

# Stop Trafficking !

Anti-Human Trafficking Newsletter



Awareness

Advocacy

Action

September 2008 Vol. 6 No. 9

This issue highlights innovative methods of countering human trafficking.

The *Stop Trafficking* editor has shifted the list of sponsoring groups in order to better highlight the important role they serve in keeping this newsletter active.

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## 'Ashoka'

Ashoka is a global association of leading social entrepreneurs — men and women with system changing solutions for the world's most urgent social problems. Since 1981, *Ashoka* elected over 2,000 leading social entrepreneurs as *Ashoka Fellows*, providing them with living stipends, professional support, and access to a global network of peers in more than 60 countries. *Ashoka* develops models for collaboration and designs the infrastructure needed to advance social entrepreneurship.

### Vision

*Ashoka* envisions a world where 'Everyone is a Changemaker' — a world that responds quickly and effectively to social challenges, and where individuals have the freedom, confidence and societal support to address any social problem and promote change.

### Mission

*Ashoka* strives to shape a global, entrepreneurial, competitive citizen sector in which social entrepreneurs thrive and the world's citizens think and act as changemakers.



ASHOKA

## 'Changemakers'

*Changemakers* is an initiative of *Ashoka: Innovators for the Public*. It provides solutions and resources to help people become changemakers. It presents compelling evidence of the fundamental principles of successful social innovation around the world.

*Changemakers* is building the world's first global online 'open source community' that competes to surface the best social solutions, and then collaborates to refine, enrich, and implement those solutions. *Changemakers* provides an overarching intellectual framework for collaborative competitions that bring together individual social change initiatives into a more powerful whole.

The online *Changemakers's community* identifies and selects the best solutions and helps refine them. The results are global action frameworks, drawing on the work of social entrepreneurs, that seed collaborative action and visibility on a global scale — making a significant difference, field by field.

The 'open sourcing social solutions'™ model aims to challenge the traditional focus of issues like human trafficking and conflict resolution with a broader, more complete set of stakeholders. As such, each one serves as a platform for building a practitioner- and investor-engaged community that sparks new waves of innovation around problems stuck on conven-

Changemakers cont. pg. 4

The following pages highlight *Changemakers* most recent competition, **Ending Global Slavery: Everyday Heroes Leading the Way.**

Winners were chosen on Aug. 6, 2008 from among the 237 entries from 48 countries. (<http://www.changemakers.net/competition/freedom>)



Advocacy

# Top Three 'Changemaker' Winners

## A Business Solution to Fight Slavery: 'The Emancipation Network' (TEN)



*The Emancipation Network* (TEN), begun in 2004, is an international organization that fights slavery with empowerment.

Survivors at 18 shelters around the world make handicrafts. TEN offers these women business skills to help them build sustainable enterprises. 100% of profits from the sale of the *Made By Survivors* products goes back to anti-slavery efforts.

TEN uses the *Made By Survivors* products to help build the abolition movement in the US through educational events and on-line sales.

TEN gratefully acknowledged the \$5,000 prize won in the *Ashoka Changemakers* competition, which it will use to buy sewing machines and pay wages to the women working at their *Destiny* center in Calcutta.

(*Stop Trafficking* featured this organization in its April 2007 issue.)

TEN cont. pg.3

## Protect Children from Tourism: 'TheCode'



*TheCode* gives the tourism industry an operational tool to prevent and combat child sex tourism (CST) and to protect children's rights.

Companies signing *TheCode* commit to implement six core measures:

- 1) Elaborate corporate ethical policies that reject child sex tourism.
- 2) Train personnel in the country of origin and at travel destinations.
- 3) Introduce clauses in contracts with suppliers, stating a common repudiation of child sex tourism.
- 4) Provide information to travelers: catalogues, brochures, in-flight films, ticketslips, home pages, etc.
- 5) Provide information to local "key persons" at the destinations (community leaders, authorities, law enforcement, customs officials, etc.).
- 6) Report annually on the implementation of these actions.

