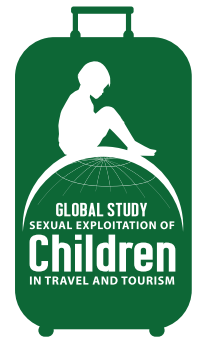


EXPERT PAPER



# CARLSON'S LEADERSHIP IN THE PREVENTION OF HUMAN TRAFFICKING

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## INTRODUCTION



Protecting victims of human trafficking is important to Carlson as a global hotel and travel management company. We are proud to be an industry leader in preventing human trafficking and the exploitation of women and children. In fact, for more than 15 years, we have taken a public stand in this area.

### Overview of Carlson's work on Prevention of Human Trafficking

1999: Carlson's commitment to protecting children at-risk dates back to 1999 when Carlson Family Foundation accepted an invitation from Her Royal Majesty Queen Silvia of Sweden to become a co-founder of the World Childhood Foundation. The World Childhood Foundation supports more than 100 projects in 17 countries that are focused on preventing abuse and exploitation of children, including trafficking. Following the tsunami in Southeast Asia in 2004, our funding support to Childhood focused on preventing teens in the affected areas from becoming victims of trafficking. Here in the United States, the Carlson Family Foundation has long-partnered with Childhood to support local agencies that work with homeless youth and those at-risk of being homeless to prevent trafficking. Carlson employees have volunteered at these agencies, and Carlson Rezidor Hotels have donated beds and furniture for their shelter needs. Carlson and Carlson Family Foundation Trustees provide leadership on Childhood Boards of Directors in Sweden, Brazil and the United States. The Carlson Family Foundation has also matched contributions to Childhood from guests who stay at Carlson Rezidor Hotels. Over the years of this partnership, Carlson and the Carlson Family Foundation have contributed an estimated

\$5 million to Childhood, and have also helped encourage additional contributions from other companies and funders during this time.

**2004:** Carlson joined an organization called “End Child Prostitution, Pornography and Trafficking of Children for Sexual Purposes”, or ECPAT, and signed the ECPAT Code of Conduct at the request of the U.S. State Department. The Carlson Family Foundation continues to provide funding support to ECPAT-USA.

**2010:** Carlson became a signatory to the UN Global Compact, furthering its commitment to human rights and pledged to do this work across our other businesses as well. Since that time, nearly 3,000 Carlson corporate employees have been sensitized to this issue as part of our annual ethics training. Carlson is also a founding member of the Global Business Coalition Against Human Trafficking (gBCAT).

**2011:** Carlson Wagonlit Travel, the largest travel management company in the world, began issuing advisories on electronic tickets issued in the U.S. to destinations where there is a prevalence of child sex tourism. We asked our customers to join us in reporting suspicious activity to the National Human Trafficking hotline, another organization we proudly fund, and listed the number to call.

**2012:** Carlson partnered with the University of Minnesota’s Center for Integrative Leadership and the Women’s Foundation of Minnesota to host *Freedom Here & Now: Ending Modern Slavery*, a symposium that engaged key constituencies in the fight against human trafficking here in Minnesota and globally. The symposium featured U.S. State Department Ambassador Luis CdeBaca and a number of dedicated

national and local leaders from business, nonprofits, and government who shared their deep understanding of the issue.

**2013:** Carlson was the inaugural winner of the *Presidential Award for Extraordinary Efforts to Combat Trafficking in Persons*, a prestigious award presented at a White House Ceremony.

## **Educating our employees, and our industry, to identify and report trafficking**

As part of our commitment, Carlson Rezidor Hotel Group has created training programs designed for all hotel managers and employees. The curriculum is delivered through a train-the-trainer approach and requires that the training is mandatory and is offered in all of Carlson’s 1350+ hotels worldwide. Carlson has trained nearly a thousand hoteliers, who have in turned trained thousands more employees.

Carlson is aware that large events such as the Olympics, the Super Bowl, or World Cup bring with them an increased risk for human trafficking; and proactively reaches out to our hotels in close proximity to such events to ensure hotel employee training is up to date and ask that refresher courses are offered prior to the event.

