

Good Business Practices to Address Human Trafficking

Travel & Tourism

20 June, 2013 – 9:00 AM EDT



United Nations Global Compact

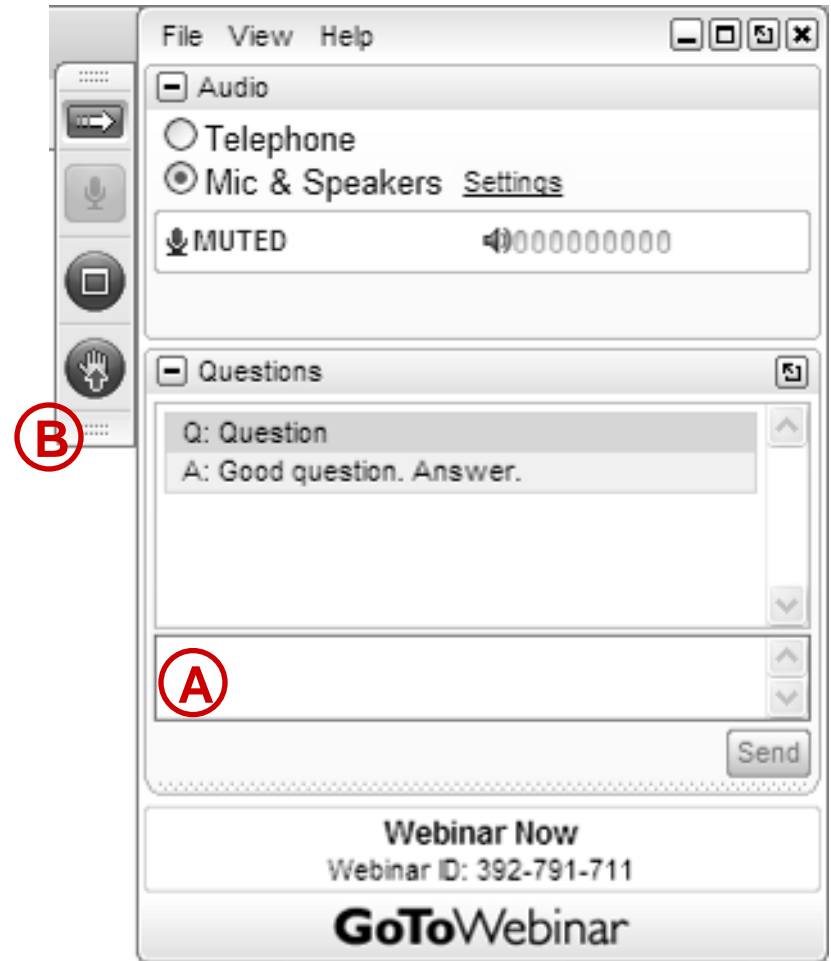


Questions

Technical Difficulties: If you have technical issues, please let us know by typing a message in the Questions pane (A). You can raise your hand (B) if we do not respond.

Q&A: We will be taking questions on content at the end, but you can send them to us throughout the webinar by using the Questions pane (A). Please specify to whom the question should be directed.

Example: Question for John Doe: What is Human Trafficking?



Agenda



Welcome

Matthew Daly, Human Rights, UN Global Compact



Introduction

Dr. Aleya Hammad, Executive Vice President, End Human Trafficking Now

Business Examples



Mr. Matthias Leisinger, Head of Corporate Responsibility, Kuoni



Ms. Brenda Schultz, Director, Responsible Business, Americas, Carlson



Mr. Andreas Astrup, General Manager, The Code

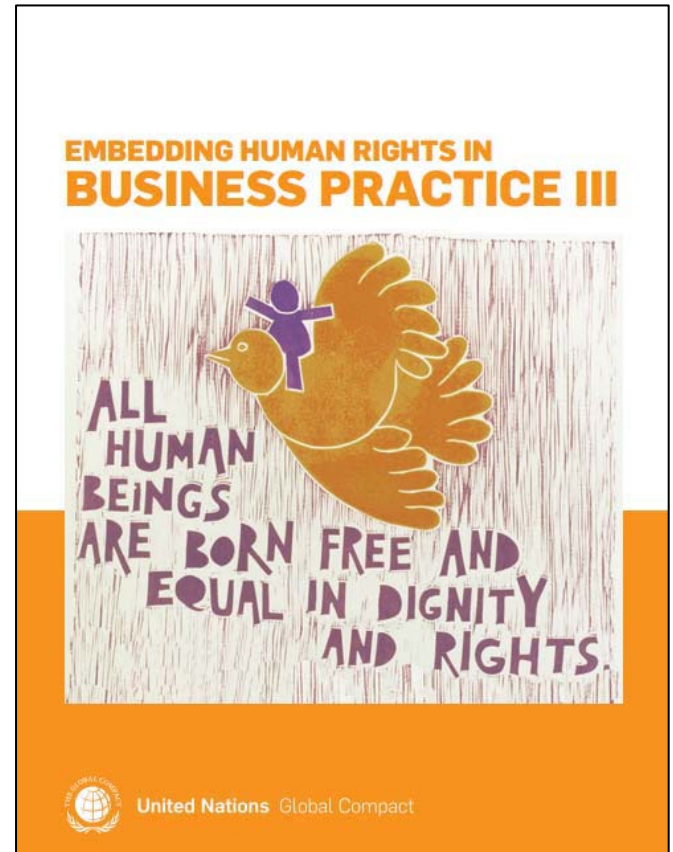
Q & A: Remaining Time



United Nations Global Compact

Human Rights and Labour Resources from UNGC

- **Good Practice Notes**
- **Embedding Human Rights in Business Practice**
- **Guidance Materials**
- **Human Rights and Business Dilemmas Forum**



