



PROGRESS REPORT
2008

CAMPAIGN

“END HUMAN TRAFFICKING NOW!”

OF

**THE SUZANNE MUBARAK WOMEN’S
INTERNATIONAL PEACE MOVEMENT**



W The Suzanne Mubarak
Women's International Peace Movement



This report was sponsored by Orascom Telecom



FOREWORD & ACKNOWLEDGEMENTS

Throughout 2008, the campaign "End Human Trafficking Now!" (EHTN) of the Suzanne Mubarak Women's International Peace Movement (SMWIPM) continued persistently advocating for involvement of private sector in the fight against human trafficking.

"I am a true believer in the invaluable role the private sector plays as part of its corporate social responsibility" ...with those words H.E. Suzanne Mubarak, Founder of the campaign, opened the Vienna Forum, the biggest ever gathering of governments, international organisations, non-governmental organisations, businesses and media to tackle human trafficking, organised by the United Nations Global Initiative to Fight Human Trafficking in February 2008. The campaign EHTN was involved in sessions focusing on the role of the private sector and the launch of the United Nations Women Leadership Council against Human Trafficking.

The Hot Topic session on "Human Trafficking for Labor Exploitation" organized by the campaign EHTN during the Middle East World Economic Forum highlighted human trafficking as one of the region's most pressing, uncertain and challenging issues of today. Among several actions to be taken, public awareness campaign was voted as the priority. The launch of the business leader award to acknowledge the vision, creativity and energy of business leaders responding to the needs of victims of trafficking was one of the outcomes of this session.

The campaign launched its first grass root project supported by businesses - helpline for victims of human trafficking located in Geneva. Accompanied by a massive awareness raising campaign, it aimed at identifying victims and offering them specific assistance. The first months of its operation were successful, justifying its continuation with necessary adjustments over the next years. The project was awarded a prize as an outstanding example of the public-private partnership.

There were many more examples of the campaign's achievements in the year 2008, such as airing of its vignette on CNN and in-flight TVs of several airlines, launch of the new website, completion of the Golden Book, Volume II. – a collection of voices to stop human trafficking, to name but a few.

All these success stories were accomplished due to key partnerships the campaign has developed - with international organisations, other NGOs, committed outstanding personalities, and above all the business community whose leading role and support is the driving force behind the campaign.

We would like to use this opportunity to express our gratitude for support to HRH Sheikha Sabeeka, Wife of the King of Bahrain and Chair of the Supreme Council of Women, Manpower Inc., Orascom Telecom, Artoc Group for Investment and Development, Marianna and Vardis Vardiouannis, Katie Ford, Elite Rent-A-Car, Faiysal Bank, United Nations Office for Drugs and Crime, International Organisation for Migration, International Labor Organisation and Vital Voices Global Partnership.

The campaign is a programme of the Suzanne Mubarak Women's International Peace Movement, a non-profit organisation established in 2003.

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BACKGROUND

BACKGROUND

When

In 2004, Geneva, the Suzanne Mubarak Women's International Peace Movement organized a landmark international conference entitled "Women Defending Peace". In the conference, the fight against human trafficking was identified among the four most pertinent issues to become a major focus for the future activities of the Movement. Following consultations with relevant partners, it became clear that there is a gap in anti-trafficking efforts: lack of involvement of the business sector. The Movement was requested to focus on this missing, yet indispensable actor.

In January 2006, Athens, Suzanne Mubarak Women's International Peace Movement initiated the Roundtable of Business Community against Human Trafficking. Business leaders together with partners from non-governmental organisations, international organizations, agencies and international personalities adopted the "*Athens Ethical Principles*" and launched the campaign "*End Human Trafficking Now!*".

Why

The business community is a critical partner to eliminate human trafficking. It can help to reduce factors that allow human trafficking to thrive and take action against it in their sphere of operation and beyond.

How

By implementing a zero tolerance policy in their business; contributing to awareness raising and advocacy; supporting of victims' assistance projects, and many other activities.

VISION

Eliminate human trafficking.

MISSION

To partner with businesses to eliminate human trafficking worldwide.

To assist businesses in implementing internal and external programs to reduce human trafficking and to increase awareness.

To make EHTN synonymous with businesses engagement in the fight against human trafficking worldwide.



