CREATING CHANGE THROUGH PARTNERSHIP 2012

ECPAT INTERNATIONAL AND THE BODY SHOP

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LIST OF COUNTRIES REVIEWED AND CONTRIBUTING PARTNERS

COUNTRY	CONTRIBUTING PARTNER
Australia	Child Wise, ECPAT National Group
Austria	ECPAT Austria
Belgium	ECPAT Belgium
Cambodia	ECPAT Cambodia
Canada	Beyond Borders/ECPAT Canada
Cyprus	Mediterranean Institute of Gender Studies (MIGS)
Czech Republic	Ecumenical Network for Youth Action, ECPAT Affiliate
Denmark	Red Barnet, ECPAT Affiliate
Estonia	Tartu Child Support Center, ECPAT Affiliate
Finland	Lasten Perusoikeudet – Children's Fundamental Rights
France	ECPAT France
Germany	ECPAT Germany
Greece	Obrela – The Hellenic Association for the Prevention of Sexual Abuse
Hong Kong	Against Child Abuse
India	STOP India and Sanlaap, both ECPAT Affiliates
Indonesia	ECPAT National Coalition for the Elimination of Commercial Sexual Exploitation of Children
Ireland	Children's Rights Alliance
Italy	ECPAT Italy
Japan	ECPAT STOP Japan
Luxembourg	ECPAT Luxembourg

COUNTRY	CONTRIBUTING PARTNER
Malaysia	Nur Salam and P.S. The Children
Mexico	ECPAT Mexico
Netherlands	ECPAT Netherlands
New Zealand	ECPAT New Zealand
Norway	Redd Barna (Save the Children Norway)
Pakistan	Pakistan Pediatric Association, ECPAT Affiliate
Philippines	ECPAT Philippines
Poland	Nobody's Children Foundation, ECPAT Affiliate
Portugal	Portuguese Association for Victim Support (APAV)
Romania	Salvati Coppiii Romania, ECPAT Affiliate
Russia	NGO Stellit, ECPAT Affiliate
Singapore	UNIFEM Singapore, HOME and Dr. Sallie Yea
South Africa	Child Welfare South Africa, ECPAT Affiliate
South Korea	Naeil Women's Center for Youth, ECPAT Affiliate
Spain	ECPAT Spain
Sweden	ECPAT Sweden
Switzerland	ECPAT Switzerland
Taiwan	ECPAT Taiwan
Thailand	ECPAT International
Turkey	International Children's Center (ICC) and the Network against Commercial Sexual Exploitation in Turkey, ECPAT Affiliate
UK	ECPAT UK[1]
USA	ECPAT USA

[1] In the UK, the campaign pursued specific and targeted indicators for the goals of the campaign. These were identified in the separate country progress report for the UK. Furthermore, in the UK, parameters used to define specific services vary – please refer to the UK country progress card report for more detail. www.ecpat.net

FOREWORD

The sexual exploitation of children has become an increasingly international phenomenon owing to the development of information technologies, trafficking networks, tourism and migration.

Millions of children and young people under the age of 18 are victims of trafficking every year, the majority of whom subsequently become objects of sexual exploitation.

Sexual exploitation of children is a gross violation of child rights that gravely compromises the health and development of children and the full enjoyment of their rights and has a long-lasting impact on the victims.

Despite significant efforts to eliminate the trafficking of children and young people for sex, many challenges still remain. Much still needs to be done to protect, rehabilitate and reintegrate victims, provide reparation for damage caused to children, prosecute those responsible, and ultimately prevent this phenomenon.

The intersectoral, national and international dimensions of this phenomenon require efficient and coordinated cooperation between all actors, both directly and indirectly, with children, and at all levels—national, regional and international. It also requires the strengthening of corporate social responsibility initiatives to prevent and stop the sexual exploitation of children.

The Body Shop and ECPAT's three-year campaign 'Stop Sex Trafficking of Children and Young People' is an admirable example of this international and intersectoral cooperation, highlighting the efficacy of corporate social responsibility, global partnership and youth participation.

I would like to warmly commend ECPAT and The Body Shop for this important global campaign, which represents a significant opportunity to raise awareness on the issues of child trafficking for the purpose of sexual exploitation and brings forward the alarming issue of trafficking as a priority in the international political agenda.

I sincerely congratulate ECPAT for this monitoring report, which showcases the achievement of the campaign advocacy goals: raising awareness, mobilising actors, prioritising children's involvement, and raising funds to 'Stop Sex Trafficking of Children and Young People'.

This report proves that we truly can 'Create Change through Partnership'.

Dr. Najat Maalla M'jid
UN Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography

PREFACE BY ECPAT INTERNATIONAL

In 2009, ECPAT International launched a unique campaign with The Body Shop 'Stop Sex Trafficking in Children and Young People', because trafficking is and remains an intolerable form of violence against children. The campaign engaged the public as advocates and called on governments to safeguard the rights of children and adolescents to protection from sexual exploitation. Three years later, in September 2012, 7 million+ people raised their voice as ECPAT International and The Body Shop delivered one of the world's largest ever petitions to the UN Human Rights Council in Geneva.

'Creating Change through Partnership' is the apt theme of this final report. The Body Shop and ECPAT International have created an imaginative and successful partnership, drawing from our respective and combined strengths to effectively tackle a complex and unacceptable social reality. ECPAT, as an expert child rights network, contributed to the campaign's unique advocacy strategy. It allows individuals to make an informed 'call to action' of their governments, and permits monitoring of actions through 'Progress Cards' covering 42 countries. The Body Shop leveraged their global operations, and campaigning expertise to build awareness at all levels and activate their customer base.

In creating global change, we feel extremely privileged to have worked alongside The Body Shop, an ethical company inspired by the tremendous vision of its founder. We also believe this model of partnership between civil society and private sector will serve as a catalyst for more new and creative partnerships for social change.

We are pleased to report that the 'Stop Sex Trafficking of Children and Young People' campaign has been important in the fight against child trafficking. Almost one in four governments have implemented initiatives to combat human trafficking, and at least 16 government leaders have committed to specific action. Unfortunately, the campaign revealed a few notable gaps, such as the need for more specialised actions and services to protect children and young people. ECPAT International has a twenty-year track record as a global network with the mission to ensure that children everywhere enjoy their fundamental rights, free and secure from all forms of sexual exploitation. As the campaign concludes this year, we continue to address the important recommendations made in this report, to ask all sectors of society do more to protect children, and to monitor countries' progress towards implementation. We invite you to remain engaged with us and continue to raise your voice to create change that makes a difference.

Yours faithfully,

Maureen Crombie
President, ECPAT International

PREFACE BY THE BODY SHOP

I first met the team from ECPAT International in 2007 when, following the death of the founder of our company, Dame Anita Roddick, I was seeking a campaign partner to work with to launch a three-year campaign focused on human trafficking to honour her memory.

ECPAT International convinced us of the importance of focusing our resources and energy to campaign on behalf of children and young people who were trafficked and exploited across the world. This report tells the story of our campaign and documents how, working together, The Body Shop and ECPAT, with the support of millions of customers and supporters around the world, have made a significant difference.

For all of us at The Body Shop it is something we are immensely proud of.

We are proud that we were part of a strong and constructive working relationship with ECPAT International and many of the local ECPAT organisations around the world. Through our discussions, debates and, at times, disagreements about how to make our campaign most impactful, we have always stayed true to our united objective of creating a campaign that delivers long-term change to help children and young people.

We are proud that the campaign was so emphatically embraced by 15,000 of my colleagues at The Body Shop working across 2,600 stores across 65 countries. Their determination to take the campaign and ensure its success in their own community resulted in an estimated 300 million people every year seeing and hearing about the campaign in our stores.

Most of all, I am proud that together we have mobilised The Body Shop customers to get involved in the campaign and with 7,044,278 petition signatures, created the biggest campaign in The Body Shop's history and influenced governments in 16 countries to commit to long-term legislative change that will help protect children and young people for many years to come.

As our three-year campaign

partnership draws to a close, it is important to acknowledge the incredible work of ECPAT International and pay tribute to their professionalism, dedication and knowledge on this challenging and complex issue.

As we look to the future, I know our respective organisations will do everything possible to ensure governments act on our petition calls to action and that the bonds between The Body Shop and ECPAT International will remain strong for many years to come

Yours sincerely,

Christopher Davis
International Campaigns Director

I. INTRODUCTION

Human trafficking **is an illegal industry that generates billions of US dollars by exploiting an individual's fundament rights. It is believed that nearly** 80% of all trafficking worldwide is for sexual exploitation, with over 20% of the victims being children[1]. **Operating like a global business, the crime is not confined to certain geographical areas, such as 'developing countries', but affects virtually every country in the world.** Twenty years after the United Nations Convention on the Rights of the Child has been nearly universally accepted by states around the world, there remain at least 1.2 million child trafficking victims per year[2].

1: UNODC, Global Report on Trafficking in Persons, 2009.
2: ILO, 2002.

