

## Engaging the Business Community

### Why

Business leaders in your community can join efforts to address exploitation and human trafficking. They may be able to contribute funding or in-kind contributions to assist in developing new resources or prevention activities. For example, a local printing business may be able to assist with printing a new poster or pamphlet. Businesses also employ many people in your community who could be trained to understand the issues, to recognize the signs and indicators of human trafficking, and be prepared with a list of services people could be referred to.

Business leaders could also develop guidelines for how they will choose their products and treat their staff to ensure that no forced labour is involved in their business. Many businesses employ temporary foreign workers who require education and information about their rights in Canada.

### How

There are many ways to engage business leaders in this work:

- Approach businesses operating in your community, and ask them what they are doing about human trafficking. Suggest training for their staff, or creating a code of conduct to prevent exploitation.
- Organize a human trafficking awareness event for businesses. See the Taking Action box below for an example of an event held in Prince George.
- Approach businesses for funds or in-kind contributions to support local efforts to address human trafficking.

### What

What have businesses done so far? Here is a sample of programs and initiatives to combat human trafficking by a variety of businesses.

#### **TAKING ACTION: Marriott International**

Marriott International established a Working Group on Human Rights in 2006. Since then, Marriott has included clauses on human trafficking rights into their Principles of Responsible Business that govern its supply chain, environment, employment and human rights issues. The company is an active member of ITP's Human Trafficking Working Group and provides tailored training to its associates and security officers globally. Marriott supports the Youth Career Initiative (YCI) programme, a 24-week education and training programme for vulnerable young people in 12 countries, by providing hands-on training and in-kind support to students in the program.

<http://www.greenhotelier.org/know-how-guides/addressing-human-trafficking-in-the-hospitality-industry/>

- **Join the Fight Against Human Trafficking**

Microsoft's e-learning course educates on the potential risks of human trafficking in a business.

<http://www.microsoft.com/middleeast/humantrafficking/>

- **Global Business Coalition Against Trafficking**

An organization to mobilize the business community globally to end human trafficking.

<http://gbc.org/>



- Truck Stop Campaign**  
 An awareness initiative of the PACT organization (Persons Against the Crime of Trafficking in Persons) that provides truck drivers with the knowledge they need to identify suspected cases of human trafficking and alert law enforcement.  
<http://www.pact-ottawa.org/truckstop.html>
- The Body Shop Campaign**  
 An awareness and fundraising initiative, with ECPAT (End Child Prostitution and Trafficking) International and local NGO partners around the world, to campaign to Stop Sex Trafficking of Children and Young People.  
<http://www.thebodyshop.ca/en/values/trafficking.aspx>
- Your Actions Count—Be a Responsible Traveller**  
 UNWTO, UNODC and UNESCO launched a global campaign, urging travellers to support the fight against a number of forms of trafficking.  
<http://www.unodc.org/unodc/en/press/releases/2014/March/unodc-unwto-and-unesco-launch-anti-trafficking-campaign.html>

**TAKING ACTION:  
 Human Trafficking on the MAP  
 Addressing Human Trafficking with the  
 Business Sector in Prince George**

In Prince George, BC, the issue of human trafficking has been put on the MAP through partnerships with key business sector stakeholders, including the Prince George Chamber of Commerce and Canfor Products Ltd., among others, to raise awareness of the issue—and to support the identification of intervention and prevention strategies.

As a result of this initiative, businesses and other organizations in the area have a better understanding of human trafficking. Staff not only have the tools to identify potential victims of human trafficking, but also know who to contact should they come across a victim of this crime.

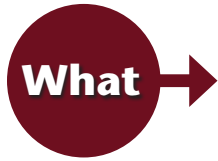
*This work was undertaken by the Prince George and District Elizabeth Fry Society in partnership with the Ministry of Justice and BC OCTIP.*

<http://pgefry.bc.ca/about/contact/>

- d3h Hotels Partnership with ACT Alberta**  
 d3h Hotels is a hotel management company with properties in Alberta and Saskatchewan. In 2012, d3H Hotel head office staff and hotel general managers attended the Days Inn General Conference in Las Vegas. After attending a session hosted by ECPAT International and the Polaris Project, the attendees were inspired to take action against human trafficking. Bringing this passion home, a training program was developed, which includes a Code of Conduct, policies and procedures regarding human trafficking and sexual exploitation, training manuals, and a two hour training session for the staff. Partnerships were also established with local police services and ACT Alberta, one of the leading anti-human trafficking organizations in Canada.

ACT Alberta provided d3h Hotels with resources, information, and brochures for the training that took place at its 11 hotel properties in Alberta and Saskatchewan, and conducted half hour sessions at the d3h Hotel training seminars in Calgary, Edmonton and Red Deer, Alberta

<http://www.actalberta.org/> (ACT Alberta)  
<http://www.d3h.ca/> (d3h Hotels)



- **Greyhound Home Free and Greyhound Let's Find Them**

In conjunction with the National Runaway Switchboard, these programs provide free bus rides for youth who are runaways and abducted children.

<https://www.greyhound.com/en/about/inthecommunity.aspx>

What else can help you get businesses engaged in taking action against human trafficking?

- Start with the book *Invisible Chains: Canada's Underground World of Human Trafficking*, by Benjamin Perrin. (2010, Ontario Viking Canada). Pages 230 – 232 contain an Action Plan for Businesses.

## Reflecting

1. Which businesses are located in my community? Do any promote fair trade products made without using exploitative business practices?
2. Who are the business leaders in my community? Will they play a role to address these issues in our community?
3. Are there businesses that could help to provide assistance to trafficked persons or provide work experience or job opportunities for those who may have experienced a trafficking situation?