BEST PRACTICES TO COMBAT HUMAN TRAFFICKING: PUBLIC/PRIVATE PARTNERSHIPS

BLUE FOR GOOD - CAUSE RELATED MARKETING

by
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Biography: Claudia ARTHUR-FLATZ

Claudia Arthur-Flatz was born in Bregenz, Austria. Following her A-levels, she studied social and cultural anthropology and ethnology, as well as Scandinavian languages and literature, at the University of Vienna and the University of California, Berkeley. After graduating with a master’s degree from the University of Vienna, she worked at the European Parliament in Brussels, focusing on the legal status of ethnic minorities within the European Union (EU). From there on, she participated in various UN peacekeeping missions, including in Bosnia-Herzegovina and Macedonia. In 1998, she joined the Austrian Foreign Ministry, and served as a desk officer for North and South Korea. Included in her duties were EU Observer Missions to Cambodia, Nigeria and Madagascar. In 1999, Claudia Arthur-Flatz was appointed to the United Nations headquarters in New York, where she served as a disarmament officer for conventional weapons, with a specialization in the disarmament, demobilization and social re-integration of former combatants in Liberia and Sierra Leone/West Africa. In 2003, she joined the Swiss pharmaceutical company, Novartis, as Global Public Affairs and Communications Manager. In 2006, she returned to the United Nations in Vienna, where she took up her current position as External Relations Officer and Private Sector Focal Point at the United Nations Office on Drugs and Crime in Vienna, Austria. Claudia Arthur-Flatz is married and has two sons.
Why is UNODC mandated to fight human trafficking?

United Nations Convention against Transnational Organized Crime and the Protocols Thereto


- The Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children, was adopted by General Assembly resolution 55/25. It entered into force on 25 December 2003. It is the first global legally binding instrument with an agreed definition on trafficking in persons.
The Blue Heart Campaign against Human Trafficking speaks out against human trafficking through various avenues, allowing the general public to show solidarity with the victims of human trafficking by wearing the Blue Heart and speaking out through social media tools such as Facebook.

The Trust Fund is the financial support arm of the Blue Heart Campaign and affords different groups the opportunity to channel funding toward helping victims of human trafficking.
CAUSE-RELATED MARKETING STRATEGY by UNODC:

Joint funding and promotional strategy in which a company’s sales are linked (and a percentage of the sales revenue is donated) to a charity or other public cause.

BENEFICIARY:
UN Voluntary Trust Funds For Victims of Human Trafficking
WHY THE BLUE HEART?

Blue heart for the sadness of those being trafficked!
Blue heart for the coldness of those who are traffickers!
Blue for the colours of the UN!
Freeset, based in Kolkata, employs more than 150 women, who have escaped the sex trade and who have been rescued from being trafficked, to make canvas bags, which are given to Beulah customers with each purchase.

In Delhi, Openhand employs 100 women who have escaped trafficking and the sex trade, including some who are HIV-positive. The women print silks and make pieces such as scarves and kaftans. For their work, the women receive a salary, health insurance, childcare and textile training to develop their skills.
SUPPORTING THE UNITED NATIONS BLUE HEART CAMPAIGN

FOR EVERY DRESS AND SCARF SOLD, A PROPORTION OF PROFITS WILL GO TO THE UNITED NATION’S BLUE HEART CAMPAIGN
PRODUCTS:
WHERE TO BUY?

online: http://www.beulahlondon.com/

or at: Harvey Nichols LONDON
MEDIA SUPPORT TO BOOST SALES

Vogue UK
Grazia magazine
Hello magazine
Evening Standard
Elle magazine
Marie Claire
Vanity Fair
Duchess of Cambridge’s new favourite designer
AND ANOTHER THING...

KATE’S DRESS WITH A MESSAGE

WHAT HAPPENS WHEN... as a fledgling ethical fashion label, with just 15 items in your collection, the Duchess of Cambridge were one of your dresses to a charity event? Last week, one young British ethical fashion label called Beulah found out. A junior sailor rang me to say, “It looks like Kate wore one of your red Sari dress to a charity event last night,” explains Kate Readman 39, one third of Beulah. The others are Natasha Rufus Isaacs, 38, and Hayley O’Duffy Bronson. I said, “Kate what?” thinking he meant me, as another Kate was wearing the red dress, they got so moot-ified that they did a little dance around their studio.

