



U.S. Chamber of Commerce



Case Study

PACT at Work

Collaborating With Companies to Keep Kids Safer

Mission + Vision

Protect All Children from Trafficking (PACT™), originally known as ECPAT-USA, protects every child's right to grow up free from sexual exploitation and trafficking. With nearly 35 years of impact, PACT drives systemic change through advocacy, prevention, and education. PACT's vision is to build a world in which no child is bought, sold, or used for sex.

The PACT Survivors' Council provides subject matter expertise that strengthens the organization's programs and public awareness efforts, while young people actively participate in shaping educational initiatives.

Rooted in the communities that PACT serves, the team includes experts and educational staff with deep local ties, bringing cultural understanding and credibility. PACT advocates for expanding reach, advocating for stronger protections, and providing critical resources to the children and communities that need them most.

Impact

PACT has shared its knowledge through interviews with the media, speaking events, conferences, webinars, training programs, and partnerships.

In 2024, the organization earned 75+ placements, garnering an estimated reach of 2 billion media impressions. From May 2024 to April 2025, PACT also facilitated 212 CSAM (Child Sexual Abuse Material) Prevention Workshops, reaching 2,290 parents. It engaged with 1,264 youth through its Y-ACT programs and participated in 21 tabling events in New York City to spread anti-trafficking awareness, reaching 849 community members.

JOIN THE CODE



The Code is a global initiative that aims to raise awareness and provide resources to eliminate the commercial sexual exploitation of children. **Fifty-three U.S. members and 340 global members from the travel, tourism, and event industries have committed to 6 criteria** that enhance their businesses' anti-trafficking efforts.



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TRAIN YOUR STAFF

Travel Professional Training

Private sector companies can license Travel Professional Training to educate their staff on human trafficking and how to report suspicious activity.

PACT has partnered with 5 private sector companies to license this training, and with additions from its Learning Management System, this resulted in 7,255 trainings.

Hotel E-Learnings

PACT's hotel anti-human trafficking e-learning courses were created in partnership with the American Hotel and Lodging Association Foundation and Marriott International. **PACT partners with 67 private sector hotels** to provide these courses to their employees, which are also available to the public at no cost.

As of April 2025, 2.2 million e-trainings have been completed.

"I'm happy to share that I've obtained a new certification: Preventing & Responding to Human Trafficking & Commercial Sexual Exploitation of Children in the Travel Industry from PACT. I encourage everyone in the industry to go through this free training to potentially help save lives."

—Senior-Level Tourism and Community Engagement Professional



EDUCATE AND RAISE AWARENESS

Hard Rock & the Social Identity Quest

PACT partnered with Hard Rock International to design a program that challenges students to think critically about their choices and build skills to reduce risks they may encounter online. Some 1.2 million students in 44 U.S. states have completed the program. Additionally, 73,430 students in Mexico completed the program between 2023 and March 2025.

Conferences, Events, and Online Webinars

PACT has partnered with the Travel and Meeting Society (TAMS) to provide trafficking prevention materials at its Ignite Conference and with DeSoto Hotel to facilitate a virtual presentation on identifying red flags in hotel spaces and ways to get involved in anti-trafficking initiatives.

Airbnb Trust & Safety Advisory Coalition

PACT's director of Private Sector Engagement joins representatives from 21 other organizations that sit on Airbnb's Trust & Safety Advisory Coalition, advising Airbnb on matters like how to help disrupt and respond to trafficking instances.

Y-ACT Programs

PACT's youth programs are aimed at educating children and teens about human trafficking. Toyota, Associate Luxury Hotels International, and Maritz have participated in PACT's Notebook Projects where students receive notebooks with encouraging handwritten messages by volunteers. Students in this program also learn about trafficking facts and risks, internet safety, healthy relationships, and the benefits of community support.

GET INVOLVED

Anyone can enroll in our **online e-learning courses** to learn the signs of trafficking and how to report it safely. Are you a business looking to join The Code, partner with PACT, or learn more about what we do? Visit us at WeArePACT.org or email us at info@WeArePACT.org.



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