



Leading by Example

LETTER TO READER

Dear Reader:

In an interconnected world, human trafficking is a global problem that touches many industries and business relationships. Employers are and must be part of the solution.

The Task Force to Eradicate Human Trafficking, consisting of member companies from across a wide swath of industries, advises the U.S. Chamber of Commerce on meeting the challenges posed by human trafficking.

In 2019 and 2020, the Chamber hosted a series of events on human trafficking. At the first event on January 24, 2019, *Best Practices to Combat Human Trafficking*, speakers discussed business-led prevention and awareness efforts.

At the second event on September 24, 2019, *Countering Human Trafficking*, speakers highlighted how traffickers rely on the transportation and hospitality sectors for moving and controlling victims and delivering them for commercial sex or forced labor, giving these industries an important role as the first line of defense.

At the third event on January 15, 2020, *Integrating Services for Trafficking Survivors*, speakers emphasized how employers, in conjunction with social service providers, counseling firms, housing agencies, and skills-based training organizations, provide resources to help human trafficking victims heal.

Leading by Example builds on the event series by focusing on how businesses are taking the initiative to thwart this heinous crime.

The coronavirus pandemic has crystallized the importance of anti-human trafficking efforts because of joblessness and increased poverty. This magnifies the risks of exploitation. The companies featured in this publication portray the important role of the free enterprise system.

Enjoy the publication.

DELOITTE'S SUPPORT OF THE FIGHT AGAINST HUMAN TRAFFICKING

A strong relationship exists between the force for good through societal programs, such as ending human trafficking and effective business strategies.

Engagement benefits our communities and builds a more positive future that supports the following:

Our core values: Active citizenship is one of Deloitte's core values.

Our clients: Deloitte offers its clients insight and potential solutions to combat human trafficking in their operations. In addition, Deloitte works with governments to apply innovative solutions to anti-human trafficking policy and legislation.

Our people: As a rising social impact issue, human trafficking is important to our practitioners who are concerned with working for companies that promote an ethos of "doing good is good business."

Our practice and capabilities

Deloitte's Global Security and Justice practice helps clients make globally informed and locally relevant choices about border management, law enforcement, aviation, and immigration. The overarching goal is to help clients solve security-related challenges, including anti-human trafficking. Deloitte offers a tailored combination of capabilities and experiences from across functions and industries such as due diligence, data analytics, training & awareness, strategy & innovation, supply chain, change management, information management, and process improvement.

Pro bono efforts

Deloitte uses its convening power to bring together businesses, governments, academia, and social enterprises to help end human trafficking. Deloitte's journey began in 2013 with a Georgetown University symposium on Transforming the Anti-Trafficking Coalition

and has grown to encompass a variety of pro bono projects with NGOs such as Free the Slaves, FAIR Girls, the Global Fund to End Slavery, and the Polaris Project.

Deloitte has helped NGOs with efforts such as organizational and board optimization, audit readiness, branding and positioning strategy development, data analysis, and due diligence. The company won [Consulting Magazine's Excellence in Social & Community Investments Award](#) for its pro bono work with the Global Fund to End Slavery.

Deloitte serves on the District of Columbia and Georgia task forces on human trafficking. The firm conducted a baseline survey of 62 service providers in the D.C. Human Trafficking Task Force, which led to the development of a [resource guide](#) and [online directory](#) that provide law enforcement officers with insight into the range of services offered. In Georgia, Deloitte developed data visualization efforts for a report on trafficking organizations across the country and helped coordinate a summit with local businesses to share leading practices for how the private sector can help combat this crime.

Other efforts include the development of an online web application for Alliance for Freedom, Restoration, and Justice (AFRJ) to efficiently collect survey data from service organizations. The tool enables regional stakeholders to discover gaps in services for both preventing and healing the travesty of trafficking.

Deloitte is committed to the vision of United Way and will be working with the organization to develop a toolkit for businesses designed to identify ways the private sector can be part of the solution to end trafficking.