United Nations Global Compact



GOOD BUSINESS PRACTICES TO ADDRESS HUMAN TRAFFICKING: TRAVEL & TOURISM

UN Global Compact – EHTN Webinar Series

2nd Webinar
20 June 2013, 9 am EDT



Business & Human Trafficking



- Managing risks: legal, financial and brand damage
- Enhancing brand value
- Strengthening business partnerships
- Building strong investor relations
- Ensuring market access and attracting new business opportunities
- Being identified as a leader in your industry and in community

Tourism & Travel



- Major global phenomenon that contributes to economic growth and job creation
- Potential for human trafficking and exploitation
- Among the first sector undertaking anti-trafficking initiatives

End Human Trafficking Now



Combating human trafficking by mobilizing the business community as a strategic partner to put this illicit trade out of business by:

- Helping businesses **understand** what human trafficking is, how is it relevant and what to do about it;
- **Raising awareness about action** taken by the business community to combat human trafficking;
- **Recognizing and honoring business leaders** engaged in combating human trafficking;
- Helping businesses to **assess and mitigate potential risks** of trafficked labor in their supply chain(s);
- Developing documented industry-specific case studies to show the **good business practices** in combating human trafficking.

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.

Webinar series on business & human trafficking



Showcase nominated business initiatives of the Business Leader's Award cycles, in order to:

- share good practices, challenges and lessons learnt in preventing and mitigating risks of human trafficking within company's operation and supply chains;
- explore innovative business approaches contributing to elimination of human trafficking in the companies and communities.



Speakers

- **Mr. Matthias Leisinger**, Vice President, Corporate Responsibility, Kuoni
- **Ms. Brenda Schultz**, Director, Responsible Business, America, Carlson
- **Mr. Andreas Astrup**, General Manager, The Code

Matthias Leisinger

*Vice President, Corporate Responsibility,
Kuoni*



Mattias Leisinger is Vice President of Corporate Responsibility for the Kuoni Group. He is also a member of the advisory boards of the Swiss Import Promotion Programme (SIPPO) and of Swisscontact, and Chairman of “The Code”.

KUONI

Kuoni is a leading global travel and destination management services company.

Brenda Schultz

*Director, Responsible Business, Americas,
Carlson*



Brenda Schultz is responsible for all aspects of social, ethical and environmental responsibility for a portfolio of more than 600 hotels in the Americas. Her duties include hotel training, communications, environmental measurements and support for anti-Human Trafficking initiatives. Brenda is also a Board Member of both the Global Business Coalition Against Trafficking and The Code.



Carlson is an international corporation in the hotel, restaurant and travel industries.

Andreas Astrup

General Manager, The Code



Andreas Astrup is General Manager of The Code. He is a human rights professional with an international and organizational background and has more than 10 years experience in project management and organizational development, including strategy and evaluation. Before coming to The Code, Andreas Astrup was Head of Office in the Danish Section of Amnesty International for 7 years.



The Code is an industry-driven, multi-stakeholder initiative with the mission to provide awareness, tools and support to the tourism industry in order to combat the sexual exploitation of children in contexts related to travel and tourism.

An aerial photograph of a tropical coastline. The top of the image shows a dense, dark green forest bordering a narrow, light-colored sandy beach. Below the beach, the water is a vibrant turquoise color, with visible patterns of coral reefs and seabed. The water transitions to a deeper blue-green as it extends into the distance.

Human & Children's Rights a business perspective

MATTHIAS LEISINGER
VICE PRESIDENT CORPORATE RESPONSIBILITY
KUONI TRAVEL LTD.

- Kuoni is a leading global travel and destinations management services company
- More than 12 000 employees worldwide
- Branch operations in more than 60 countries on 5 continents with more than 700 offices
- Founded in 1906 by Swiss entrepreneur Alfred Kuoni
- Head office in Zurich, Switzerland



1. Reducing and managing risk

- Legal and reputational risks: arising from perceived or actual complicity in rights violations
- Operational risk: including revenue loss due to delays and disruptions; higher costs of financing, insurance and security; project cancellations
- Board member liability: providing corporate boards with strong protection against mismanagement claims by shareholders
- Early adapter: increasing regulation on EU level

2. Competitive advantage and opportunities for growth

- Enhanced company reputation
- Business leadership in sustainability and competitive advantage
- Meeting investor expectations

3. Promoting positive business ethics and social sustainability

- Fostering positive relations with local communities, leading to a 'social licence' to operate
- Attracting and retaining the best employees – become an employer 'of choice'

