

UN.GIFT

Global Initiative to Fight Human Trafficking



United Nations Global Compact

THE BUSINESS LEADER'S AWARD TO FIGHT HUMAN TRAFFICKING

25 January 2013
Davos, Switzerland

Annual Meeting of the
World Economic Forum

We would like to acknowledge the support and sponsorship of ManpowerGroup for the 2013 Ceremony of the Business Leader's Award to Fight Human Trafficking.



ManpowerGroup™

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Ceremony of

THE BUSINESS LEADER'S AWARD TO FIGHT HUMAN TRAFFICKING

25 January 2013, 19.30 – 22.00
Dome of the Seehof Hotel, Davos

Annual Meeting of the World Economic Forum



United Nations Global Compact

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The Business Leader's Award Dinner & Ceremony

25 January 2013, 19.30 – 22.00

Dome of the Seehof Hotel, Davos

Annual Meeting of the World Economic Forum

19.30 – 19.50 Welcoming remarks

Prof. Klaus Schwab

Founder and Executive Chairman, World Economic Forum

Mr. David Arkless

President, Corporate & Government Affairs, ManpowerGroup / President, EHTN Board

Mr. Yury Fedotov

Executive Director, UNODC / Member of Jury

Dr. Jean Baderschneider

Vice President, Global Procurement & Supply Chain, ExxonMobil / EHTN Board Member

19.50-20.50 Dinner

20.50 – 21.10 Keynote Speaker

Ms. Marianna Vardinoyannis

President, Marianna V. Vardinoyannis Foundation / EHTN Board Member

21.10 – 21.25 Presentation of the Awardees

Ms. Zohreh Tabatabai

Managing Partner, Quince Partners / EHTN Board Member

21.25 – 21.40 Presentation of Jury deliberations and announcement of the winner

Dr. Nafis Sadik, *President of the Jury*

21.40 – 21.50 Bestowment of the Trophy

Ms. Caroline Scheufele

Co-President, Chopard

Remarks by the winner of the Business Leader's Award

21.50 – 22.00 Closing remarks

Mr. Georg Kell, *Executive Director, UN Global Compact*

Mr. David Arkless

The Business Leader's Award to Fight Human Trafficking is a good practice award, designed to honor and recognize the tireless work of business executives engaged in combating human trafficking. It aims to serve as an incentive for greater innovation. It is a tool to identify and reward those executives who have shown enthusiasm in and dedication to tackling human trafficking, and who have made a significant impact on ensuring respect for the human rights of employees and community stakeholders alike.

The Award was launched in 2008 during the regional meeting of the World Economic Forum in Sharm El Sheikh, Egypt. It is the *first-ever* award in history to honor a business executive for their innovation, energy and commitment in tackling human trafficking. As a biennial initiative, the award is jointly spearheaded by End Human Trafficking Now (EHTN), the United Nations Global Initiative to Fight Human Trafficking (UN.GIFT), and the United Nations Global Compact.

