initiatives supported by the sales of “Soft Hands Kind Heart Hand Cream” – The “Soft Hands Kind Heart Hand Cream” has sold 70% above expected sales targets during the first year of the campaign. In each country, profits from the purchase of the product go directly to providing immediate support to children who have been affected by sex trafficking and towards prevention, awareness raising and other programmes implemented by ECPAT worldwide, including:

- Research on internal/domestic child trafficking;
- Lobbying for new legislation and laws to protect child victims of trafficking;
- Training for law enforcement officials and other stakeholders on how to identify child victims of trafficking and utilise the child-friendly approach;
- Creating a national referral mechanism and helpline for children;
- Empowering child survivors and at-risk youths in conducting advocacy against child trafficking;
- Creating shelters for child victims of trafficking that offer specialized care services; and
- Capacity training for care givers on the specialized care and rehabilitation services that child victims need.

Mobilizing governments for the protection of children – An important advocacy component of the campaign is the country Progress Card system that ECPAT and The Body Shop created to assess the progress of State action on upholding the rights of the child to protection from sex trafficking and all forms of commercial sexual exploitation.

In line with the 2008 Rio de Janeiro Declaration and the Call for Action to Prevent and Stop Sexual Exploitation of Children,⁹ this tool provides readers with information on States' action on combating child trafficking. A total of 42 Country Progress Cards and one

9 *From the World Congress III against Sexual Exploitation of Children and Adolescents.*



Progress Card for the Middle East Region have been created. They will support the national campaign petitions that will be run in each country in Year 2 of the campaign. In Year 3 (2011), plans have been made to advance the momentum of the campaign by presenting national petitions to governments in each country and a global campaign petition to the United Nations.

This unique global partnership between The Body Shop and ECPAT demonstrates how stakeholders such as a global business and an international network of NGOs can work together to take powerful action towards improving the lives of millions of children worldwide.



Further Information:

The 'Stop Sex Trafficking of Children & Young People' Campaign is on-going.

Visit the official campaign websites for the latest news and updates:

www.ecpat.net/TBS/en/about_campaign.html

www.thebodyshop.com/_en/_ww/values-campaigns/trafficking.aspx?



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HUMAN TRAFFICKING  A CRIME THAT SHAMES US ALL



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