Eminence

Deloitte aims to produce impactful and informed thought pieces on human trafficking. Notable articles include [Addressing Human Trafficking Risk in Supply Chains](#); [DEVEX, World Humanitarian Summit article on modern slavery](#); [Supply Unchained: Fighting Supply Chain Labor Abuse](#);; and the power of the [Freedom Ecosystem](#).

HOW MARRIOTT IS COMBATING HUMAN TRAFFICKING

KEY TAKEAWAY

Marriott International is committed to combating modern slavery.

Marriott International is committed to make 750,000+ hotel workers and 6,900 properties worldwide a part of the fight to combat modern slavery.

A Million Eyes

Starting in 2017, we made human trafficking awareness training mandatory for all hotel workers and developed training tailored to specific roles and functions at hotels. Teaming up with [ECPAT-USA](#), a nonprofit policy organization focused on ending the sexual exploitation of children, and [Polaris](#), a leading U.S. nonprofit that works to fight trafficking, we developed a comprehensive training program for hotel workers to learn and recognize the many indicators of trafficking and forced labor. Though the presence of a single indicator does not equate to human trafficking, hotel workers are educated to look for a combination of indicators that may suggest potential human trafficking.

We are proud to share that, as of the end of January 2019, [the company has successfully trained 500,000 hotel workers](#) to spot the signs of human trafficking on property, and how to respond if they come across suspicious activity.

To reinforce the training, Marriott released its first-ever public service announcement on human trafficking “[A Million Eyes](#)” to further promote and build awareness on common indicators that hotel workers and guests can learn.

Beyond Training

We also recognize that beyond awareness training of hotel associates to spot the signs of trafficking, job training that offers survivors an opportunity for self-sufficiency and economic independence are vital to mitigating the risk of survivors ending up back in situations of exploitation. Businesses have an active

role to play, which is why last year [we partnered with the Global Fund to End Modern Slavery \(GFEMS\)](#) to co-develop a job readiness curriculum focused on hospitality that supports survivors of human trafficking.

Additionally, we are excited to share that at the start of 2019, [we became the first hotel company to embark on a collaboration with Polaris](#) to design and scale public-facing posters and signs that will build awareness on the indicators of trafficking—and how to contact the [National Human Trafficking Hotline](#)—if someone should recognize those signs. In addition to hotel workers, educating guests to understand and recognize common indicators and empowering them to know how to report potential trafficking situations is another way we can be part of the solution.

We can achieve more progress by joining forces across the business, government, and nonprofit sectors and collaborating with each other on solutions to end human trafficking.



HOW UPS COMBATS HUMAN TRAFFICKING

KEY TAKEAWAY

UPS Nationwide Initiative Trains More Than 96,000 Drivers to Recognize and Report Signs of Human Trafficking.

The multibillion-dollar criminal enterprise of human trafficking impacts hundreds of thousands in the U.S. and more than 20 million people globally. The crime is often hidden in plain sight, and the best chance of making a difference comes from helping law enforcement identify purchasers and victims to curb the illicit demand. As a global transportation leader, UPS knows that the logistics industry is uniquely positioned to help stop human trafficking.

UPS has stepped up its efforts to put the brakes on human trafficking through stronger policies, employee awareness initiatives, and strategic philanthropic partnerships. The company has strengthened its Anti-Trafficking in Persons Policy and published it on the Compliance & Ethics website for global access. This policy, which strictly prohibits the use of any UPS assets or resources for any purpose that would enable the trafficking of persons, governs the UPS enterprise as a whole—its employees, suppliers, consultants, third-party representatives, and subcontractors.

UPS joined forces with Truckers Against Trafficking (TAT), a Colorado-based nonprofit whose mission is to saturate trucking and related industries with educational materials and equip drivers on how to recognize the signs of sex trafficking—teaching them whom to call, what to do, and, importantly, what not to do. The announcement follows the completion of a pilot project between TAT and UPS Freight across 10 states in late 2016, which successfully trained 1,500 drivers on the proper response and available resources to combat human trafficking.