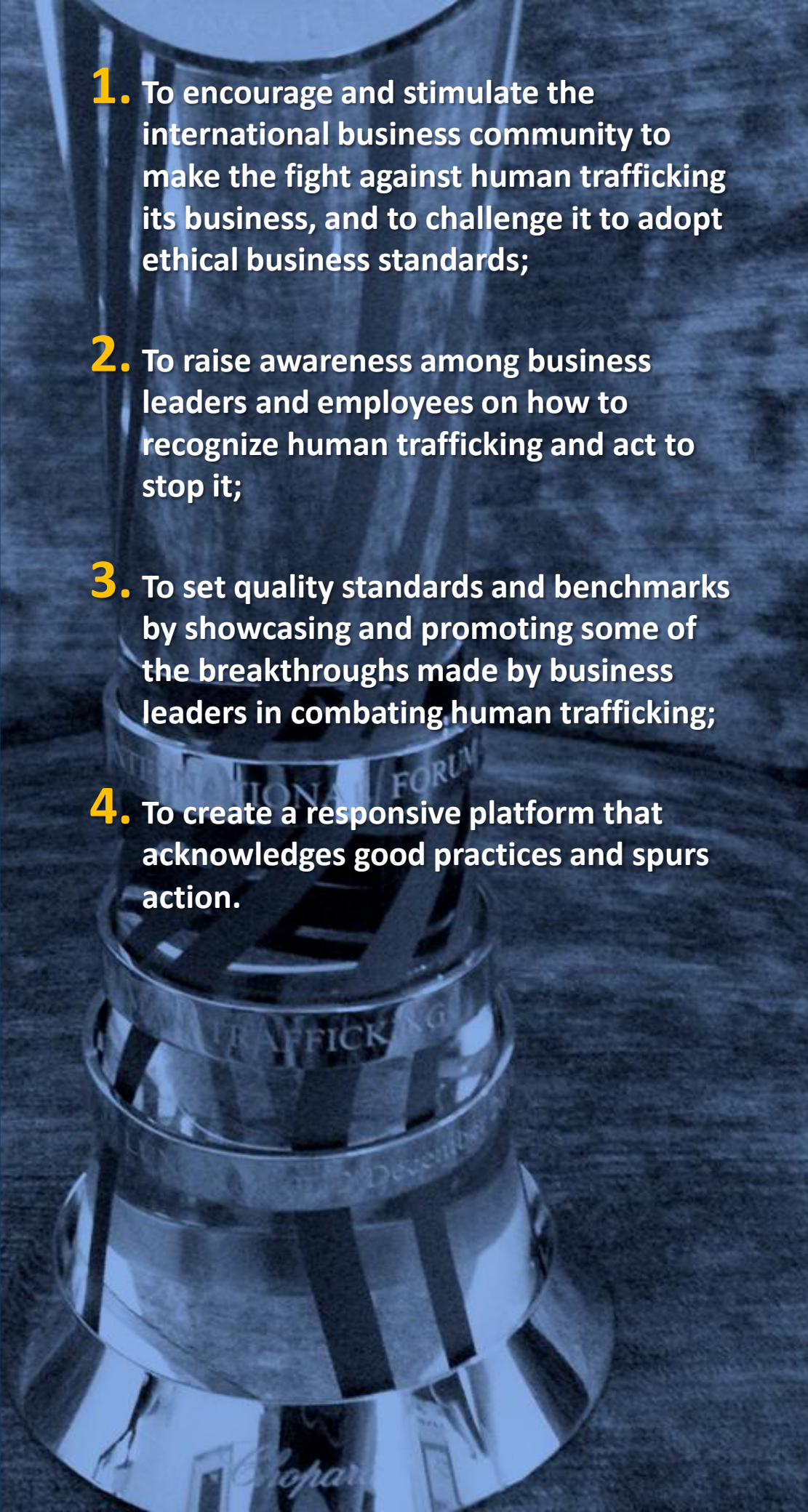
This international award results in significant public recognition and serves as an incentive to keep the business sector engaged in the fight against human trafficking.



The Business Leader's Award

Objectives of the Award

1. To encourage and stimulate the international business community to make the fight against human trafficking its business, and to challenge it to adopt ethical business standards;
2. To raise awareness among business leaders and employees on how to recognize human trafficking and act to stop it;
3. To set quality standards and benchmarks by showcasing and promoting some of the breakthroughs made by business leaders in combating human trafficking;
4. To create a responsive platform that acknowledges good practices and spurs action.



The award program considers nominations of business leaders who have proven that they have a vision and the commitment to ending human trafficking and who fulfill any or all of the following criteria:

- 1. The business leader has led a socially responsible anti-human trafficking initiative:** Conceptualization, contextualization and successful realization of a good business practice which has effected a positive change towards prevention and support to victims of trafficking;
- 2. The business leader can demonstrate the influence he or she has had on different levels of his or her company's business management and operations in identifying, combating and preventing forced labor and exploitation:** Innovation in corporate policies and practices, dealing with human trafficking issues including appropriate responses to victims;
- 3. The business leader has successfully engaged a wider community/audience in preventive measures against human trafficking:** Brought to fruition an outcome which benefits the most vulnerable of persons, such as the creation of jobs, victim support shelters, educational and information programs, IT solutions and so on.

The eligibility criteria are guided by:

- 1.** The Athens Ethical Principles
- 2.** The Ten Principles of the UN Global Compact
- 3.** The ILO Declaration on Fundamental Principles and Rights at Work
- 4.** Other international instruments on human trafficking

About the Cosponsors

End Human Trafficking Now (EHTN) is the first global association aimed at eliminating human trafficking by engaging the private sector. It is a Swiss-based independent international non-profit association, formed in accordance with articles 60 ff of the Swiss Civil Code. EHTN's headquarters are located in Geneva, Switzerland. Created in 2006, EHTN is funded entirely by private sector contributions. We strongly believe there is a lot at stake for legitimate business if human trafficking continues to flourish. While businesses alone cannot solve the problem of human trafficking, there is a great deal they can do within their own sphere of influence – through their global reach and connections – to end this illicit trade.

