



# ENGAGE TOGETHER<sup>®</sup>

## BUSINESS TOOLKIT

Mobilizing the Business Community to  
**End Human Trafficking**  
& the Exploitation of the Vulnerable

Engage Together® Business Toolkit

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In this Toolkit, you will find resources for further learning and distribution, ideas for how others are successfully combating human trafficking, and tools that will guide you to develop an Action Plan that will have great impact.

# Introduction

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Human trafficking is modern slavery – for purposes of sexual exploitation, forced labor or services, or organ trafficking. It is an evil trade that profits billions of dollars by enslaving and exploiting millions of souls. It did not appear overnight. Human trafficking is the result of leaving many things undone and many issues unresolved for the vulnerable throughout our world and in our own communities.

**The business community is *uniquely positioned* to engage to end human trafficking and to prevent it.**

We are not powerless to stop this – in the life of a single individual, in our communities, and in every nation.



The business community is uniquely positioned to join the fight and to fill gaps in the anti-trafficking movement in ways that government and nonprofit efforts cannot accomplish and in ways that will collectively impact millions of lives. This Toolkit will show you how.

This Engage Together® Business Toolkit is designed to help you explore the innovative ways companies and business professionals can engage to make a difference. This Toolkit has been developed specifically for the business community with input from professionals serving in the field. It is filled with ideas on how to enhance your existing efforts, how to come alongside those already serving those in need, and how to create something new to fill a gap.

Discover how your unique strengths and interests – as a global corporation, small business, or business professional – are exactly what is needed to end human trafficking in your community and in our world.

Let's begin!

“Business is no longer just about managing the bottom line. Business leadership in the 21st century is about making the world a better place for everyone so they can also enjoy life – free of fear, abuse, and bondage.”



Tom Miller  
Chairman, AFRJ® Executive Board  
Former SVP & CIO, Anthem and Coca-Cola

# Human Trafficking

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## ➤➤ Q: WHAT IS HUMAN TRAFFICKING?

A: Human trafficking is modern slavery – for purposes of sexual exploitation, forced labor or services, or organ trafficking. There are over 40 million slaves in the world<sup>1</sup>. It is a global business which is estimated at \$150 billion<sup>2</sup> a year.

## ➤➤ Q: WHERE DOES HUMAN TRAFFICKING OCCUR?

A: All around the world and in your country. No nation and no community is immune. To gain a better understanding of where and how human trafficking takes place, take a look at these two resources, updated annually: U.S. Department of State's Trafficking in Persons Report<sup>3</sup> and The Global Slavery Index<sup>4</sup>.

## ➤➤ Q: WHO ARE THE VICTIMS?

A: Human trafficking affects every demographic<sup>5</sup> – women, men, children, foreign nationals and citizens. While there is no one face of a human trafficking victim, certain populations are more vulnerable, including: runaway and

homeless youth<sup>6</sup>; children and youth in foster care<sup>7</sup>; individuals fleeing violence, poverty, or natural disasters<sup>8</sup>; individuals with disabilities<sup>9</sup>; and those who have suffered other types of abuse or exploitation in their lifetimes.

## ➤➤ Q: WHO ARE THE PERPETRATORS?

A: Traffickers are those who exploit others for profit. Using force, fraud, or coercion (or through commercial exploitation<sup>10</sup> of a minor by any means), traffickers control both the victim and the profits generated from the commoditization of that individual for labor, sex, or organ trafficking.

Buyers are those who purchase an individual for labor, sex, or organs. Buyers purchase and exploit individuals online and onsite in a variety of places – in homes, hotels, businesses, and more. Trafficking is driven by demand, because through the sale of souls, traffickers profit. Buyers create the demand for this evil trade.

## ➤➤ Q: CAN IT BE STOPPED?

Yes. We believe this evil can be stopped – in the life of an individual, within our communities, and throughout the world. When we engage together, miracles happen.

Explore the corresponding online resources referenced in the footnotes throughout this Business Toolkit at [engagetogether.com/onlineaccess](https://engagetogether.com/onlineaccess)

# Freedom Strategy

## WHAT WILL IT TAKE TO ERADICATE HUMAN TRAFFICKING? IN YOUR LOCAL COMMUNITY? IN OUR WORLD?

Human trafficking is a complex issue, and it requires a comprehensive strategy to end it.