Integrating Human and Children's Rights

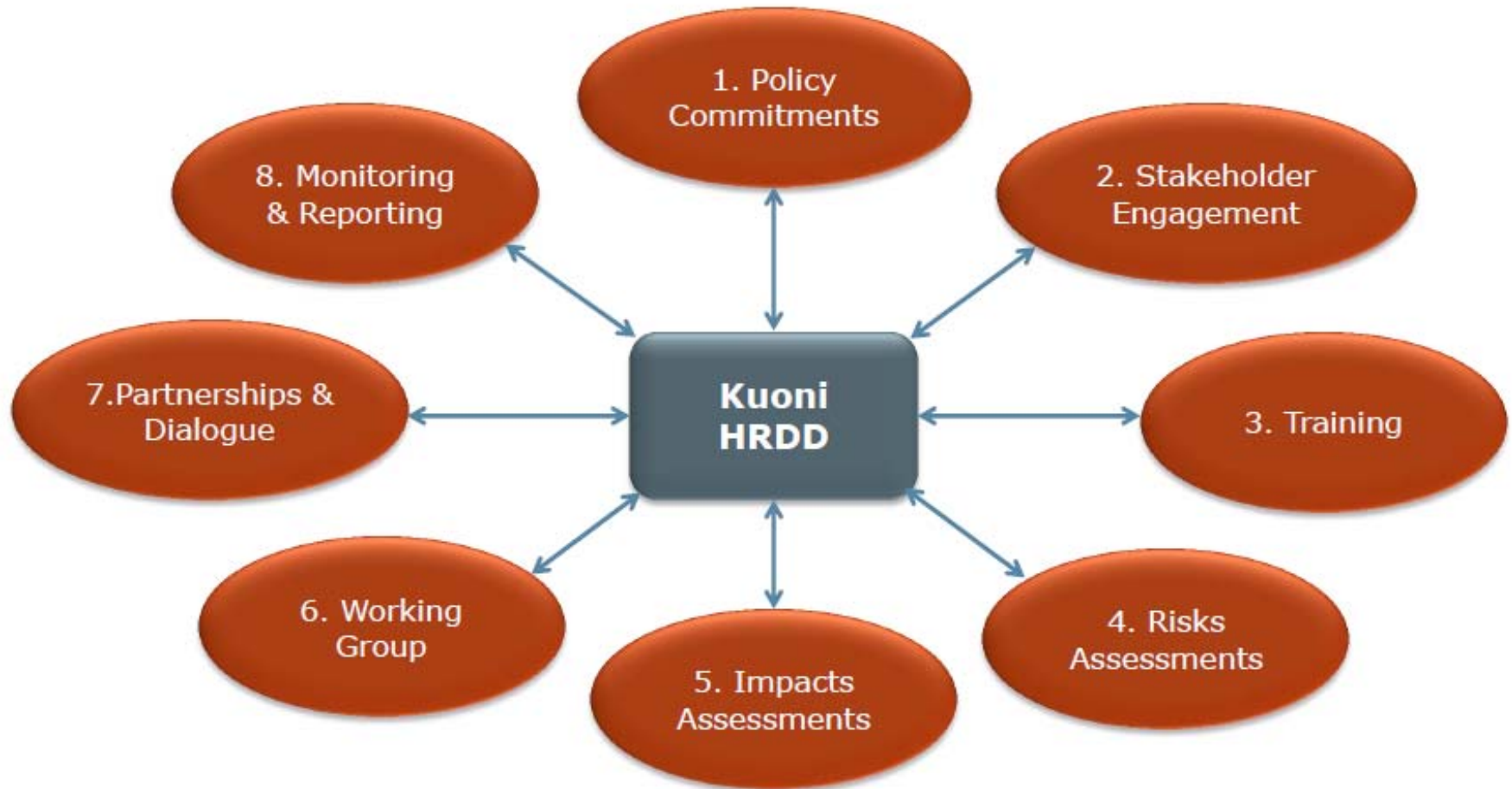
HUMAN RIGHTS ISSUES (SELECTION)

- 250 Million people working in tourism worldwide
- Often poor working conditions (low salaries, overtime)
- 2 million children sexually abused per year (UNICEF)
- Tourism infrastructure is misused for sexual exploitation of children
- Competition over limited resources



Employees	<ul style="list-style-type: none">› Investment in internal communication through K-Net (Intranet)› 'Empower' survey for employees globally› Training and succession management
Child Protection	<ul style="list-style-type: none">› Kuoni signed The Code in 2006› > 400 hoteliers trained in child protection› Destination approach 'child protection' in India, Kenya and Dom Rep
Integration in Supply Chain Management	<ul style="list-style-type: none">› 13 human rights related standards in the Supplier Code of Conduct› 90% of contracts include the Supplier Code of Conduct› > 95% of key hotel partners audited (cover 25% of guestnights)
Support of Pilot Projects	<ul style="list-style-type: none">› Vocational training in Myanmar› Child protection projects in Kenya and India

Developing a human rights policy & action plan



Setting the objective:

We want to be exemplary in our human rights and labour practices and an acknowledged leader on business and human rights.

MESSAGE FROM OUR CEO

"WE SEEK NOT ONLY TO COMPLY WITH INTERNATIONAL HUMAN RIGHTS STANDARDS, BUT ALSO TO MAKE A POSITIVE CONTRIBUTION WITHIN OUR SPHERE OF INFLUENCE. WE RECOGNISE THAT ACHIEVING THESE STANDARDS PRESENTS A LONG-TERM CHALLENGE TOWARDS WHICH WE ARE FULLY DEDICATED."



PETER ROTHWELL
Chief Executive Officer

A handwritten signature in black ink, appearing to be 'P. Rothwell', with a long horizontal stroke extending to the right.

You can download the Statement of Commitment on Human Rights from the Kuoni Group website: <http://www.kuoni.com/corp-responsibility/human-and-labour-rights>



Schweizerisches Kompetenzzentrum für Menschenrechte (SKMR)
Centre suisse de compétence pour les droits humains (CSDH)
Centro svizzero di competenza per i diritti umani (CSDU)
Swiss Centre of Expertise in Human Rights (SCHR)



arbeitskreis tourismus & entwicklung

AMNESTY
INTERNATIONAL



3. Conduct Human Human Rights Impact Assessments in high risk destinations

A PILOT PROJECT TO ASSESS HUMAN RIGHTS IMPACTS IN KENYA



Objective

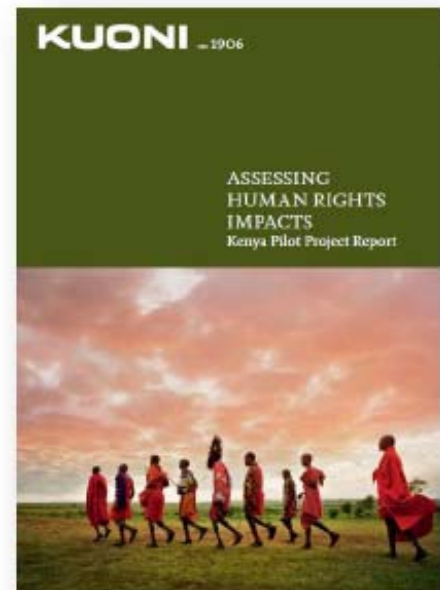
Developing an effective approach to assessing human rights impacts for Kuoni, with the possibility of sharing that approach within the industry.