The need to take action for children motivated and inspired The Body Shop and ECPAT International to create and implement the 'Stop Sex Trafficking of Children and Young People' campaign. The unique partnership between The Body Shop, a natural and ethical beauty company, and ECPAT, an international network of local grassroots NGOs, resulted in an original and powerful global campaign that has affected unprecedented change around the world. Wanting to go beyond a simple fundraising initiative to bring immediate relief to children, ECPAT and The Body Shop agreed to work in partnership for three years and, together, designed a campaign with special focus on generating **long-term impact** by increasing awareness and facilitating the voice of The Body Shop customers and other campaign supporters to be heard by those with decision-making power to strengthen concerted action against child sex trafficking. The campaign objectives of conducting **advocacy, education** and **raising funds** were pursued through the following three-year strategy:

YEAR 1

2009 – 2010:

To educate and strengthen the public's understanding of sex trafficking of children and young people

2

2010 – 2011:

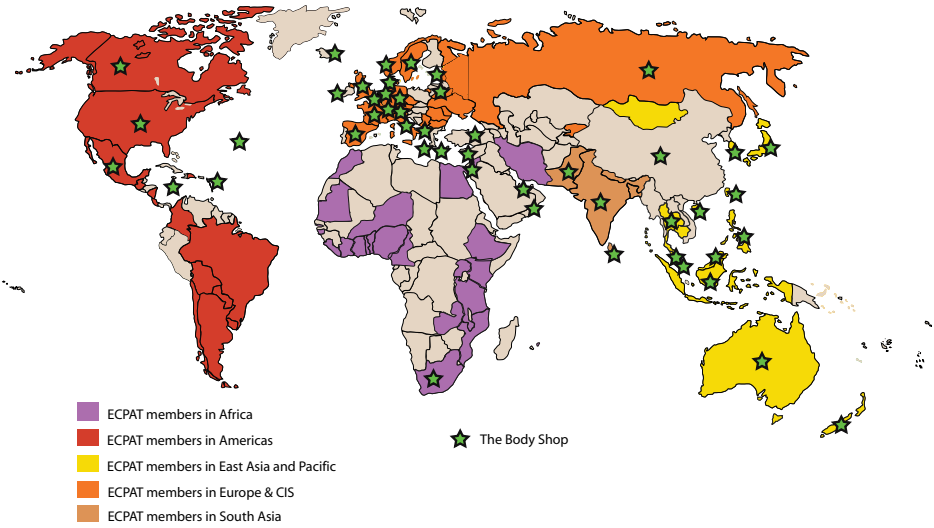
To engage the public in advocacy via the campaign petition in asking governments to take greater action against child trafficking

3

2011 – 2012:

To conduct follow-up with states on the campaign petition's 'calls to action' and assess the campaign's impact

The purpose of this report is to capture and analyse the campaign's key successes that have contributed to long-lasting change and improvement in the areas of prevention, support services, legal framework and law enforcement. In order to maintain momentum for actions that combat child sex trafficking, the report will also provide a number of recommendations to states and other actors. The data in this report is taken from more than 40 countries, all of which were extensively surveyed between January and February 2012. (*Please visit www.ecpat.net to access all previous campaign reports and additional in-depth data*.)



The campaign was implemented in over 2,600 The Body Shop stores in 65 countries and by the ECPAT network in over 75 countries.

Measuring Change—
A Ground-breaking Methodology

How we have monitored the achievement of the campaign advocacy goals. As experts on the issue of the commercial sexual exploitation of children, ECPAT International and its network provided technical support by producing over 47 reports for the 'Stop Sex Trafficking of Children and Young People' campaign. Representing in-depth and intensive research at a grass-roots level, these reports were an essential component of the campaign advocacy strategy and gave, for the first time, an extensive assessment of the child sex trafficking situation on-the-ground on a country-by-country basis. The global campaign was launched in Bangkok with the release of the ***campaign baseline report, 'Their Protection is in Our Hands'***, which provided an overview of the trends and manifestations of child sex trafficking across the world's regions and the various combinations of factors that put children at risk. The report also examined the types of interventions that are necessary to 'prevent, protect and assist children' in the trafficking process and introduced the 'progress cards system', an innovative advocacy tool designed by ECPAT International to monitor and measure the overall achievement of campaign objectives. Through the exhaustive scrutiny of 12 policy-related indicators (four for each goal) and a progress card matrix, a precise and clear appraisal of the level of state protection against trafficking for sexual exploitation has been provided on an annual and country-by-country basis.

This 'progress card system' and the research undertaken by ECPAT has enabled a constant analysis of advancements made by each state in relevant policies and practices affecting child victims and those vulnerable to trafficking as well as a global examination of states' efforts to uphold every child's right to be protected from trafficking. The research also allowed campaign

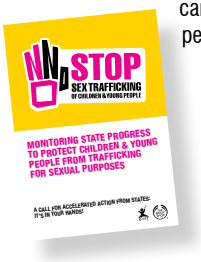
Thailand: summary of progress card *			
Goal 1: community-based prevention programmes			
Prevention	Collaboration	Awareness raising	Teacher training
		★	★
Goal 2: legal framework			
Optional Protocol	Trafficking Protocol	National legislation	Special police units
Goal 3: specialised services for child victims			
Helpline	Shelters	Medical services	Psychological counselling

Green = significant action taken by state; Yellow = partial action taken by state;
Red = inadequate level of state action; Star = work undertaken by NGOs

3. ECPAT International, *Monitoring State Progress to Protect Children and Young People from Trafficking for Sexual Purposes,* 2009, available at http://www.ecpat.net/EI/Publications/Trafficking/Global_Monitoring_ProgressCards.pdf
4. The 'country progress card' reports are available at http://www.ecpat.net/TBS/HTML/MakeHistory_country.html

supporters to know exactly what the situation of child sex trafficking was in their own countries and what states were doing to combat it.

Immediately after the campaign launch in 2009, **ECPAT undertook the first rigorous global review of states' measures to protect children from sex trafficking. The report, *'Monitoring States' Progress to Protect Children'* revealed certain levels of success in some areas (especially legislation) while pointing to a number of shortcomings that required urgent government actions**[3]. The study was followed by the publication in 2010 of 42 country-specific progress card reports that featured recommendations for states and other key stakeholders and supported the 'call to action' for the national campaign petitions[4].



In conjunction with the handover of the over seven million signatures to the Human Rights Council **in September 2011, ECPAT published another global campaign assessment.** By examining the progress achieved by the 42 states reviewed, the research found that, although advocacy requires a sustained period for policy changes to be tangible and legislative review to be enacted, **the 'Stop Sex Trafficking of Children and Young People' campaign had contributed to the gradual advancement of government commitments and actions to prevent child trafficking and strengthen protection of child victims and vulnerable children.**

Similar conclusions can also be drawn from the final review of campaign achievements that ECPAT, in collaboration with member groups, partner organisations and The Body Shop stores, conducted **in January and February 2012**. As detailed later in the report (Section III), **the analysis of aggregated information and data gathered during the final monitoring phase confirms that the campaign has generated significant policy changes under each of the frontline indicators that play a key role in stopping child sex trafficking.**

Campaign Highlights in Numbers

Creating One of the Largest Petitions in History

- **7,044,278** people from all over the world signed the campaign petition, which was presented to the President of the United Nations Human Rights Council and the Chair of the Committee on the Rights of the Child;
- **2,333,033** European citizens signed the campaign appeal for action for the biggest human rights petition ever presented to the European Commission;
- **170,877** signatures collected by ECPAT youth representatives in 15 countries;
- More than **130,000** signatures collected via The Body Shop stores in the Middle East countries involved in the campaign: Egypt (7,309), Bahrain (4,771), Egypt (7,309), Jordan (7,094), Kuwait (17,565), Lebanon (10,012), Qatar (15,000) and UAE (75,034).

In the Middle East region, the campaign was particularly effective in raising awareness among the public, as the campaign created opportunities for customers to discuss the issue of commercial sexual exploitation of children (CSEC), which is rarely brought up in the public arena. Customers at The Body Shop responded favourably to the campaign, and many asked for more information about child trafficking and advice about how best to teach their children about this issue. As one member of staff explained: *One day, a family entered our store: father, mother and young boy. After browsing for a while, I started to explain about the campaign to the family. The boy immediately said to his father, 'remember when I told you about that TV programme I saw about poor children suffering? I need to help stop it; I want to sign the petition'. So the father smiled and asked me for the campaign petition. I also asked the young boy to write a few words. He was so happy that he signed the petition and wrote, 'I hope that, one day, happiness will be in everywhere in the world'. To this day, I still remember this boy's name: Hassan. Although he was young, he moved me.* Kerilos B. Khalil, The Body Shop staff, Kuwait.

Creating Impact—Directly Influencing Positive Changes in Prevention, Legal Framework and Support Services for Children

- **47** campaign reports were used as advocacy tools to highlight specific calls to action to strengthen states' action in combating child sex trafficking;
- **7%** increase in the number of states that are making notable efforts to stop child sex trafficking and **50%** decrease in the number of countries that are making insufficient or limited progress;
- **4** countries have ratified the Optional Protocol on the sale of children, child prostitution and child pornography, and **3** countries publically committed to do so in the near future; another **4** countries have adopted the *UN Trafficking Protocol* since the campaign started;
- **8** countries have revised or are in the process of revising their domestic legislation;
- **23%** increase in the number of governments that conducted general sensitisation campaigns on trafficking in persons or implemented awareness-raising initiatives specifically against child sex trafficking;
- **17%** decrease in the number of countries that lack public support services for child victims of trafficking;
- Nearly **20%** decrease in the number of countries with totally inadequate shelters to respond to the specific needs of child victims of trafficking.

Generating Funds and Delivering Direct Support to Children

- Over US$ **3 million** was raised through the campaign, going directly to projects to tackle child sex trafficking and other forms of commercial sexual exploitation of children. Through these projects, thousands of children have been prevented from falling prey to sex traffickers through sensitisation and other targeted initiatives;
- Hundreds of police officers, social workers and other professionals were trained to adequately deal with cases of sex trafficking of children and young people;
- Thousands of victims of trafficking were able to access

the justice system and receive specialised assistance;

- Millions of people have learned about the commercial sexual exploitation of children and are now aware of the seriousness of child sex trafficking and their duty to act due to the campaign;
- We generated an **exceptional model of collaboration between civil society and the private sector** to address an important social issue in a coherent and innovative way.