*TheCode* addresses the entire tourism supply chain, engaging a variety of tourism stakeholders. Companies are required to have ethical policies and train their staff. On the demand side, companies are asked to inform and educate travelers. *TheCode* motivates companies to work together with suppliers and community leaders, thereby building local networks of awareness and support. *TheCode* cont. pg. 3

## Empowering Poor Mothers to Free Their Children: 'Carpets for Communities'



The organizers of *Carpets for Communities* (CfC) surveyed children and families in a small city in Cambodia and took referrals to find high-risk children, destined to be forced to work in order to help their families. The CfC interviewed the mothers and checked their situation against entry criteria: number of children out of school, income, debt, financial stability, housing, health and most importantly the children's level of risk.

The mothers signed a contract to have the children in school if they wanted to earn money making carpets made of recycled cotton and sold internationally. CfC then trained the mothers (a 30-minute procedure) and gave them the materials and simple tools to start working. On the same day the children were enrolled back in school

CfC cont. pg. 4



## Advocacy

### TEN *cont. from pg. 2*

The majority of women empowered through TEN are aged 16-25 and were trafficked into brothels as children. TEN also serves women and youth, who are extremely vulnerable to trafficking, through work with prevention programs like *Development Education Program for Daughters and Communities* (DEPDC). TEN plans to aid labor slavery survivors (eg. quarry workers, many of whom are men).

TEN partners with anti-slavery NGOs in India, Nepal, Cambodia, the U.S., the Philippines, the Ukraine, Uganda and Thailand. It creates partnerships by offering business development help and markets, then expands markets with regular contact and volunteer trips. It maintains commitments to aid income-generation.

TEN is building a branded line of *Made By Survivors* products. By having a recognized brand and strong marketing TEN helps small shelters market their products to a much larger audience than they could on their own.

TEN also get referrals from its U.S. partners, *Free The Slaves* and the *Polaris Project*.

Successful results are difficult to measure. Yet one of the survivors in TEN's *Destiny* program said her mother, who had also been trafficked, wanted her to go back to the brothel and become a trafficker. Against her mother's wish, she decided to keep her job with TEN and *Made By Survivors* (she is a great designer).

### TheCode *cont. from pg. 2*

*The Code* began in April 1998 as a project of *End Child Prostitution, Pornography and Trafficking* (ECPAT) Sweden in cooperation with Scandinavian tour operators and the U.N. World Tourism Organization (UNWTO). During 1999-2003, *TheCode* expanded into European tourism-sending countries. In April 2004 *TheCode* was launched in North America and in March 2005 in Japan. The first major U.S. company to sign *TheCode* was Carlson Companies, Inc.

(See *Stop Trafficking* issues June 2005 and June 2007.)

*The Code* to date operates in the following countries:

*Tourism sending:* Germany, Italy, Switzerland, Spain, Sweden, the UK, Austria, the Netherlands, France, U.S., Canada;

*Tourism receiving:* Latin America (Costa Rica, Brazil, Dominican Republic, Mexico, Belize, Guatemala); Eastern Europe (Romania, Bulgaria, Montenegro, Albania, Russia); Asia (Thailand, Sri Lanka, Laos, Mongolia, Pakistan, Syria); Africa (Sub-Saharan countries, South Africa).

*TheCode* has three key partners: ECPAT, UNWTO, and UNICEF. These organizations, as well as the *International Labour Organization* (ILO), recognize *TheCode* as the top corporate social responsibility tool to prevent trafficking and child sex tourism.

*TheCode's* main barriers are:

- insufficient awareness within the industry of the extent of CST;
- difficulty in addressing a topic of a sensitive social and cultural nature;
- lack of specialized training of tourism professionals on the topics of CST and human trafficking;
- powerful economic interests and criminal networks behind the phenomenon of global trafficking in human beings.

