

European Crime Prevention Award (ECPA)

Annex I – new version 2014

Please complete the template in English in compliance with the ECPA criteria contained in the RoP (Par.2 §3).

General information

1. Please specify your country.

Sweden

2. Is this your country's ECPA entry or an additional project?

Sweden's ECPA entry

3. What is the title of the project?

Corporate Compass – Ethical guidelines against sexual exploitation

4. Who is responsible for the project? Contact details.

The Swedish Women's Lobby (SWL)
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5. Start date of the project (dd/mm/yyyy)? Is the project still running (Yes/No)?
If not, please provide the end date of the project.

Corporate Compass – Ethical guidelines against sexual exploitation was implemented as a project between 1 September, 2012 and 31 August, 2013.

6. Where can we find more information about the project? Please provide links to the project's website or online reports or publications (preferably in English).

English site
<http://sverigeskvinnolobby.se/en/project/corporate-compass/>
Swedish site
<http://www.rattriktning.se/>
<http://www.rattriktning.se/stod-kampanjen/>
(Website contents: information material and educational resources developed during the project, examples of corporations and authorities that have guidelines regarding sex purchases and that supports the campaign project)

7. Please give a **one page** description of the project (**Max. 600 words**)

Human trafficking for sexual purposes is driven by the demand for sexual services. The Swedish view is therefore that the sex buyers, not the sex sellers, drive the demand for prostitution and human trafficking. It is the sex buyers' willingness to pay for sexual services that makes prostitution and human trafficking for sexual purposes both possible and lucrative. Accordingly, the 1999 Swedish Act prohibiting the purchase of sexual services criminalizes the purchaser. The evaluation of the Swedish Sex purchase Act shows that the law has been successful. Prostitution has decreased in Sweden since the law was introduced, and Sweden is a less attractive country for traffickers than other comparable countries ([SOU 2010:49](#)). However, Swedish studies show that 80 percent of all sex purchases by Swedish citizens occur abroad and that one third of these occur in relation to business trips ([The National Board of Health and Welfare, Prostitution in Sweden 2012](#)). Research also shows that many companies have experiences of commercial sex, either if it is sex purchases, strip club visits or other forms of sexual entertainment while on business trips (Holgerson 2011).

Based on these studies, the Swedish Women's Lobby (SWL) initiated the project Corporate compass –ethical guidelines against sexual exploitation. As the name suggests the project encourages corporations to take social responsibility against sex purchases and human trafficking by introducing ethical guidelines against sex purchase and sex trade in their travel policy, code of conduct and CSR-work (Corporate Social Responsibility).

Given the high percentage of business trip related sex purchases targeting corporations that conduct business in, or travel to, countries where the sex trade is prevalent can make a vast difference to sex trade prevention. The project has therefore focused on Swedish corporations that operate at an international level and conduct business trips abroad. The project also targeted industries within Sweden, such as the taxi and hotel sectors, which regularly come in contact with the sex trade.

The project has three overarching goals:

1) To increase corporations' involvement in preventing sex purchases and human trafficking for sexual purposes. 2) To have corporations establish ethical guidelines against sex purchases and human trafficking for sexual purposes. 3) To strengthen corporations' and employees' ability to detect and deter sexual purchases and human trafficking for sexual purposes.

To attain these goals the project has:

1) Developed informational materials and a "tool kit" on how corporations can prevent sex purchases. 2) Cooperated with corporations in developing ethical guidelines. 3) Arranged business education programmes on ethical guidelines against sex purchases and sexual exploitation in business contexts.

The project was conducted in collaboration with the Swedish Association of Women's Shelters and Young Women's Empowerment Centres, SKR* and The National Organisation for Women's Shelters and Young Women's Shelters in Sweden, Roks**.

The project has reached 200 market-leading corporations. 25 corporations have participated in SWL's training on ethical guidelines. Several corporations have joined the project and initiated a process developing ethical guidelines against sex trade. One of them is Skanska, one of the world's leading project development and construction corporations, employing 57,000 persons.