On 5 September 2011, ECPAT International and The Body Shop Thailand presented 65,175 petitions to the Deputy Permanent Secretary to the Ministry of Social Development and Human Security, Ms. Sirirat Ayuwat, who joined by other senior government officials from the anti-Human Trafficking Department. Together they thanked The Body Shop Thailand and ECPAT and expressed their intention to continue combating the child sex trafficking in Thailand. The Thai government has been a strong supporter of the campaign both in Thailand and abroad.

II. MILLIONS OF PEOPLE CALLING FOR CHANGE:
Mobilising Governments And Raising Funds For Child Protection Against Sex Trafficking

'The Stop Sex Trafficking of Children and Young People' campaign represents a significant opportunity to bring forward the alarming issue of child sex trafficking as a priority in the political agenda'.
Dr Najat Maalla M'jid, UN Special Rapporteur on the Sale of children, Child prostitution and Child pornography

By uniting the voice of millions of people, the ECPAT and The Body Shop campaign has sought to inspire policy-makers to take concrete steps against the sex trafficking of children and young people. In over 64 countries, the public was actively mobilised to support the campaign calls for action. Through unprecedented mobilisation, governments were urged to accelerate and sustain their commitment towards achieving three paramount goals that would contribute to enhancing protection of children and youth at all levels:

GOAL 1: Implementing community-based prevention programmes to stop child trafficking among those in at-risk populations

GOAL 2: Incorporating international legal standards that protect children from trafficking into the national legal framework

GOAL 3: Integrating specialised government services for child victims of trafficking into national policies

Mirroring the global appeal, targeted national calls to action were identified following thorough research and assessment of states' efforts against child sex trafficking, as a result of research conducted by ECPAT groups and partner organisations. These country-specific calls to actions were integrated into the national campaign petitions that were initiated in mid-2010. The success of this activity went far beyond expectations. **In a number of countries involved in the campaign, the petition was one of the largest ever documented.** A series of events was organised

in 2011 to present and hand over the petitions to government representatives and heads of state, urging them to promote measures to fulfil the campaign calls to action. To broaden the campaign's support and generate greater impact, advocacy has also been extended to other key regional and international bodies, namely through the presentation of campaign petitions to the European Commission and the United Nations. Following these ceremonies, **several states responded directly to our appeal by implementing measures and taking commitments to better protect children and young people from sex trafficking.**

HANDOVER TO THE UNITED NATIONS HUMAN RIGHTS COUNCIL AND THE COMMITTEE ON THE RIGHTS OF THE CHILD

The campaign petition was **one of the largest human rights petitions ever presented to the United Nations.** With the kind support of the Permanent Mission of Thailand, the handover ceremony was also the first time that an NGO and a private sector company had been given the honour to host a campaign event and an exhibition inside Palais des Nation.

The presentation of over 7 million signatures to the President of the United Nations Human Rights Council, Her Excellency Ms Laura Dupuy Lassere, took place on 29 September 2011, outside the room where the campaign exhibition was displayed. Thailand's Ambassador to the United Nations, His Excellency Mr Sihasak Phuangketkeow, opened the ceremony, highlighting that the Thai Permanent Mission was proud to sponsor this initiative. The UN Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography, Dr Najat Maalla M'jid, encouraged member states to prioritise the fight against the sex trafficking of children and young people. Then ECPAT and The Body Shop relayed the campaign advocacy message asking the UN Human Rights Council and its member states to endorse the campaign's calls to action and organise an 'Annual Full Day Meeting' on the rights of the child, focusing on child trafficking. In response, the president of the Human Rights Council, Her Excellency Ms Laura Dupuy Lassere promised to bring the campaign messages back to the UN Human Rights Council and called on member states to continue to take action in honouring their commitments to protect children. The event was attended by representatives from over 100 member states, international organisations and UN agencies as well as a number of NGOs, ECPAT and The Body Shop.

To garner further support at the UN level, on 28 September 2011 at Palais Wilson, ECPAT and The Body Shop presented the campaign petition to the Chair of the Committee on the Rights of the Child, Mr Zermatten. ECPAT and The Body Shop asked the Committee on the Rights of the Child to organise a 'Day of General Discussion Focusing on the Issue of Child trafficking' and to adopt a 'General Comment' on the issue of child trafficking. Mr Zermatten strongly welcomed the global campaign petition and promised to relay the message to the other members of the Committee with a view to following up on these requests.

'This campaign was very important because it provided significant financial resources to non-governmental organisations that are involved in this struggle.'
Maria de Belém Roseira, President of the Partido Socialista and The Body Shop customer, Portugal

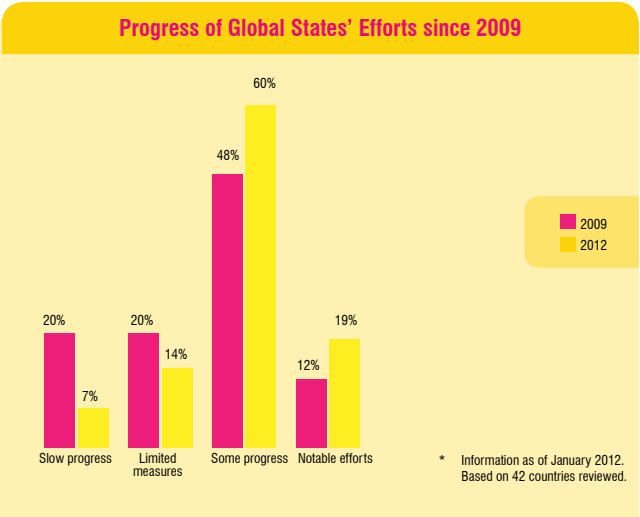
Besides advocating for change through direct and expansive public support, the partnership between ECPAT and The Body Shop has generated a substantial level of financial resources. Through the sale of the incredibly popular *Soft Hands Kinds Heart* hand cream, created especially for the campaign by The Body Shop, the campaign generated over US$ 3 million to help implement programmes on the ground that help vulnerable children. The money raised was used to fund a vast variety of initiatives ranging from providing direct services to child victims of sex trafficking to supporting meaningful child and youth participation, community-based prevention projects and capacity building.

As the sections below will highlight, the **combination of successful advocacy and lobbying efforts towards state actors and the effective utilisation of campaign funds** for multiple initiatives in areas at high-risk of commercial sexual exploitation of children **have considerably enhanced the prevention of child sex trafficking while also determining an improvement in the legal framework and the wide range of care and support services available for children.**

ACKNOWLEDGEMENT AND RECOGNITION

The 'Stop Sex Trafficking of Children and Young People' campaign has received significant praise and support. From the onset, it has been endorsed by **Dr Najat Maalla M'jid,** the UN Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography; **Marta Santos Pais**, the UN Special Representative on Violence against Children; and **Jaap Doek**, child rights expert and former Chair of the UN Committee on the Rights of the Child, for calling attention and inspiring change to protect children from sex trafficking. In addition, at the 2009 Clinton Global Initiative event in New York, **US President Bill Clinton** singled out the campaign as ***'an exemplary approach to addressing a specific global challenge'***. In 2010, **Mr Christopher Davis**, International Campaigns Director of The Body Shop, received **the first UN Business Leader Award against Human Trafficking**. The campaign has also been cited as a good example by the United Nations Business and Human Rights publication and featured in the Council of Europe's publication on best practices initiatives against human trafficking.

III. GLOBAL OVERVIEW OF CHANGE:
Measuring Progress against Our Three Campaign Goals



At the end of the campaign, ECPAT undertook a rigorous critical examination of states' performance to assess the extent and nature of the progress that has been made to protect children from sex trafficking. The data revealed that **policies and programmes on prevention, legal framework and assistance** designed and implemented by the 42 countries analysed have generally increased since 2009 (for more details on the final ranking of these states, see APPENDIX). **Only 21% of countries analysed continue to make insufficient or limited progress** in addressing child sex trafficking (down from 40% in 2009), while the number of countries that have made notable efforts to tackle this violation has seen a 7% increase over the last two years. Confirming a trend already identified by the first and second global assessment reports, the concluding analysis has shown that most of the advances made by states have focused on enacting an adequate legal framework. Slow but promising progress can also be seen in the area of prevention, especially through the adoption of national plans and the creation of spaces for multi-stakeholder collaboration, while the sphere where less improvement has been registered continues to be the care and assistance for child victims of trafficking.

Some countries including Ireland, Philippines and Poland have achieved excellent results over the last two years.

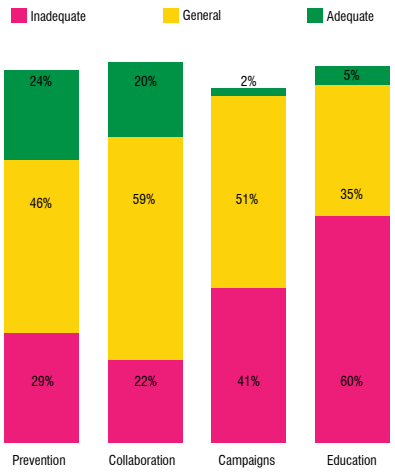
'Since the campaign began, child trafficking is now better recognised as a serious child protection and rights violation issue in Ireland. The campaign has allowed the Children's Rights Alliance to urge better implementation of the Irish government's National Action Plan to Prevent and Combat Trafficking in Human Beings 2009-2012. Building on developments that had commenced prior to the campaign launch, there has also been progress on consolidating services to children. Positive steps to ratify the Optional Protocol on the sale of children, child pornography and child prostitution have been taken and are on-going and we believe this advancement is a direct result of the campaign'. Children's Rights Alliance, campaign partner organisation in Ireland.