Launched in March 2007, the **United Nations Global Initiative to Fight Human Trafficking** (UN.GIFT) is a multi-stakeholder initiative providing global access to expertise, knowledge and innovative partnerships to combat human trafficking. The Global Initiative is based on a simple principle: human trafficking is a crime of such magnitude and atrocity that it cannot be dealt with successfully by any government alone. This global problem requires a global, multi-stakeholder strategy that builds on national efforts throughout the world.

The **United Nations Global Compact** is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption. Endorsed by chief executives, the Global Compact is a practical framework for the development, implementation, and disclosure of sustainability policies and practices, offering participants a wide spectrum of workstreams, management tools and resources — all designed to help advance sustainable business models and markets.

The Trophy

The Award is intended to mark tangible the achievement and to acknowledge the vision, creativity and contribution of business leaders in identifying, combating and preventing human trafficking through labor policies. It highlights innovation in labor policies, supply chain management and corporate social responsibility initiatives.

The **Trophy** is in the form of a glass sculpture of symbolic and artistic value, designed exclusively by luxury watch, jewelers, and accessories designer **Chopard**, and accompanied by a certificate of commendation signed by the Jury members. In addition, the awardees benefit from enhanced visibility of their work, through a communication and promotion campaign coordinated by the partner organizations bestowing the award. Their work is also showcased in anti-human trafficking events and conferences around the world.



The Award Jury is composed of individuals of high moral stature with demonstrated commitment to the ideals of the United Nations and who have distinguished themselves in their respective careers. The Jury functions as an independent body and is responsible for the selection of the winner(s) for each award cycle. The decisions taken by the Jury are final.

Michelle Bachelet

**Under-Secretary-General of the United Nations
Executive Director of UN Women**



Michelle Bachelet is the first Under-Secretary-General and Executive Director of UN Women, which was established in July 2010 to lead, support and coordinate the work on gender equality and the empowerment of women at global, regional and country levels. Ms. Bachelet most recently served as President of Chile from 2006 to 2010. A long-time champion of women's rights, she has advocated for gender equality and women's empowerment throughout her career. Ms. Bachelet also held ministerial portfolios in the Chilean Government as Minister of Defense and Minister of Health. As Defense Minister, Ms. Bachelet introduced gender policies intended to improve the conditions of women in the military and police forces. As Minister of Health, she implemented health care reform, improving attention to primary care facilities to ensure better and faster health care response for families.

Elisabeth Decrey Warner

President and Co-founder, Geneva Call



Prior to her work with Geneva Call, Elisabeth Decrey Warner was a politician and human rights advocate. For over 25 years, she has worked with NGOs on issues relating to refugees, torture, disarmament and humanitarian norms. Her work was recognized in 2005 when she was nominated for Switzerland as one of the 1000 Women for the Nobel Peace Prize. In 2006, she was awarded the International Society for Human Rights Prize. Ms. Decrey Warner was a member of the Parliament of the Republic and Canton of Geneva for 12 years and was elected its President in 2000. She was a member of the Board of the Interdisciplinary Programme in Humanitarian Action of the University of Geneva and of the Board of the Graduate Institute of Development Studies in Geneva for several years. She is currently a member of the Advisory Board of the Geneva Centre for the Democratic Control of Armed Forces (DCAF) as well as of the Geneva International Center for Humanitarian Demining. In 2012, Ms. Decrey Warner was awarded the Hessen Peace Prize, a prestigious German Peace Prize.

Evelyne Fiechter-Widemann

Hon. Attorney at Law of the Geneva Bar Association, Switzerland



Evelyne Fiechter-Widemann holds Master's Degrees in Geneva and New York (MCJ New York University). She has served as Deputy Judge at the Geneva Court of Appeals in administrative matters (CRUNI: commission de recours de l'Université) and as Teacher of Swiss and International Law at the Collège de Genève. Ms. Fiechter-Widemann was member of the Swiss Lawyers Association, Human Rights Committee, and of the Council of a Swiss NGO (EPER/HEKS). She is Founder of W4W (Workshop for Water Ethics) and currently Researcher in Water Ethics at the University of Geneva.

Yury Viktorovich Fedotov

Executive Director of the United Nations Office on Drugs and Crime



Secretary-General Ban Ki-moon appointed Mr. Yury Fedotov of the Russian Federation, Executive Director of the United Nations Office on Drugs and Crime (UNODC) and Director-General of the United Nations Office in Vienna (UNOV) on 9 July 2010. He holds the rank of Under-Secretary-General of the United Nations. Mr. Fedotov is a member of the UN Systems Chief Executive Board and also represents UNODC at the Global Migration Group, an inter-agency group that meets at the level of heads of agencies. In the areas of drugs and crime, Mr. Fedotov is the Co-chair of the Principals meetings of the UN Task Force on Transnational Organized Crime and Drug Trafficking. Prior to becoming Director General/Executive Director of UNOV/UNODC, Mr. Fedotov served as Ambassador Extraordinary and Plenipotentiary of the Russian Federation to the Court of St. James's in London for five years. Before that, from 2002 to 2005, he was the Deputy Minister of Foreign Affairs of the Russian Federation for International Organizations.

