

A black and white photograph of a hand holding a piece of barbed wire. The hand is in the foreground, and the wire extends towards the right. The background is blurred, showing what appears to be a fence or a similar structure.

# END HUMAN TRAFFICKING NOW

Join us in ending  
modern-day slavery

**End Human Trafficking Now**

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# About us

- The *first* global association aimed at eliminating human trafficking by engaging the business community.
- **Swiss-based independent international non-profit association, created in 2006.**
- **Funded by private-sector contributions.**



# Mission & Strategy



Our **mission** is to combat human trafficking by mobilizing the business community as a strategic partner to put this illicit trade out of business.

Our **strategy** to achieve this is by:

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.

# What is human trafficking?



- Human trafficking is a **human rights violation**. It is the shameful illicit trading of human beings as commodities. It is a crime against the dignity and integrity of an individual. It is **“modern-day slavery”**.
- Human trafficking is the **3<sup>rd</sup> most lucrative** and fastest growing criminal activity in the world, after arms and drugs.
- The market value of human trafficking is approximately **\$32 billion** per year.
- This is a global problem. No country is spared. **About three out of every 1,000 persons worldwide are trafficked** at any given point in time. Women and children are the primary targets.
- **Forced labor claims 20.9 million victims at any time**. Of these, 18.7 million (90%) are exploited in the private economy.

Source: The ILO, 2012

# How we help businesses

We,

Members of the business community

Being deeply concerned that the

children, inflicts enormous suffering

Consider it unacceptable that

before denied their basic human

Welcome the efforts of the in

use of public-private partnerships

plement and reinforce our

Recognize the significant

against human trafficking

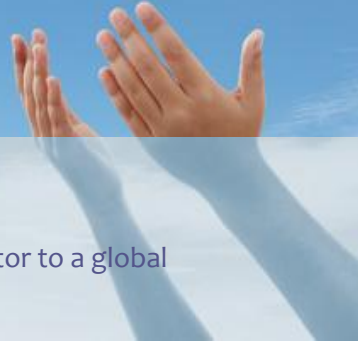
applying ethical policies

- By using public service announcements, video clips, and documentaries, in global news networks, to **raise awareness about action** taken by the **business community** to combat human trafficking.
- By helping managers and employees understand what human trafficking is and what to do about it, through a 20-minute **user-friendly online training course** – the E-Learning Tool.
- By **recognizing and honoring business leaders** engaged in combating human trafficking, through the **Business Leader’s Award to Fight Human Trafficking**.
- By working with businesses to help them **deal with potential risks** of trafficked labor in their supply chain(s), with a certification process in progress.
- By using documented **industry-specific case studies** to show the **positive role of businesses** in combating human trafficking.
- By identifying projects for the **support and rehabilitation of victims** of human trafficking.



# Our team

- EHTN works through a competent nimble international team with business, legal, human rights, public relations and communications expertise.
- EHTN's small team makes it flexible, effective and transparent in its activities, with a clear track of all its operations throughout the world.
- EHTN's Board brings together CEOs and professionals experienced in issues of human trafficking, forced labor, corporate responsibility and business ethics.



# Our achievements

- The **first to raise the link** between human trafficking and the business sector to a global audience, through short media clips on CNN International.
- The **first to air short TV clips** on media channels worldwide and international airlines featuring business leaders, to speak about human trafficking and what businesses can do.
- **Created the first-ever global award in history** to honor a business executive for energy and commitment in tackling human trafficking (Business Leader's Award to Fight Human Trafficking) in partnership with Chopard and the UN.
- **Co-produced the TV series "Working Lives"**, featuring solutions by the business community on how to successfully address human trafficking. The series was first aired to a global audience on BBC World throughout 2010.
- **Developed a successful online user-friendly course** (E-Learning Tool) in partnership with Microsoft and UN.GIFT, to train business leaders and their staff to understand what human trafficking is and what to do about it. The course can be tailored to the needs of any type of business and is being used by Hyatt, Nike and Safeway.
- **Created a Code of Conduct** ("Athens Ethical Principles") and step-by-step guidelines ("The Luxor Protocol") to show how businesses can combat human trafficking by focusing on seven areas. (see Annex 1)
- **Developed detailed industry-specific case studies** to showcase the work done by businesses with the aim of sharing best practices and inspiring businesses to raise their human rights performance.
- **Developed a youth network** ("Youth Against Human Trafficking") to link youth with businesses and their partners with the aim of raising awareness about human trafficking.