Since the project focuses on market-leading Swedish corporations working in the international marketplace, and whose employees conduct business trips abroad, the project's crime prevention effects will be palpable in those EU-countries where these corporations conduct business. The direct impact will be a decrease in the purchase of sexual services from individuals who are victims of trafficking. Similarly, if corporations in other EU-countries also were to adopt similar ethical guidelines, we will see a further decrease in purchases of sexual services from victims of trafficking within the EU and thus a subsequent decrease in trafficking.

I. The project shall focus on prevention and/or reduction of everyday crime and fear of crime within the theme.

8. How does the project contribute to crime prevention and/or to the reduction of crime or the fear of crime? (**Max. 150 words**)

According to Swedish legislation and the Swedish Action Plan Against Trafficking, the most important measure to decrease human trafficking is to decrease the demand for sexual services. The project does this by influencing a risk group, namely Swedish corporations on the international market, to implement a secondary crime prevention approach against trafficking – namely ethical guidelines against sex purchases. The ethical guidelines serve as a support to employees regarding how to act in situations where the sex trade may occur, such as in connection with business trips. Studies have also shown that ethical guidelines can have a normative effect on individuals' behaviour ([Holgersson 2011](#)). In addition, educating corporations and their employees on how to detect and deter human trafficking enhances their ability to act when they come into contact with suspected cases of trafficking, not least by reporting suspicions of criminal activities to the police.

9. How is the project contributing to raising citizens' awareness of crime prevention? (**Max. 150 words**)

The private sector's role in countering the consumption of commercial sex, e.g. purchase of sexual services and visits to strip clubs has until recently been a neglected field ([Holgersson 2011](#)). However, in utilising ethical guidelines as a crime prevention tool, the project has highlighted how corporations can engage to prevent trafficking for sexual purposes. The guidelines also make employees aware that certain actions are not acceptable and that employees have certain responsibilities. Consequently, the ethical guidelines have, in a similar way to the Swedish sex purchase law, the potential to convince a significant number of people to abstain from sex purchases. Moreover, the guidelines function as a preventive support tool for employees when they find themselves in situations where trafficking and sex purchases may exist, e.g. in connection with business trips. Through the project's website and news articles in national newspapers, the project has also reached a broader audience.

II. The project shall have been evaluated and have achieved most or all of its objectives.¹

10. What was the reason for setting up the project? What problem(s) did it aim to tackle?

The project was initiated to tackle the problem of sex purchases and trafficking for sexual purposes. The project proceeds on the basis of previous research and legislation which states that decreasing the demand for sexual services is the most important measure to decrease trafficking. Nearly 80 percent of all sex

¹ For more information on evaluation, see Guidelines on the evaluation of crime prevention initiatives (EUCPN Toolbox No.3): <http://www.eucpn.org/library/results.asp?category=32&pubdate>

purchases by Swedish citizens occur abroad and one-third of these take place in connection to business trips ([The National Board of Health and Welfare, Prostitution in Sweden 2012](#)). Due to the high percentage of sex purchases occurring in connection with business trips, the Swedish Women's Lobby identified a need to involve the private sector in assuming responsibility for sex purchases occurring during business trips in countries where the sex trade is prevalent. The project also focuses on corporations and industries in Sweden, such as travel agencies, taxi firms and hotel corporations, since these have been identified by previous research as "at risk sectors" for purchases of sexual services ([Swedish National Council for Crime Prevention, 2010](#)).

11. Was the context analysed **before** the project was initiated? How, and by whom? Which data were used? (**Max. 150 words**)

The project proceeds on research and government reports which state that the most important measure to decrease human trafficking is to decrease demand (e.g. [SOU 2010:49](#)). Studies also show that the majority of all sex purchases by Swedish citizens occur abroad and often in connection to business trips ([Public Health Agency of Sweden, 1996](#), and [Holgerson 2011](#)). A study by Holgerson (2011) on codes of conduct amongst Swedish corporations with international operations showed that only a few corporations had ethical guidelines against purchasing sex. A [government report](#) (2010) on the prevalence of policies on sex purchases and pornography among government agencies indicated similar results within government agencies. The report indicated a need for clear and concrete ethical guidelines stating what measures the agency will take if employees break the policy. Subsequently, the project is an initiative to involve the private sector to take social responsibility against sex trade.

