



PRESS STATEMENT

Winners of the inaugural Business Leader's Award to Fight Human Trafficking announced

LUXOR, 12 December 2010—During the closing ceremony of the Luxor International Forum, the Jury announced its unanimous decision on the winners of the Business Leader's Award to Fight Human Trafficking. This inaugural award, the first of its kind, is designed to inspire, recognize commitment, creativity and leadership of business leaders in tackling this modern form of slavery – a crime that shames us all.

Human trafficking is a complex problem requiring multi-faceted solutions engaging all stakeholders. Business efforts to combat human trafficking are an essential part of the response. These range from corporate responsibility to social marketing, social entrepreneurship to leveraging core strengths. In selecting the winners of the award, the Jury wished to encourage the multiplicity of business approaches, as well as recognizing the different dimensions of human trafficking, from the sex trade to labor exploitation.

From a pool of almost 20 nominees, the Jury deliberated and arrived at the final selection of the Awardees. They noted the many strong nominations addressing the different dimensions of human trafficking, the various aspects of the problem as well as the diversity of solutions. These include awareness-raising, prevention, protection, support, rehabilitation and reintegration, and law enforcement. In acknowledging the varied dimensions of human trafficking, the Jury took the decision to recognize three outstanding business leaders on whom to bestow the first ever Business Leader's Award to Fight Human Trafficking. They are as follows (in alphabetical order):

- Mr. Christopher Davis, International Campaigns Director, Body Shop International
- Ms. Marilyn Carlson Nelson, Chairman, Carlson Companies
- Mr. Robert Rigby-Hall, Senior Vice President, LexisNexis, Inc.

The Jury emphasized the leadership, vision, innovation, and collaborative approach displayed by these individuals and their initiatives. In particular, they also highlighted the global impact, comprehensiveness, and capacity to inspire others to replicate these or similar efforts.

Mr. Christopher Davis – Body Shop International

The Jury selected Christopher Davis, International Campaigns Director for the Body Shop International, for his leadership in designing and implementing an innovative global social marketing campaign to inspire long lasting change and put a stop to sex trafficking of children and young people. The Jury was particularly impressed by the systematic nature and comprehensiveness of the campaign, which was developed based on sound research.

In 2009, under the leadership of Mr. Davis, the Body Shop launched a 3-year strategic campaign in partnership with End Child Prostitution Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT), a non-profit NGO the first of its kind between a major cosmetics company and an international network of local NGOs to combat human trafficking.

Thus far, through the sale of 'Soft Hands Kind Hearts' hand cream, Body Shop has raised more than 2 million USD for ECPAT to provide immediate relief to child victims of sex trafficking. The campaign has also focused on creating long-term change through continued awareness-raising, public engagement and lobbying of decision makers. This includes the development of an innovative Country Progress Card to

assess progress made by States in combating child sex trafficking across 43 countries. Mr. Davis' efforts have also inspired Body Shop staff around the world to implement the campaign locally.

Ms. Marilyn Carlson Nelson – Carlson Companies

The Jury selected Ms. Marilyn Carlson Nelson, Chairman and former CEO of Carlson Companies for her pioneering corporate responsibility work, leadership and advocacy for the protection of children from sexual exploitation and trafficking in the tourism sector.

In 2004, under her leadership, Carlson Companies was the first major North American travel company to sign the Tourism Child Protection Code of Conduct. Since then, she has spearheaded the implementation of the Code throughout the Carlson Companies – reaching staff and customers. Her advocacy efforts have also contributed to the Code's success in motivating 950 companies in the tourism and travel sector to take child protection efforts. Ms. Carlson Nelson's advocacy has extended beyond her own sector, to the World Bank, World Economic Forum and other international fora, spreading the message that all can and must act to combat human trafficking.

Mr. Robert Rigby-Hall – LexisNexis, Inc.

The Jury selected Mr. Robert Rigby-Hall, Senior Vice President of LexisNexis, for his leadership and commitment to combating human trafficking. Over a period of years, he has put in place numerous anti-trafficking initiatives that address the wide spectrum of needs, from victim support to law enforcement. Drawing on LexisNexis' expertise, these initiatives truly demonstrate how companies can leverage their core strengths for maximum impact. Under Mr. Rigby-Hall's leadership, in the area of investigation and legal prosecution of human trafficking, LexisNexis has created an online resource centre for attorneys who work with human trafficking victims. The company has also collaborated with the American Bar Association to train lawyers on potential civil remedies for victims of human trafficking. In addition, LexisNexis has been instrumental in the efforts in the United States to adopt uniform and effective laws against human trafficking.

To raise awareness, LexisNexis has forged partnerships and supported wide dissemination of films and documentaries on human trafficking among its stakeholders, including suppliers and clients. To support victims, LexisNexis has developed a national database of social service providers for the US National Human Trafficking Resource Centre. They have also partnered with a leading anti-trafficking NGO in South East Asia on a shelter for victims. Within its own company and supply chain, LexisNexis has developed and implemented a Code of Conduct and engaged its own employees in pro-bono legal work in the anti-trafficking arena.

In addition to the three Awardees, the Jury also gave special commendation to the pioneering work of Mr. Tristan Foster, founder and CEO of FSI Worldwide, as well as to Ms. Natasha Rufus Isaacs and Ms. Lavinia Brennan, co-founders and directors of Beulah London. The Jury was impressed by Mr. Foster's innovative approach in tackling the serious and growing problem of trafficking for labour exploitation. The Jury also wished to encourage the inspiring efforts of Ms. Rufus Isaacs and Ms. Brennan in striving to promote sustainable livelihoods for victims of human trafficking. The Jury looks forward to following the progress of both initiatives.

The Jury greatly appreciated the initiatives of all the nominees and encouraged them in their continued efforts. They expressed the hope that the nominees will participate in the Award again in 2012 and the Award will continue to attract high quality nominations from across the globe.

About the award

The Award process was launched in 2008, by UN.GIFT, UN Global Compact and End Human Trafficking Now. The Trophy was designed by Chopard, the Swiss-based manufacturer of luxury watches and jewelry, also creator of the Cannes Film Festival Palme d'Or Award.

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