A GOAL 1:
Achievements on Prevention

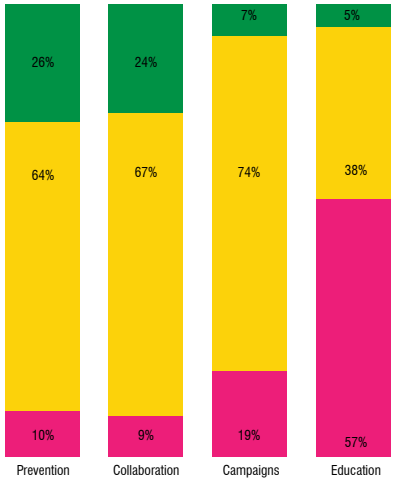
Prevention is a key component of state programmes and policies to tackle child sex trafficking and encompasses a broad range of multi-dimensional interventions, from mobilisation and awareness building among families and the general public to more targeted and specific interventions that reach children who are at-risk due to specific conditions in their lives. **The 'Stop Sex Trafficking of Children and Young People' campaign has contributed to strengthening preventive responses** by calling on states to establish community-based prevention programmes reaching out to vulnerable groups. **To achieve the first goal, the campaign adopted a four-stage strategy:**

1. Adoption and implementation of policies providing for community-based prevention programmes
2. Establishment of collaborative approches to child trafficking prevention
3. Implementation of sustained awareness-raising activities addressing specifically child sex trafficking
4. Adoption of a policy provision for the integration of child sex trafficking into teachers' training curriculum

Overview of States' Efforts on Prevention Based on Four Indicators - 2009

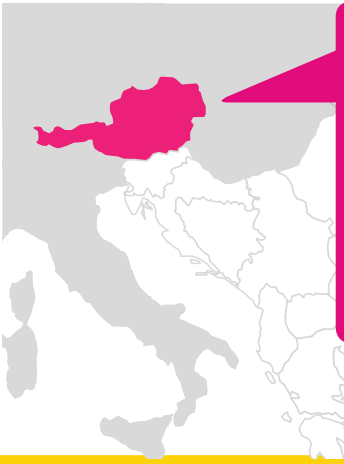


Overview of States' Efforts on Prevention Based on Four Indicators - 2012



Recognising that **the establishment of a national policy to prevent child trafficking demonstrates the extent to which a state has prioritised efforts to reduce risk factors in its specific agendas and legislation,** all the countries involved in the campaign have advocated for the development and implementation of a National Plan of Action (NPA) or other policy frameworks encompassing specific initiatives to minimise children's exposure to trafficking for sexual exploitation. Thanks to this intense lobbying work, the past two years have seen **initial advances in the adoption of state policies for child trafficking prevention.** While only a third of states have child-specific policies in place, the number of countries with no anti-human trafficking NPA has decreased (down from 29% in 2009 to 10% 2012).

AUSTRIA



Since the campaign launched, there has been considerable progress concerning the integration of measures against child trafficking into the new anti-trafficking NPA 2012 that the Austrian government expects to approve by March 2012, not least as a result of ECPAT Austria's strong advocacy efforts linked to the campaign. For the first time ever, the NPA will contain a separate goal focusing on specific measures in the field of victim support for children. Reflecting one of our campaign petition's 'calls to action', the section on general sensitisation and raising awareness will also include support for trainings on child trafficking with a special multi-stakeholder focus.

GERMANY

As a result of the campaign, the newly passed Action Plan for the Protection of Children and Young People from Sexual Violence and Exploitation approved by the federal government in September 2011 includes trafficking of children as a main point. It specifically calls for: 1) prosecution, 2) education and heightening awareness and 3) supporting victims. In implementing the NPA, ECPAT Germany will be responsible for ensuring child and youth participation and it will draw on the successful experiences of the campaign.

CAMBODIA

In December 2011, the Cambodian government adopted the NPA on the Suppression of Human Trafficking and Sexual Exploitation valid for 2011-2014, which integrates a number of measures that specifically address and reduce children's vulnerability to trafficking for sexual purposes.

NETHERLANDS

On 19 April 2011, more than 150 young people, together with **ECPAT Netherlands and The Body Shop, handed over 173,188 signatures** for the campaign petition **to the Dutch Minister of Security and Justice. Since then, the Dutch government has developed several Action Plans to combat different forms of sexual exploitation of children,** including an *Action Plan to Combat Trafficking by Loverboys* for the period 2011-2014 and a new Action Plan to Combat Child Pornography valid for 2011-2012.

The campaign has also emphasised the importance of adopting a coordinated approach in the design, implementation and evaluation of child sex trafficking prevention policies to ensure that all relevant actors (government agencies, NGOs, inter-governmental and child-rights organisations, private sector, children, academia and others) are allowed to contribute. While in most of the states reviewed multi-stakeholder collaboration is far from being child-focused, sustained and comprehensive, countries that still lack anti-trafficking coordination platforms have dropped to 10% (down from 41% in 2009). **The ability of the campaign to strengthen the development of multi-stakeholder partnerships at the national level is testified by several successful country examples.** In Austria, for instance, more federal states are actively engaging in the Working Group on Trafficking in Children set up in 2004. In Malta, the government is in the process of setting up a Steering Committee to monitor the National Action Plan as well as a multi-stakeholder Task Force.

'It can be assured that people, from all sectors working together can best protect our children from sex trafficking. It is not our responsibility but our duty to ensure that this happens'. Ashley Theron, Child Welfare South Africa, ECPAT member in South Africa

SWITZERLAND

Following the handover of the campaign petition to government representatives at their annual meeting, the overhead organisation of the cantons strongly recommended (through an oral and written statement also supported by an executive member of the Federal Council) the **creation of round tables against human trafficking in all 26 cantons** (now existing in only 13). The interdisciplinary round tables involve various authorities and services—including representatives of the criminal prosecution authorities, cantonal police, migration and welfare services, NGOs etc.—and will address **child trafficking** as a **permanent subject in all meetings**.

PHILIPPINES

ECPAT Philippines and The Body Shop Philippines enlisted the entire city of **Santa Rosa** to officially adopt the 'STOP Sex Trafficking of Children and Young People' campaign in March 2011. Through this unique initiative, **the city integrated the campaign into the city's child protection programme in coordination with the City Social Welfare and Development Office**. The campaign has gained nationwide support from other government organisations, including the Department of Interior and Local Government, Department of Justice, Department of Education and the Philippine National Police.

LATVIA

On 24 August 2011, The Body Shop and Women Recourse Centre 'Marta' presented 15,430 campaign petitions to Ms Ingrida Circene, Chairperson of Human Rights and Public Affairs Committee of the Parliament of the Republic of **Latvia**. In response, Ms Circene **committed to create a working group that will include officials from the different ministries, NGOs and experts to find solutions to the serious issues raised in the petition.**

The ECPAT and The Body Shop campaign advocated strongly for governments to conduct or fully support **comprehensive, sustained and nationwide awareness-raising programmes** specifically on child trafficking for sexual exploitation reaching out to the public and at-risk populations. Initial advances have been noted in the implementation of this type of interventions with an increasing number of states engaging in sensitisation activities on this subject. It is still concerning that in 74% of countries examined campaigns continue to address human trafficking in general or remain limited in scope and duration. However, the 5% increase in the number of states that have fulfilled this specific call to action since 2009 represents a first important step forward that will hopefully inspire and stimulate further commitment and long-term changes.

'The campaign is the first concerted attempt to bring the issue of child trafficking into the wider public consciousness'. Robert Boot, Guardian Newspaper, 15 July 2010

CAMPAIGN SUCCEEDS IN INCREASING PUBLIC AWARENESS

While it is clear that government sensitisation efforts have generally lacked a child-centred approach, the campaign in itself has been very successful in increasing the awareness and understanding of millions of people on the specific issue of child trafficking and commercial sexual exploitation of children (CSEC). **Every year, an estimated 300 million customers visit The Body Shop stores across the world. With the campaign promoted in store windows and at till points, the exposure and reach of the campaign has been significant.**

In addition, in many countries, the campaign petition was one of the largest, if not the largest, petition ever to be presented to the government:

- In **Sweden**, the campaign was the largest petition presented to the government in the past 30 years (325,000 signatures collected);
- In the **Philippines**, ECPAT and The Body Shop presented 473,489 campaign petitions directly to President Benigno S. Aquino III, making it the largest petition ever submitted in the Asia Pacific region;
- In **Malta**, according to campaign partner Appogg, it is estimated that the campaign reached approximately 10% of the population;
- In the **UK**, the campaign helped to generate a much greater awareness of child trafficking and the need for guardianship for child victims of trafficking amongst parliamentarians and the public. The significant size of the final petition (735,889 signatures were collected) resulted in a very successful campaign national handover event, which was widely covered by mass media, including CNN's Freedom Project;
- In **Australia**, 225,328 people signed the petition, making it the largest petition in over a decade. Over 35,000 people were added to the mailing list of Child Wise, the ECPAT member group in Australia, meaning that they could be kept up to date with issues surrounding the commercial sexual exploitation of children. In addition, between 25 July and 14 August 2011, The Body Shop conducted a survey at till points that asked customers when they had first learned about child sex trafficking. The results from the survey illustrate the importance of the campaign in raising awareness on the issue of child sex trafficking:
  - 56% had learned about it for the first time that day
  - 20% had learned about child sex trafficking elsewhere
  - 24% had learned about child sex trafficking in stores during the first 2 years of the campaign

  According to Child Wise, through the collection of signatures on the petition, the public attitudes survey and exposure in The Body Shop stores, more than a quarter of a million Australians are now aware of the global issue of child sex trafficking and Australia's involvement.

