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**Remarks in Panel Discussion by Dorothy Rozga, Executive Director, ECPAT International
Panel 3 - Private sector initiatives and practices addressing THB
OSCE Conference “The Public-Private Partnership in the Fight Against Human Trafficking”
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(Check against delivery)

I would like to share with you some of the experiences of ECPAT in partnering with the private sector of both travel and tourism companies and ICT companies to protect children.

For those of you unfamiliar with ECPAT, we are a network of civil society organisations working in 88 countries towards a shared global vision: worlds in which children everywhere enjoy their rights, free and secure from every form of sexual exploitation.

This includes sexual exploitation through

- Prostitution
- Pornography (Child sexual abuse images)
- Trafficking for sexual reasons
- and by travellers and tourists.

All that we do is evidence-based and towards this end, one year ago, we launched the *Global Study on Sexual Exploitation in Travel and Tourism*. The Study is referenced in this Conference’s Concept Note and thus I will begin sharing with you some quick information about it.

The Study informs us that the lines between the different kinds of exploitation are blurred – or even non-existent – including between children who are trafficked and children who are exploited in situations of prostitution by travel and tourism. Very often, they are the same children.

The Study is the outcome of two years of collaborative work by 67 partners– from the private sector, UN, civil society, legal firms, academia, law enforcement....some listed on this slide. In addition to the main report, there are 9 Regional Reports, 42 expert papers, and 15 country reports and the outcomes on multi-stakeholder consultations, some organised by the private sector. There is also a youth-friendly version.

The Study gives us a road-map for action, with 46 recommendations for a whole range of actors, including the private sector.

The private sector is no stranger to protecting children from trafficking for sexual reasons as well from travelling sex offenders. Let me begin by sharing a few stories of real-life super-heroes in the private sector making a stand for children.

One is flight attendant Sheila Frederick. She was working on a flight from Seattle to San Francisco when she spotted a girl who looked, as Sheila said, like “she had been through pure hell”. The man sitting with the girl tried to stop Sheila talking to her, and the girl wouldn’t look at her.

She urged the girl to go to the toilet, where she had left a note saying “do you need help?” The girl wrote “yes”, Sheila alerted the pilot, who alerted the police, who were waiting for the trafficker as the plane landed.

In Mexico last year, the Volaris airline worked with law enforcement agencies to prevent the trafficking of a 17-year-old girl, resulting in the arrest of the offender. This was not the first time Volaris staff had stepped in to protect children at risk, and it underscores the impact of the company's intensive staff training on this crime.

Another super-hero is Marilyn Carlson Nelson, former Chairman & CEO of Carlson Hotels, who has made a personal commitment to ending trafficking, and has mobilized Carlson's operations in 160 countries. She has said: "As a family-owned business, once we learned of the millions of children who are used for sexual purposes in the travel and tourism industry worldwide, we could not turn away. This became our focus."

Through its WATCH programme, AccorHotels has trained more than 100,000 staff to protect children in their facilities. All Accor staff know that they have a green light to report their suspicions if a child seems to be in danger.

There are many other initiatives that span the industry: we have the growing commitment of the industry to The Code which gives companies practical guidance – based on six steps – to guide their efforts to protect children. Companies that join the Code know it is good for children and it is also good for their business.

More than three-hundred companies, many that are the giants in the travel and tourism sector, are members of the Code.

The ICT Industry is also doing its part. They have new technologies to monitor what is happening, find and save victims, gather data for prosecutions and streamline communication across anti-trafficking bodies.

Take just one company: Microsoft. Among its contributions towards combating trafficking are:

- The Microsoft Digital Crimes Unit, which is an organisation of attorneys, investigators, forensic analysts, and business professionals in 30 countries who assist law enforcement in combatting all types of cybercrime, including in trafficking,
- The Child Exploitation Tracking System - A software-based solution, developed in collaboration with Canadian law enforcement, which manages and links child protection cases across jurisdictional boundaries worldwide.
- Computer Online Forensic Evidence Extractor that helps computer forensic investigators extract digital evidence; and
- The Guardian App that leverages mobile technology to provide real time tracking, two-way communication and enhanced situational awareness for those at risk, their families and law enforcement.

You can learn more about these initiatives on the link provided on the screen and at your table. ECPAT's experience over two decades tells us that we cannot succeed in fighting child sexual exploitation, including through trafficking, without the private sector.

The private sector is well-placed to help fulfil a promise to children during the Sustainable Development Summit: that the world will be a safer place for them by 2030.

Together, we can deliver on that promise.

880 words/7 minutes