The AFRJ® Freedom Strategy defines all the areas of focus that must be addressed simultaneously. It has been distilled from years of research and countless conversations with those in the field. It is a strategy built to scale from local community efforts to the entire global movement.

What all must be done? What are all of the issues that must be addressed?

At the highest level, the key performance indicators (KPIs) of a comprehensive anti-trafficking strategy include Prevention, Identification, Rescue, Restoration, and Reforms. Each of these categories includes subcategories that further define what must be done. Importantly, every category on the

Freedom Strategy must be active and strong in order to successfully end human trafficking and protect the vulnerable.

This Toolkit and all corresponding resources are built around the framework of the Freedom Strategy.

What all must be done?

What are all of the issues that must be addressed?



To learn more or to download the Freedom Strategy One-Sheet, visit [engagetogether.com/endit](https://engagetogether.com/endit)

# World of Possibilities

## ➤➤ POSSIBILITIES = ACTION ITEMS

This Toolkit will introduce you to a world of possibilities of how to engage as a business professional or corporate entity.


Taking the time to explore all the action item ideas shared in this Toolkit (and its corresponding online resources) will accelerate your learning curve on opportunities to engage that:

- ▶ You may not be aware of, and
- ▶ You may want to consider when developing your Action Plan.

Explore the possibilities by reviewing every action item throughout this Toolkit.

Keep in mind, action items are meant to spark an idea that you can build upon or tailor based on the unique needs of your community and the unique strengths of your company, profession, or industry.

While every action item in this Toolkit is important, no one individual (or even one single global corporation) will be able to take on every idea and action. Consider which activities you are uniquely positioned to accomplish. For the remaining action items, consider how you may serve as a link in the chain – connecting resources and ideas to others within your company, business network, and community.



Be sure to consider the action items presented in this Toolkit alongside the corresponding online resources available at [engagetogether.com/onlineaccess](https://engagetogether.com/onlineaccess)



# Prevention

## AWARENESS VULNERABILITY DEMAND

Much of the fight to end human trafficking will be won by PREVENTING it in the first place.

### Awareness

Everyone must first be made aware that this evil exists. Awareness includes both an understanding of what human trafficking is and how it is likely to impact your business and community.

### Vulnerability

While there is no one face of a human trafficking victim, certain populations are more vulnerable. Understanding and addressing factors that lead to exploitation will help to protect vulnerable individuals from harm.

### Demand

Without demand, human trafficking would not exist. Human trafficking is the commercial exploitation of souls – for sex, labor, and organs. Buyers create the demand for this evil trade. Traffickers profit. Addressing demand requires addressing the issues of both culture and deterrence.

- By raising awareness throughout your business and community, wrapping around vulnerable populations, and addressing the issues that drive demand, human trafficking can be prevented.
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## »» ACTION ITEMS

### AWARENESS:

#### ► Learn more.

- ▷ Understand the different types<sup>1</sup> and forms<sup>2</sup> of human trafficking
- ▷ Research how each type of human trafficking manifests itself in the geographic areas<sup>3</sup> where you conduct business, within your industry<sup>4</sup> or sector<sup>5</sup>, among your professional networks<sup>6</sup>, and throughout your supply chains<sup>7</sup>.
- ▷ Increase your knowledge by connecting with a public<sup>8</sup> and/or private<sup>9</sup> sector consortium dedicated to these issues in your area, and sign up for communications<sup>10</sup> specific to business engagement and human trafficking.

#### ► Engage your leadership.

- ▷ Large corporations – engage the leadership of your business at multiple levels:
  - » Board – prioritize anti-trafficking efforts in your ESG goals<sup>11</sup>, annual reports, and sustainability<sup>12</sup> commitments.
  - » Executives – cast the vision<sup>13</sup> and empower your company<sup>14</sup> and employees<sup>15</sup> to proactively engage, both by strengthening your internal culture<sup>16</sup> and operations<sup>17</sup> and by serving your community<sup>18</sup>.