*TheCode* requires companies to address child sex tourism not as a separate issue but as a preventative action within their already existing quality assurance systems and health and safety practices. Over 600 companies (tour operators, travel agencies, hotels, etc.) in 32 countries are currently implementing *TheCode*. Over 30 million tourists used the services of one of the company's signatories of *TheCode*. Several airlines (*Air France*, *Lufthansa*, *Austrian Airlines*) supported a global campaign by developing in-flight spots and running them during long flights.

Tourism authorities in Brazil (see pg. 4) and Costa Rica launched national awareness campaigns on the prevention of CST. Trainings were carried out in Mexico, Brazil, Guatemala, Belize, Bulgaria, Romania, Spain, Switzerland, Kenya, Thailand. Training manuals in English, Spanish and French contain examples of good practices.

Because CST is associated with the wider phenomenon of global trafficking, which has exploded recently, and because tourism develops on a massive scale especially in poor countries in Africa and Asia, the demand for training and assistance in implementation of *TheCode* will continue to increase rapidly. The current demand for *TheCode* implementation is higher than its ability to respond to all requests for assistance.

Tourism destinations are often centers of economic development and social growth, especially in poor countries. Trainers noticed that while introducing implementation of *TheCode*, staff members in local communities also became more aware of the importance of preserving intact the social values and the cultural integrity of destinations. Staff members became empowered to address other labor rights and fair working conditions, once they received training on a topic as sensitive as child sex tourism.



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## Advocacy

### CfC *cont. from pg. 2*

(sometimes for the first time). Teachers were trained to use a monitoring system. From identifying a family to having a child back in school and the mother receiving her first income could take as little as 24 hours.

Social workers work with the family using a 4-step participatory development process that sees them pay off their debts, learn financial management, participate in community building, design their own support programs, receive training, send their children to non-formal education (as well as formal schooling), save to improve their family's situation, plan their future and progress from carpet making to a self-determined form of income generation with the assistance of micro-loans, training, market access support and general project staff support.

The *Cambodian Hope Organization* helps to manage the local staff and finances, the *Australian World Youth International* helps by fund-raising, and the local principals and teachers help to monitor students.

After the excellent results with the test cases of 13 families and 39 children, *Carpets for Communities* (CfC), begun in 2005, now aims to eliminate the need for child begging, labor and trafficking at the border town of Poipet, Cambodia, and hopefully proliferate the CfC model globally. Among their long-range goals:

1. Scale up production and distribution to commercial levels through securing funding and national wholesalers in order to fully access the mainstream market.

2. Diversify products and exit options for families.
3. Replicate in other provinces and countries.
4. Publish tool kits and proliferate the model globally (through training, consulting, speaking, partnerships and excellent PR).

*Carpets for Communities* has a large, but limited, market (in fair trade and independent home decor and gift shops). This is a barrier that limits production and thus limits how many families are helped at any one time.

CfC market research and feedback from industry professionals clearly indicates huge potential demand. One Australian distributor would buy enough rugs to support 500 families, if production could reach commercial scale. Taking this level of demand outside of Australia to other western markets would allow CfC to work with thousands of families at any one time.

CfC would like to apply the model to countless products and eventually to all products. With the increase in corporate social responsibility and ethical consumption, the demand for products made in this way for the mainstream market continues to rise.

CfC sees the profound impact their work has had. At the family level, the empowerment experienced by the women led to improvements in family relations, social standing, family health, financial literacy, money management, and improved material wealth.

Similar outcomes could be replicated in different locations and ultimately influence governments, NGOs and businesses to alter their practices in line with the CfC model so that child labor and child trafficking could be eliminated.



### Código de Conduta do Turismo Contra Exploração Sexual Infanto-Juvenil

CODE OF CONDUCT FOR THE TOURISM INDUSTRY AGAINST SEXUAL EXPLOITATION OF CHILDREN

Brazil's campaign to stem the traffickign of youth along Brazilian highways. (See pg. 5 for the informational link.)