# A forward-looking agenda

- Providing a **roadmap** for businesses to clean their supply chains. This will be followed by a certification process.
- Publishing **industry-specific case studies** for use by a wide audience.
- Organizing **regional and global fora** to raise awareness about human trafficking and provide businesses with the tools they need to address this issue.
- Being a **repository of information** for businesses to identify and directly support, rehabilitate and reintegrate victims of human trafficking within their areas of competence.
- Encouraging companies to sign on to the **Athens Ethical Principles**.  
(see Annex 1)
- Encouraging businesses to **train their employees and partners** on how to identify and approach traffickers and their victims, through the E-Learning Tool, in partnership with Microsoft and UN.GIFT.
- Working closely with the youth to raise awareness about human trafficking, and **expanding youth-business networks** to a global audience.

# Be a Corporate Member!

1. By signing on to the **Athens Ethical Principles**  
*(see Annex 1)*
2. By paying an annual contribution of **\$10'000**  
*(see Annex 2)*



# Donate!

- **Account name:** End Human Trafficking Now
- **Bank name:** Banque Cantonale de Genève (BCGE)
- **Bank address:** Case postale 2251, 1211 Geneva 2
- **IBAN:** CH42 0078 8000 0503 56745
- **BIC/Swift code:** BCGECHGGXXX
- **Clearing/CB:** 788



# The Athens Ethical Principles

(adopted and signed in Athens, 23 January 2006)

We,

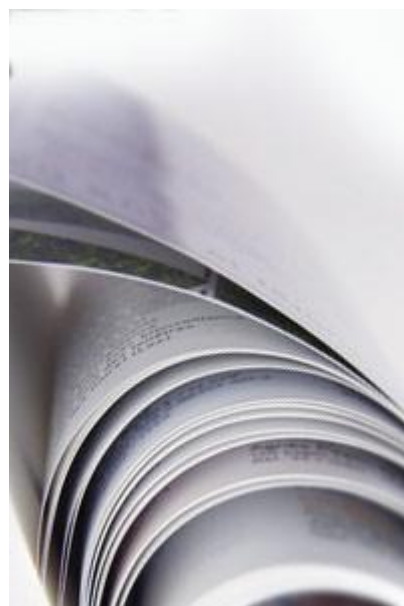
Members of the business community,

Being deeply concerned that the scourge of trafficking in human beings, especially women and children, inflicts enormous suffering in the world today,

Consider unacceptable that millions of people are treated as commodities and slaves, and therefore denied their basic human rights and dignity,

Welcome the efforts of the international community to eradicate human trafficking, including through public-private partnership, and envisage this initiative as an additional means to complement and reinforce such efforts,

Recognize the significant potential of the business community to contribute to the global fight against human trafficking, and inspired by business community members who are already applying ethical policies and codes of conducts concerning human rights,



(cont'd)

Dissociate ourselves from such illicit practices by launching the following ethical principles in which we will:

1. **Explicitly demonstrate the position of zero tolerance towards trafficking in human beings, especially women and children for sexual exploitation.**
2. **Contribute to prevention of trafficking in human beings including awareness-raising campaigns and education.**
3. **Develop a corporate strategy for an anti-trafficking policy which will permeate all our activities.**
4. **Ensure that our personnel fully comply with our anti-trafficking policy.**
5. **Encourage business partners, including suppliers, to apply ethical principles against human trafficking.**
6. **In an effort to increase enforcement it is necessary to call on governments to initiate a process of revision of laws and regulations that are directly or indirectly related to enhancing anti-trafficking policies.**
7. **Report and share information on best practices.**





# Corporate Membership Package

As a corporate member, your company is entitled to the following **benefits**:

- Enjoy **global recognition** of your commitment through EHTN's wide communication channels, including BBC World and CNN International.
- Access EHTN's **network of global leaders** in this area. Our allies include major corporations, the media, the United Nations, NGOs and other key players.
- Be invited to our **key events**, conferences, roundtables and media debates to discuss the challenges and opportunities, and share the lessons learnt.
- Receive the **EHTN newsletter** and have the opportunity to feature your stories on this platform.
- Have the right of free use of our online **E-Learning Tool** – an internet training program for your managers and employees to help them understand and tackle human trafficking.
- Obtain **business intelligence** on addressing human trafficking to strengthen the ethical value and sustainability of your corporation.

**Be the leader in your industry and community!**