ACTIVITIES IN 2008

Advocacy

Vienna Forum to Fight Human Trafficking: a Crime that Shames us All

Vienna, 13 – 15 February 2008

Launched in March 2007, the United Nations Global Initiative to Fight Human Trafficking (UN.GIFT) was conceived to join forces and coordinate the global fight against human trafficking in order to mobilize state and non-state actors to eradicate this scourge by (i) reducing both the vulnerability of potential victims and the demand for exploitation in all its forms; (ii) ensuring adequate protection and support to those who do fall victim, and (iii) supporting the efficient prosecution of the criminals involved, while respecting the fundamental human rights of all persons.

The major initiative organized by UN.GIFT was the **Vienna Forum** which provided a unique opportunity to share knowledge, best-practises and partnerships with all stakeholders as well as with the media.

The campaign End Human Trafficking Now! was an active partner in this initiative, through involvement of H.E. Suzanne Mubarak as a keynote speaker; participation of many of its members in sessions on the role of the private sector and involvement in the newly established Women Leadership Council against Human Trafficking.

Opening Session

“What we are dealing with here is a global phenomenon, a pervasive cancer, which undermines the safety and security of all nations. It is a form of modern-day slavery, a global health risk, and one of the gravest sources of human rights abuses of our times.”



Source : UN.GIFT

"I am also a true believer in the invaluable role the private sector plays as part of its corporate social responsibilityThe commitment of members of our campaign "End Human Trafficking Now!" has been remarkable. Through their own efforts they have developed a vignette that will be shown on international airlines and flights, and will soon be aired on major TV channels. We have supported the establishment of help lines in capitals, where trafficking of women and children is rampant. Advocacy material for sensitizing the public - especially youth - has been widely distributed during events when the risk of trafficking is increased."

HE Suzanne Mubarak, President of Women's International Peace Movement & Founder of the campaign "End Human Trafficking Now!" was the keynote speaker at the Vienna Forum.

Women Leadership Council to Fight Human Trafficking

Women Leadership Council was launched in the Vienna Forum to represent a platform of women with strong convening power, that takes stock, spurs action, reviews and monitors anti trafficking work, establishes connections across regions and sectors in the combined objective of curbing human trafficking. It was designed to serve as a catalyst to harness and strengthen the capacity and contribution of women's leadership towards preventing, suppressing and punishing trafficking in persons, especially of women and children. Dr Aleya Hammad, Member of the Board of SMWIPM and Baroness Mary Goudie were elected as the first co-chairs of the Council.



Source: UN.GIFT

Private Sector Against Human Trafficking

Throughout the Vienna Forum, several sessions on the role of the private sector were held. Several members of the campaign "End Human Trafficking Now!" participated in those meetings, namely Manpower Inc., Elite Rent-A-Car, Orascom Telecom and Artoc Group. Member of the Board of the Movement and member of management of the Union of Bank Privee spoke on behalf of the campaign to highlight the Athens Ethical Principles and several ongoing projects, such as TV vignette, the victims assistance database, development of a training CD for companies and participation in the campaign during the EURO 2008.

The Middle East World Economic Forum

Hot Topic: Human trafficking for labor exploitation

Sharm El Sheikh, 19 May

The campaign "End Human Trafficking Now!" of SMWIPM organized a session on human trafficking for labor exploitation during the Middle East World Economic Forum.

Human trafficking was identified as one of the region's most pressing, uncertain and challenging topics of the day. The session focused on good practices and success stories in eradicating trafficking for labor exploitation. It illustrated efforts undertaken by the public and private sector to eliminate this scourge within their respective spheres of influence.



Source: World Economic Forum

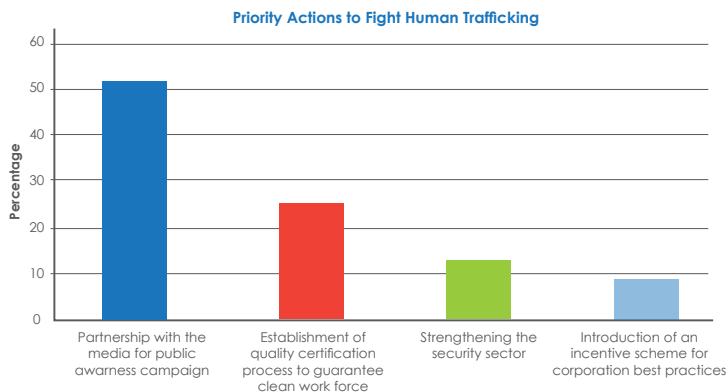
The three main questions of the session were the following:

- 1) How can companies ensure that their workforce does not comprise trafficked labour?
- 2) What legislative and other incentives can governments provide for companies to tackle labour exploitation issues?
- 3) How can consumers be encouraged to purchase goods that have been produced through good labour practices?