- » Department heads – leverage the unique platform of different departments to raise awareness and catalyze engagement, (e.g. Communications<sup>19</sup>, Corporate Social Responsibility<sup>20</sup>, Human Resources<sup>21</sup>, Sourcing and Supply Chain<sup>22</sup>).

- ▷ Small business and professional association – invite local anti-trafficking advocates<sup>23</sup> to share with your team<sup>24</sup>, at your meetings<sup>25</sup> about the issue and how your business or colleagues can engage locally<sup>26</sup> to make a difference.

#### ► Share the information.

- ▷ Host onsite<sup>27</sup> or virtual<sup>28</sup> town hall sessions.
- ▷ Create a company-branded communications bulletin<sup>29</sup>, launch or join a social media<sup>30</sup> campaign, and post information on your website<sup>31</sup>.
- ▷ Include combating human trafficking in your CSR<sup>32</sup> initiatives.
- ▷ Be a voice for awareness to your employees, vendors, customers, and community.

# Prevention (cont.)

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## ➤➤ ACTION ITEMS

### DEMAND:

- ▶ **Combat labor trafficking.**
  - ▷ Ensure that your supply chains<sup>33</sup> are not exploiting individuals through forced labor, debt bondage, or child labor.
  - ▷ Predicate forming new business relationships on their commitment to do the same<sup>34</sup>.
- ▶ **End sex trafficking.**
  - ▷ Educate your employees and colleagues on the nexus between pornography, sexually-oriented businesses, and human trafficking<sup>35</sup>.
  - ▷ Enact a zero-tolerance policy<sup>36</sup> for engaging in any such activity - whether via the internet<sup>37</sup>, during a business trip, or by any other means.
- ▶ **Strengthen the efforts of others.**
  - ▷ Utilize your professional skillset and/or corporate resources to come alongside those working to end demand from various sectors, e.g. law enforcement<sup>38</sup>, finance<sup>39</sup>, technology<sup>40</sup>, and others.
  - ▷ Promote responsible consumerism<sup>41</sup> by purposefully purchasing fair trade<sup>42</sup> or freedom business<sup>43</sup> products (such as the coffee<sup>44</sup> in your breakrooms, the swag<sup>45</sup> at your events, etc.).

Supply & Demand - For victims, human trafficking is often a result of compounding vulnerabilities. Traffickers, driven by profit, exploit vulnerable individuals, and buyers drive demand.

### VULNERABILITY:

- ▶ **Understand vulnerability factors.**
  - ▷ Research the vulnerabilities that lead to human trafficking in your community and regions where you conduct business<sup>46</sup>.
  - ▷ Explore the vulnerabilities related to your specific industry or line of work, and how those vulnerabilities<sup>47</sup> can be identified and addressed effectively.
  - ▷ Realize that your employees may be experiencing trauma or vulnerabilities personally or within their families, and provide (or promote) programs and resources to help<sup>48</sup>.

# Prevention (cont.)

## ACTION ITEMS

### ► Become part of the solution.

- Corporate Social Responsibility<sup>49</sup> – include efforts to address vulnerabilities specific to your sector or community through your CSR initiatives.
- Community Engagement<sup>50</sup> – join forces with your local government and nonprofit leaders leveraging the agility, innovation, and resources that business can offer to solve for barriers and overcome challenges.

- Philanthropy – invest in your community by donating a percentage of your business's profits<sup>51</sup> to local programs, giving grants via a corporate foundation<sup>52</sup>, launching an employee giving program<sup>53</sup>, hosting a fundraising event<sup>54</sup>, or all the above.
- Volunteerism – incentivize and deploy your employees or association members to participate in community service days<sup>55</sup>, pro bono projects<sup>56</sup>, and business culture<sup>57</sup>.



### FOR THESE & OTHER PREVENTION REFERENCES

[engagetogether.com/onlineaccess](https://engagetogether.com/onlineaccess)

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# Identification

## TRAINING OUTREACH

An essential step in combating human trafficking is to be able to IDENTIFY human trafficking when you see it, and to know what protocol to follow when you do.

### Training

Those who are most likely to come in contact with victims need training to properly detect a case of trafficking. Identification training should always include information about the proper protocols to follow if a case of trafficking is suspected, with instructions on how to report and who to call.