So what attracted the young Duchess to Beulah? At first glance, the clothes have that “fuss thing about them, don’t they? The three girls behind the label all profess they want to create clothes that are ‘empowering, timeless and elegant’ and wear that make you feel gorgeous. You can put one on, and feel instantly and brilliantly dressed for a glamorous night out — no need to buy or give away,” says Natasha. They are right, the clothes are all of that. What’s more, Kate asked the Sari dress, says Kate. But get beyond the fabric and the message is the people’s lives. Each one of 15 pieces in the collection has a name — nothing new here. But these names represent the 15 young former sex-trafficked and women employed by Beulah in Delhi — they are the new sewing lads that each of the ethically made in the UK dressed from in packages, Mira, Simi, Sheva, Mischa, Mira, Sonia, Saba, Tabi, Dutta, Rina, Bibi, Aisha and Shubha.

“We decided to create an alternative and stable environment for these young women,” explains Natasha. “We also want to give them a self-worth. Mina, one of our first workers, who was sex trafficked for 13 years, said to me recently, “I was working in a trade where I couldn’t take anyone in the eye, now I have a salary, through a decent living, we make more business, so we can one more girl.” Simple, yet so effective. Just by buying one dress — the Sari is £280 — and influencing where to buy it, the Duchess of Cambridge is helping create safety for young sex trafficked women. Not that is fashion power. For prices and stockist remotements, visit www.beulahfashions.com
Pippa Middleton wearing a Blue Heart scarf
Jessica Alba wearing a Blue Heart scarf
Hello magazine:

Friends from high society joined Redleaf London 
founder Lady Nanaa Mofun-Beaurepaire and Letitia 
Bertram in North Kensington’s exclusive Dudda club 
for a stylish reception to launch the lab’s autumn/ 
winter collection. The event, co-organised by 
Suzanne Somers, included the Duchess of Cambridge 
and her sister Pippa Middleton, who used the occasion 
to promote the UN’s 
Blue Heart campaign against human trafficking. Ten 
per cent from sales of the Blue Heart print Sabri 
was given to the company. Prince Michael of Kent 
gave his support and Oscar-winning UN goodwill 
ambassador Mia Farrow added her voice. 

Actress Mia 
Farrow spoke about the anti-
trafficking cause.
Other partners:

Backes and Strauss, London: manufacturers of luxury watches and jewellery, creating masterpieces in the world famous workshops of Franck Muller Watchland, Switzerland.

For UNODC the VICTORIA BLUE HEART WATCH has been crafted....for every watch sold, a percentage of the profit will benefit the UN Voluntary Trust Fund For Victims of Human Trafficking!
BACKES & STRAUSS
London

The Victoria Blue Heart
115 ideal cut round brilliant diamonds weighing 19.13cts
25 blue sapphires weighing 0.25cts
hand set in 18kt white gold

Masters of Diamonds since 1789

115A Jermyn Street, Mayfair, London, SW1Y 6HJ

For details of our worldwide retailers, please visit
www.backesandstrauss.com
Why has UNODC chosen this model?

- Small luxury businesses: easy to screen/due diligence, CEO/owner commitment, quick solutions, direct payments, direct communications, reach out to new clients, advocacy;

- Regular income for Trust Fund– snowball effect!

- Success factor: un-bureaucratic approach from UNODC side

- Behavioural change - UN to use its name/brand to influence consumer engagement and sustainable consumption
Questions to audience

- What are the difficulties in partnering on such a political sensitive issue with the private sector?
- How can the UN use its name/brand to influence consumer engagement and sustainable consumption, as well as how can the fashion industry raise consumer awareness on sustainable fashion, engaging them in choosing, buying and making sustainable decisions?
- Why is cause related marketing so appealing to both the UN and the fashion brands?
- Can the UN really drive behavioural change?