The session was moderated by Mr. John Defferios (CNN). Ms. Lakhsmi Bhatia (Director Global Partnership Social Responsibility, GAP Inc) shared the approach of GAP Inc. to ensure that its supply-chain does not use trafficked people whereas suppliers should follow ethical standards. Cooperation with other industries, NGOs and international organisations, and the leadership by governments is crucial in succeeding with any anti-trafficking strategy. Mr. John Kielty (Detective Chief Inspector, United Kingdom) focused on UK experience in uncovering trafficking networks. The essential is victim focused operation not only to protect victims but also to gain their confidence as an indispensable source of information. Concerning human trafficking for forced labor, UK is starting the licensing process for seasonal workers in certain sectors to ensure that their core rights are respected. Ms Georgette Mosbacher (President and CEO of Borghese) highlighted importance of educating consumers as they are constituency who can push for effective changes, being legislative or business practices. "If we are going to rely on the integrity of the business community – well, I try to be optimistic, but I think we can forget about that," she argued. "It still comes down to profit. Until we get the all-mighty consumer enraged and shamed over this problem, we are just going to continue putting Band-Aids on it." Mr. Rachid Rachid (Minister of Trade and Industry, Egypt) pointed out that poor workers will remain vulnerable to labour traffickers as long as they are not better paid and there are not more secure jobs for them to seek. He stressed the role of governments to support economy

programmes based on competitive capacity, international standards and code of conducts. Sheikh Abdulaziz bin Mubarak Al-Khalifa (Head of the inter-governmental task force in charge of preventing Human Trafficking practices, Bahrain) focused on recent experiences of the Kingdom of Bahrain in introducing co-ordinated approach to combat human trafficking. The biggest challenge was to admit the existence of the problem. The Kingdom of Bahrain succeeded to adopt anti-trafficking legislation and other legislative changes and introduce inter-governmental mechanism which could serve as an inspiration for other countries of the region. The Kingdom accepted to host a conference on human trafficking co-organized by the End Human Trafficking Now! campaign, UNODC and other partners as a follow-up of the Vienna Forum. Mr. Ali Faramawy (Vice-President, Middle East and Africa) highlighted the role of ICT in awareness raising, prevention, enforcement (tracing illegal networks and missing people) and re-integration. Mr. Antonio Mario Costa (Executive Director of UNODC) stressed his office contribution in drafting tools for good businesses practices to eliminate human trafficking. He invited Ms. Mubarak to launch an award for the business leader showing an outstanding commitment in fighting human trafficking jointly with UNODC. This suggestion was seconded by business representatives, including Mr. David Arkless (Senior Vice President, Manpower Inc. and Special Envoy of EHTN) who has become one of the most committed corporate leader in anti-trafficking cause, Mr. Hamza Al-Kholi and others.

The discussion was followed by voting about priority actions that arose from the discussion as the most import in fighting human trafficking for labor exploitation. The participants voted as follows:



HE Suzanne Mubarak stressed that *“this modern form of slavery is not a situation that is “far away” and “over there”, it is here and now with thousands contributing to some of the wealthiest economies in the world.”* She accepted to launch an award that will acknowledge the vision, creativity and energy of business leaders who respond to the needs of those trafficked for exploitation. She encouraged the World Economic Forum to keep human trafficking on its agenda. *“I’m sure our efforts to end these practices will bear great fruit,”* she added. *“But we still have a very, very long way to go.”*

Thematic Debate of United Nations General Assembly on Human Trafficking

New York, 3 June 2008

The thematic debate consisted of two interactive panels, *Enhancing multilateral cooperation to prevent trafficking in persons and Protecting victims of trafficking and cross-border cooperation in prosecuting traffickers in persons*. The purpose of the debate was to address the three P's (Prevention, Protection and Prosecution) of the UN Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children.