Outcomes

- Identifying human rights related risks and opportunities of the business, and its business relationships, in Kenya and potential follow-up measures.
- A tested approach to conducting HRIA which can be used for other destinations.

Stakeholders involved

- Project team: Corporate Responsibility team with support from TwentyFifty Ltd., Private Safari East Africa Limited, and NGO Tourism Concern.
- In Country stakeholders and affected groups.
- Oversight by international advisers: NGOs, UNICEF and academics



Report available at:
www.kuoni.com/docs/assessing_human_rights_impacts_0.pdf

- The sexual exploitation of children in Kenya is driven by poverty and marginalisation. There is a need for greater awareness-raising about child rights and localisation of child protection frameworks.
- Infringements on child rights in the destination carry large reputational risks to the business. and decrease desirability of destination
- Improve supplier engagement, work with existing networks to support effective implementation of Child Protection CoC, support NGO effort to raise awareness in communities

The protection of children
in tourism - a shared
responsibility.




THE CODE IS

- an instrument of self-regulation and corporate social responsibility,
- which provides increased protection to children from sexual exploitation in travel and tourism.
- We as signatories of the Code implement six overarching measures.

THE CODE IS AN INDUSTRY DRIVEN CORPORATE
RESPONSIBILITY TOOL TO CONDUCT CHILD PROTECTION
MEASURES IN A STRUCTURED AND COMPREHENSIVE WAY.





Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Administration admin.ch
Federal Department of Justice and Police
Federal Office of Police

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Reporting form

Suspicion of sex tourism involving minors

Have you been on vacation abroad and witnessed conduct by tourists that you think might have threatened or violated a child's sexual integrity? You have now the opportunity of reporting your observations. Just fill out this form, and the competent authorities can start to investigate.

Any information you provide will be treated strictly **confidential**.

A note on the use of the reporting form

Using this form abusively, especially by deliberately making false accusations (Art. 303 SPC), or with the intent of misleading the judicial authorities (Art. 304 SPC) is subject to punishment.

Information you provide may be passed on to the competent judicial authorities.

Your personal data may be used for police purposes (Art. 38bis DSG).

☐ I have read and understood the legal notice

☐ I agree to my personal data being processed as stated above.

Your particulars

The competent judicial authorities will may want to contact you.

* First name

* Last name



A Business Response to Human Trafficking

June 20, 2013



Who is Carlson?



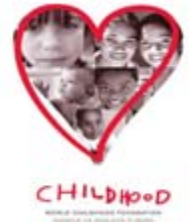


We believe we have a broader capability and social responsibility to promote and enhance human rights.

We do this through our core business activities, philanthropy, advocacy, and partnerships.

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
 - 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



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 with suppliers
- Travel alerts (CWT)



Travel Alert Language



UNICEF reports that trafficking in children for purposes of sexual exploitation is a global problem.

The U.S. State Department advises its citizens that engaging in sexual conduct with minors outside the U.S. is a crime and punishable upon return to the United States.

Travelers can help by reporting suspicious activity to the National Human Trafficking Hotline: 1-888-373-7888. When calling from outside the U.S.: 1-202-507-7966.

Carlson Wagonlit Travel supports the protection of the world's children.

Combating Human Trafficking

Strategy and Implementation



● Philanthropy

- Employee and customer support of World Childhood Foundation
 - Hotel fundraisers
 - Club Carlson loyalty program members donate points
- Carlson Family Foundation financially supports non-profits which provide:
 - Victims services
 - Mentorship for children at risk
 - Education
 - *Not My Life* film about child trafficking around the world

Combating Human Trafficking

Strategy and Implementation



● Advocacy and Partnerships

- Government
 - State Department
 - International Visitor Leadership Program, Trafficking in Persons
- Educational institutions
 - University of Minnesota Distinguished Lecturer series hosted Nicholas Kristof
 - Center for Integrated Leadership Freedom Here and Now Conference
- Private Sector
 - Global Business Coalition Against Trafficking (gBCAT)
 - Minnesota Women's Foundation to create *Minnesota Girls are Not for Sale* initiative that is being held up as a model for all states



Measuring Impact

- Number of employees trained
- How to measure deterrence?
- Success stories
 - Victims identified and services provided
 - 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



Thank you!

THE CODE

Protecting Children from Sex Tourism



By: Andreas Astrup, General Manager of The Code

THE
CODE
.ORG

CHILD SEX TOURISM

The tourism industry is not to blame for the abuse or exploitation of children in tourism. But **the tourism industry has a responsibility** towards combating the sexual exploitation of children in travel and tourism.

Every company or business within the tourism industry can **make a difference.**

ABOUT THE CODE

The Code is **an industry-driven, multi-stakeholder initiative** with the mission **to provide awareness, tools and support to the tourism industry** in order to combat the sexual exploitation of children in contexts related to travel and tourism.



ABOUT THE CODE – SIX CRITERIA

1. **To establish a policy and procedures** against sexual exploitation of children.
2. **To train employees** in children's rights, the prevention of sexual exploitation and how to report suspected cases.
3. **To include a clause in contracts** throughout the value chain stating a common repudiation and zero tolerance policy of sexual exploitation of children.
4. **To provide information to travellers** on children's rights, the prevention of sexual exploitation of children and how to report suspected cases.
5. **To support, collaborate and engage stakeholders** in the prevention of sexual exploitation of children
6. **To report annually** on their implementation of Code related activities.