We share this training freely with our competitors in other hotel groups and to members of the American Hotel & Lodging Association because we want everyone in our industry to be part of the solution to this problem.

In Minnesota, we have worked with Hennepin and Ramsey County Attorneys offices and law enforcement officials to also help them develop their own training. We’ve also worked with the U.S. Department of

Transportation, the International Tourism Partnership, and many others in the government and NGO community to put an end to human trafficking.

A corporate policy regarding the protection of children from commercial sexual exploitation has been in place since 2005. Carlson recently expanded this language in the Code of Business Conduct and Ethics, and added human trafficking awareness to our annual online Ethics Training and certification for nearly 3,000 corporate employees.

We also incorporate anti-trafficking efforts into our business practices with Carlson and Carlson Rezidor Hotel Group requiring an anti-trafficking clause in all contracts. Our suppliers and partners must state that they have not, nor ever will, knowingly engage in the sexual exploitation of children or forced child labor.

From a philanthropic standpoint, Carlson and the Carlson Family Foundation have funded cross-sector trainings and brought attention to this issue through the Distinguished Carlson Lecture Series at the University of Minnesota, which featured Nicholas Kristof, a New York Times columnist, a subject matter expert on human trafficking and author of the book and documentary "Half the Sky." The Foundation also provided project support for national and international outreach and promotion of "Half the Sky."

The Carlson Family Foundation is also a lead funder and partner with the Minnesota Women's Foundation in support of "Minnesota Girls Are Not for Sale," a \$5 million, five-year, state-wide effort to end the sex trafficking of girls that has become a national model. Its goals include:

- 1) Redefining prostituted girls under the age of 18 as victims of crime and ensuring them access to holistic services,
- 2) Decreasing the demand for the sex trafficking of children through effective law enforcement and policies,
- 3) Educate and mobilize public support and activism to end the prostitution of Minnesota girls.

Contributions have also supported the production and distribution of the documentary "Not My Life". Carlson sponsored the worldwide broadcast of this documentary on CNN International. The film was shown in 39 cities across the US in 2013 and has 16 cities scheduled so far this year.

Most recently, the documentary was broadcast in India, with funding support from The Carlson Family Foundation. We are proud to report that 26 different Doordarshan stations aired Not My Life and we can confirm that more than 250 million people watch the June 29 telecast in Hindi.

The prevention of human trafficking is one of two strategic focus areas for our corporate philanthropy. It's also important to our businesses and to who we are as a company.

Legislative action, combined with the private sector doing its part, gets us closer to our shared goal of ending the scourge of human trafficking. That's why we've been proud to support the bipartisan work of Senator Amy Klobuchar and Congressman Erik Paulsen. Thanks to their leadership, there may soon be federal legislation in place to provide incentives for states to pass "Safe Harbor" laws similar to those in Minnesota and a few other states.

*The Stop Exploitation Through Trafficking Act* proposes to give prosecutors the tools they need to tackle domestic minor sex trafficking and make sure victims of these horrific crimes receive the support they need. The bill is modeled after Minnesota's "safe harbor" laws which help ensure minors who are sold for sex aren't prosecuted as defendants, but rather are treated as victims. Carlson Family Foundation is currently supporting funding for victims services and housing as part of Minnesota's Safe Harbor legislation.

In addition to Safe Harbor incentives, the federal bill makes victims eligible for Job Corps services and training. It also creates a national human-trafficking hot line and bolsters Department of Justice oversight of restitution payments to victims. Both of these initiatives are important to Carlson. We have been a financial supporter of the

Polaris Project National Human Trafficking Hotline and are currently funding job skills and training programs for at-risk youth in the hospitality industry as well as job skills programs in general for survivors of trafficking. This year alone we will commit more \$1 million in Foundation grants to support anti-trafficking and job creation efforts.

We believe the hospitality industry has a critical role to play in protecting our most vulnerable minors and women from trafficking as well as putting strong safeguards in place to prevent these crimes from happening in hotels. Through education, advocacy, partnership with law enforcement and support for victims' services, we are proud to continue to lead on this important work.

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