In the opening session, the President of the General Assembly, H.E. Mr. Srgjan Kerim called upon Member States to implement their ratified agreements, in terms of following up on providing protection and assistance to trafficked individuals, prosecuting traffickers and strengthening their prevention mechanisms. The President also stressed on the importance of the media being incorporated in the awareness of trafficking. The first panel addressed the prevention aspect of human trafficking, by focusing on raising awareness, increasing the research field in this area, formulating it as a violation of human rights, tackling the demand side of the trade and utilizing as well as supporting the private sector. The second panel on protection and prosecution discussed the notion of exploitation, the right to adequate protection, the development of anti-trafficking policies that include the prosecution of traffickers and the UN's role as an international tool to fight human trafficking. Dr. Aleya Hammad and Mr. David Arkless participated in the debate on behalf of the EHTN campaign.

The African Union Summit: 12th Pre Summit Consultative Meeting

Sharm El Sheikh, 21 - 23 June, 2008

The 12th Consultative meeting on gender mainstreaming in the African Union was organized under the auspices of the "Gender is My Agenda" Campaign, a network of 40 members coordinated by Femmes Africa Solidarité (FAS), the African Union Commission (AUC), Suzanne Mubarak Women's International Peace Movement (SMWIPM) and several other prominent international organizations.

The meeting was opened by H.E. Suzanne Mubarak, a strong advocate of the empowerment of women, respect for their freedom and dignity. Other attendees included African ministers in charge of gender, legal experts within Africa and the Diaspora and regional institutions involved in the campaign that deal with women's welfare.

One of the main outcomes of the meeting was a Solemn Statement and Recommendations drafted by the African women to protect women and girls affected and displaced by the violence that erupted in Zimbabwe after the Presidential, Parliamentary and General elections. The Statement and Recommendations were later presented to Heads of State and Ministers at the African Union Meeting.

Some of the other issues discussed, included the critical situation in Darfur, the women

urged the African Union to intervene in the dispute between Sudan and Chad; women's access, control and ownership of land and natural resources; and the initiative of H.E. Ellen Johnson-Sirleaf, President of Liberia, and her counterpart, H.E. Tarja Halonen, President of Finland, to jointly organize an International Colloquium on Women Empowerment, Leadership Development, International Peace and Security in March 2009, in Monrovia, Liberia.

Ms. Eva Lutara represented the EHTN campaign. Together with Mr. Richard Danziger of the International Organization for Migration (IOM), she made a presentation on the increase of human trafficking for exploited labor in Africa and urged governments, NGO's and especially businesses to join the fight against this horrendous crime.

Brainstorming Meeting of the UN Women Leadership Council against Human Trafficking

Geneva, 19 June 2008

The campaign has hosted a brainstorming meeting of the Women Leadership Council to discuss modus operandi of the Council, invitation to potential new members of the Council and the conference against human trafficking hosted by HRH Sheikha Sabeeka of Bahrain and co-organized by the campaign End Human Trafficking Now! with the support of UN.GIFT as a follow-up to the Vienna Forum.

Other Events:

Lecture on Human Trafficking and Gender Perspective

Geneva, May 2008

Ms. Ivana Schellongova presented the campaign in the context of her lecture on human trafficking & gender perspective in the course on "New Issues of Security" organized by the Geneva Centre for Security and Policy (GCSP). Materials of the campaign were disseminated.

6th International Forum of the Convention of Independent Financial Advisors ("CIFA")

Prague, May 2008

The Forum that was devoted to investors freedom and consumers protection emanated in the adoption of the Charter of Investors Rights. CIFA representatives stressed that globalisation was a process to spread democracy and freedom but investment products and financial services should not be "abused". In particular financial activism could not be complicit with crimes against humanity, including "selling of human beings". The Forum provided a valuable opportunity for Ms. Therese Gastaut who represented SMWIPM and the campaign to inform participants about campaign's activities and to distribute relevant documents. In addition, it gave us very useful opportunity to resume contacts with Geneva-based journalists who expressed interest in the campaign's actions.

