

The image shows the interior of an airport terminal. In the foreground, three people are walking from left to right, their figures silhouetted against the bright light coming from the large windows. They are carrying luggage. The background, visible through the windows, shows an airport tarmac with a large white airplane. The tail of the plane features the Star Alliance logo, and the letters 'S.T.A.' are visible on the fuselage. Other airport structures and cranes are visible in the distance.

CORPORATE COMPASS

-Ethical guidelines against sexual exploitation



TARGETING

THE SEX BUYER.

THE SWEDISH EXAMPLE: STOPPING PROSTITUTION
AND TRAFFICKING WHERE IT ALL BEGINS.

By Kajsa Claude

”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

DEPARTURES

Airline/Flt. No. Destination

MEXICANA	933	GUADALAJARA
EVA AIR	011	TAIPEI
BRITISH AIR	282	LONDON HEATHROW
MEXICANA	905	MEXICO CITY
AEROFLOT	322	MOSCOW
MEXICANA	931	HAZATLAN
KOREAN AIR	061	SAO PAULO
UNITED	8601	ZURICH
MEXICANA	129	MORELIA
BRITISH AIR	268	LONDON HEATHROW
LUFTHANSA	453	MUNICH
SINGAPORE	037	SINGAPORE
QANTAS	012	SYDNEY
PHILIPPINE	103	GUAN-HANILA
MEXICANA	137	MEXICO CITY
QANTAS	094	MELBOURNE
QANTAS	3838	NADI FIJI
KOREAN AIR	006	SEOUL
QANTAS	108	SYDNEY
CATHAY PAC	883	HONG KONG

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 practices
- 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 \neq sex purchase & sexual exploitation

A blurred background image of an airport terminal. In the foreground, three people are walking from left to right, pulling rolling suitcases. They are silhouetted against the bright light from the large windows. Through the windows, several airplanes are visible on the tarmac. The tail of a plane with a dark tail and white geometric patterns is prominent on the left. Other planes with white bodies and blue accents are visible further back. The sky is overcast.

Thank you!

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