

BUSINESS LEADERS AWARD AGAINST HUMAN TRAFFICKING 2010 **Upcoming call for nominations**

The private sector is an indispensable partner in the global fight against human trafficking. No national or international strategy to combat human trafficking can be effective without the dedicated involvement of the business community in eradicating the practice.

To honour business leaders who take an active stand against human trafficking, End Human Trafficking Now!, the Global Initiative to Fight Human Trafficking (UN.GIFT) and the United Nations Global Compact are jointly establishing a new international award, **“Business Leaders against Human Trafficking”**.

The award will recognize business leaders who make their commitment to combat human trafficking an integrated part of their business strategy and their efforts to ensure corporate sustainability.

Business leaders are uniquely placed to combat exploitative labour practices and to raise awareness of human trafficking among their workforces, suppliers, business partners, peers and even consumers. The award aims to reward creativity in identifying, preventing and combating human trafficking. It will commend business innovations in labour policies, supply chain management and corporate sustainability initiatives that help fight human trafficking.

The award aims to stimulate businesses around the world to address the scourge of human trafficking, as well as raise awareness around the practical steps that businesses can take to do so.

The winner of the award will be determined by a jury composed of individuals of high moral stature with demonstrated commitment to the ideals of the United Nations. The jury will be supported by an advisory committee of experts on human trafficking from different sectors, including international organizations, non-governmental organizations, academia and the media.

The call for nominations for the first award, to be given in 2010 at an International Forum against Human Trafficking in Luxor, Egypt will be announced on 1 May 2010. Information on the award and the nomination process can be found at www.businessleaderaward.org (as of 1 May 2010). The call for nominations will end on 31 July 2010.