## Changemakers

*cont. from pg. 1*

tional approaches.

*Changemakers Collaborative Competitions* have produced new partnerships. Three examples of the strength inherent in a changemaking community: • India's largest bank linked with one of India's largest rural women's programs; • the connection of thousands of rural farmers to low-cost health care providers; and • the scaling of a Thai affordable housing solution by the world's largest cement manufacturer. These examples signal the way an entire sector can broaden its focus and integrate a powerful set of solutions and stakeholders focussed on change.



## Action

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# Check Out Other Finalists in the Changemaker Competition

## Weaving a Global Society Free of Child Labor



*"Tell them, tell everyone, not to buy goods made by kids."*  
A former child weaver in India.

### RugMark USA

RugMark's innovation is to remove the market demand for child-made goods and raise the financial cost of using illegal child labor in carpet manufacture.

In every carpet-producing country where RugMark operates, national laws dictate the conditions under which child labor is illegal. While governments don't consistently enforce these laws, markets can.

RugMark, begun in 1994, addresses the two factors that truly perpetuate child labor: *its invisibility and profitability*. It is difficult to notice children hidden in dark loom sheds and it is difficult to convince manufacturers not to employ the cheapest labor possible.

RugMark shines a light on this inhumane practice; creates a transparent trading system through an inspection and monitoring system on the ground; identifies slavery-free goods with its certification label; and rescues, rehabilitates and educates former victims.

RugMark *cont. pg. 6*

## For the Dignity of Women in Domestic Work

The National Domestic Workers' Movement (NDWM), begun in 1985, seeks to empower women in domestic work to uphold their rights — as women and workers — and be treated with dignity with due recognition of their service to the economy and development of the country.

There are 90 million domestic workers in India. Ninety percent are women or girls, between the ages of 12 to 25, and mostly illiterate. Twenty-five percent are under the age of 14.

Domestic work is a denigrating profession in Indian society. Domestic workers are engaged in such tasks as cooking, washing, and cleaning, which are traditionally associated with low caste peoples. Thus they are subjected to the conditions of slavery — low pay, poor working conditions, no rest or leisure. As a result, these women feel insecure, non-assertive and resign to their situations, leading to exploitation at the

National Domestic Workers' Movement *cont. pg. 6*



- *Creative Partnerships against Human Trafficking*: Visayan Forum Foundation, Inc., Philippines  
<http://www.changemakers.net/en-us/node/8271>  
<http://www.visayanforum.org>
- *Paths of Protection: Prevention of Sexual Exploitation of Children and Teenagers on Brazilian Highways through Corporate Mobiliz*, RESPOSTA, Brazil  
<http://www.changemakers.net/en-us/node/8819>  
<http://www.resposta.org.br/>
- *Justice Beyond Borders: Portable Justice for Global Workers*, Global Workers Justice Alliance, U.S.  
<http://www.changemakers.net/en-us/node/8394>  
<http://www.globalworkers.org>
- *Making Slave Labor a Bad Business Option*: Repórter, Brazil  
<http://www.changemakers.net/en-us/node/8337>
- *Combating Child Labor through Fair Trade in West Africa*: TransFair USA  
<http://www.changemakers.net/en-us/node/8566>  
[http://www.transfairusa.org/content/certification/cocoa\\_program.php](http://www.transfairusa.org/content/certification/cocoa_program.php)
- *Child Labor in Garbage Dump - Proyecto P.E.T.I.S.O.S. (Prevención y Erradicación de Trabajo Infantil S.O.S.)*, Argentina  
<http://www.changemakers.net/en-us/node/8674>
- *Freeing Nepali Girls From Indentured Servitude*: Nepalese Youth Opportunity Foundation, U.S.  
<http://www.changemakers.net/en-us/node/7822>
- *Get it Dude, 'Masculinity, Sexual Initiation and Prostitution Consume:'* Regional Coalition Against Trafficking in Women and Girls in Latin America and the Caribbean CATWLAC, Mexico  
<http://www.changemakers.net/en-us/node/8560>  
<http://www.catwlac.org/primera.html>
- *Empowering Bonded Laborers, Landless Agricultural Workers, Dalits And Adivasis To Eradicate Bonded Labor*: Vimukti Trust, India  
<http://www.changemakers.net/en-us/node/7958>  
<http://www.jeevika-free.org>
- *Legal Liberation: Freeing Slaves through the Law*, Volunteers for Social Justice, India  
<http://www.changemakers.net/en-us/node/8578>