With the understanding that education in schools helps to empower vulnerable children to protect themselves from the risks of commercial sexual exploitation, the campaign has also stressed the **need for states to integrate training on commercial sexual exploitation of children (CSEC) and trafficking into the school curriculum for teachers.** This would enable them to convey accurate information to students and contribute to child protection systems, especially through the identification of potential trafficking cases. Despite the fact that there has been no progress on this indicator since 2009 (57% of the 42 countries reviewed have failed to introduce issues on child trafficking in any school curricula), examples of **gradual improvement that have been identified in a few countries demonstrate that positive changes are possible when governments, in collaboration with other stakeholders, are determined to build a safer world for children.**

IRELAND

In 2011, information on human trafficking was included in the Civil, Social and Political Education (CSPE) programme module on Human Rights and sent to all 750 secondary schools in Ireland. Feedback on the material has been excellent, with many schools requesting more copies of the material to teach in other subjects such as religion. An art competition was held for secondary school students, who were asked to design a cover for a Guide for Service Providers dealing with Child Trafficking, produced by the Anti-Human Trafficking Unit in the Department of Justice and Equality. Almost 100 competition entries were received. A prize-giving ceremony took place on 22 February 2012 at which the published guidelines were officially presented, with the winning cover.

MEANINGFUL PARTICIPATION OF CHILDREN AND YOUTH

ECPAT and The Body Shop took care to plan and support the involvement of children and young people in the global campaign. The **'Youth Power'** toolkit was available and distributed in five languages (Chinese, English, Nepali, Spanish and Thai). With support from ECPAT and The Body Shop, the youth representatives **collected more than 170,877 signatures and expanded the campaign reach to the following 11 additional countries where the trafficking of children is a serious concern and where there are no The Body Shop stores:** Bangladesh, Cambodia, Gambia, Guatemala, Kazakhstan, Kyrgyzstan, Moldova, Togo, Uganda, Ukraine and Vietnam. The campaign allowed ECPAT youth to become advocates for their peers at different levels—as individuals, in their local communities and even in the national and international arena. For instance, at an individual level, the campaign inspired a Ukrainian ECPAT youth name Vyacheslav Grvshchenko (16 years old) to collect 6,000 signatures by himself: **'I decided to support this project as I could not stand aside and be indifferent to this problem. Then I decided to involve other leaders of Kiev's schools, as it is a very important issue in the field of child rights protection'.**

At a local level, **ECPAT youth groups were inspired by the campaign to reach out to their communities.** In Togo, the ECPAT youth group organised a peaceful walking rally through two cities to highlight the issue of child sex trafficking to encourage community members to not turn a blind eye to the issue. In Nepal's at-risk areas, the ECPAT youth group organised a street performance highlighting how children are lured by traffickers and how the community can take action to prevent and report cases. In addition, ECPAT youths also spoke on behalf of their peers as advocates at national and international events. These events included the UNODC's Luxor International Forum held in Egypt in December 2010 and the ECPAT Youth Festival 'Promoting Youth Power' in April 2011, where ECPAT Youth Representatives from Bangladesh, India, and Nepal **were able to meet and present the petition directly to the President of Nepal, Mr Ram Baran Yaday and ask for his commitment to implement and amend existing laws to combat child sex trafficking and the commercial sexual exploitation of children in South Asia.** In response, President Yaday expressed his full support and promised to talk to his counterparts from Bangladesh and India to follow up on the youth and the campaign's key 'calls to action'.

EXAMPLES OF CAMPAIGN-FUNDED PROJECTS ON PREVENTION

Besides requiring sustained government action in the area of prevention, the campaign has allocated a consistent amount of **funds for the implementation of community-based prevention programmes** targeting community and children at risk, the general public, NGO staff, teachers, government representatives, social workers and other professionals, including those in the media. Thanks to these projects, **thousands of children have been prevented from falling prey to sex traffickers, and millions of people have begun to change their attitudes and perceptions about the commercial sexual exploitation of children, thus improving their understanding** of the seriousness of child sex trafficking and the need to uphold the right of the child to protection. There are several examples of initiatives funded by the campaign that were intended to reduce the likelihood of child trafficking and sexual exploitation, including the following:

- **In ECPAT Luxembourg's project in Bangladesh, 2,400 vulnerable girls from rural areas** have been integrated into self-help groups providing them with access to assistance and training/education programmes, and 1.8 million people in Union Parshad were made aware about the issue of child sex trafficking and how to report suspicious incidents or seek assistance.
- **In Romania**, the 'Work Safe!' workshops, organised by the Samilia Foundation and ACSIS to raise awareness of the risks of being trafficked helped to debunk the misconception around child sex trafficking (many children believed that child victims are

ECPAT Luxembourg's successful community-based prevention project in Bangladesh has targeted vulnerable girls who are at risk of becoming victims of sex trafficking and commercial sexual exploitation.

guilty as they 'make a choice' to work for traffickers). As a result of the workshops, the 40 student participants came away with a better understanding of the process of human trafficking and its impact—both physically and emotionally— on victims.

- In **Gambia, ten radio programmes were broadcasted to raise awareness among those who are illiterate**. The programme included panel discussions and one-on-one interviews on the issue of child sex trafficking. Listeners were invited to phone in to the show to share their ideas and ask questions.
- In the **Dominican Republic**, funds were utilised by the ECPAT member group MAIS **to conduct research in order to document the increase of children being trafficked from Haiti to Dominican Republic and in the process, establish contacts with key stakeholders.** The project is now working to create a community centre on the northern border region to provide a variety of services (basic health necessity, basic education, family/parenting skills and information on the dangers of trafficking).
- In **Cambodia, two community centres** in Phnom Penh were established by Child Wise Australia, ECPAT's member group in Australia, that provide 40 poor children with one meal per day and a safe place to rest. Child Wise has also conducted awareness-raising projects in ten schools, where a series of training sessions on child protection were given to students, teachers, village leaders and parents.
- The campaign has also funded a number of additional projects to ensure our data on child sex trafficking and other manifestations of commercial sexual exploitation of children (CSEC) remain up-to-date. Besides providing a basis for more targeted and effective actions, this has enabled a clearer understanding of the specific dynamics and changes in the nature of sexual exploitation of children in a number of countries.
- **ECPAT International produced more than 22 publications on the commercial sexual exploitation of children**, including two 'Global Monitoring Report on the Status of Action against Commercial Sexual Exploitation of Children' reports for Hong Kong and Singapore.
- In **Singapore,** an in-depth study was conducted specifically focusing on how children and women were trafficked into the city-state.
- In Latin America, a study was conducted on the trafficking of children, especially boys, in **Chile, Colombia, Guatemala and Mexico.**

MAINTAINING MOMENTUM: RECOMMENDATIONS FOR FOLLOW-UP ACTIONS ON PREVENTION

The review and analysis of campaign advocacy achievements in the area of prevention undertaken at the end of the campaign has exposed a number of remaining areas of concern that demand further efforts from governments and other key actors responsible for child protection.

- States should further prioritise the fight against child sex trafficking. Since in many countries this has not happened due to a lack of data, **research** should be conducted to ascertain the dimension and characteristics of this phenomenon. States where child sex trafficking has been identified as an alarming issue should implement or financially support community-based programmes aimed at raising awareness among various target groups (children at risk, parents, general public, professionals, buyers of sex services provided by children etc.).
- The lack of **child-focused National Plans of Action** (NPAs) or other strategies to counteract child sex trafficking must be urgently addressed. Anti-trafficking NPAs that are currently being developed should incorporate measures to tackle the specifics of the sex trafficking of children and young people and detail a timetable, a budget, objectives to be achieved and organisations responsible for the execution of the plans. States that have already adopted and are implementing such comprehensive policy frameworks need to ensure that they are evaluated both internally and externally to measure the impact of the action implemented under the plan.
- **Collaborative approaches** in the development of policies and implementation of preventive measures against child sex trafficking must be further enhanced, especially between local administrations and central government agencies, and ensure the meaningful involvement of all relevant stakeholders, especially child-rights organisations and children and young people. Resources should also be allocated to guarantee the functioning of existing coordinating bodies.
- Information on child sex trafficking must be integrated into the **national curriculum** for both teachers and students. This is particularly urgent in countries where children at risk of being trafficked access formal education. Recognising the difficulty that some countries are facing in addressing what is still considered a taboo topic, it is suggested that the subject of child trafficking and sexual exploitation of children be dealt with in the broader framework of education on child rights, human rights, or sex education in general.

B GOAL 2:
Achievements on Legislation and Law Enforcement

Legislation in line with international standards is necessary in order to ensure all children are protected from sex trafficking. As a first step towards the establishment of an effective legal framework, the campaign has lobbied for the signature and ratification, without reservation, of the main international conventions prohibiting the trafficking of children: the Optional Protocol to the Convention on the Rights of the Child on the sale of children, child prostitution and child pornography (Optional Protocol) and the Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime (UN Trafficking Protocol). The successful examples of progress outlined below show that social pressure has the power to accelerate change and to give new impetus to state commitments.

UN Trafficking Protocol
Since the campaign began, **India, Indonesia, Greece** and **Ireland** have become party to the UN Trafficking Protocol. **In Indonesia and Ireland, the ratification of this treaty was one of the main national calls to action.**

Optional Protocol
Since September 2009, **Pakistan, Luxembourg, Malta** and **New Zealand** have adopted the Optional Protocol. **In Pakistan and New Zealand, the ratification of this treaty was one of the main national calls to action.**

'The Stop Sex Trafficking of Children and Young People Campaign has had an immense impact in India. The ratification of the Trafficking Protocol marks a key change in the legal scenario of the country'.
STOP, ECPAT member and campaign partner in India

NEW ZEALAND

New Zealand ratifies the Optional Protocol

On 16 August 2011, after Child Alert (ECPAT New Zealand) presented 74,187 petitions to the Minister of Justice, Simon Power, he publicly announced, *'Child trafficking, child prostitution and child pornography are issues the New Zealand government takes extremely seriously. I am advised that the government will ratify the Optional Protocol. I appreciate the work of ECPAT and The Body Shop have done to raise the public's awareness of these issues'*. On 20 September 2011, New Zealand ratified the Optional Protocol on the sale of children, child prostitution and child pornography.