### Outreach

Proactive outreach to vulnerable populations is essential. Serving those in need in your community may directly lead to identifying trafficking operations, and to rescuing individuals in harm's way.

- Through specific trainings and community outreach efforts, human trafficking can be IDENTIFIED, victims rescued, and perpetrators brought to justice.
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## ACTION ITEMS

### TRAINING:

- ▶ **Understand the intersection.**
  - ▷ Consider how you may be in a position to identify human trafficking in the specific context of your business activities (e.g. travel<sup>58</sup> or customer service<sup>59</sup>), industry (e.g. health<sup>60</sup> or hospitality<sup>61</sup>), or department (e.g. compliance<sup>62</sup> or human resources<sup>63</sup>).
  - ▷ Attend or host trainings by experts in your field<sup>64</sup> or from your community<sup>65</sup> who can provide guidance on how to identify human trafficking (note: identification “training” is different from general “awareness”, though the two topics can be covered at the same time).
- ▶ **Be ready.**
  - ▷ Develop protocols<sup>66</sup> within your company<sup>67</sup> and in collaboration with your local authorities<sup>68</sup> on what to do and who to call immediately when a case of human trafficking is suspected.
  - ▷ Educate yourself, your employees, your association, and others on how to follow protocols, and include quick reference materials that can be easily accessed (such as printed wallet cards<sup>69</sup>, virtually accessible one-sheets<sup>70</sup>, or via other mediums<sup>71</sup>).

### OUTREACH:

- ▶ **Post information.**
  - ▷ Post materials<sup>72</sup> in your business establishments that include local hotline numbers and resources for employees, clients, or visitors who may be in harm’s way or may know someone who is.
  - ▷ Research whether your business is mandated<sup>73</sup> by law or city ordinance to post such information, and be sure to proactively comply.
- ▶ **Equip your employees and community partners.**
  - ▷ Make sure your employees and business colleagues receive training before serving their communities via service day projects or other civic engagement opportunities.
  - ▷ Encourage the local nonprofits that your business serves or funds to receive human trafficking training to protect the vulnerable populations they serve.



#### FOR THESE & OTHER RESCUE REFERENCES

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**INTERVENTION  
TEMPORARY SHELTER  
SERVICES  
VICTIM ADVOCATES**

It is primarily the responsibility of law enforcement officials to intervene physically and remove victims from dangerous circumstances. However, the business community is uniquely positioned to assist law enforcement in this process.

**Temporary shelter** for immediate placement and safe housing;

**Services** such as medical, dental, legal, and counseling; and **Victim Advocates** who will come alongside victims and link them to needed resources in the community.

- Supporting intervention efforts and increasing the immediate availability of resources ensures that victims receive the instant care they need.
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## ACTION ITEMS

### INTERVENTION:

- ▶ **Be proactive.**
  - ▷ Know the protocol to follow when you witness something suspicious – whether in your day-to-day routine, while traveling, or otherwise. (See Identification section for more information.)
  - ▷ Never hesitate to report suspicious activity, however minor you think it may be. Lives may depend on it and your tip may make the difference.
- ▶ **Contact law enforcement.**
  - ▷ Reach out to law enforcement in all the places you or your company operate locally<sup>74</sup>, nationally<sup>75</sup>, and abroad<sup>76</sup> to understand what office, unit, or agency to report to and how.
  - ▷ Ask what they may need from you. Business professionals and companies, such as those in finance<sup>77</sup>, technology<sup>78</sup>, and many other fields<sup>79</sup>, can be powerful partners in helping rescue victims of human trafficking.

### TEMPORARY SHELTER:

- ▶ **Connect with a variety of shelters** – discover what types of temporary shelters exist in the community (or communities) where your company operates. Shelters for rescued victims may include: shelters specifically designed for trafficking survivors, detention centers, emergency placement shelters for minors, therapeutic foster care homes, domestic violence shelters, and others.
- ▶ **Provide support** – make sure these shelters have everything they need by helping to rally resources, in-kind donations, and services via your community engagement initiatives the giving programs of your employees, business network, or association.

