

# GOOD PRACTICES GUIDE

## EXAMPLES OF SPECIFIC STEPS BUSINESS COMPANIES CAN TAKE TO HELP END HUMAN TRAFFICKING



### 1. MAKING A COMPANY'S ZERO TOLERANCE POSITION KNOWN ON ITS WEBSITE

A company's website is an ideal place to inform customers and the public about its zero tolerance position towards human trafficking. It is also a way of promoting the Athens Ethical Principles and inspiring other companies to join the campaign.



*Manpower, Inc. devoted a prominent place to the End Human Trafficking Now campaign in the corporate social responsibility section of its website, with the following: "Manpower Inc. was the first company to sign the Athens Ethical Principles, which declare a 'zero tolerance' policy for working with any entity which benefits in any way from human trafficking. This includes our clients, vendors and business partners. We are also leading the effort to get 1,000 of the world's leading corporations to join us in signing the Principles and declare that they, too, will have zero tolerance for this inhumane abuse." Manpower's website also includes a link to the End Human Trafficking Now campaign's website. Moreover, it invites other companies to sign on the Athens Ethical Principles by completing a form on its website.*

### 2. INFORMING EMPLOYEES

Sharing information about human trafficking and the company's resolve to fight it with its employees will make employees feel proud to be part of a socially responsible enterprise respecting dignity of fellow human beings. Companies may use e-posters, e-brochures and other materials to send information electronically, or other material End Human Trafficking Now to distribute. It may also include information on its newsletter, magazines, etc.



*Several companies took such an initiative. For example, Elite Rent-A-Car published text about the End Human Trafficking Now campaign in the new Magazine ELITE (April 2006), Hotel Beau-Rivage Genève highlighted the End Human Trafficking Now campaign in its Newsletter (May 2006), and Artoc Group as well as Manpower, Inc. informed all their employees by electronic means.*

### 3. ADVOCATING FOR THE ATHENS ETHICAL PRINCIPLES AMONG BUSINESS PARTNERS

There is no more persuasive way to involve business companies to the fight human trafficking than through advocacy by other business leaders. By attracting other business companies, including suppliers, to sign on the Athens Ethical Principles, the impact of each respective company's anti-trafficking policy significantly multiplies.



*Representatives of many companies, including Manpower, Inc., Orascom Telecom, Artoc Group and Elite Rent-A-Car, took the lead in such advocacy efforts. They participated in numerous conferences and events in different parts of the world, undertook media interviews, published ads, etc. Some of them directly addressed their business colleagues and invited them to join the campaign.*



*In December 2006, the 'Global 1000 Initiative' was launched in Geneva. Letters from David Arkless, the Senior Vice President Corporate Affairs, Manpower Inc., and Special Envoy of the End Human Trafficking Now campaign, were sent to the Chief Executive Officers of the 1,000 biggest corporations worldwide inviting them to join the End Human Trafficking Now campaign. The letters were accompanied by a vignette on human trafficking and other material. The launch was covered by a wide range of media around the world.*

#### **4. PRODUCING ADVOCACY MATERIALS**

**Companies may very concretely support a global anti-trafficking movement by producing and sponsoring advocacy material such as films, posters, pins, etc. Such material can be widely used for awareness-raising among both business leaders and the general public. Many companies have provided generous support to the End Human Trafficking Now campaign in this respect.**



*Artoc Group produced brochures, posters, red cards and pins carrying the message 'End Human Trafficking Now!' and distributing them in the Middle-East, Europe and Japan. They were also widely used by the campaign against human trafficking during the Football World Cup in Germany.*



*Manpower Inc. and Orascom Telecom cosponsored and assisted in production of a 90-second vignette against human trafficking for dissemination on TV channels worldwide, and a 3-minute film to be used in awareness-raising conferences and events for business leaders.*

#### **5. .... AND OTHER SUGGESTIONS**

**There are many more examples to be followed by business companies.**

- **Companies may include in their contracts with business partners, a common clause repudiating human trafficking, to declare that they are not using trafficked people in their operations.**
- **Companies may sponsor grassroots projects, such as the establishment and operation of telephone help-lines or shelters for victims of human trafficking.**
- **Companies may be instrumental in sponsoring education and providing training to victims or potential victims of human trafficking. They may also significantly empower victims of human trafficking by offering them employment opportunity, thus, contributing to the prevention of human trafficking and re-trafficking.**

**It is important to share these good examples as they inspire others to join the efforts and give victims hope. It also sends a strong message to traffickers when a legitimate business is taking the lead in anti-trafficking campaigns, the room for them to operate is getting smaller and will ultimately one day disappear.**

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