



Closing Remarks by

**Mr. Bjørn Haugland**

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at the

Business Leader's Award Ceremony of the

**END HUMAN TRAFFICKING NOW: ENFORCING THE UN PROTOCOL  
Luxor International Forum**

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- In 1920 Ernest Hemmingway was challenged to write a complete story in 6 words. He wrote "For sale, baby shoes, never worn".
- I share this story with you today – both as a symbol of children that lose their childhood due to human trafficking – but also as a recognition that the crime of human trafficking has to be communicated to the society at large, with strong, simple and coherent messages. In this way we can take inspiration from Hemmingway's story in only six words.
- **Human trafficking is like a cancer for business.** Even before it becomes a visible issue that affects brand or reputation, the use of trafficked labor in the value chain erodes business from the inside. Thus, it is essential that organizations are proactively and innovatively to obtain visibility of over their supply chain and work actively to mitigate the risk of human trafficking and meet the expectations of global society.
- **Business cannot succeed in a society that fails.** By integrating corporate responsibility into core strategy, systems and operations, business can be a crucial part of the solution. Our ambitions should be larger than just meeting requirements and expectations. The world is becoming a better place through the work of proactive companies and business leaders that have higher aspirations and go beyond compliance, fostering effective solutions.
- The nominees of the Business Leader's Award to Fight Human Trafficking represent exemplary companies that are making anti-trafficking part of their core business, they've shown great leadership and put in place innovative processes to stop human trafficking now.
- We need such flagship companies and leaders to show us the way forward, and give us practical examples to putting corporate responsibility in action.