Bjørn Kj. Haugland

Executive Vice President, Det Norske Veritas



Bjørn Kj. Haugland is Executive Vice President and Chief Operating Officer for the Division of Sustainability & Innovation in Det Norske Veritas (DNV). In this capacity, Mr. Haugland is responsible for a number of service areas, including risk management and corporate responsibility, climate change, healthcare and bio risk. Mr. Haugland has been a member of DNV's Executive Committee since 2008. He started his career in DNV in 1991, and has held various management positions in both Norway and abroad.

Georg Kell

Executive Director, United Nations Global Compact Office



Georg Kell is the Executive Director of the United Nations Global Compact, the world's largest voluntary corporate responsibility initiative with more than 6,000 participants in over 130 countries. His career with the United Nations began in 1987, at the UN Conference on Trade and Development (UNCTAD) in Geneva. In 1997, Mr. Kell joined the Office of the UN Secretary-General in New York, where he spearheaded the development of new strategies to enhance private sector engagement with the work of the United Nations. As one of the Global Compact's key architects, he has led the initiative since its launch in 2000, building the most widely recognized global business platform on human rights, labor, the environment, and anti-corruption.

Dr. Nafis Sadik

Special Advisor to the United Nations Secretary General



Dr. Nafis Sadik is Special Advisor to the UN Secretary-General and Special Envoy for HIV/AIDS in Asia and Pacific. From April 1987 to December 2000, Dr. Sadik served as Executive Director of the United Nations Population Fund (UNFPA), with the rank of Under-Secretary General. She was the first woman to head a major United Nations voluntary funded program. Dr. Sadik is the recipient of numerous international awards and honors, most notably, the 2001 United Nations Population Award for her contribution to population issues and improving the health of women and children of the global community.

The Advisory Committee supports the work of the Jury and the Secretariat by providing advice and guidance on the development of the award program. The Advisory Committee is composed of experts representing a variety of sectors (international organizations, NGOs, foundations and corporations), who specialize in forced labor policies, supply chain management and corporate social responsibility.

Cindy Dyer

Senior Director, Human Rights, Vital Voices Global Partnership



Cindy Dyer is the Senior Director for Human Rights Programs at Vital Voices Global partnership. Prior to her current position, Cindy Dyer served as the Director of the United States Department of Justice, Office on Violence against Women. As Director, Ms. Dyer served as the liaison between the Department of Justice and Federal, State and International governments on the crimes of domestic violence, sexual assault, dating violence and stalking. In this role, she was responsible for handling the Department's legal and policy issues regarding the implementation of the Violence against Women Act and oversaw an annual budget of almost \$400 million.

Jonathan Martens

Senior Expert, Trafficking in Persons and Migrant Exploitation, International Organization for Migration



Jonathan Martens works for the International Organization for Migration (IOM), Geneva. As head of the Vulnerable Migrants Unit, he is responsible for providing strategic direction, policy advice and operational guidance to the IOM offices around the world. Mr. Martens brings 12 years of field experience to the position, having spent much of this time working to address irregular migration and trafficking-related challenges in Africa and Europe. Publications to which he has contributed include: *Strategies against Human Trafficking: The Role of the Security Sector* (2009); *International Migration Law: Developing Paradigms and Key Challenges* (2007); *Seduction, Sale and Slavery: Trafficking in Women and Children for Sexual Exploitation in Southern Africa* (2003), and *New Challenges for Migration Policy in Central and Eastern Europe* (2002). Mr. Martens is a graduate of the University of Winnipeg and McGill University's Faculty of Law in Montreal, Canada.

Nili Safavi

Senior Consultant, Det Norske Veritas



Nili Safavi is currently a senior Corporate Social Responsibility Consultant with Det Norske Veritas (DNV) at their offices in London. A graduate of Princeton University with a BA in Philosophy, she has further degrees in law, international relations and human rights. Ms. Safavi provides CSR advisory and verification services to multinational clients in the finance, telecoms, extraction, construction, and food & beverage sectors, in accordance with the GRI G3 and AA1000 assurance standards.