ABOUT THE CODE – OVER 1200 SIGNATORIES

KUONI



THE
CODE
.ORG

ABOUT THE CODE – AWARDS



KUONI | Destination Management

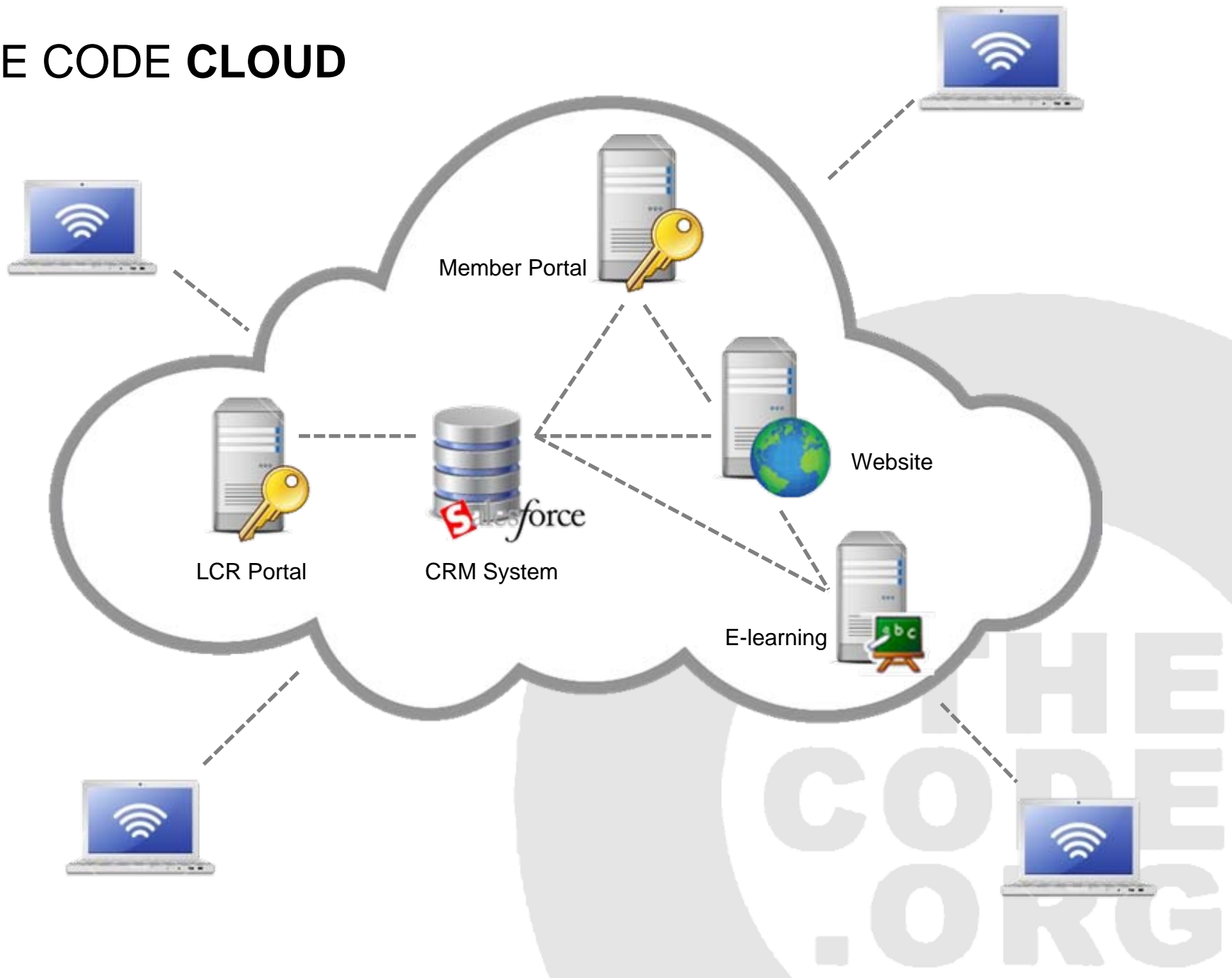
PATA
Pacific Asia Travel Association
GOLD AWARDS