Become a "Safe Place Site" as a business location for youth in crisis to seek help. Learn more at: [www.nationalsafeplace.org](http://www.nationalsafeplace.org)





# Rescue (cont.)

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## ➤➤ ACTION ITEMS

### SERVICES:

- ▶ **Serve pro bono** – victims of human trafficking often need specialized services, which you may be in a position to offer as a business professional, such as medical<sup>80</sup>, dental<sup>81</sup>, translation<sup>82</sup>, legal advocacy<sup>83</sup>, counseling<sup>84</sup>, transportation (e.g. donate your frequent flyer miles)<sup>85</sup>, and more.
- ▶ **Come alongside direct service providers** – discover how you could outsource employees<sup>86</sup> as volunteers to fill a gap in unique areas of need alongside local nonprofits, on a case-by-case basis<sup>87</sup> or as part of an ongoing partnership program<sup>88</sup>.

Human trafficking enslaves over 40 million men, women, and children. It is an evil, illegal, and global business that generates an estimated profit of \$150 billion per year.

### VICTIM ADVOCATES:

- ▶ **Sign up** – volunteer as a civilian advocate for at-risk and vulnerable children and youth in your community, such as with CASA<sup>89</sup>, Big Brothers Big Sisters<sup>90</sup>, Boys and Girls Club<sup>91</sup>, or the YMCA<sup>92</sup>.
- ▶ **Be a continual resource** – discover how you or your business network might serve as a point of contact to rally needed resources each time a victim is rescued.



### FOR THESE & OTHER RESCUE REFERENCES

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# Restoration

## AFTERCARE REINTEGRATION

Once rescued, a survivor needs access to appropriate restorative care and reintegrative supports, tailored to meet the needs of each individual.

### Aftercare

The range of aftercare needs may include short or long-term medical, psychological, familial, spiritual, educational, residential, and vocational services. Needs differ greatly from adults to minors, and from foreign national to domestic survivors.

### Reintegration

Despite the varied needs of each survivor, the end goal of restoration is the same for all — a successful reintegration and a solid foundation upon which to build a healthy, safe, and fulfilling future.

The business community is uniquely positioned to participate in the RESTORATION process — from meeting the needs of survivors in aftercare programs to building bridges to education and job opportunities for reintegration support.



# Restoration

## ➤➤ ACTION ITEMS

### AFTERCARE:

- ▶ **Become a corporate sponsor.**
  - ▷ Support residential and non-residential aftercare programs via donations, in-kind goods or services, gift cards, and other tangible needs.
  - ▷ Sponsor a room or program, host a local fundraiser, or launch an annual giving campaign.
- ▶ **Enhance program offerings.**
  - ▷ Volunteer as an instructor for aftercare programs that offer life skills trainings and educational and vocational classes.
  - ▷ Mobilize your network to help aftercare providers find qualified and vetted professionals from the community to provide instruction on a wide range of topics<sup>93</sup> – for both survivors and nonprofit leaders<sup>94</sup>.

### REINTEGRATION:

- ▶ **Support educational achievements.**
  - ▷ Sponsor the education component of an aftercare program – by providing computers, software, books, desks, or other supplies.
  - ▷ Create a scholarship program<sup>95</sup> for survivors supported by your company or association.

### ▶ **Create employment opportunities.**

- ▷ Integrate survivors into your existing entrepreneurial development<sup>96</sup> or other training programs for at-risk or vulnerable populations in your community.
- ▷ Offer internships, apprenticeships, and vocational opportunities<sup>97</sup> to graduates of restoration programs.
- ▷ Open the doors to living wage careers for survivors within your company and by engaging your business network.
- ▷ Support survivor-owned or survivor-employed businesses<sup>98</sup> directly by purchasing office, conference, and gift products from freedom businesses.



### FOR THESE & OTHER RESTORATION REFERENCES

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# Reforms

## LEGAL POLICY SYSTEMS

In addition to the rescue and restoration of victims, affirmative steps must be taken to REFORM laws, policies, and systems that may need to change to better serve and protect those in harm's way.

### Legal & Policy

Becoming informed and considering how to support laws and policies and that are protective of victims and provide significant deterrents to perpetrators is critically important. It is also essential to assess whether your corporate policies and business practices are addressing this issue appropriately.

