



PRESS RELEASE

Luxor Recommendations highlight the leading role of the business in ending human trafficking

Ten years after the Palermo Protocol, the Recommendations from the Luxor Conference address the imperative need for the greater involvement of businesses and the media in anti-trafficking initiatives

LUXOR, 12 December 2010—The outcome of the End Human Trafficking Now: Enforcing the UN Protocol, a milestone anti-trafficking event, was the announcement of the Luxor Recommendations. Presented to the more than 300 hundred participants by Princess Basma Bint Talal of Jordan, the Recommendations urge companies to implement measures to eradicate human trafficking.

The Luxor Forum was organized by End Human Trafficking Now and the United Nations Global Initiative to Fight Human Trafficking (UN.GIFT), to promote the participation of the business community in building awareness and implementing zero-tolerance policies against trafficking.

A recommendation of the Luxor Forum was also the use of social media as a tool to boost anti-trafficking networks. The Recommendations highlight the advocacy and activist role that the media and the entertainment industries can play to raise awareness about a global crime that affects an estimated 2.5 million people all over the world.

“We are all the media. Everybody is on facebook and twitter. We all can use our own voice to do our part,” said Ashton Kutcher, during a session on the impact of the media and the entertainment industry. Mira Sorvino, UNODC Goodwill Ambassador on Human Trafficking, underlined the importance of the Luxor Forum as a platform to enhance partnerships. “I saw here the exchange of ideas that people can actually take home and put into practice”, she said.

After three days of sessions attended by eminent anti-trafficking experts and CEOs from major corporations, the Forum ended with the announcement of the winners of the Business Leader’s Award to Fight Human Trafficking presented by UN.GIFT, the Global Compact and End Human Trafficking Now!

The prestigious jury awarded Christopher Davis from the Body Shop, Marilyn Carlson Nelson from Carlson Companies and Robert Rigby-Hall from LexisNexis; for their leadership in best business initiatives.

“While our past efforts have taken us where we are today I am confident that the best of our actions are yet to come,” said Mrs. Suzanne Mubarak. “I am truly excited to continue working with you over the coming years, as we image forward to the world we want and to the world we *will* create.”

About End Human Trafficking Now

End Human Trafficking Now is the first global anti-trafficking campaign to engage the private sector. Whilst striding to put an end to human trafficking altogether, the campaign emphasizes the role of the business community and puts business companies at the forefront of anti-trafficking efforts. The campaign seeks to integrate the business community into the solution of ending this illicit trade. End Human Trafficking Now was created in 2006.

About UN.GIFT

The Global Initiative to Fight Human Trafficking (UN.GIFT) is a multi-stakeholder initiative providing global access to expertise, knowledge and innovative partnerships to combat human trafficking. This is done by supporting State and non-state actors with capacity development activities focusing on prevention, protection and prosecution so that they can better respond to the human trafficking challenge. UN.GIFT was launched in March 2007 by the International Labour Organization (ILO), the Office of the United Nations High Commissioner for Human Rights (OHCHR), the United Nations Children's Fund (UNICEF), the United Nations Office on Drugs and Crime (UNODC), the International Organization for Migration (IOM) and the Organization for Security and Cooperation in Europe (OSCE).

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