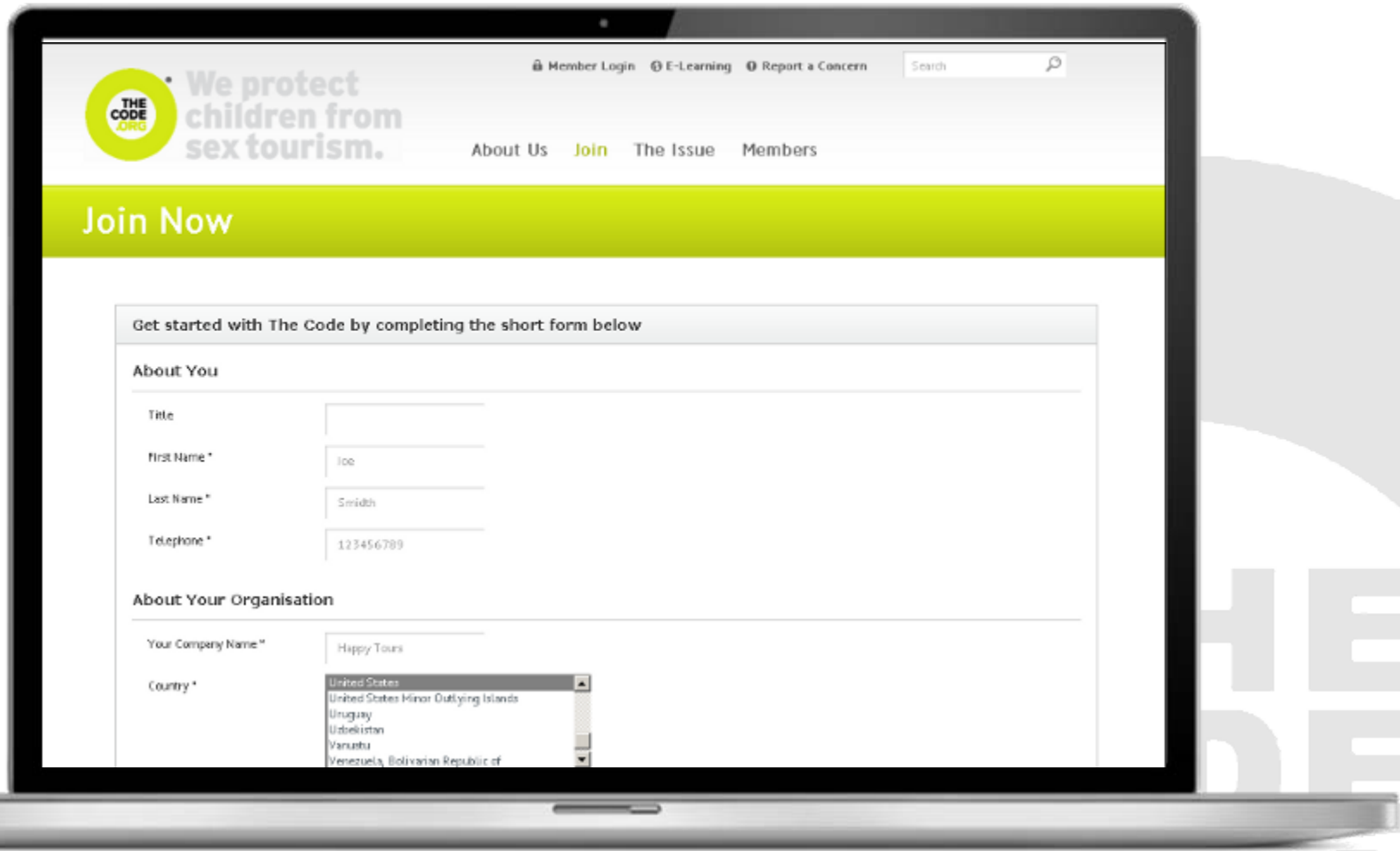
TRAVEL+LEISURE

THE
FREE
P.O.R.G

THE CODE CLOUD



NEW TOOLS: APPLICATION



The screenshot shows a laptop displaying the website for 'THE CODE ORG'. The website's header features the logo on the left, the tagline 'We protect children from sex tourism.' in the center, and navigation links for 'Member Login', 'E-Learning', 'Report a Concern', and a search bar on the right. Below the header, there are links for 'About Us', 'Join', 'The Issue', and 'Members'. A prominent yellow banner with the text 'Join Now' is positioned below the navigation links. The main content area contains a registration form titled 'Get started with The Code by completing the short form below'. The form is divided into two sections: 'About You' and 'About Your Organisation'. The 'About You' section includes fields for 'Title', 'First Name *' (with the value 'Joe'), 'Last Name *' (with the value 'Smith'), and 'Telephone *' (with the value '123456789'). The 'About Your Organisation' section includes a field for 'Your Company Name *' (with the value 'Happy Tours') and a 'Country *' dropdown menu. The dropdown menu is open, showing a list of countries: 'United States', 'United States Minor Outlying Islands', 'Uruguay', 'Uzbekistan', 'Vanuatu', and 'Venezuela, Bolivarian Republic of'.

THE CODE ORG • We protect children from sex tourism.