NGO Meeting on the Occasion of the 50th Anniversary of the Universal Declaration of Human Rights

Paris, September 2008

Ms. Therese Gastaut participated in the 61st Annual UN Department of Public Information – NGO Conference devoted to the 60th Anniversary of the Universal Declaration of Human Rights. Two thousand NGO representatives coming from hundred countries attended the conference. It was a forum for dialogue and an excellent occasion for networking. Ms. Gastaut participated in the workshop devoted to “*Trafficking in women, major human rights violation*” where she highlighted importance of partnership with the private sector and informed about our ongoing projects.

Assistance to Victims

Helpline for Victims of Human Trafficking: public-private partnership in practice

Geneva, since June 2008

The Helpline for victims of human trafficking was launched as a joint project of the campaign "End Human Trafficking Now!" and an association "Friends of Humanity" on 2 June 2008 in Geneva. The main objectives of the helpline were to:

1. Detect and identify potential victims of human trafficking.
2. Provide specialized help and support to victims (shelter; medical, social and psychological assistance, legal counseling etc.).
3. Sensitize the general public on the issue of human trafficking.
4. Improve the existing network for the assistance of victims.

The assistance was provided over the phone via free and confidential number 0 800 20 80 20, in French, English, Spanish, Portuguese, Italian, German and Russian. The launch was announced in the press conference and accompanied by massive awareness raising campaign.

The helpline as an extraordinary example of the public-private partnership project was mostly financed by the private sector and supported by Geneva authorities.

Summary of Results:

In six months, the helpline received 85 calls. Out of them, 16 were considered as potential cases of human trafficking: **data 600% higher than official data of the Swiss Federal Police.**

The cases confirmed the previously established profile of victims: mostly women in illegal situation, exploited for domestic work or/and sexual services.

The helpline assisted victims in assessing their situation and contacting relevant services, including scheduling appointments. In this context, the team of the helpline collaborated with a large range of institutions: shelters, hospitals, Red Cross (voluntary return service), trade unions, police and others.

The victims often showed fear of retaliation against them or against their family. Because of this, many of them didn't contact the recommended service or did not show up to the meeting appointed. This confirms the important limits of the helpline project which will be addressed in its following phase.

The experience learned from working with the different actors confirms the existing challenges for an efficient and effective protection of victims of human trafficking:

- Unawareness or even denial of the existence of human trafficking
- Lack of coordination between the different actors

Awareness Raising Campaign

The launch of helpline was accompanied by an extensive awareness raising campaign aiming not only to reach potential victims of human trafficking but also alert the general public and giving it tools in order to identify and assist victims.

Various promotional material (posters, flyers, bracelets and stickers) were developed, produced and distributed in many places (streets, public transport, social network, police stations, hostess bars, cabarets, shops, Fan Zone during EuroFoot and during the Geneva Festival 2008). An Internet website www.trafficked.ch was launched to provide practical information for victims, witnesses and public.

Media Coverage

The helpline was widely covered by media. Several newspapers and on-line newspapers published articles, including Romandie News, 20 minutes, Le Matin, Le Matin Bleu, Le Courrier, Le Temps, L'Express - L'Impartial, Tribune de Genève, lenouvelliste.ch, Swissinfo.ch, friboo.ch laliberté.ch. TVs and radio disseminated reportages, as for example Léman Bleu Channel and Radio du Lac. The daily free newspaper *20 minutes* has repeatedly advertised the helpline number. The coverage still continues as the helpline is receiving requests from media to cover its success, including two proposals from the French channel M6 - the program *66 MN* to include helpline in an emission about human trafficking and the TV journal, *6 Minutes*.

The experience of the initial three months suggests that the helpline gained recognition by the network. For example, the helpline team provided training on human trafficking to staff members of an organisation frequently dealing with sex workers. The helpline team also established contacts with the network of other French speaking cantons and nearby France.

Follow-up

The results of the initial phase of the project justify its continuation with a few modifications in order to better identify and assist victims:

1. If required by victims, the helpline team will meet victims personally and accompany them to meetings with specialized services. This will ensure that specific assistance will be provided to victims and situations will be followed-up under single "case management".
2. The awareness campaign and network strengthening will be extended to the whole French speaking Switzerland.
3. Local NGO will be identified to carry on the project with the support of the campaign End Human Trafficking Now and Friends of Humanity.

