



PRESS RELEASE

Moving from a campaign to an association

GENEVA, 14 June 2011 – *End Human Trafficking Now* is the first worldwide initiative to engage the private sector in anti-trafficking efforts, with voluntary contributions by corporations for specific activities. Whilst striding to put an end to human trafficking altogether, *End Human Trafficking Now* seeks to integrate the business community into the solution of ending this illicit trade.

The *End Human Trafficking Now* campaign was launched as a part of the Suzanne Mubarak Women's International Peace Movement, during the Roundtable of the Business Community against Human Trafficking in January 2006, in Athens, Greece. Discussions revealed that the missing component of the anti-trafficking efforts was the business sector. While it has a pivotal role to play in fighting human trafficking, the business community was generally absent from this endeavor. Business leaders adopted a set of ethical principles – the “Athens Ethical Principles” – to ensure their stand against human trafficking.

Today, the Women's International Peace Movement no longer exists and *End Human Trafficking Now* has become an independent Association officially registered under Swiss Law. New partners have joined. New goals are being set. And ambitious outcomes are being measured. Its vision of zero tolerance to human trafficking is well articulated by David Arkless, President of *End Human Trafficking Now's* new Board. “We will never knowingly trade with or deal with any organization that takes advantage of human beings or causes trafficking, and we will rigorously enact our zero tolerance policy on this issue,” said Mr. Arkless, who is also President of Corporate Affairs, Manpower Group.

Human trafficking is the third largest industry in the criminal world with more “slaves” at work than there has ever been at any point in history. Due to low costs and huge financial benefits, it has become one of the most lucrative illicit industries generating tremendous profits of over an estimated US\$ 32 billion per year. *End Human Trafficking Now* strongly believes that the business community is a critical partner in helping eliminate this trade. In fact, there is a lot at stake for legitimate business if human trafficking continues to flourish. While businesses alone cannot solve the problem of human trafficking, there is a great deal that business actors can do within their own sphere of influence.

In partnership with the UN Global Compact and UN.GIFT, *End Human Trafficking Now* bestowed the first-ever Business Leader's Award to Fight Human Trafficking during the Luxor International Forum on 12 December 2010. *End Human Trafficking Now* also launched another of its initiatives, the e-Learning Tool, jointly with UN.GIFT. Technically developed and sponsored by Microsoft as an internet learning course, the tool is a modular training program for business leaders, managers and employees of business companies to help them understand what human trafficking is, identify where it might be a risk to their business and point to actions they can take to address this risk.

By focusing on solutions and acknowledging best practices, *End Human Trafficking Now* has become synonymous with the business community's fight against human trafficking reiterating that taking an active role against human trafficking can present companies with a significant opportunity to be identified as leaders amongst industry peers and within society at large.

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