MALAYSIA, INDONESIA AND IRELAND

Malaysia, Indonesia and Ireland Commit to Ratifying the Optional Protocol

In conjunction with the national petition handover events, some countries have taken a commitment to ratify the *Optional Protocol*.

After receiving 210,176 signatures, the Ministry of Women's Empowerment and Children's Protection of **Indonesia**, led by Linda Amalia Sari Gumelar, has pledged to coordinate the *Optional Protocol* ratification process in collaboration with The Foreign Ministry. The ratification will likely take place in 2012.

In **Malaysia**, where over 10,000 signatures were handed over to the Home Minister, Datuk Seri Hishammuddin Tun Hussein and Women's, Family and Community Development Minister, Datuk Seri Sharizat Abdul Jalil, the Malaysian government has decided that they will sign and ratify the *Optional Protocol*. The Body Shop and several NGO partners will continue to work with the government until the ratification procedure is complete.

On 21 July 2011, following the presentation of 165,010 petitions to the Irish Minister for Children and Youth Affairs, Frances Fitzgerald TD, an official at the Department of Children and Youth Affairs, indicated that positive steps to ratify the Optional Protocol have been taken and are on-going. A few months later, at **Ireland**'s state hearing of the Universal Periodic Review (UPR) at the UN Human Rights Council in Geneva on 6 October 2011, the Minister for Justice and Equality indicated that work was being undertaken in preparation for Ireland's opting in to the *Optional Protocol*.

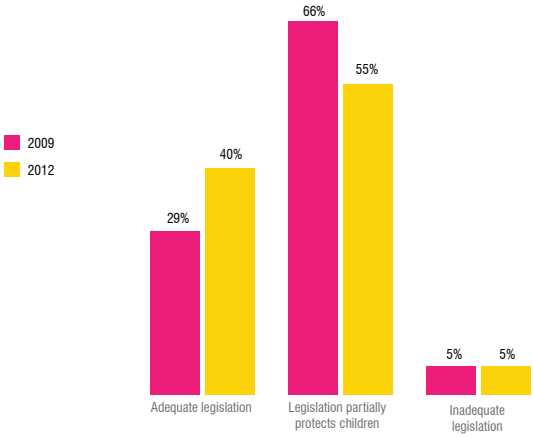
The Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse

As the most advanced regional legal instrument to tackle sexual violations against children, in a number of countries, the campaign called for urgent ratification of the *Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse* (the Lanzarote Convention). Influenced by the campaign, the government of **Malta** adopted this treaty, which came into effect in January 2011. Furthermore, in response to the campaign call to action, the Head of the Parliament of **Portugal**, Mr Jaine Garma, pledged to ensure progress regarding the ratification of the Lanzarote Convention.

SPECIAL CAMPAIGN PETITION HANDOVER TO THE EUROPEAN COMMISSION CALLS FOR IMPLEMENTATION OF THE NEW EU DIRECTIVE AGAINST TRAFFICKING

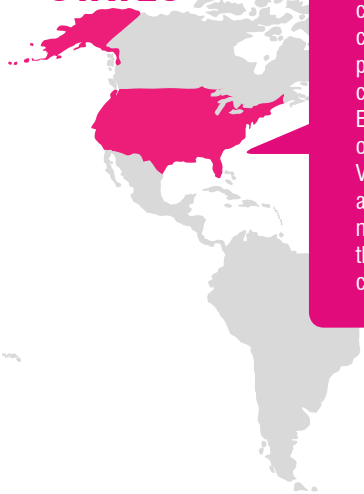
On 28 June 2011, The Body Shop and ECPAT presented the largest human rights petition in EU history (2,333,033 signatures) to the European Commissioner Ms Cecilia Malmström. ECPAT members from at least 20 European countries and ECPAT Belgium youth group members attended the event in Brussels. The petitions were united in calling upon EU states to take swift action in accelerating the integration into domestic law of the EU Directive against human trafficking, adopted in 2011. After accepting the petitions, Commissioner Malmström said: 'Trafficking in human beings is an extremely serious crime and a gross violation of human rights. The Directive I proposed will help to severely hinder what can be classified as a modern form of slavery. In response to the 2.3 million people who have signed this petition, I commit that we will do our utmost to ensure that Member States give priority to the implementation of the Directive'.

Overview of the Enactment of Legislation to Criminalise Child Trafficking



To ensure the implementation of these treaties, the campaign has advocated for the **harmonisation of domestic legislation to the standards set forth in international conventions** (especially the UN Trafficking Protocol). Despite the fact that the majority of states involved in the campaign continue to have a legal framework that only partially criminalises the trafficking of children for sexual exploitation, there has been an **11% increase since 2009 in the number of countries that have taken steps to enact comprehensive and adequate legislation** reflecting the *UN Trafficking Protocol* principles. In **Spain**, for example, the criminal code was amended in 2010 to legally distinguish between trafficking and illegal immigration, and explicitly prohibit internal trafficking. In **Poland**, reform in the criminal code has led to the introduction of a definition of child trafficking in line with the UN *Trafficking Protocol*. In **Sweden**, the legislation has been revised to make trafficking an extraditable offence. In **Australia**, where the campaign has focused on child sex tourism as a factor fuelling trafficking in other countries, the Australian government introduced preparatory laws that make it a crime to prepare for or plan to commit a child sex tourism offence. In **South Africa** and **India**, governments are discussing proposed amendments or bills that should be approved very soon (during the petition handover in South Africa, Mr Llewellyn Landers, Chairman of the Portfolio Committee for Justice and Constitutional Development who received the signatures, said the bill will be finalised 'as soon as is humanly possible'). In a number of countries where children are criminalised for acts committed as a direct result of being trafficked, **the campaign has also succeeded in getting national governments to enact legal reform that would ensure their protection as victims** of commercial sexual exploitation.

UNITED STATES



Contradicting international and federal laws to protect and view children as victims, many US states criminalise child victims, categorising these children as delinquents. ECPAT USA has confronted this problem by promoting 'Safe Harbor' laws, which protect and prevent anyone under the age of 18 from being charged, prosecuted or incarcerated for prostitution. To date, ECPAT USA and The Body Shop were able to secure the passing of 'Safe Harbor' laws in the states of Connecticut, Minnesota and Vermont, but more states are expected to follow suit (New Jersey and New York) as a result of the awareness-raising educational 20 minutes documentary, 'What I've Been Through is Not Who I am' that was funded by the campaign and received widespread media coverage.

MEXICO

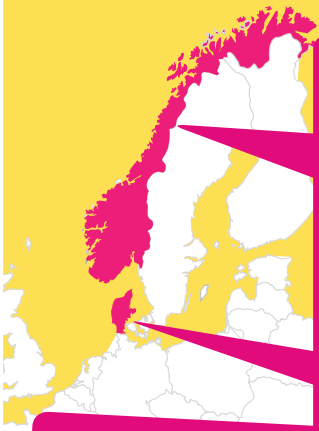
One of the main calls to action in Mexico was that state laws be harmonised with federal laws to provide protection from child trafficking to all children and youth under 18 years of age. While the legal framework does not yet afford full protection of children from sex trafficking, there has been significant progress in fulfilling this call to action. All 32 Mexican states have passed some anti-trafficking penal code reforms, though these reforms vary in content and effectiveness. Several states have additionally passed, or are in the process of adopting, specific state trafficking laws, which strengthen penal codes and institute state regulations for trafficking prevention.

To minimise the traumatic experience that child victims of trafficking may face during investigation and judicial proceedings, the campaign asked governments to **establish a special police unit to combat crimes against children, including trafficking and sexual exploitation, with staff specifically trained on child-sensitive approaches.** While much more effort is needed to achieve this objective, the campaign has begun to trigger some positive changes:

- In the **Netherlands**, although the number of specialised anti-trafficking police officers has not increased, the Ministry of Security and Justice has doubled the number of police investigators specialised in child pornography to a total of 150 full-time staff (through redistribution within the police force).
- In **India**, the Union Home Ministry of India has decided to set up 355 anti-trafficking units spread across the country.
- In **Taiwan**, where trainings on trafficking victims' identification for law enforcers are regularly arranged, the government is now considering the introduction of a module on child-friendly approaches to be adopted in investigation and prosecution of trafficking offences.

'I know we need many more initiatives and activities to combat child sex trafficking. What is really very, very important is training for the police…'.
Ms Barbara Prammer, President of the National Council of the Austrian Parliament

NORWAY AND DENMARK



Governments of Norway and Denmark Pledge to Enhance Training for Law Enforcers

Following the handover of 114,000 campaign petitions calling for the introduction of measures to enhance child victims' identification, in June 2011 the Parliamentary Secretary of **Norway** Pål Lønseth announced that training for the identification of trafficking victims is to be a priority area in Norway's on-going fight against human trafficking.

As a result of the 58,000 petitions that included a specific appeal to organise special training for all relevant law enforcement bodies on child trafficking issues, on February 2011 the Minister of Equality of **Denmark**, Lykke Friss, committed to the integration of the campaign calls to action into the new anti-trafficking National Plan of Action which provides, inter alia, for more resources to ensure better education of the police and authorities on trafficking issues.

