



**Organization for Security and Co-operation in Europe  
Secretariat**

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ENGLISH only

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## **Conference Services**

Please find attached the presentation by Ms. Elitsa Videnova, Bulgarian Business Leader Forum to the Side Meeting – Anti-Trafficking Programme, 13<sup>th</sup> OSCE Economic Forum, Prague, 23 -27 May 2005.

**Bulgarian Business Leaders Forum**  
Associated with the Prince of Wales International Business Leaders Forum

BBLF  
vs.  
Commercial Sexual Exploitation of Children  
in Bulgarian Tourism Industry



*Elitsa Videnova, BBLF  
OSCE - May 2005*

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**Bulgarian Business Leaders Forum**  
Associated with the Prince of Wales International Business Leaders Forum

What is BBLF?

- the largest business association in Bulgaria dealing with the issues of business ethics and corporate social responsibility (CSR)
- over 170 members – large Bulgarian and multinational companies
- Associated with the Prince of Wales International Business Leaders Forum ([www.iblf.org](http://www.iblf.org))
- BBLF Business Ethics Standard signed and adopted by over 1,000 companies in Bulgaria



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Among BBLF members are:

- Four out of five 5-star hotels in Sofia
- One 5-star hotel on the Black Sea Coast
- Two 4-star hotels in Sofia
- One 4-star hotel in Borovetz (ski resort)
- Two Black Sea resorts (Albena and Roussalka)
- The Bulgarian Convention and Visitors Bureau (BCVB – the largest tourism association in Bulgaria)



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**Bulgaria separated into three tourism zones:**

- Sofia, Plovdiv, Varna – convention centres, mostly for local use
- Black Sea Coast – abundance of 3- and 4-star hotels
- Ski resorts – 4- and 5-star hotels

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**Suggested project target:**

3- and 4-star hotels along the Black Sea Coast

**Why?**

- Problem known to be more serious there
- Good relations with mayors and local businesses
  - No similar projects there

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**Challenges:**

- Usually family-owned – underdeveloped corporate culture
  - Great employees turnover
- Law enforcement – by local authorities
  - Independence of local authorities
    - Corruption
- Area still in fierce development – annual doubling of hotels along the Coast
  - Lack of role models
  - Too many other burning issues

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**What we will do:**

- Use all BBLF communication & distribution channels to raise awareness among businesses: BBLF newspaper *The Business Leader*, the CSR Directory, events materials, BBLF website
- Attract 5-star Sofia hotels as partners in managers and personnel training along the Black Sea Coast
- Lobby on highest local administrative level for fighting the problem
- Mobilize businesses in the area in support of the project
- Work closely with Ministry of Interior

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**Why does Bulgarian business care?**

- Tourism – vital to Bulgarian economy
- Bulgaria's reputation – vital to development of tourism
- Bulgaria seeking to escape reputation of cheap, low-class tourism destination
- Increased safety regulation in summer resorts

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**Time frame**

- June 05 - start raising awareness among BBLF members and partners
- September 05 – partnership launching meeting with 5-star Sofia hotels
- October-May 05 – start trainings of senior and mid-level managers in largest Black Sea resorts (Varna, Bourgas, Albena, Sunny beach, Golden Sands)
- Participation by 5-star Sofia hotel managers and representatives of the Interior Ministry

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