Member Login E-Learning Report a Concern Search

About Us **Join** The Issue Members

Join Now

Get started with The Code by completing the short form below

About You

Title

First Name *

Last Name *

Telephone *

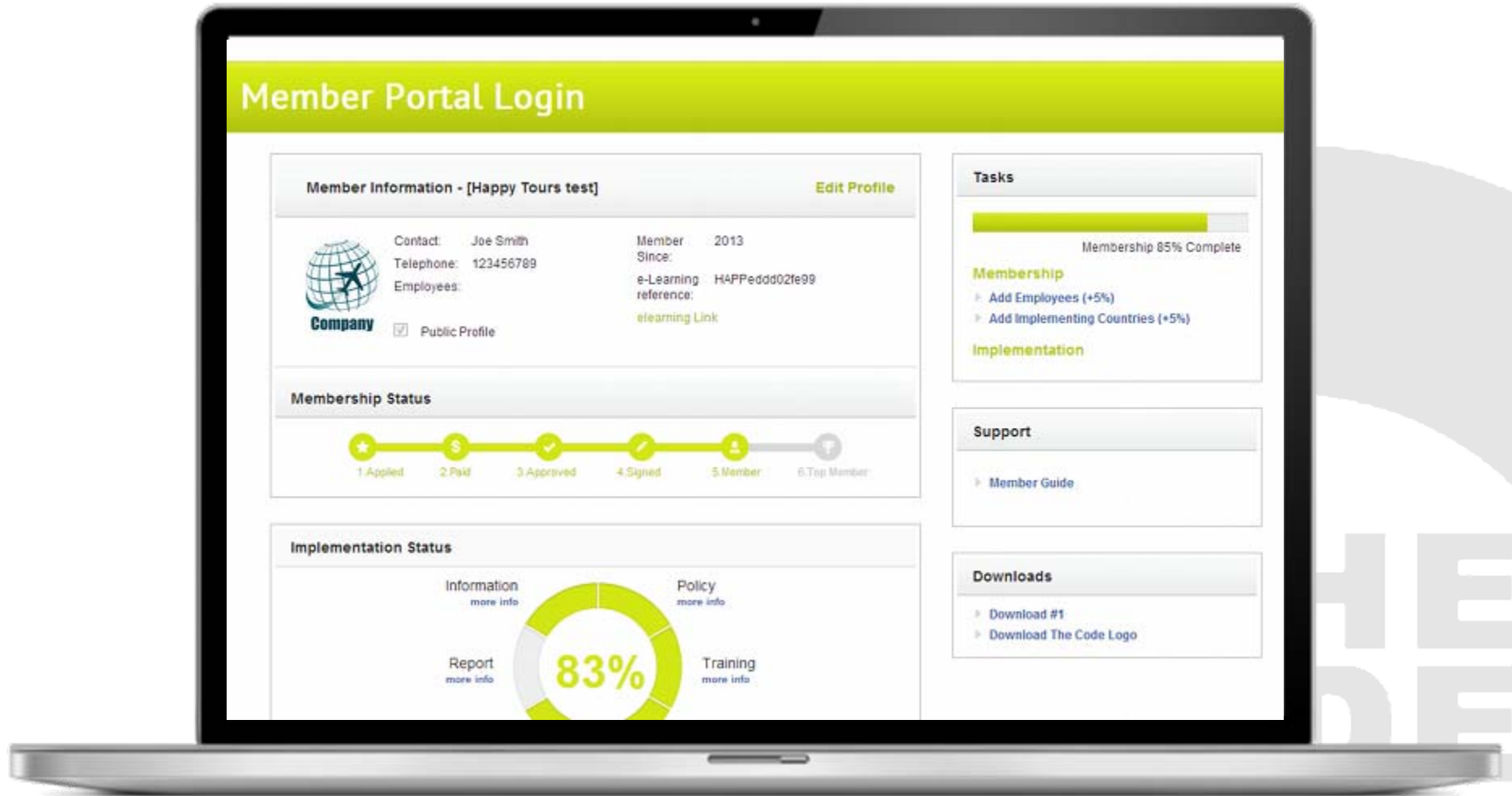
About Your Organisation

Your Company Name *

Country *

- United States
- United States Minor Outlying Islands
- Uruguay
- Uzbekistan
- Vanuatu
- Venezuela, Bolivarian Republic of

NEW TOOLS: MEMBER PORTAL



NEW TOOLS: MEMBER GUIDE



We protect
children from
sex tourism.

Member Guide

Introduction

Fighting child sex exploitation goes hand in hand with running an ethical and responsible tourism company. As the representatives of future generations, children are valuable members of our society and their welfare must be prioritized. All members of a community are responsible for ensuring that child protection becomes a priority, making this an important pillar of Corporate Social Responsibility (CSR) and responsible tourism.

The Code was created as a practical tool for members of the tourism industry to utilize as part of their CSR and responsible tourism policies. By implementing the six criteria of The Code, members are making a clear statement to their staff and clients that they do not accept the commercial sexual exploitation of children.

As a Code member, you may be wondering how you fit into the picture. This guide will help you understand how to manage your membership and show you step-by-step how to quickly and easily implement the six criteria of The Code in your company.