In April 2017, UPS expanded the TAT pilot project to all U.S. driving operations, including delivery providers and over the road semi-tractor trailer drivers. The awareness campaign is projected to reach more than 90,000 drivers and supervisors. UPS drivers deliver in every community and may have the opportunity to see something and say something that could save lives.

UPS also supports TAT with quarterly in-kind transportation of TAT's Freedom Drivers Project, which uses a semi-tractor trailer equipped with educational resources to serve as a mobile educational exhibit on human trafficking. The mobile museum has welcomed more than 20,000 people since debuting in August 2014.

The U.S. Department of Homeland Security's Blue Campaign formally announced in 2017 a distinctive partnership to educate UPS pilots and airline crew who may also be in a position to help spot human trafficking signs in airports and while traveling on commercial flights. The Blue Campaign works in partnership with law enforcement and government entities, non-governmental organizations, and private companies to protect the basic right of freedom and bring those who exploit human lives to justice.

UPS leverages the power of corporate philanthropy to invest in organizations that are raising awareness and finding solutions to end this horrific epidemic. Among others, UPS supports the United Way Worldwide's Center on Human Trafficking and Slavery and the Leadership Conference on Civil and Human Rights to further anti-human trafficking education, recognition, and response efforts in local communities.

The business community faces risks and challenges associated with human trafficking on a daily basis, and UPS is proud to harness the power of public-private partnerships to address this important issue in a meaningful way.



HOW FREEDOM A LA CART SUPPORTS HUMAN TRAFFICKING SURVIVORS

Freedom a la Cart, a social enterprise, brings hope to survivors of human trafficking so that they can build new lives of freedom and self-sufficiency.

The company believes that giving women practical job skills and helping them develop a strong work ethic are critical for creating a pathway to freedom.

Doma International was founded by Julie Clark in 2009 to meet the needs of human trafficking survivors. Two years later, the program was expanded to fill the void between restoration and economic independence. To this end, Freedom a la Cart, formed under the auspices of Doma International, gave survivors a job and means to live. Freedom a la Cart started as a food cart and later expanded into a boxed lunch and catering service. The 2014 merge of Doma International and Freedom a la Cart combined support services with social enterprise through one deliciously harmonious brand. Today, our support services program and catering social enterprise are now under one name: Freedom a la Cart. What was once a single food cart is now a bustling box lunch catering company.

As these amazing women continue on their journey of rescue, rehabilitation, and restoration—the ultimate path toward a triumphant return to society—the result couldn't be more appetizing: Cause Cuisine.



HOW POLISHED PEARL/FREEDOM SOCIETY TEA AND GIFTS CREATE SUSTAINABLE FREEDOM

After a life-changing trip to India in 2011, Nicole Robyn started [Polished Pearl](#), a women's and bridal accessories company that employs survivors of human trafficking.

There she learned that of the 40 million + enslaved people, less than 1% have a way out. Of those, approximately 80% are re-exploited owing to the scarcity of employment opportunities.

She serves on the board of the [Freedom Business Alliance](#), which scales the freedom business movement. Businesses in the Alliance provide approximately 2,000 jobs for survivors and those at risk of being trafficked.

Robyn and her daughter, Karin, opened [Freedom Society](#), a gift shop and tea room in Fredericksburg, Virginia, that helps create sustainable freedom for survivors of human trafficking through their products and profits.



HOW SELAH FREEDOM AND THE SELAH WAY FOUNDATION ARE COMBATING HUMAN TRAFFICKING

About Selah Freedom and The Selah Way Foundation

Selah Freedom

Selah Freedom is a leading nonprofit service provider whose mission is to end commercial sex trafficking and bring freedom to the exploited through four programs: Advocacy and Awareness, Prevention, Outreach, and Residential.

