

GOOD PRACTICES GUIDE

EXAMPLES OF SPECIFIC STEPS BUSINESS COMPANY CAN TAKE IN HELPING END HUMAN TRAFFICKING



1. MAKING ZERO-TOLERANCE POSITION KNOWN ON YOUR COMPANY'S WEBSITE

A Company's website is an ideal place to inform customers and the public about its zero tolerance position towards human trafficking. It is also a way of promoting the Athens Ethical Principles and inspiring other companies to join the campaign.



Manpower, Inc. devoted a prominent place to the End Human Trafficking Now! campaign in the corporate social responsibility chapter of its website. It says the following: 'Manpower Inc. was the first company to sign the Athens Ethical Principles, which declare a "zero tolerance" policy for working with any entity, which benefits in any way, from human trafficking. This includes our clients, vendors and business partners. We are also leading the effort to get 1,000 of the world's leading corporations to join us in signing the Principles and declare that they, too, will have zero tolerance for this inhumane abuse.' Manpower's website also includes a link to the End Human Trafficking Now! campaign's website. Moreover, it invites other companies to sign on the Athens Ethical Principles by completing a form on its website.

2. INFORMING YOUR EMPLOYEES

Sharing information about human trafficking and the company's resolve to fight it with its employees will make employees feel proud to be part of a socially responsible enterprise respecting dignity of fellow human beings. Companies may for instance use e-posters, e-brochures and other materials to send information electronically, or other material of the End Human Trafficking Now! to distribute. It may also include information on its newsletter, magazines, websites etc..



Several companies have taken such an initiative. For example, Elite Rent-A-Car published text about the End Human Trafficking Now! campaign in the new Magazine ELITE (April 2006), hotel Beau-Rivage Geneve highlighted End Human Trafficking Now! Campaign in Beau-Rivage Geneve Newsletter (May 2006), and Artoc Group as well as Manpower, Inc. informed all their employees through electronic means.

3. ADVOCATING FOR THE ATHENS ETHICAL PRINCIPLES AMONG BUSINESS PARTNERS

There is no more persuasive way to involve business companies to the fight against human trafficking than through advocacy of other business leaders. By attracting other business companies, including suppliers, to sign on the Athens Ethical Principles, the impact of company's anti-trafficking policy significantly multiplies.



Representatives of many companies, including Manpower, Inc., Orascom Telecom, Artoc Group, Elite Rent-A-Car, took lead in such advocacy efforts. They participated in numerous conferences and events in different parts of the globe, undertook media interviews, published ads etc.. Some of them directly addressed their business colleagues and invited them to join the campaign.



In December 2006, the 'Global 1000 Initiative' was launched in Geneva. Letters from David Arkless, the Senior Vice President Corporate Affairs, Manpower Inc., and Special Envoy of the End Human Trafficking Now! Campaign, were sent to the Chief Executive Officers of the 1000 biggest corporations worldwide inviting them to join the End Human Trafficking Now! Campaign. The letters were accompanied by the vignette on human trafficking and other materials. The launch was covered by a wide range of media around the world.

4. PRODUCING ADVOCACY MATERIALS

Companies may very concretely support a global anti-trafficking movement by producing and sponsoring advocacy materials, such as films, posters, pins etc.. Such materials can be widely used for awareness-raising among business leaders and the general public alike.

Many companies have provided generous support to the End Human Trafficking Now! Campaign in this respect:



Artoc Group produced brochures, posters, red cards and pins carrying message 'End Human Trafficking Now!' and have started distributing them in Egypt and abroad, including in Arab countries and Japan. They were also widely used by the campaign against human trafficking during the 2006 Football World Cup in Germany.



Manpower Inc. and Orascom Telecom co-sponsored and assisted in production of a 90-second vignette against human trafficking to be disseminated in TV channels worldwide and a 3-minute film to be used in conferences and events for raising-awareness among business leaders.

5. AND OTHER SUGGESTIONS

These are only a few ideas and there are many more examples to be followed by business companies, in a multitude of creative ways.

- **Companies may include in their contracts with business partners a common clause repudiating human trafficking. In doing so, they declare that they are not abusing trafficked people in their operations.**
- **Companies may sponsor some grass-root projects – such as the establishment and operation of telephone helplines or shelters for victims of human trafficking.**
- **Companies may be instrumental in sponsoring education and providing training to victims or potential victims of human trafficking. They may also significantly empower victims of human trafficking by offering them employment opportunity. Thus, contributing to the prevention of human trafficking and re-trafficking.**

Finally, it is important to share these good examples as they inspire others to join the efforts and give victims hope. It also sends a strong message to traffickers when a legitimate business is taking the lead in anti-trafficking campaigns, the room for them to operate is getting smaller and will ultimately one day disappear.

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