



Celebration without Exploitation

Toolkit for Planning Trafficking-Free Sporting (and Other) Events



ICCR Human Trafficking Group

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Background

The trafficking of persons, often for the purposes of sexual exploitation, is a global offense that is calculated to impact 27 million people... mainly economically vulnerable women and girls. UNICEF reports that there are over one million children globally entering the sex trade every year and the U.S. Department of State estimates that up to 800,000 people – mostly women and children – are trafficked across national borders annually.

Recognizing that high profile events attracting out-of-town visitors are often at higher risk for human trafficking violations, members of the Interfaith Center on Corporate Responsibility have assembled a compendium of resources in a *toolkit* designed to assist in the promotion of trafficking-free local events.

The toolkit offers ideas and resources for investors to leverage a) the top down power of the private sector; b) the inside power of event organizers and participants, and; c) the bottom up power of local community groups including law enforcement and faith organizations, against this pervasive but often clandestine practice. These tools are meant to serve as templates that can be customized for local events and to spur ideas for on-going anti-trafficking campaigns. We welcome any new resources you might wish to add to this toolkit and any feedback you suggest for improving its effectiveness.

Audiences

The most effective campaigns will focus on a combination of all three of these important audiences with customized strategies for each:

How do we leverage the companies in our portfolios with affiliations to the event?

How do we engage the event organizers/participants to build awareness of HT risks?

How do we organize and activate community groups and local media?

I. Private Sector

Travel, tourism and hospitality industry

- Airlines
- Hotels
- Convention sites
- Restaurants and Resorts Management

Event Sponsors: Food and Beverage, Apparel, Other

Media Companies

Strategies

Corporate Shareholder Engagement: Letters/Dialogues (section) to corporate/local management with HT “asks”;

- Adopt ECPAT Code
- Human rights policy and reporting
- Employee Training
- Public Awareness Campaign including production/distribution of anti-HT materials and local media announcements

II. *Venue Administrators, Event Promoters and Participants*

Stadium Management

Ticket promoters

Management of Sports Teams/Performers

Athletes and Performers

Conference and sales meeting conveners

Strategies

- Letters outlining HT risks and resources for further education
- Public display of anti-trafficking collateral at venues
- Request that teams and performers speak out publicly about HT including appearances at local congregations and participation in PSAs

III. *Local Community Groups*

Law Enforcement

Faith Communities

Business owners

Local Media

Strategy

- Public Awareness campaign that focuses on human trafficking education.
- Letters/calls to law enforcement with suggested resources for training.
- Assemble community Inter-faith taskforce to educate at the congregational level and to organize grassroots anti-trafficking campaigns.
- Distribute collateral for local businesses to display.
- Contact local media outlets and request free time/space in the form of PSAs to help educate the community about HT risks. Press outreach for coverage of any grassroots local campaigns.

Resources

Government Organizations

- U.S. State Department - [2010 Trafficking in Persons Report](#)
- Department of Health and Human Services – [The Campaign to Rescue and Restore Victims of Human Trafficking](#)

Anti-Trafficking NGOs

- [UNGIFT.org](#) – Many resources including ILO's [Training Manual to Fight Trafficking](#); [Athens Ethical Principles](#) and [Luxor Implementation Guidelines](#)
- Unicef – [South African World Cup campaign](#)
- EPCAT USA – [The Code](#), [ECPAT's U Tube Channel](#) (PSAs and documentaries), [Activist Toolkit](#)
- Rabbis for Human Rights – [Slavery and Human Trafficking Resources](#)
- Free the Slaves – [Education Pack](#) for teaching classes/communities about slavery
- Demand Abolition – See the PSA ["I'm not Buying It"](#) with NFL's Jay Ratliff. Read the report, [Developing a National Action Plan to Eliminate Sexual Trafficking](#)
- Polaris Project – [Tools for Service Providers and Law Enforcement](#), [HT Education and Training](#)

Media

- [CNN Freedom Project](#) A year dedicated to reporting about human trafficking and modern day slavery throughout the world. Numerous blogs and documentaries on different aspects of HT/MDS.
- MTV – [Against our will campaign](#) for educating young adults

Press

Wisconsin Nuns Send Challenge to Packers:

<http://www.wisn.com/video/26755407/detail.html>

Christians Launch Anti-Trafficking Efforts for Super Bowl:

http://blog.christianitytoday.com/women/2011/01/christians_launch_antitraffick.html

Sex Trafficking Expected at Super Bowl:

<http://www.smudailycampus.com/news/sex-trafficking-expected-at-the-super-bowl-xlv-1.1915507#.Tsq681bvWwA>

Faith Organizations' Anti-Trafficking Campaigns

- **Intercommunity Peace and Justice Center** – [Anti-Trafficking Resources](#)
- [Stop.Enslavement.org](#) – Women religious publish a newsletter called **Stop Trafficking**
- **Salvation Army's Initiative Against Sexual Trafficking (IAST)** - Many resources available for launching grassroots campaigns
- **Maryknoll Fathers and Brothers** – [The Pain of Human Trafficking](#) and **Lives for Sale** – [A documentary on human trafficking](#)
- [Talitha Kum](#) – Intl Catholic Organization that will be active around the Olympics

Sample Letters/Press Releases

[Letter to Local Faith Leaders](#)

[Letter to Team Owners and Players](#)

[Letter to Local Officials](#)

[*Press Release \(WCASA\) on Pledge*](#)

[*Press Release \(CBIS\) on World Cup Action*](#)

[*Letter from Investors to Hotel Chain CEOs for 2010 World Cup*](#)

[*Letter to Local Hotel Management from Guests*](#)

[*Letter to Airlines/Follow-up Letter*](#)

[*Letter to Sponsors of Events*](#)

Best Practices: Corporate Human Rights Policies

[*Carlson Hotels: Supplier Code of Conduct*](#)

[*Marriott: Human Rights Policy Statement*](#)