12. What were the objective(s) of the project? Please, if applicable, distinguish between main and secondary objectives. (**Max. 150 words**)

The project has had three overarching objectives.

- 1) To increase corporations' involvement in preventing sex purchases and human trafficking for sexual purposes.
- 2) To incorporate ethical guidelines against sex purchases and human trafficking for sexual purposes into corporations' CSR-work.
- 3) To strengthen corporations' and employees' ability to detect and deter sexual purchases and human trafficking for sexual purposes.

13. Did you build in internal goals to measure the performance of the project? If so, please describe at what stage of the project and how you measured whether the project was moving in the planned direction. (**Max. 150 words**)

One important area of work has been to produce materials and information for businesses about why it is important to work to combat human trafficking from a corporate perspective. One important sub-goal was therefore to develop

informational material and an "education kit" that could be provided to businesses.

One way of measuring the effect of the project is to measure the number of participants in educational programmes and seminars and the number of businesses that have joined the campaign.

14. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what were the main results? (**max. 300 words**) - for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A

Process evaluation was not conducted.

15. Has there been an outcome or impact evaluation? Who conducted the evaluation (internally or externally?), which data and evaluation method were used and what were the main results? (**Max. 300 words**) - for more information on outcome or impact evaluation, see EUCPN Toolbox No.3, p.7-9 & part 2 - section 2A

The project has been approved by and reported to the Swedish Agency for Youth and Civil Society. No external evaluation was conducted.

Goal 1.

Achieved target of reaching 200 market-leading businesses and all Swedish travel agencies. A number of smaller businesses have joined the project, including Best Western, SPP and Nordic Choice Hotels.

Several CSR-organisations and experts have started to address the issue of the role of businesses in preventing sex purchases and human trafficking. One example is the business network [CSR Sweden](#). CSR Sweden has 19 member corporations (including SAAB, SJ (Sweden's largest train corporation) and Astra Zeneca).

Goal 2.

The corporation Skanska* has initiated a process of formulating ethical guidelines within the corporation. SWL has provided Skanska with proposed formulations for use in the guidelines. When Skanska introduces ethical guidelines against sex purchases, it will be the first multi-national corporation to adopt a position against the sex trade in this way.

*Skanska is one of the world's leading project development and construction corporations, employing about 57,000 employees.

The [Swedish Standard Institute's](#) committee for the standard Sustainable Events has included guidelines against the sex trade in a handbook on the standards to be maintained by events. The Institute is also working on including ethical guidelines against sex purchases into the current ISO- standards 26000.

Goal 3.

SWL implemented a corporate training programme on ethical guidelines against sex purchases and sexual exploitation in business contexts. 25 participants from corporations, taxi firms, hotels, and CSR-consultants participated. The programme was evaluated by SWL. The evaluation showed that there was a special need to conduct further work with the taxi sector, which SWL made known to the responsible national coordinator for prostitution and human trafficking. They are now exploring the possibility to conduct a pilot training programme for taxi companies.

III. The project shall, as far as possible, be innovative, involving new methods or new approaches.

16. How is the project innovative in its methods and/or approaches? (**Max. 150 words**)

Working with ethical guidelines against sexual exploitation is a new approach to preventing human trafficking. Prior studies show that very few corporations have policies against the purchase of sexual services in their Code of Conduct or Travel Policy (Holgersson 2011 and [Jyrkinen 2005](#)). While research shows that many

corporations have experience of cases of sexual exploitation, few corporations view the question of human trafficking in connection with business trips as a CSR-issue. Working with ethical guidelines for employees is a new approach and essential in the globalized environment of ours where sex trade has no national boundaries. Corporations that conduct business in, or often travel to, countries where prostitution is legal and where the sex trade is prevalent can make a vast difference to preventing the sex trade.

IV. The project shall be based on cooperation between partners, where possible.

18. Which partners or stakeholders were involved in the project and what was their involvement? (**Max. 200 words**)

The project was conducted in collaboration with Swedish Association of Women's Shelters and Young Women's Empowerment Centres, SKR* and The National Organisation for Women's Shelters and Young Women's Shelters in Sweden, Roks**. The organisations were represented in the project's working group.