Examples of Campaign-Funded Projects on Legal Reform and Law Enforcement

With funds raised through the campaign, some ECPAT groups have undertaken to enhance the capacities of law enforcers to identify and manage child trafficking and commercial sexual exploitation of children (CSEC) cases while others have embarked on advocacy for law reform and justice initiatives. As a result of these efforts, hundreds of police officers were equipped on dealing with sex trafficking of children and young people, thousands of victims of trafficking were able to access the justice system and the number of convictions for child sex trafficking has begun to increase. The initiatives below exemplify the main successes achieved in this area:

- STOP (Stop Trafficking and Oppression of Children and Women, an ECPAT member in India) utilised campaign funds to provide legal counsel and services for survivors of trafficking and worked to conduct advocacy for the increase of punishment for human traffickers. During the campaign, STOP has represented more than 815 survivors of trafficking before the court of law, resulting in 74 convictions.
- In Japan, funds from the campaign enabled staff of ECPAT STOP Japan and youth members to conduct field research in Akihabara district in May 2011, which revealed that many stores

were selling child pornography depicting elementary and junior high school students in sexually provocative poses. Due to the massive interest and debate that sparked from the publication of the research findings, ECPAT STOP Japan was asked to present to the Japanese Parliament in February 2012 on the importance of criminalising mere possession of child pornography and the dangers of virtual child pornography.

- In collaboration with the Youth Protection Brigade of the Paris Police, ECPAT France created a training booklet for police officers, 'Commercial Sexual Exploitation of Children: How to Detect Victims and Initiate Investigation: Best Practices. It is expected that this tool will be integrated into the regular police officers' training curriculum.

Asian Heads of State Support the Campaign

- President of the Philippines Benigno S. Aquino III
- Former Prime Minister of Thailand Abhisit Vejajiva
- President of Nepal Ram Baran Yaday

Maintaining Momentum: Recommendations for Follow-up Actions on Legal Framework and Law Enforcement

While most of the progress achieved by the campaign has revolved around the strengthening of the legal framework, our final assessment identified several gaps that impede the full protection of children through effective laws and child-friendly law enforcement. Actions that must be promoted by states in the coming years include, inter alia:

- **Urgent ratification** of the Trafficking Protocol and Optional Protocol on the sale of children, child prostitution and child pornography by countries involved in the campaign that have not yet adopted these international legal instruments (namely Russia, Czech Republic, Finland, Ireland, Hong Kong, Malaysia, and Singapore for the Optional Protocol, and Czech Republic, Japan, South Korea, Thailand, Hong Kong, Pakistan, and Singapore for the Trafficking Protocol);
- For countries that are members of the Council of Europe and the European Union, **ratification** of the Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse and integration into domestic legislation of the new 2011 EU Directive on Trafficking and its full implementation;
- **Law reform to ensure** that remaining legal gaps in national legislation are urgently addressed (these include, amongst others: lack of definition of child trafficking in line with the Trafficking Protocol, no legal protection from sex trafficking for adolescents and boy victims, absence of aggravating punishment for trafficking cases involving children, absence of provisions to punish the intent to commit the crime regardless of the final exploitative purpose, criminalisation of children for acts committed in connection to trafficking, etc.);
- **Allocation of human and financial resources** for creating and maintaining child protection or anti-trafficking police units staffed with personnel that is able to identify and assist child victims of trafficking for sexual exploitation. It is essential that trained staff is available all over the country and that capacity building on this topic be conducted regularly or integrated into the training curriculum for all law enforcers that may come into contact with vulnerable or trafficked children.

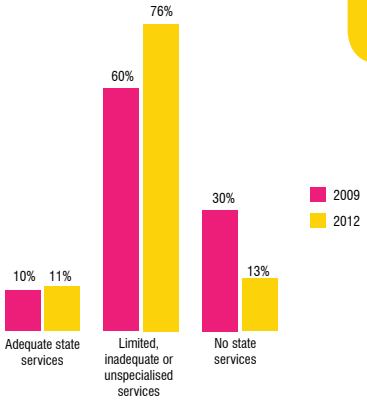
C GOAL 3:
Achievements on Support Services for Trafficked Children

Child victims of trafficking for sexual purposes are entitled to specific rights to protection from sexual exploitation; this includes receiving appropriate care and assistance to provide for their special needs. Throughout the process of sex trafficking and sometimes even before, trafficked children suffer numerous abuses and violations. To address this, states must take a systematic and integrated approach to deliver comprehensive and specialised services to restore the rights of the victims and support a long-term and effective recovery.

The 'Stop Sex Trafficking of Children and Young People' **campaign has sought to enhance the provision of tailored care and support for trafficked children** by calling on governments to implement a number of measures in this area:

1. Creation of a **HELPLINE** for at-risk children or victims of trafficking
2. Establishment of specialised **SHELTERS**
3. Provision of a full range of free **MEDICAL SERVICES**
4. Provision of specialised **PSYCHOLOGICAL SUPPORT** and counselling services

Progress in State Services Offered to At-Risk Children or Victims of Trafficking since 2009



The final assessment of campaign impact shows that progress achieved over the last two years in the provision of proper care to support the full recovery of children victimised by trafficking and sexual exploitation continues to be very slow. While the number of countries with no state services for child victims of trafficking has seen a 17% decrease since 2009, **76% of the care services offered to children in countries reviewed continue to be incomprehensive, limited and unspecialised.**

Since the start of the campaign, **only a few governments have begun to fund or operate helplines to assist child victims of trafficking and vulnerable children** and evidence that children are fully accessing this service is still lacking. Some countries where no such service existed before have partially fulfilled the campaign call to action by establishing **hotlines for trafficking victims**; however these often do not provide tailored assistance to children. In **Austria**, for example, the Interior Ministry set up an anti-trafficking hotline and e-mail service targeted at sex trafficking and forced labour that operates on 24-hour basis. Besides receiving calls from victims, witnesses and others who want to report, the helpline refers trafficking victims to relevant services.

LUXEMBOURG

As a result of the campaign's explicit call, the helpline in Luxembourg, the Kanner Jugendtelefon, has now become a service that is completely free of charge. Funded by the Ministry of the Family and operated by Caritas in collaboration with other organisations, this helpline provides children and young people with the opportunity to talk to a third person about their problems, including sexual violence.

PHILIPPINES

In March 2011, the Inter-Agency Council Against Trafficking in collaboration with the Commission on Filipinos Overseas opened a 24-hour action line on human trafficking ('1343'), operating on a 24-hourly basis. The helpline provides assistance to all victims of human trafficking, including children, and is also expected to serve as a database for the documentation of trafficking cases that victimise Filipinos. Information on the hotline has been disseminated through various media.

ROMANIA

Government of Romania Commits to Establishing Helpline for Trafficked Children

On 23 June 2011, The Body Shop and Save the Children Romania (Salvati Copiii, ECPAT member in Romania) presented 17,000 petitions to the Director of the National Agency Against Human Trafficking, Romulus Nicolae Ungureanu. In response to the petition appeal for action, the government committed to introduce a specific nationwide helpline for children victims of trafficking.

Limited steps were also taken by the 42 states examined to **establish or financially support shelters for trafficking survivors that cater only to children** and offer them the tailored assistance they require. Although the number of countries with totally inadequate facilities to respond to the needs of child victims of trafficking has dropped to 14% in the last two years (down from 33% in 2009), **efforts spearheaded by governments to fulfil this call to action remain generally unsatisfactory. Equally insufficient are the initiatives promoted to guarantee appropriate health care support.** Despite the fact that the number of states that fail to provide any medical or counselling services to trafficked children decreased between 2009 and 2012, many of those services that are in place are inadequate and continue to disregard the particular nature of the violations committed against children. The **isolated examples of success** identified by this final review corroborate the conclusion that states are still lagging behind in their obligation to ensure adequate accommodation and other support services tailored to meet the special needs of child victims of trafficking and sexual exploitation.

SWEDEN

As announced by the Vice Mayor of Social Affairs Division in Stockholm, Anna König Jerlmyr, in the city of Stockholm child survivors are now placed in a shelter for children with staff trained on trafficking and sexual exploitation. The shelter has also established some cooperation with the social services of two major Swedish cities, Gothenburg and Malmo.

NETHERLANDS

The Action Plan 2011-2014 to Combat Trafficking by Loverboys mentions that the government will invest in enhancing the expertise of professionals working in child welfare institutions. Moreover, thanks to a new law that compensates care providers when they give medical or emotional care to people without identification papers, undocumented foreign child victims of trafficking should now have better access to these services. However, as minors without a residence permit and many employees of care facilities are still not aware of this, both groups need to be educated about the newly introduced provision.

SOUTH AFRICA

The government of South Africa has established and planned a national rollout of Thutuzela Care Centres. Designed and implemented by the National Prosecuting Authority (NPA), together with the Departments of Health, Social Development and Justice and Constitutional Development, as well as the South African Police Services, these centres have been created to improve reporting and prosecution of rape and other sexual offences (including child sex trafficking) in a dignified and caring environment. They are able to provide medical care, counselling and access to legal services at a one-stop facility.

Belgium to Strengthen Access to Support Services for Child Victims

On 28 July 2011, The Body Shop and ECPAT Belgium presented the campaign petition, signed by 102,911 people, to Vice-Prime Minister and Minister of Equal Opportunities, Joëlle Milquet. Upon receiving the petitions, Milquet made a commitment to conduct an urgent review of the current conditions and requirements for child trafficking victims to obtain official 'victims of trafficking' status so they can access all of the appropriate care and protection programmes. With the appointment of the new government in December 2011, ECPAT Belgium was consulted by the new Minister of Home Affairs (previously Vice Minister) to discuss concrete measures to follow up on the petition calls to action.