The organization's Advocacy and Awareness initiative educates individuals on the dangers posed by human trafficking and works with legislators to bring justice to victims.

Through Prevention, the nonprofit educates and empowers students and equips them with knowledge to stay protected.

The Outreach component partners with law enforcement to reach survivors of sex trafficking on the streets and in the jail system and includes a prostitution diversion program, one of the first of its kind.

The Residential unit provides resources for healing, including a personalized education plan, trauma therapy, horse therapy, and mentorship.

The Selah Way Foundation

The Selah Way Foundation offers care for sex trafficking survivors. It is a global network of anti-sex trafficking service providers dedicated to eradicating this problem globally through three initiatives: Prevention, Protection, and Provision.

- Prevention educates and empowers children and interveners through customized, cutting-edge curriculums so that they can recognize signs of exploitation and discover the power of their voice to speak out against abuse.
- Protection trains first responders and medical professionals, in partnership with the Global Strategic Operatives Unit and former law enforcement officers. These experts train professionals working with individuals at-risk for and involved in exploitation on how to protect victims and take action against predators.
- Provision provides a safe haven for survivors of sexual exploitation to heal from trauma and receive restorative services.



HOW WALMART COMBATS HUMAN TRAFFICKING

KEY TAKEAWAY

Walmart plays a leadership role in promoting the dignity of people who make the products they sell.

Our Efforts

Walmart believes that all people deserve safe, healthy, working conditions that are free from coercion and brings together stakeholders, including suppliers, industries, governments, and international organizations, to address the risk of forced labor in global supply chains.

For example, we work through the Consumer Goods Forum to roll out the Priority Principles on Forced Labor. Toward that end, we are helping make responsible recruitment the norm for the global supply chain within a decade to reduce the risks regarding exploitation of workers. Our steps include joining as a core member of the Leadership Group for Responsible Recruitment and developing pilots to test certification of labor agencies.

Through the Seafood Task Force, our company is joining forces with retailers, suppliers, and NGOs to tackle Illegal, Unreported and Unregulated fishing (IUU) in the farmed shrimp supply chain in Thailand. This work is critical to addressing potential labor abuses and unsustainable fishing practices in the industry. The task force is developing a range of tools including a supply chain Code of Conduct, an audit process, and mechanisms for vessel tracking—all aimed at driving increased transparency in supply chains.

Partnering with two major produce associations, our business is developing an Ethical Charter for the produce industry that contains commitments against forced labor for responsible recruitment. The draft Ethical Charter is undergoing public review, and once finalized, the associations plan to develop training and tools for implementation.

Walmart joined the Responsible Business Alliance (formerly, the Electronics Industry Citizenship Coalition) and is collaborating to identify potential forced labor

risks in the global electronics supply chain, as well as develop tools for responsible recruitment in other industries.

Walmart Foundation is identifying opportunities to invest in innovative solutions to some of the biggest potential risks of forced labor and human trafficking. We are beginning to work with a variety of technology firms and NGOs to recognize new solutions to address forced labor risks.

A sample of our collaborative efforts follow:

- 1. The Polaris Project:** \$2 million to operate a crisis hotline to increase capacity to track and respond to reports of trafficking.
- 2. Issara Institute:** \$400,000 to develop a comprehensive set of data and analytics and innovative tools to assess the nature and prevalence of forced labor and trafficking in the Thai seafood sector.
- 3. International Justice Mission:** \$2 million, two-year grant to apply casework and criminal analytics to end impunity for traffickers in the Thai fishing industry.
- 4. We also use our voice** to advocate for the U.S. and foreign governments to support the human dignity of workers in the supply chain. Through embassy visits, in-country meetings, and executive engagement at global forums, we encourage governments to enforce their laws, promote ethical recruitment in the employment of workers, and address pervasive social issues in the supply chain.





US Chamber of Commerce