Auret van Heerden
President & CEO, Fair Labor Association



Auret van Heerden brings more than 30 years' experience in international human and labor rights to the Fair Labor Association (FLA). He began campaigning for workers' rights as a young student in apartheid South Africa and co-authored a book in 1976 that called for trade union rights for black workers. He served two terms as president of the National Union of South African Students. After graduating in industrial sociology from the University of the Witwatersrand in Johannesburg, Mr. van Heerden founded an institute that provided research and training services to trade unions and civil society groups. He was forced into exile in May 1987 after long periods of solitary confinement and torture.

Brent Wilton
Secretary General, International Organization of Employers



A lawyer by profession, Brent Wilton has had twenty-five years' experience in assisting companies with their industrial relations and human resources issues. Mr. Wilton worked in private legal practice before joining the Auckland Employers' Association in New Zealand as an industrial advocate. During his thirteen years with the Association he was involved in national, regional and enterprise-based bargaining and represented employers in a range of legal matters, both in mediation and in the Labor Court.

Ursula Wynhoven
General Counsel, United Nations Global Compact Office



Ursula Wynhoven is general counsel at the United Nations Global Compact Office. The UN Global Compact is the UN's voluntary corporate sustainability initiative focused on the areas of human rights, labor, the environment and anti-corruption. In addition to handling the Global Compact Office's legal affairs and policy matters, Ms. Wynhoven leads the Global Compact Office's work programs on the human rights and labor principles.



The Nominees

Natasha Rufus Isaacs and Lavinia Brennan, Beulah London Ltd.

Doug Cahn, The Cahn Group LLC

Tristan Forster, FSI Worldwide

Carl Graziani, Safeway Inc.

Veerasak Kositpaisal, PTT Global Chemical Comp

Lyndon Lea, Lion Capital

Ivan Levy, The Body Shop Switzerland

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Steven Rice, Juniper Networks

Dominic Smart, Millennium Hotel St Louis

Carlos Mario de Jesus Vega Cuartas, Impobe

Jeffrey E. Williams, Apple

Anelia Wirtz, Heaven's Attic

Natasha Rufus Isaacs and Lavinia Brennan, **Beulah London, Ltd.**

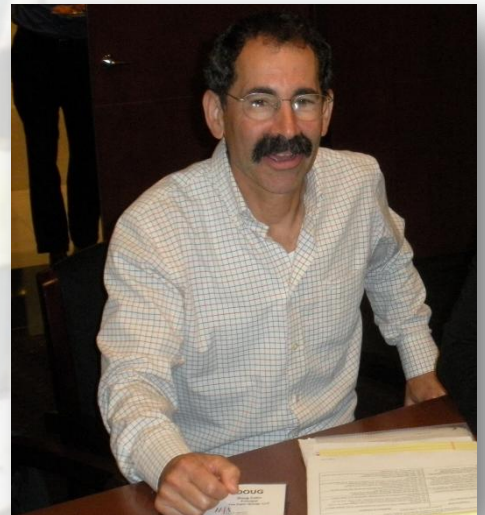


In October 2009, Lavinia Brennan and Natasha Rufus Isaacs travelled to India, working in an aftercare home for girls who had come out of the sex trade and abusive situations. This prompted a social action venture, and thus Beulah London was born. Beulah aims to provide employment to victims of sex trafficking by involving them in part of the production of garments. The company's long-term aim is to contribute financially to training schemes through a proportion of its profits, and eventually involve the girls in the full production process a few years later. This is intended to provide financial support to a project which successfully rescues victims and provides them with an alternative and sustainable livelihood.

Ms. Rufus Isaacs is Co-Founder of Beulah London. From 1994 to 2001, she attended the Westonbirt School, UK, as a boarder. From 2002 to 2005, she studied History of Art at Oxford Brookes University. Following this, she went on to work in House Sales at Sotheby's, the Art Auction House in Bond Street, for two years. Ms. Rufus Isaacs then went on to work at a large church and charity, Holy Trinity Brompton, where she worked on social ventures such as the Homeless Project. Ms. Brennan is Co-Founder of Beulah London. From 1998 to 2005, she attended the Woldingham School, UK, as a boarder. In 2006, she went on to study Combined Arts at Durham University. Following this, Ms. Brennan gained valuable work experience at the prestigious fashion PR agency in London, 'Purple', going on to gain additional experience at Quintessentially Communications.

