Ending Human Trafficking is Smart Business
Business case

• Managing risks: legal, financial and brand damage

• Enhancing brand value

• Strengthening business partnerships and building strong investor relations

• Ensuring market access and attracting new business opportunities

• Being identified as a leader in industry and in community

Ethical business practices increase profit and economic advantage
The Athens Ethical Principles

By signing up to the Principles, the companies commit to:

1. Adopt a zero tolerance position towards human trafficking.
2. Contribute to its prevention, including through awareness-raising and education.
3. Develop and implement an anti-trafficking corporate strategy.
4. Ensure compliance with the anti-trafficking policy, by all employees.
5. Encourage business partners and suppliers to apply an anti-trafficking policy.
6. Lobby governments to improve laws and regulations related to anti-trafficking policies.
7. Report and share information on best practices.
The Luxor Protocol

• A set of guidelines to implement the Athens Ethical Principle – comprehensive corporate anti-trafficking compliance strategy

• “By adopting responsible practices, such as those included in the [...] Luxor Guidelines, private-sector actors can help prevent labor trafficking...”

Amb. Luis CdeBaca on 27 June 2011
Launch of the US Department of State’s Trafficking in Persons (TIP) Report 2011
E-learning tool on business & human trafficking

• Online training program for managers and employees of business companies to:

  – help them understand what human trafficking is,
  – identify where it might be a risk to their business,
  – point to actions they can take to address this risk.
Business Leader’s Award to Fight Human Trafficking

• Encourage and stimulate businesses to make the fight against human trafficking “their business” and to challenge them to adopt ethical business standards;

• Raise awareness among business leaders and employees on human trafficking;

• Set quality standards and benchmarks by showcasing and promoting some of the breakthroughs made by business leaders in combating human trafficking; and

• Create a responsive platform that acknowledges good practices and spurs action.
Case studies on business & human trafficking

• Database to showcase anti-trafficking policy and practice of businesses in their respective fields – good practices and lessons learnt.

• Inspiration for businesses to raise the level of their human rights performance by demonstrating how other companies have implemented policies protecting them against human trafficking.
Emerging trends

• Importance of stakeholder dialogue;

• Inherent difficulty to implement human rights policies in business operations;

• Key role of senior management in introducing policies to protect human rights and curb human trafficking.
www.endhumantraffickingnow.com