Good Business Practices to Address Human Trafficking

Travel & Tourism

20 June, 2013 – 9:00 AM EDT
**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?

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[United Nations Global Compact logo]
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
Human Rights and Labour Resources from UNGC

- Good Practice Notes
- Embedding Human Rights in Business Practice
- Guidance Materials
- Human Rights and Business Dilemmas Forum
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 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 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.
Human & Children’s Rights
a business perspective

MATTHIAS LEISINGER
VICE PRESIDENT CORPORATE RESPONSIBILITY
KUONI TRAVEL LTD.
Who we are

- 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
The business case for Human Rights – why does Kuoni bother?

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 are a serious concern in tourism

**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
Human rights have been a focus area of Kuoni’s corporate responsibility for several years

| Employees                      | Investment in internal communication through K-Net (Intranet)  |
|                               | ‘Empower’ survey for employees globally                       |
|                               | Training and succession management                           |

| Child Protection               | 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 | 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          | Vocational training in Myanmar                                |
|                                   | Child protection projects in Kenya and India                  |
Developing a human rights policy & action plan
Kuoni Approach to Human Rights Due Diligence (HRDD)

1. Policy Commitments
2. Stakeholder Engagement
3. Training
4. Risks Assessments
5. Impacts Assessments
6. Working Group
7. Partnerships & Dialogue
8. Monitoring & Reporting

Kuoni HRDD

HUMAN & CHILDREN’S RIGHTS
1. Policy commitment

**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.”

2. Stakeholder Engagement

unicef
TourismConcern
Brot für die Welt
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)

FAIR unterwegs
arbeitskreis tourismus & entwicklung
FAIR TRADE IN TOURISM SOUTHERN AFRICA

AMNESTY INTERNATIONAL

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

A PILOT PROJECT TO ASSESS HUMAN RIGHTS IMPACTS IN KENYA

I. Set-up  II. Preparation  III. Country Visit  IV. Analysis and Documentation  V. Follow Up  VI. Implementation, Review and Scale up

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
Children’s Rights – key findings and measures suggested

- 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.
Reporting Form – Federal Office of Police in collaboration with Interpol

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 deliberately making false accusations (Art. 362 BPO) or with the intent of misleading the judicial authorities (Art. 364 BPO) 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. 386c BEO).

☐ 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

Human & Children’s Rights
Thank you
www.kuoni-corporate-responsibility.com
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)
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.


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 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
ABOUT THE CODE – AWARDS
THE CODE CLOUD

LCR Portal

CRM System

Member Portal

Website

E-learning
NEW TOOLS: APPLICATION
NEW TOOLS: MEMBER PORTAL
NEW TOOLS: MEMBER GUIDE

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

We protect children from sex tourism.

Child Protection Training
HOTEL - HOUSEKEEPING

Step 6 of 9
Hotel Housekeeping 3

<< GO BACK

While cleaning the room, you saw these photos of different children. You recognized some of them as other guests’ children and some local children. What do you do?

A. Check the computer for other photos
B. Consult my manager
C. Take a photo of the computer screen and send to authorities
D. Talk to security and other staff to get more information

English
NEW TOOLS: WEBSITE
NEW TOOLS: WEBSITE

1,275 SIGNATORIES
9 TRAINED STAFF *
IN 46 COUNTRIES

Click on a country for more information.
* Since March 1, 2013

What Is The Code
The Code is an industry-driven initiative with the mission to provide awareness, tools and support to the tourism industry to prevent the sexual exploitation of children.

Reasons To Join
Join an internationally recognized, multiple award winning initiative that integrates child protection objectives into the concept responsible, sustainable tourism.

How To Join
Companies can join easily via a short online application; read about the benefits of membership and get started.

Our Members
We are extremely proud to have the following companies and businesses support our cause as we work together to combat sexual exploitation of children.
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