Doug Cahn, **The Cahn Group LLC**

Doug Cahn is a seasoned professional in the field of labor and environmental compliance in global supply chains. He is a pioneer in implementing codes of conduct in supply chains for global companies, beginning with his 15-year tenure at Reebok International. He has advised dozens of companies, international agencies and NGOs on four continents on how to enhance program effectiveness through training and capacity building as a valued consultant in the agriculture, toy, electronics, apparel and footwear sectors. Recently, Mr. Cahn co-created online training materials to educate supply chain managers about the risks of human trafficking and slavery in supply chains. The online course, offered through the University of Delaware, has been completed by over 2,500 professionals around the world. Mr. Cahn is also the co-founder of the Fair Factories Clearinghouse.



Tristan Forster, **FSI Worldwide**



Tristan Forster is the founder, CEO and major shareholder of FSI Worldwide (FSI). He also heads the FSI Foundation and is a founding Trustee of the UK charity 'Freedom Matters', a non-profit organization focused on the rescue and rehabilitation of Nepali children who have been victims of human trafficking. From FSI's inception in 2006, to its current strength providing ethical manpower for diverse industries, Mr. Forster has played the leading role. Leveraging his deep understanding of security strategy and operations from lengthy service with British Army Gurkhas, he has built a highly-differentiated, profitable business, marked by annual step change in revenue, contract size, and repeat business metrics. He has grown significant client relationships with government Foreign Service departments, leading multinationals and NGOs.

Mr. Forster is the lead architect of FSI's unique recruiting, training and contract management model, frequently cited by clients as 'best in class' for quality and efficiency in the provision of manpower from Nepal, India, Kenya and now in joint venture with the Fairhiring Initiative also from the Philippines. Increasingly, this model is being adapted for resources from other countries and in sectors. His work in providing customized offers, rooted in the provision of ethical manpower, free from age-old corrupt practices, has attracted widespread plaudits from clients, humanitarian organizations and employees alike. Mr. Forster's career in the British Army spanned 12 years, many continents and diverse operational environments. His final command, as a Major, was that of the elite Gurkha Parachute Company. He served on operations in Northern Ireland, Bosnia and Kosovo, has in-depth civilian security experience in Iraq and Afghanistan, and has worked extensively in Nepal.

Carl Graziani, **Safeway Inc.**

Carl Graziani began his Safeway career in 1972 as a courtesy clerk. Shortly thereafter he was promoted to the position of Food Clerk. This was the first of many promotions he would receive during his long grocery career. He worked in various retail positions while attending Cal State University Sacramento, where he earned his BS Degree in Finance & Marketing. In 1976, Mr. Graziani took a position backstage working in Supply Chain. He was promoted to Category Director in 1979 and held various Director Positions before leaving the company in 1993. At that time, he started SCS, a sales agency focused on Safeway. In 2004, Mr. Graziani rejoined the company as Senior Vice President (SVP) of Re-engineering specifically to work on the company's new marketing structure. The following year, he was appointed SVP Marketing Planning, and in 2010, was appointed to the position of SVP Supply Chain Strategies and Services. The scope of his organization subsequently grew to include Supply Chain Strategies, Global Sourcing, Working Capital, and Marketing Systems and Processes.

Mr. Graziani has leadership responsibilities for Safeway's cross-company training and compliance efforts, creating the platform for Safeway Supply Chain professionals to address modern-day slavery in their daily business. Mr. Graziani champions this work outward to global supply chain leaders in the food, beverage and agriculture industry, and coordinates closely with his staff and NGO leaders on how to eliminate this tragic reality in business. As Mr. Graziani began to learn about human trafficking in the food chain over the course of the last couple years, he has become not only an outspoken voice within Safeway, but externally as well with vendors and suppliers.



Veerasak Kositpaisal, PTT Global Chemical Comp



Veerasak Kositpaisal graduated in B.Eng. in Mechanical Engineering from Chulalongkorn University, and received his M.Sc. in Mechanical Engineering from Texas A&I University, USA. He has over 30 years of experience and achievements in the oil, marketing, and petrochemical businesses. He has worked for ExxonMobil in various fields including Engineering, Refinery Operations, Planning, Supply, Retail Sales & Marketing, Regional Industrial Sales, and Lubricants. Mr. Veerasak was subsequently appointed Director and was in charge corporate communication and public affairs. In 2005, Mr. Veerasak joined PTT Group as Deputy Vice President of PTT Plc. He served as Acting Managing Director of Bangkok Polyethylene Plc. and was later appointed as Executive Vice President, Commercial Business of PTT Chemical Plc. He became President and Chief Executive Officer of PTT

