Who we are…Carlson

Carlson is one of the world’s leading private, global companies in the travel and hospitality industry

In 1938 Curtis L. Carlson borrowed $55 to implement a new business idea: grocery store trading stamps – one of the earliest customer loyalty programs

Today, Carlson includes such established brands as Radisson®, Country Inn & Suites By CarlsonSM, Park Inn by Radisson®, Park Plaza®, T.G.I.Friday's® and Carlson Wagonlit Travel®

170,000 employees in 150 countries
“Business can be a powerful force for good.”
- Marilyn Carlson Nelson, Chairman, Carlson
Proud History of Supporting Human Rights

• **1999** Co-founded World Childhood Foundation
  – defends the rights of children to a secure childhood and improves living conditions for children around the world

• **2004** Signed The Code of Conduct for the Protection of Children in Travel and Tourism
  – designed to combat commercial sexual exploitation of children in travel and tourism

• **2010** Signed United Nations Global Compact
  – encourages businesses worldwide to adopt sustainable and socially responsible policies in the areas of Human Rights, Labor, Environment and Anti-corruption

We believe we have a broader capability and social responsibility to promote and enhance human rights. We do this through our core business activities, philanthropy, advocacy, and partnerships and collaboration.
Combating Human Trafficking
Strategy and Implementation

• Core Business Activities
  – Required employee awareness training since 2005
    • Targeted refresher training prior to major events such as World Cup, Olympics and Super Bowl
  – Contract clauses
  – Supplier Code of Conduct
  – Travel alerts (CWT)
Combating Human Trafficking
Strategy and Implementation

- Philanthropy
  - Employee and customer support of World Childhood Foundation
    - Fundraisers
    - Club Carlson point donations
  - Carlson Family Foundation support:
    - Victims services
    - Mentorship programs
    - Educational programs
    - *Not My Life* film about child trafficking around the world
    - *MN Girls are Not for Sale* initiative by the Women’s Foundation of Minnesota
Combating Human Trafficking
Strategy and Implementation

• Advocacy
  – State Department
  – International Visitor Leadership Program, Trafficking in Persons
  – Share knowledge and resources freely

• Partnerships and Collaboration
  – The Code (ECPAT)
  – Non-profits - End Human Trafficking Now!, Polaris Project
  – Organizations – Conferences
  – Private Sector – BCAT
Measuring Impact

• How to measure deterrence?
• Number of employees trained
• Success stories
  • Victims identified and provided services
  • Traffickers and Johns prosecuted
  • Additional companies supporting the cause:
    • Delta, Hilton and Wyndham signing The Code
    • Marriott, Hyatt and others training employees
    • Ramsey County Attorney’s Office
    • Minnesota and Washington Lodging Associations
Contact Information

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