



**UN.GIFT**  
Global Initiative to Fight Human Trafficking



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**END HUMAN TRAFFICKING NOW: ENFORCING THE UN PROTOCOL**  
**The Luxor International Forum, Egypt**  
**10-12 December 2010**

## **INTRODUCTION**

Over two hundred years ago, the trafficking of human beings was considered a violation against humanity. Today, it still is. Despite increasing global attention and significant – albeit fractured – national responses, human trafficking remains a tragic reality with wide-ranging social, economic and legal implications that affect all segments of society.

While the primary responsibility for eliminating human trafficking rests with the State, an effective response requires the holistic participation of society as a whole. In this regard, the business community plays a fundamental role, and its commitment to combat human trafficking is crucial to the eradication of this terrible scourge. By adopting a zero tolerance approach within their own companies' activities, businesspeople can help minimize the irreparable damage that this illicit trade causes to its victims. When a broad range of stakeholders tackles the issue, the reach and effectiveness of anti-trafficking measures are consequently increased on all levels.

## **CONTEXT**

In recent years, there has been a boom in information on human trafficking. Many businesses are now actively engaged in anti-human trafficking efforts: adopting corporate codes of conduct; developing sectoral agreements on issues such as child labour; and addressing problems within the supply chain, to name but a few initiatives. In spite of these efforts, there is still a need to address the issue more broadly.

A good practice award, designed to recognize the tireless work of business executives engaged in combating human trafficking, could serve as an incentive to greater innovation. Such an award would 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.

A business leader's award was first proposed in May 2008 at the World Economic Forum (WEF) session held in Sharm El Sheikh, Egypt by representatives of the international community; the proposal was seconded by the business community. This call was echoed in March 2009 at the Bahrain Conference, *Human Trafficking at the Crossroads*, which concluded with the Manama Declaration, advocating zero tolerance to human trafficking.

The award will mark tangible achievement and acknowledge the vision, creativity and contribution of business leaders in identifying, combating and preventing human trafficking. It will highlight innovation in labour policies, supply chain management and corporate social responsibility initiatives.

### About the Award

A biennial initiative, the Business Leader's Award is jointly spearheaded by the End Human Trafficking Now campaign (EHTN), the United Nations-led Global Initiative to Fight Human Trafficking (UN.GIFT), and the UN Global Compact. It is the *first-ever award* in history to honour a business executive for energy and commitment in tackling human trafficking. This international award will be presented during the Luxor International Forum by members of a Jury and the Vice-President of Chopard, author of the Trophy.

Oversight of the organizational, creative and strategic direction of the award programme will be by EHTN, UN.GIFT and the Global Compact, who will also jointly provide support, technical expertise and specific products and services for the programme's development and sustainability. UN.GIFT and EHTN will serve as the secretariat of the award for administrative purposes.

### Main Objectives

The granting of an international award will result in significant public recognition and will serve as an incentive to keep the business sector engaged in the fight against human trafficking. The primary aim of the award programme is to:

1. 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. Raise awareness among business leaders and employees on how to recognize human trafficking and act to stop it;
3. Set quality standards and benchmarks by showcasing and promoting some of the breakthroughs made by business leaders in combating human trafficking; and
4. Create a responsive platform that acknowledges good practices and spurs action.

### Jury and Advisory Committee

The Award Jury will be 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 will function as an independent body and will be responsible for the selection of the winner(s) for each award cycle. The decisions taken by the Jury will be final.

An Advisory Committee will support the work of the Jury and the secretariat by providing advice and guidance on the development of the award programme. The Advisory Committee will be composed of experts representing a variety of sectors (international organizations, NGOs, foundations and corporations), who specialize in forced labour policies, supply chain management and corporate social responsibility.

The main function of the Advisory Committee is to support the Jury in making an informed decision on the winner of the award. The Committee will oversee the nomination and selection process, including establishing procedures, defining eligibility – based on a pre-determined evaluation criteria – and conducting an initial evaluation of nominees. They will work to secure stakeholder buy-in of the award and disseminate information to a wide audience using their communication channels and networks.

### **Eligibility Criteria**

The award programme will consider nominations of business leaders who have proven that they have a vision and the commitment to ending human trafficking and who fulfil 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 labour 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 programmes, IT solutions and so on.*

The eligibility criteria are guided by:

- i) The Athens Ethical Principles
- ii) The Ten Principles of the UN Global Compact and the ILO Declarations' on Fundamental Principles and Rights at Work
- iii) Other international instruments on human trafficking

### **The Reward**

The award will take the form of a glass sculpture of symbolic and artistic value, designed exclusively by luxury watch, jewellers, and accessories designer Chopard ([www.chopard.com](http://www.chopard.com)). This will be accompanied by a certificate of commendation signed by the Jury members.

In addition, the awardees will benefit from enhanced visibility of their work, through a communication and promotion campaign coordinated by the partner organizations bestowing the award. Their work will also be showcased in anti-human trafficking events and conferences around the world.

## Proposed Timeline and Key Milestones

1. **Public announcement and call for nominations in May 2010:** A web-based announcement provides information on criteria, eligibility, submission procedures and deadlines, and is supported by a media strategy. The call for nominations will be advertised on BBC World News throughout the nomination period.
2. **Deadline for nominations:** The nomination period will run through to **30 September 2010**.
3. **Pre-selection:** The secretariat will undertake an initial review which will cover validation of proposals, project reviews and reference checks.
4. **Evaluation Process:** The Advisory Committee members will review and grade the applications. A meeting of the Advisory Committee is planned for October 2010 to finalize the applications which will be submitted to the Jury.
5. **Selection of the winner:** Members of the Jury should receive the applications in advance of the Award Ceremony.
6. **Award Ceremony:** The announcement of the winner will be the central point of the award programme. The Award Ceremony will take place during the International Forum against Human Trafficking, in Luxor on 12 December 2010.

For further information on the Business Leader's Award to Fight Human Trafficking, please visit [www.businessleaderaward.org](http://www.businessleaderaward.org)