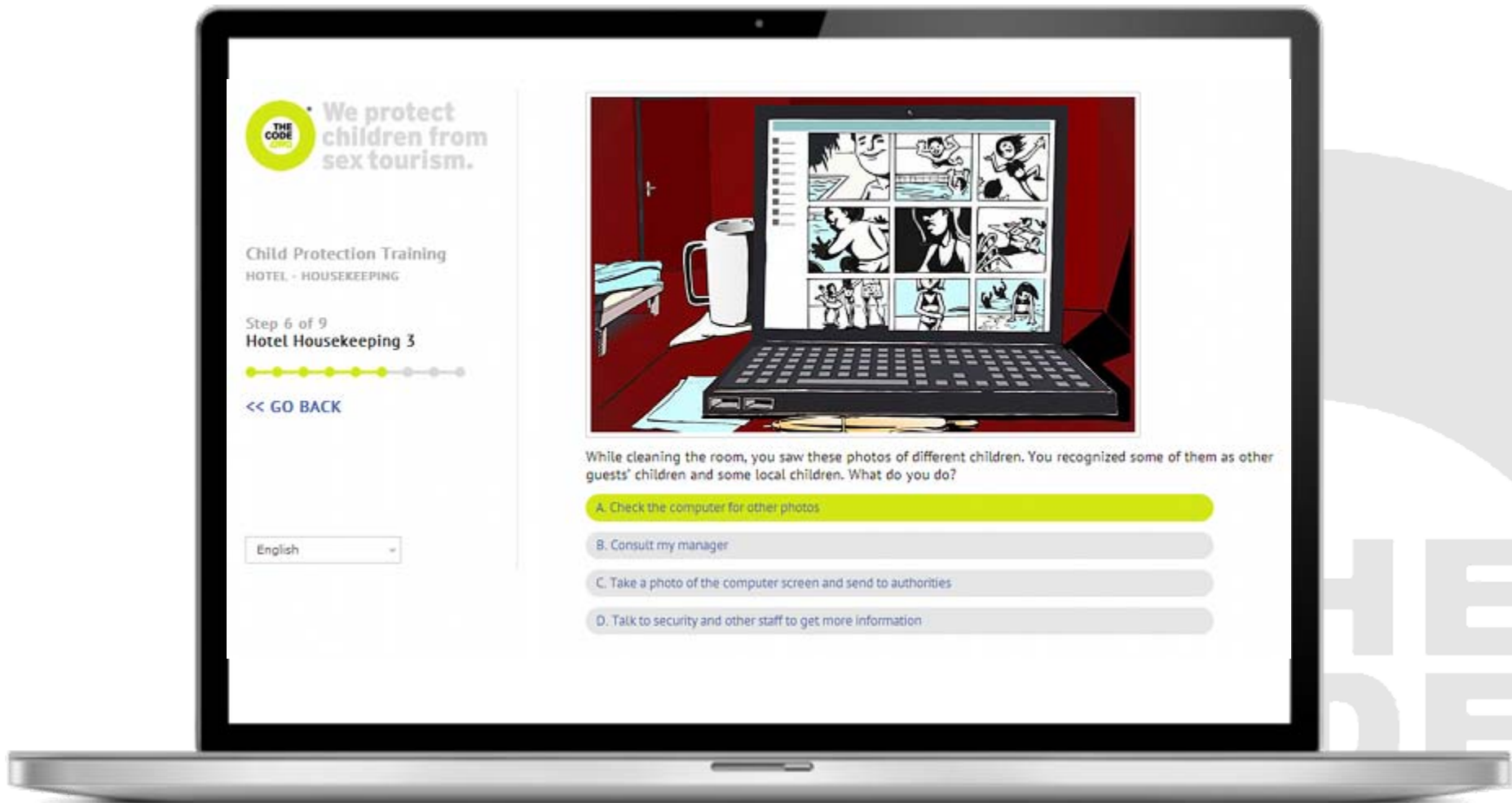
1. The Member Portal

1.1 Log into the Member Portal

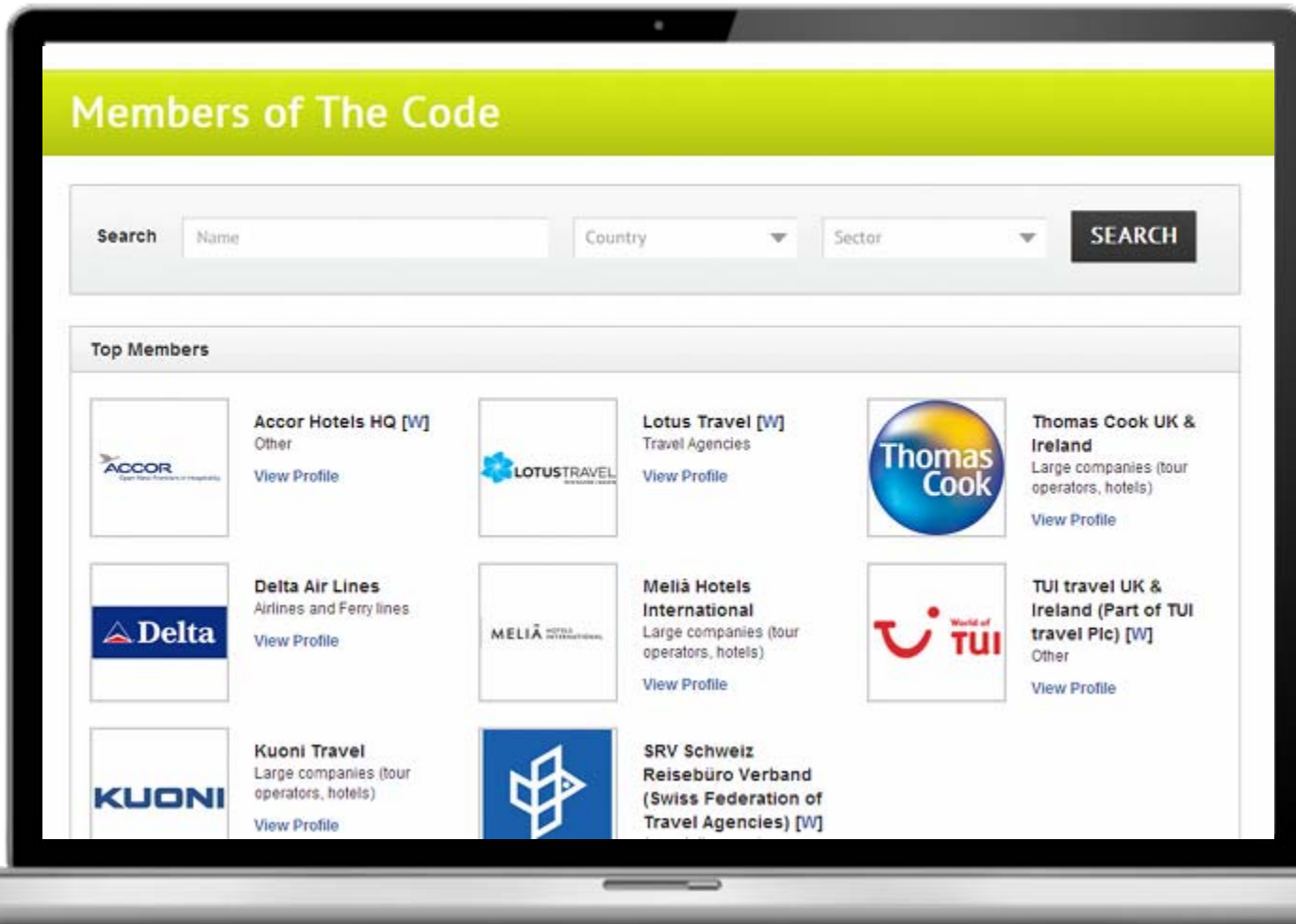
After you have joined The Code, you will get access to the Member Portal. The Member Portal is the key tool in managing your membership and implementing the six criteria.

Please log into the Member Portal at <http://member.thecode.org>

NEW TOOLS: E-LEARNING



NEW TOOLS: WEBSITE



NEW TOOLS: WEBSITE



www.thecode.org

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Thank You

Thank you for joining us today.

Presentation slides and a recording of the webinar will be available on the UNGC website.

If you have any additional questions, please contact:

Matthew Daly: daly@unglobalcompact.org



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