



# End Human Trafficking Now Youth Programs

Geneva, Switzerland  
March 2013

End Human Trafficking Now was launched in Athens in 2006, hosted and supported by the M.V. Vardinoyannis Foundation. It articulated an ethical set of principles, a compliance framework and a set of tools to enhance the competitiveness and ethical performance of business companies. In so doing, End Human Trafficking Now has become a global authority that supports businesses worldwide to endorse anti human trafficking concept and policy.



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## I. ABOUT EHTN: MISSION AND STRATEGY

### **About EHTN:**

EHTN is the *first* global association aimed at eliminating human trafficking by engaging the business community. It is a Swiss-based independent international non-profit association, created in 2006, and is funded entirely by private-sector contributions.

### **Mission:**

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

### **Strategy:**

1. Raising awareness within the business community about the existence of human trafficking.
2. Engaging businesses and providing them with training tools to ensure the irreproachable conduct of their personnel at all levels.
3. Recognizing and rewarding best practices.
4. Creating a forum for the business community to share its experience.
5. Linking businesses with the UN, NGOs and the youth to combat human trafficking.

### III. YOUTH AGAINST HUMAN TRAFFICKING

**Context:**

The Youth Against Human Trafficking network was developed by EHTN in 2012, following the input received by young people in their teens to early 20s, to take action against human trafficking.

**Project:**

EHTN put together and published a Facebook page in August 2012 entitled “[Youth Against Human Trafficking](#)” (YAHT), with a separate distinct logo, for an international young audience (targeted but not limited to 14-24 year-olds). To date, we have over 37’000 followers.

**Objective:**

Provide a user-friendly and easily accessible social media platform (open group) for young people throughout the world to express themselves, speak out and share their thoughts about ending human trafficking. Raise awareness to help protect the youth from being trafficked. Help the youth identify human trafficking-related risk factors involved in online media (Facebook, Twitter, e-mail, chat rooms etc.)

**Partners:**

International School of Geneva

**Indicators of success:**

- a) Number of members on the YAHT Facebook page;
- b) Number of followers on EHTN’s social media;
- c) Number of young people referring to EHTN within their educational activities;
- d) Number of teachers referring to EHTN as a source of information;
- e) Number of young people interested in participating in YAHT and EHTN’s activities.

## IV. FUTURE BUSINESS LEADERS

**Context:**

Since 2011, EHTN has partnered with the Department of the Business Studies of Geneva University on integrating human trafficking and corporate social responsibility issues within the Faculty curricula.

**Project:**

Deliver a one-day course for MBA students on business & human trafficking. Develop a second cycle of a student competition on business & human trafficking. Develop a curriculum and launch a one-semester course on corporate social responsibility (CSR) with a focus on human trafficking.

**Objective:**

Involve students in projects related to corporate social responsibility and the role it plays in preventing human trafficking.

**Partners:**

HEC University of Geneva

**Indicators of success:**

- a) Completion of a one-day course on business and human trafficking for MBA students;
- b) Development of the second cycle of the students' competition on business and human trafficking;
- c) Development of a curriculum for a semestrial CSR course focusing on human trafficking.

## V. ADVOCACY & COMMUNICATION

**Context:**

Planning, organizing and directing communication strategies and public information activities for EHTN; and developing and implementing a "branding" plan for EHTN.

**Project:**

Implementing an advocacy and communications program to promote EHTN and the visibility of its activities, through clear messaging and branding.

**Objective:**

Identify EHTN's communication needs and goals. Explore opportunities, and maintain extensive and positive relationships with national and international media and key partners. Provide effective and ongoing communications support to all EHTN-wide projects.

**Indicators of success:**

- a) Become the global authority that supports businesses worldwide to endorse anti-human trafficking concepts and policies;
- b) Increased interest in EHTN's activities (such as through press and social media);
- c) Increased engagement of EHTN's target audience (business community) in the association's programs and products;
- d) Participation of EHTN in international high-level forums;
- e) Reference to EHTN as an example in its field of work.

Should you like to **make a donation** to EHTN Students' Program, please follow the below banking instruction.

**Account name:** End Human Trafficking Now

**Bank name:** BCGE

**Bank address:** Case postale 2251, 1211 Geneva 2

**IBAN:** CH42 0078 8000 0503 56745

**BIC/Swift code:** BCGECHGGXXX

**Thank you for your support!**



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