Examples of Campaign-Funded Projects on Care Services

As noted in the analysis above, care and assistance offered to children in countries reviewed continue to be incomprehensive and unspecialised. In light of this gap, a number of **ECPAT groups have utilised the campaign funds to specifically implement such programmes that are tailored to the special needs of child victims of commercial sexual exploitation and sex trafficking.** The example projects highlighted here are exclusively for child survivors or are aimed at improving services available for them:

- In Thailand, ECPAT Foundation and its partners provided assistance to a total of 63 children in 2010. From this total, **47 children (40 girls and 7 boys) were at-risk of being trafficked while 16 (all girls) were trafficking survivors.**
- ECPAT USA's 'Child Survivor Health' project utilised the campaign funds **to support medical and health-related services for youth under 18 years of age** who have been trafficked for sexual exploitation. With funds raised by the campaign, **the project was able to provide care to more than 50 youth through 10 organisations all over the United States, with 44% of the funds being used for mental health support**, which is crucial for survivors of commercial sexual exploitation;

- Specialised support services for boys involved in trafficking for sexual exploitation should be urgently designed and delivered. This is crucial for boy survivors of commercial sexual exploitation. Stellit, ECPAT member in Russia used the campaign funds to improve the capacities of professionals providing care services to child victims. As a result, **125 specialists in seven cities across Russia received professional training and a toolkit on how to provide comprehensive assistance to child survivors of trafficking and commercial sexual exploitation was developed and distributed.**

Several girls have graduated from ECPAT Taiwan's 'Girls Independent Living Project,' including Jhen: *'In addition to learning how to live on my own, I also learned many things from here. The staff taught me how to get along and socialise with other people, and how I can live my life without hurting myself or other people.* **I learned to be strong, brave, independent and confident as well. Instead of punishment, the encouragement and warmth from ECPAT Taiwan encouraged me; I now feel able to help myself and to improve my life.** *They give me lots of love and make me feel this place is my home and my lighthouse. I know that they will always guard me. I would like to say thank you to all the staff and tell them that I love them.*

The launch of the campaign petition in Germany.

Maintaining Momentum: Recommendations for Follow-up Actions on Support Services for Child Survivors

Data collected for this final campaign assessment reveals that the area where countries have continued to fail most significantly since 2009 is in providing specialised support services to child trafficking survivors. The majority of states involved in the campaign have not fully acknowledged that the particular physical, psychological and psychosocial harm suffered by trafficked children, and their increased vulnerability to exploitation, require them to be dealt with separately from trafficked adults in terms of care programmes. A number of measures should be implemented in the years to come to make sure that the campaign's goal in the area of child victims' assistance will be within reach:

- **States should ensure** that staff that work on helplines, shelters, hospitals and other structures providing care to trafficked children are **adequately trained** to handle these cases, especially in light of the stereotypes of child survivors that are still common among professionals in some countries;
- **Specialised helplines** must be established and structural support guaranteed to ensure that minor victims of trafficking and children at risk are informed about the availability of these services;
- **States should remove all barriers that currently impede full access to support services by trafficked children.** These include, inter alia, the provision of assistance only upon condition that the child collaborates in the legal proceedings or is identified as a victim of trafficking, language barriers and inappropriate use of interpreters, lack of resources to pay for the services, absence of national referral mechanisms to coordinate the provision of care, obligation for the trafficked child to have legal resident status in the country, difficulties in age assessment and in providing culturally sensitive interventions.
- Specialised support services for boys involved in trafficking for sexual exploitation should be urgently designed and delivered.

'In Russia, the 'Stop Sex Trafficking of Children and Young People' campaign was **the first broad campaign in the history of the country aimed at raising awareness on the issue of child sex trafficking. The campaign was implemented on an unprecedented scale, involving a private company in cooperation with an NGO,** involving key government agencies'. Stellit, ECPAT member group in Russia

IV. CONCLUSION AND WAY FORWARD

In implementing this global campaign, ECPAT and The Body Shop have confirmed that great success can be achieved when different sectors come together, united for a common purpose, to tackle a serious issue such as the sex trafficking of children and young people. To realistically achieve the long term impact that was envisioned, the campaign utilised each partner's strengths to mobilise other key actors to take action: the public, children and youth and governments. Without this collaborative approach, the campaign would not have been able to achieve so much in the course of three years. It must be practically acknowledged that despite the campaign's success and positive impact, there remain key challenges to overcome and more to be done against the issue of child sex trafficking. This recognition is echoed by several supporters of the campaign, especially in highlighting the fact that each stakeholder must continue to work together against the issue.

Former President of the Human Rights Council and Ambassador of Thailand to the UN Office at Geneva, **H.E. Mr Sihasak Phuangketkeow**, said **'This campaign demonstrates the power of partnerships. When companies join NGOs and governments, we can take action to protect our most vulnerable citizens. I congratulate The Body Shop and ECPAT on their achievements'.**

H.E. Mr Sihasak Phuangketkeow, former President of the Human Rights Council and Ambassador of Thailand to the UN Office at Geneva together with H.E. Ms Laura Dupuy Lassere, the current President of the Human Rights Council at the UN handover event in on 29 September 2011.

As this report has shown, progress has been made by many states to combat child sex trafficking, especially in strengthening their legislation and implementing to some extent prevention, protection and care services to protect children from sex trafficking or generally focusing on the issue of human trafficking. However, **more must be done in every region in the world** as there remain states (**1 in 5 countries**) that fail to protect children from sex trafficking by insufficient legal framework, lack of child-specific policies that focus on prevention, protection and care services. **Key areas that require urgent attention by states that form our recommendations include the following:**

- **Implement prevention initiatives that specifically focus on the sex trafficking of children.** Specifically, more states must create and update their national plan of action (NPA) against the commercial sexual exploitation of children or include within their anti-human trafficking NPA specific focus on child trafficking. Another urgent prevention strategy is the implementation of education measures or programmes for teachers and schools on the issue of child sex trafficking and the commercial sexual exploitation of children;
- **Protection measures should include the ratification of the *Optional Protocol on the sale of children, child prostitution and child pornography* and the *UN Trafficking Protocol*;** ensuring that national legislation is harmonised with the relevant international and regional legal instruments; and **establish within law enforcement a specific child protection unit and implement child-friendly legal procedures** (prioritise victim protection instead of criminalisation) including appointment of guardianship;
- States must prioritise and strengthen the quality of specialised care and rehabilitation services for child victims. **These services should be specific for children: helplines, shelter/accommodation, legal assistance, medical and psychosocial care counselling and recovery/rehabilitation programmes to all child victims, including boys.**

Both ECPAT and The Body Shop encourage governments to continue the good progress established in recent years against combating human trafficking and ask specifically that there be prioritisation of and specific focus on children. ECPAT International and its network will continue to monitor states' progress on the commercial sexual exploitation of children, including child sex trafficking and working with key stakeholders to maintain the momentum generated by the campaign. ECPAT and The Body Shop are grateful for the significant support they have received over the course of the campaign and hope that this campaign stimulates continued efforts by everyone to protect children from sex trafficking.

APPENDIX:

2009 Rankings

SLOW PROGRESS	LIMITED MEASURES	SOME PROGRESS	NOTABLE EFFORTS
CAMBODIA	CYPRUS	NORWAY	BELGIUM
HONG KONG	POLAND	AUSTRALIA	ROMANIA
CZECH REPUBLIC	SWEDEN	ESTONIA	TAIWAN
MEXICO	GERMANY	SPAIN	DENMARK
TURKEY	INDONESIA	THAILAND	UK
MALAYSIA	SWEDEN	SOUTH AFRICA	
SINGAPORE	INDIA	FRANCE	
PAKISTAN	RUSSIA	ITALY	
	USA	JAPAN	
		GREECE	
		NETHERLANDS	
		PHILIPPINES	
		SWITZERLAND	
		AUSTRIA	
		FINLAND	
		IRELAND	
		LUXEMBOURG	
		NEW ZEALAND	
		PORTUGAL	
		SOUTH KOREA	

2010-2011 Rankings

SLOW PROGRESS	LIMITED MEASURES	SOME PROGRESS	NOTABLE EFFORTS
TURKEY	CZECH REPUBLIC	AUSTRALIA	DENMARK
MALAYSIA	RUSSIA	NORWAY	POLAND
SINGAPORE	HONG KONG	PHILIPPINES	ROMANIA
CAMBODIA	INDONESIA	SWITZERLAND	TAIWAN
	MEXICO	AUSTRIA	IRELAND
	PAKISTAN	SOUTH AFRICA	BELGIUM
		SWEDEN	
		THAILAND	
		ESTONIA	
		ITALY	
		JAPAN	
		LUXEMBOURG	
		NETHERLANDS	
		NEW ZEALAND	
		PORTUGAL	
		CYPRUS	
		FINLAND	
		INDIA	
		SOUTH KOREA	
		FRANCE	
		GERMANY	
		GREECE	
		USA	
		SPAIN	
		CANADA	
		UK	

2012 Rankings

SLOW PROGRESS	LIMITED MEASURES	SOME PROGRESS	NOTABLE EFFORTS
MALAYSIA SINGAPORE TURKEY	CAMBODIA CZECH REPUBLIC HONG KONG MEXICO PAKISTAN UK	AUSTRALIA AUSTRIA BELGIUM CANADA CYPRUS ESTONIA FINLAND FRANCE GERMANY GREECE INDIA INDONESIA ITALY JAPAN LUXEMBOURG NETHERLANDS NEW ZEALAND NORWAY PORTUGAL RUSSIA SOUTH AFRICA SOUTH KOREA SWEDEN THAILAND USA	DENMARK IRELAND PHILIPPINES POLAND ROMANIA SPAIN SWITZERLAND TAIWAN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