Acknowledgments & Awards

The helpline project has been selected to be show-cased and awarded by:

- *Philiat* foundation which organizes its 3rd edition of *Humagora*. On this occasion, an article about the helpline will be published in prestigious magazine *BILAN* and the helpline will be awarded a special prize.
- *Ashoka France* for the *Concours Impact 2008*.

Please contact us for the detailed evaluation of the pilot phase of the helpline at info@smwipm.ch.



Victims Assistance Database

The campaign EHTN finalized the first worldwide database of grassroots NGOs providing direct assistance to victims of human trafficking. The database is designed as a world map divided by the continents and countries. It offers an easy access for victims, witnesses, professionals and all those who may need more information about available services provided by those organisations and their contact details. The database is available online since February 2009.

Awareness Raising

Vignette on CNN, Emirates and Egypt Air

The vignette of the campaign appeared 56 times on CNN International during the months of March and April 2008 to alert general public and business leaders about the scourge of human trafficking and to promote the campaign. In addition, two airline companies – Emirates and Egypt Air – showed the vignette in their in-flight screens during the flights.

Golden Book, Volume II.

Following the success of the Golden Book, Volume II., a collection of voices to end human trafficking, the campaign compiled statements and messages for personalities taking active role in fighting human trafficking. The Golden Book, Volume II., will be launched on the occasion of the conference "Human Trafficking at the Crossroads" co-organized by the campaign in the first half of 2009 in the Kingdom of Bahrain.

New website

To respond to the rapid growth and new dynamics of the campaign, the new website was developed and launched in February 2009. It focuses on the role of businesses in fighting human trafficking and includes up to date tools facilitating communication of messages and relevant information. It contains several newly developed sources of information, such as media coverage, victims' assistance database and calendar of events that may be of use not only for those involved in the campaign but to overall anti-trafficking movement.



Endorsement Of The Athens Ethical Principles

International Confederation of the Private Employment Agencies

On 18 February 2008, Ciett, the international confederation of private employment agencies, announced that it supports the « End Human Trafficking Now! » and endorsed the “Athens Ethical Principles”. The spirit of these principles is embodied in the Ciett Code of Conduct, which all Ciett members must comply with. In particular, the Ciett code of conduct stipulates that members of the confederation shall:

- Observe the highest principles of ethics, integrity, professional conduct and fair practice in dealing with temporary agency workers as well as other relevant stakeholders and shall conduct their business in a manner designed to enhance the operation, image and reputation of the industry.
- Comply with all relevant legislation, statutory and non-statutory requirements and official guidance covering private employment agencies.
- Ensure that workers are given details of their working conditions, the nature of the work to be undertaken, rates of pay and pay arrangements and working hours.
- Not charge directly or indirectly, in whole or in part, any fees or costs to jobseekers and workers, for the services directly related to temporary assignment or permanent placement.
- Establish working practices that safeguard against any unlawful or unethical discrimination.

Joel Biller, the Ciett President, declared: « *It is unacceptable that millions of people are treated as commodities and slaves and are denied their basic human rights and dignity. For many years, the private employment agency industry has been committed to fight against any form of human trafficking and exploitation. Therefore, Ciett welcomes the efforts of the international community to eradicate human trafficking, including through public-private partnership.* »

Full text of the Ciett's declaration is available at www.ciett.org.

Campaign Among Business Leaders in Egypt

Following the session on human trafficking & labor exploitation in the Middle East World Economic Forum, Mr. Shafik Gabr, Chairman of Artoc Group for Investment and Development, campaigned for three months with Egyptian and International companies to endorse the Athens Declaration. He approached many business leaders to inform them about the “End Human Trafficking Now” and encourage them to join the campaign. He also used Egypt's International Economic Forum to inform its members, create awareness and develop support. He obtained about 300 positive responses from business leaders and individuals from Egypt.

Special Envoy

David Arkless, Vice President Corporate Affairs, Manpower Inc., was appointed Special Envoy of the End Human Trafficking Now! in 2006. Since the first day of the campaign, he was one of the strongest advocate of the Athens Ethical Principles encouraging business community to play bigger role in fighting human trafficking.