## Action

### RugMark *cont. from pg. 5*

The innovation includes a self-financing component: a percentage of sales of certified child-labor-free rugs are invested back into the work of ending child slavery.

*RugMark USA* ensures that no one can profit from or claim ignorance of this injustice through its 'Most Beautiful Rug' consumer awareness campaign. The goal is that everyone who sets out to buy a hand-woven rug is informed of the *RugMark* option. Through a combination of strategies including advertising, branding, media outreach, event participation, point-of-sale materials, and an online presence, *RugMark* offers manufacturers of certified child-labor-free rugs preferential treatment and enhanced visibility in the American marketplace.

Today 2.1 percent of rugs imported to the U.S. carry the *RugMark*® label. With 'The Most Beautiful Rug' campaign, *RugMark* aims to double its market share in 2008 and hit 7 percent by 2009. Ultimately, *RugMark* believes it can reach 15 percent within the next decade, the estimated tipping point to end child servitude industry-wide in South Asia.

"In the U.S., while more and more people are now learning about human trafficking, we still need to get people to take action and really commit themselves to the anti-slavery movement.

Taking people from 'Oh, that's so sad!' to 'That is unacceptable and I am going to do something about it!' is a continuing challenge.

(TEN spokesperson)

**Toll-Free 24/7 Hotline**  
**National Human Trafficking**  
**Resource Center**  
**1.888.3737.888**

### National Domestic Workers' Movement

*cont. from pg.5*

workplace and undignified status in society.

The NDWM operates in 23 states of India, where it organizes and trains women so they are able to represent their workforce to the government and demand justice. Women are taught micro-financial saving and are encouraged to invest in banks, which can help them when loans are required.

Trafficking is more than a racket for prostitution. The law has disregarded women, girls and children who do forced domestic labor and become trafficked. Domestic workers, especially live-in workers, are often hidden in private households under non-cooperative employers. To prevent trafficking, village vigilant committees are set up to create networks with police and local government bodies.

Training by the NDWM has led to women's empowerment, replacing feelings of insecurity with confidence. Many of the women take initiative to approach police and government authorities for legal help. They have been able to identify abused victims and child domestic workers and bring traffickers to trial.

### Informative Web Sites: (Each contains information related to human trafficking)

#### **Ashoka**

<http://www.ashoka.org/>

#### **Changemakers**

<http://www.changemakers.net/en-us/about>

#### **Winners Finalists**

<http://www.changemakers.net/en-us/competition/browse/6264>

#### **The Emancipation Network (TEN)**

<http://www.madebysurvivors.com/>  
<http://www.tencharities.org/>

#### **Carpets for Communities**

<http://www.carpetsforcommunities.org>

#### **The Code**

<http://www.thecode.org>

#### **DEPDC**

<http://www.depdc.org/>

#### **RugMark**

<http://www.rugmark.org/home.php>

#### **National (India) Domestic Workers' Movement**

<http://www.changemakers.net/en-us/node/8529>

<http://www.ndwm.org>

#### *Stop Trafficking!*

is dedicated exclusively to fostering an exchange of information among religious congregations, their friends and collaborating organizations, working to eliminate all forms of trafficking of human beings.

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Editing and Layout:  
*Jean Schafer, SDS*