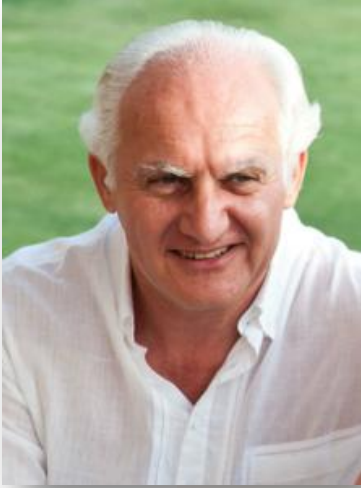
Chemical Plc. in October 2008. He also serves as The Vice Chairman of Federation of Thai Industries, The Chairman of the Institute of Industrial Energy and The Chairman of Plastic Industry Club during 2008-2012. PTT Global Chemical has initiated several continual projects to combat human trafficking problems in Rayong Province. In 1996, the company began its first anti-human trafficking project. Mr. Veerasak's role was to design a sustainability education program that studied numerous educational best practices from countries within Asia and came up with a program that was suitable for the Thai educational system.

Lyndon Lea, Lion Capital

Lyndon Lea is a Partner of Lion Capital and is responsible for the management of the Firm. Prior to founding Lion Capital, Mr. Lea was a Partner of Hicks, Muse, Tate & Furst where he co-founded its European operations in 1998. He led Hicks Muse's European operations from 2000 and, in 2004, was appointed to the three-person global management committee. Prior to joining Hicks Muse, Mr. Lea served at Glenisla, the European affiliate of Kohlberg Kravis Roberts & Co., along with Neil Richardson. He was previously an investment banker with Schrodgers in London and Goldman Sachs in New York. Mr. Lea is a strong supporter of "Not For Sale", an organization dedicated to the abolition of modern day slavery. He received his BA from the University of Western Ontario, Canada.



Ivan Levy, **The Body Shop Switzerland**



Ivan Levy is an entrepreneurial market leader, with a deep, social and ethical conscience. He is well-known for successfully launching and expanding The Body Shop in Switzerland. In August 1983, he opened the first store and from that day on, Mr. Levy was able to expand the brand with passion and activism, achieving a leading market position for the company with 50 stores all over Switzerland. He successfully sold The Body Shop Switzerland to Coop Switzerland in 2010. In 1996, he was asked to join The Body Shop International PLC as Executive Global Retail Director and member of the Board. He was responsible for developing and implementing marketing and retail concepts, managing the global markets with an emphasis on rapid expansion in Asia. During the worldwide campaign of The Body Shop (TBS) Stop Sex trafficking of children and young people in 64 countries and more than 2'500 shops, Mr. Levy showed extraordinary strong and dedicated commitment. He was, from the outset, very altruistic in the fight against human trafficking and implemented the international TBS campaign in Switzerland with success – with the achievement of important milestones.

Ndième Ndiaye, **Karitédiema**

Ndiémé Ndiaye is the founder of Karitédiema, a cosmetics company which centers on natural plant-based ingredients, and focuses on the empowerment of women in several African countries. In collaboration with the Senegalese Government and some mining companies, Ms. Ndiaye launched an initiative to collaborate with local African women that today, allows for the independence of over 2'000 women between Mali, Burkina Faso and Senegal – thus avoiding rural-urban migration, illegal immigration, the exploitation of these women and their children, and allowing these children to be in school. Of each product sold under the brand name “Karitédiema”, 5% is donated to rural women and development projects of their choice. In Switzerland, Karitédiema is in collaboration with Foyer Handicap for the packaging of the cosmetics range. Ms. Ndiaye has lent this framework to the United Nations, and the initiative has become part of an MBA at the University of Nancy, France, for its socioeconomic, geopolitical and sustainable development benefits.



Steven Rice, **Juniper Networks**



Steven Rice is the Executive Vice President, Human Resources at Juniper Networks. Mr. Rice joined Juniper Networks in 2006, and leads the human resources organization that supports the company's operations worldwide. He is responsible for leading Juniper Networks' people strategy of creating an inspired community of people able, committed, and empowered to achieve amazing success. Mr. Rice's 30+ year career spans a range of HR leadership positions both at Hewlett-Packard and in his current role at Juniper Networks. Mr. Rice also chairs the Juniper Networks Foundation Fund, which uses the power of the new network to take on the toughest challenges facing our communities to change the world. Mr. Rice has spearheaded the work of Juniper Networks to engage in the fight against modern-day slavery. Through his leadership, Juniper Networks has developed a signature partnership with the anti-trafficking organization "Not For Sale". The alignment between Juniper Networks and Not For Sale provides Juniper Networks with a rare opportunity to address a pressing social issue through engagement and partnership on a variety of aspects that align with their mission, values, and expertise.