In 2008, David's activities included:

Panelist and participant to the **Vienna Forum** (United Nations Global Initiative against Human Trafficking, Vienna, 1315-February 2008). David was a speaker in the panels on private sector; namely in the session on *“Engaging the private sector in actively fighting human trafficking: opportunities and challenges”* where he referred to the Global 1000 Initiative and called for endorsement of the Athens Ethical Principles. In the session on the *“Supply chain management: eliminating the risks of forced labour and trafficking”*, David emphasized the need for regulation and enforcement by Governments to combat forced labor and trafficking in recruitment systems. He also mentioned the need for industry bodies “to police” their own industries, for example by setting common principles that must be adhered to by all member companies;

Participant in the session on *“Human Trafficking for Labor Exploitation”* in the Middle East **World Economic Forum** organized by EHTN (Sharm El Sheikh, 19 May 2008);

Panelist in the United Nations Institute for Training and Research seminar on **“Counting Human Trafficking partnership for Protection and Capacity Building”** (New York, 2 June 2008) where he made a presentation on addressing the demand side of human trafficking;

Participant in the **United Nations General Assembly Thematic Debate on Human Trafficking** (New York, 3 June 2008);

Speaker in the conference **“Engaging Business: Addressing Forced Labor”** (hosted by The Coca-Cola Company, Atlanta, 19 February 2008);

David was also instrumental in obtaining **endorsement of the Athens Ethical Principles by the International Confederation of Private Employment Agencies** (Ciett) that consists of 37 national federations of private employment agencies and 6 of the largest staffing companies worldwide.

EHTN In Media

- *CNN International* featured EHTN vignette 56 times during the months of May and April 2008.
- In flight magazine of *BABOO* airline company devoted a page to the campaign in its February Issue.
- United Nations Global Initiative against Human Trafficking website highlighted campaign as a partner of the month in March 2008.
- *TALK Magazine* of the Orascom Telecom reported about the Middle East WEF session "Human Trafficking for Labor Exploitation" in its 7th Issue.
- IOM Newsletter *Global Eye on Human Trafficking* devoted an article to the campaign and Middle East WEF session in particular in its Issue 3 of July 2008.
- Swiss newspapers *Le Temps*, *Tribune de Genève*, *Le Matin*, *Le Matin Bleu*, *Le Courrier*, *20 minutes*, *L'Express*, *Romandie News* featured the campaign in the context of launching the Geneva helpline during June 2008.
- Several on-line news, like *lenouvelliste.ch*, *Swissinfo.ch*, *friboo.ch* *laliberté.ch* referred to the campaign while reporting about the Geneva helpline.
- Swiss business magazine *EXTENSION* devoted two pages to the Geneva helpline for victims of human trafficking and in this context referred to the EHTN campaign, in its September 2008 Issue.
- Swiss business magazine *BILAN*, featured campaign in the November Issue on the occasion of receiving an award for the helpline as an outstanding public-private partnership project in Humagora Forum, 4 November 2008, Geneva.



KEY OBJECTIVES in 2009

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1. Partner with additional 15 companies.
2. Launch at least 2 significant awareness raising project.
3. Introduce at least 2 measurable, significant projects that assist victims of human trafficking.
4. Develop at least 2 business tools to assist businesses:
 - a) Promote and facilitate certification for a labor force clean of human trafficking;
 - b) Develop and disseminate training CD for business companies.
5. Launch world wide business leader award together with partners.

MAJOR EVENTS in 2009

MAJOR EVENTS in 2009

Conference "Human Trafficking at the Crossroads"
(Kingdom of Bahrain)

March 2009

Launch of the CD Rom for Businesses
(Switzerland)

May 2009

International Film Festival against Human Trafficking
(Egypt)

October 2009

ATHENS ETHICAL PRINCIPLES

ATHENS ETHICAL PRINCIPLES

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 it 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,

through the use of public-private partnerships, 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 are inspired by business community members who are already applying ethical policies and codes of conducts concerning human rights,

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.***

CONTACT INFORMATION

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The campaign is a programme of the Suzanne Mubarak Women's International Peace Movement, a non-profit organisation established in 2003. It is the first women's peace initiative emanating from the Middle East. Its objectives are to work towards a peaceful world by: advancing a coordinated gender-based global response to avert violence at all levels and foster greater tolerance among people; empowering women to increasingly participate as key influencers and effective change agents; and promoting women as active partners in peace processes.

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