The Swedish Women's Lobby has also been in close contact with the National Coordinator Against Prostitution and Human Trafficking at the County Administrative Board of Stockholm, the prostitution group at Stockholm City Police, and Sweden's National Rapporteur on Human Trafficking, at the Swedish Police.

Swedish Association of Women's Shelters and Young Women's Empowerment Centres, SKR is a national association of over 120 women's shelters, young women's empowerment centres, rape crisis centres and other organisations working for an equal society free from violence.

** The National Organisation for Women's Shelters and Young Women's Shelters in Sweden, Roks, is the largest member organisation for women's shelters and young women's shelters in the country.

V. The project shall be capable of replication in other Member States.

19. How and by whom is the project funded? (**Max. 150 words**)

The Swedish Women's Lobby was awarded 570,000 SEK (€ 63,333) by the Swedish Agency for Youth and Civil Society for the project Corporate Compass – Ethical guidelines against sexual exploitation.

20. What were the costs of the project in terms of finances, material and human resources? (**Max. 150 words**)

Salaries (for project management, project leader and other staff)	290,000 SEK
Administration (phones, Internet, postage etc.)	40,000 SEK
Travel	40,000 SEK

Fees (to external consultants, lecturers, researchers etc.)	50,000 SEK
Facilities (for meetings, conferences etc.)	30,000 SEK
Consumption (food, snacks coffee and tea etc. at meetings and conferences)	20,000 SEK
Information (printed material, brochures, flyers, publications etc.)	90,000 SEK
Auditing costs (only applies to the auditing of the project's accounts)	10,000 SEK

21. Has a cost-benefit analysis been carried out? If so, describe the analysis, including how and by whom it was carried out and list the main findings of the analysis. (**Max. 150 words**)

No cost-benefit analysis was carried out.

22. Are there adjustments to be made to the project to ensure a successful replication in another Member State?

No. A crucial strength of the project is that it is a non-legal approach to the problem of human trafficking and can therefore be implemented by corporations in all countries, regardless of specific countries' legislation on trafficking and prostitution. Several countries which have not implemented the Swedish legislation on sex purchases have shown interest in the project precisely because it is a new way to work preventively against the demand aspect of trafficking, independent of legislation or national context. Moreover, since the project is a part of the European Women's Lobby's campaign against prostitution and human trafficking, there is already a European platform in place from which similar projects could be launched in other EU countries (<http://womenlobby.org/spip.php?rubrique187&lang=en>).

23. How is the project relevant for other Member States? Please explain the European dimension of your project.

Since the project focuses on market-leading Swedish corporations operating on the international market, whose employees conduct business trips abroad, the crime prevention effects of the project will also be palpable in those EU-countries where these corporations conduct business. If corporations in other EU-countries also start to adapt ethical guidelines against the purchase of sexual services, we will see a further decrease in purchases of sexual services from the victims of trafficking within the EU and thus a decrease in trafficking as such. Most importantly the issue of prostitution and trafficking as a CSR-issue is relevant for all member states and could further be strengthened on a European level in relation to European business conferences, hotel chains, travel companies etc.

Please provide a short general description of the project (abstract for inclusion in the conference booklet – **max. 150 words**).

Human trafficking for sexual purposes is driven by the demand for sexual

services. Studies shows that 80 percent of Swedish citizens' sex purchases occur abroad and that one third of these occur in connection to business trips. With the project Corporate Compass – Ethical guidelines against sexual exploitation the Swedish Women's Lobby (SWL) address the demand aspect in the trafficking chain by encouraging Swedish corporations on the international market to incorporate ethical guidelines against sex purchases and trafficking for sexual purposes into their CSR- work. This approach stands to have a normative effect on people's behavior and convince a large group of individuals to abstain from sexual purchases. The project has reached 200 market-leading corporations and several corporations have initiated a process to develop ethical guidelines against sex trade. SWL has developed information material for corporations, provided proposals on travel policies and codes of conduct and arranged trainings with corporations.