



"The Swedish model"

- Sex Purchase Act 1999
- Prostitution is a form of VAW
 & expression of gender inequality
- Focus on the demand
- Results from evaluation 2010:
 - Street prostitution -50%
 - Less trafficking
 - Normative effect

1999: 1 in 8 men had bought sex

2010: 1 in 12 men had bought sex



When in Rome?

- Sex purchase in Sweden and abroad
- 80 % sex purchase abroad
- 1/3 in relation to business
- The moral compass?



Corporate Compass

-Ethical guidelines against sexual exploitation

What?

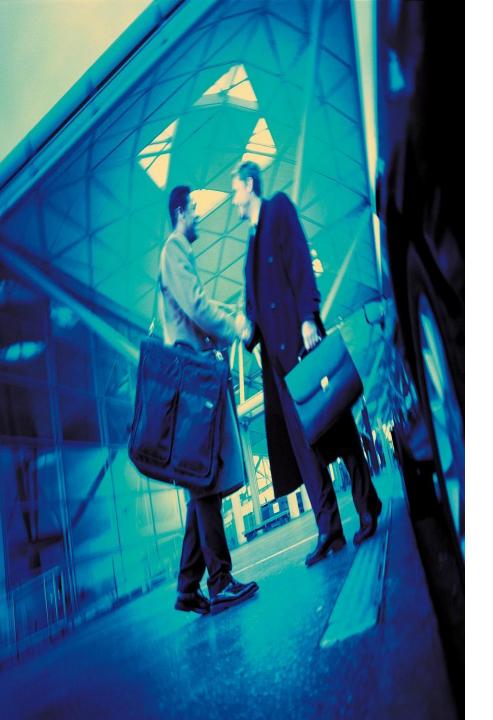
 Codes of conduct against sex purchase & sexual exploitation

Why?

 All companies studied had experiences of commercial sex

How?

- Target 200 companies
- Education 25 companies
- Gathered best practicies
- Skanska one of the worlds leading construction companies



How to involve companies?

- Anti-corruption
- Improved work environment
- Human rights & gender equality
- CSR = companies impact on society
- Corporate Sexual Responsibility



Ethical guidelines as crime prevention

- Reduced demand = reduced crime
- New corporate culture
- Corporations, hotels, travel agencies etc. can together set a new standard where business ≠ sex purchase & sexual exploitation