### Systems

System reforms occurs in the context of all the programs, agencies, and services that impact the journey of a vulnerable individual, as well as trafficking victims and perpetrators. Understanding this journey can lead to the discovery of gaps and barriers that could be strengthened to better serve those in need.

Monitoring the impact of various reforms will prove whether efforts are successful or need to be further refined and particularly, what creative solutions could exist to fix systems that are broken, overburdened, or under-resourced.



# Reforms

## >> ACTION ITEMS

### LEGAL & POLICY:

- ▶ **Be Informed.**
  - ▷ Incorporate applicable labor, sex, and organ trafficking laws<sup>99</sup> and policies into your mandatory compliance trainings for your employees and divisions.
  - ▷ Explore whether an anti-trafficking advisory group<sup>100</sup> exists for your local or national government leaders and ask that a representative of your company or industry participate.
- ▶ **Enact change.**
  - ▷ Create and implement strong and substantive human rights policies for your company<sup>101</sup>, association<sup>102</sup>, industry<sup>103</sup> and suppliers<sup>104</sup>.
  - ▷ Abide by – and set a higher standard for – fair wage and labor practices<sup>105</sup> no matter where you or your business partners operate in the world.
  - ▷ Utilize your existing lobbying efforts – as a corporation, association, or industry – to support anti-trafficking legislation at all governmental levels.

### SYSTEMS:

- ▶ **Watch your supply chain.**
  - ▷ Incorporate supply chain transparency measures<sup>106</sup> into your CSR efforts and predicate your business relationships on their commitment to do the same.
  - ▷ See the *Prevention: Awareness* section for more ideas and information
- ▶ **Commit to innovation and impact.**
  - ▷ Produce thorough annual reports<sup>107</sup> on programs and practices you have in place, including the progress and effectiveness of these efforts.
  - ▷ Meet with anti-trafficking agencies, coalitions, nonprofits, law enforcement, and other service providers to understand where they see system reform needs and ask for their thoughts on how the business community can engage in innovative ways to help solve for those challenges.



#### FOR THESE & OTHER REFORMS REFERENCES

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# Occupational Profiles

Explore stories and resources of how to end human trafficking in your everyday activities as a business professional through the Engage Together® Occupational Profiles series. Visit [engagetgether.com/business](https://engagetgether.com/business) and share these resources with your colleagues.

● BUSINESS TRAVELER ● SMALL BUSINESS OWNER ● BARISTA ● CONSTRUCTION FOREMAN ● & MORE



# AFRJ® Freedom Council

The AFRJ® Freedom Council is an assembly of business leaders and ambassadors from global companies who desire to engage together to end human trafficking and to protect the vulnerable.

The council's purpose is to develop innovative strategies and solutions – through scalable and replicable business models – that will impact thousands of lives.

“Human trafficking is an evil that affects communities all over the world. Businesses are in a unique position to use their influence and resources to make an impactful difference in the fight against human trafficking. And when businesses come together, that impact is exponential.”



Shally Pannikode  
VP, Information Technology, Anthem  
Chair, AFRJ® Freedom Council

Learn more at  
[engagetogether.com/freedomcouncil](https://engagetogether.com/freedomcouncil)



THIS TOOLKIT IS SPONSORED BY:



The AFRJ exists to **EQUIP** those engaged in combating human trafficking and protecting the vulnerable...

...to **DEVELOP** the relationships, resources, solutions, and strategies needed to fill existing gaps...

...and to **MOBILIZE** a global collaborative network to engage together on behalf of those in need.

### ENGAGE TOGETHER® ONLINE ACCESS

- ▶ Engage Together® Online Access contains a host of digital resources for you, including all the action item references in this Toolkit, Community Assessment materials, and more. Become a member of Engage Together® Online Access. Subscribe today at [engagetogether.com/onlineaccess](https://engagetogether.com/onlineaccess)

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### THANK YOU.

This Toolkit has been designed specifically for the business community with input from professionals serving in the field and businesses already engaged in combating human trafficking. We are so very thankful for all those who provided input, assistance, and support for this resource.

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**“We have every one of us a work to accomplish...  
If we persevere indeed, success is certain;  
but our efforts must know no remission.”**

*- William Wilberforce*



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