Dominic Smart, **Millennium Hotel St. Louis**

Dominic Smart is the General Manager of The Millennium Hotel St. Louis, one of fourteen hotels in the Millennium Hotels and Resorts North America group, and the third largest hotel in the city. Mr. Smart is a veteran hotelier who worked with such top hotel groups as Forte Hotels in the U.S. as well as Hilton International and Marriott in Scotland, before he and his wife emigrated to the U.S. in 2001, when he joined Millennium Hotels and Resorts N.A. In late 2010, Mr. Smart met Sister Kathleen McCluskey from the U.S. Federation of the Sisters of St. Joseph and Kimberly Ritter from Nix Conference & Meeting Management, as they were commencing plans for holding their annual conference at the property.



During these meetings, Mr. Smart was made aware of the Sister's commitment to ending human trafficking and the Sisters' desire to partner with the hotel. Mr. Smart and the hotel expressed interest in the issue and partnership, and began procedures to secure approval to become a pilot program for the ECPAT CODE. Once approved, Mr. Smart and his team set about the application and implementation process. In July 2011, Mr. Smart signed the ECPAT CODE on behalf of the Millennium Hotel St. Louis in a public ceremony and became the 5th company in the USA to sign. The Signing was witnessed by all 900 conference attendees, hotel staff and Carol Smolenski, Executive Director of ECPAT USA. Mr. Smart and his team participated in the ECPAT training process and remain committed to ending trafficking by continuing to train hotel associates and being vigilant, thereby taking a strong and positive role in preventing the deplorable and illegal practice of human trafficking.

Carlos Mario de Jesus Vega Cuartas, **Impobe**



In 2010, Impobe signed an agreement of Corporate Social Responsibility with the UNODC's Colombian Office to promote information and targeted action towards the prevention of trafficking in persons. Carlos Mario de Jesus Vega Cuartas played a fundamental role in the creation of the organization's policy of CSR in relation to trafficking in persons. From 2010, Mr. Cuartas has encouraged various Impobe departments to assume responsibility towards the prevention of trafficking in persons as part of their social commitment, and has worked to this end within different sectors of their internal and external customers.

Jeffrey E. Williams, **Apple**

Jeffrey Williams is Apple's Senior Vice President of Operations, reporting to the CEO. He leads a team of people around the world responsible for end-to-end supply chain management and dedicated to ensuring that Apple products meet the highest standards of quality. Mr. Williams joined Apple in 1998 as head of worldwide procurement and in 2004, was named Vice President of Operations. In 2007, he played a significant role in Apple's entry into the mobile phone market with the launch of the iPhone, and has led worldwide operations for iPod and iPhone since that time. Prior to Apple, Mr. Williams worked for the IBM Corporation from 1985 to 1998, in a number of operations and engineering roles.

Following a 2008 company audit discovery that involved immigrant workers, Mr. Williams took action to address unethical hiring practices. He had learnt of a complex recruitment process in which some foreign contract workers were paying fees in excess of applicable legal limits. Since then, under Mr. William's leadership, Apple has enforced a groundbreaking standard for recruiting foreign workers. To prevent future abuses, Mr. Williams oversaw Apple's engagement with government agencies, NGOs, and peer companies in East and Southeast Asia to educate their suppliers on how to improve their recruiting practices, as well as on their legal and ethical obligations to foreign workers.



Anelia Wirtz, Heaven's Attic



Anelia Wirtz is co-founder of the social enterprise, Heaven's Attic. She has over 15 years of experience gained in the marketing and communications industry working for agencies such as The Louis Wilsenach Group, Leo Burnett and Carlson Marketing. Ms. Wirtz left her Managing Partner role at Carlson at the end of 2007 to pursue her passion for justice and co-founded Heaven's Attic with Jane Overnell. She is responsible for the day-to-day running, product range development and marketing of the business and brings strong commercial, creative & operational experience to the Heaven's Attic partnership. Originally from South Africa, she currently resides in the UK.

The vision of Heaven's Attic is to be a reputable ethical High Street retailer, influencing change within supply chains and operating processes. It is not just known as a retail brand but very much associated with the fight against human trafficking. As co-founder, Wirtz lives and breathes the company's vision. She plays an integral part in all business initiatives. As a leader, she is assertive and passionate about the cause, she is determined and focused. Heaven's Attic has entered its next phase in the fight against human trafficking and as part of that, Ms. Wirtz's role now also relies on her motivational and leadership qualities as she focuses on gathering local companies and engaging them in the cause. Working collaboratively, issues can be addressed and there is power to bring change.

