



For immediate release

ETHICAL BEAUTY RETAILER THE BODY SHOP LEADS CORPORATE WORLD AT CLINTON GLOBAL INITIATIVE ANNUAL MEETING ON HUMAN TRAFFICKING ISSUE

Global Campaign in Partnership with ECPAT International Unveils Innovative Approach to Measure Progress on Tackling Sex Trafficking of Children & Young People

24 September 2009

New York – The International CEO of The Body Shop, Sophie Gasperment, will today announce an innovative new approach that will enable the public to call for accelerated action against the global issue of child sex trafficking at the fifth Clinton Global Initiative Annual Meeting in New York.

The Body Shop has more than 2,500 boutiques around the world and is partnering with ECPAT International (End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes) to tackle a growing global issue affecting children in virtually every country of the world.

During the Clinton Global Initiative Annual Meeting, where world leaders including heads of State, global CEOs and international NGO leaders including Carmen Madriñán of ECPAT International come together to provide solutions to some of the world's toughest issues, Ms Gasperment will take part in a Working Session entitled "Leadership Solutions to end Human Trafficking and Forced Labor" alongside panel members including Ambassador Luis de Bacc of the US State Department; Kailash Satyarthi – Global March Against Child Labor and Rugmark; and actress Julia Ormond, a UN goodwill ambassador and founder of ASSET.

Building on the launch of the Stop Sex Trafficking of Children and Young People campaign in August 2009, Ms Gasperment today will unveil the next phase of the campaign, an innovative "Progress Card System" developed by The Body Shop and ECPAT International. The Progress Cards paint a global picture of how the world's governments are taking action and assess the progress of those governments in their efforts to tackle child sex trafficking in more than 40 countries worldwide, and represents a unique opportunity for long-term impact around the world.

"When The Body Shop undertook its global commitment to help bring an end to child sex trafficking we wanted to do more than just talk about it; we wanted to take action that could really have a tangible and positive impact both in the countries where we have stores, as well as those where we are not present. The Progress Cards System we are launching today takes us that next step closer to effecting measurable and essential change through public participation," stated Ms Gasperment.

"We are proud to have been invited to the Clinton Global Initiative Annual Meeting to present this new approach and gather feedback and support from some truly inspiring global change-makers. It will be invaluable to the development of this powerful campaign," added Ms Gasperment.

Today, the first findings from the Progress Cards released reveal a truly challenging picture.

- Only 10% of countries reviewed have special police units with appropriate training established across the country to investigate child trafficking cases;





- 60% of the assistance and care services offered to children in countries reviewed are not comprehensive or specialized for child victims of trafficking;
- 1 in 3 countries do not have help lines to provide specialized assistance to vulnerable children or child victims of trafficking;
- 1 in 3 countries do not have specialized shelters to accommodate child victims of trafficking; and
- Only 2% of States are reported to offer comprehensive and specialized counseling services to specifically address the particular needs of child victims of trafficking for sexual purposes whilst 29% do not offer any type of services to accompany the psychological healing of child victims.

Commenting on these findings, Carmen Madriñán, Executive Director of ECPAT International added “The first findings from the Progress Card project reveal a truly challenging situation. By reaching out to the public with this information, we aim to elicit broad interest in child protection and enable wide public participation and support to accelerate change in partnership with the private sector, civil society, and with government in the lead.”

Building on this research, comprehensive Country Progress Cards focus on the specific situation at a country level to:

- Monitor the measures implemented by individual nations to protect children;
- Assess their effectiveness against child sex trafficking;
- Identify urgent actions required to protect children from child sex trafficking; and
- Encourage countries to turn binding and moral agreements into concrete positive outcomes for children.

Over the next three years, The Body Shop and ECPAT International believe the Country Progress Cards will dramatically accelerate progress on ending child sex trafficking through:

- Increasing the amount of information made available, reflecting more countries and analysis of the progress made to combat child sex trafficking in each country;
- Building resources and knowledge to increase commitment to the goals of the campaign among a larger public and to strengthen the grassroots base in each country; and
- Mobilizing channels for active supporters to demand action from their Governments and decision-makers.

The Stop Sex Trafficking of Children & Young People campaign complements and supports the continuing work of the various monitoring bodies, such as the UN Human Rights Council and, in particular, the UN Special Rapporteurs on the Sale of children, child prostitution and child pornography and on Trafficking in persons, to ensure that the rights of children are respected and that nations are held responsible for guaranteeing this commitment is fulfilled.

By 2012, when the final global assessment is released by The Body Shop and ECPAT, it is expected that significant progress will have been made by States and other relevant stakeholders to honor their commitments and secure a safer world for children.

The Body Shop and ECPAT International has taken a major leadership position against child sex trafficking with its “Stop Sex Trafficking of Children & Young People” campaign to highlight the issue at a global level with a compelling report on the state of child sex trafficking titled, *Their Protection is in Our Hands – The State of Global Trafficking of Children and Young People for Sexual Purposes*.

To learn more about and to support the Stop Sex Trafficking of Children and Young People campaign visit <http://www.thebodyshop.com/stop> or www.ecpat.net.





A Summary of the Country Progress Cards System can be viewed here:

http://www.ecpat.net/EI/Publications/Trafficking/PROGRESSCARD_SUMMARY_REPORT.pdf

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Notes to Editors:

About ECPAT International

ECPAT International is a global network composed of more than 80 member organizations in 77 countries. Members of ECPAT work to combat commercial sexual exploitation, including providing direct care to child victims, public information campaigns and working with governments to design and implement action to protect children.

About ECPAT- USA

ECPAT-USA works to stop three types of child sexual exploitation: Americans who travel abroad to sexually exploit children, children who are trafficked to the U.S. from abroad and American children who are trafficked within the U.S.

About The Body Shop

The Body Shop International plc is the original ethical cosmetics company, now operating more than 2,500 stores in over 60 markets worldwide. The Body Shop has constantly sought out wonderful natural ingredients from all four corners of the globe to bring you products bursting with effectiveness, to enhance your natural beauty. We strive to use our planet's resources wisely, searching for outstanding natural materials and ingredients from across the globe to include in our range of products. We continue to lead the way, sourcing sustainable palm oil, introducing 100% recycled packaging, and raising funds and awareness to help prevent the spread of HIV/ AIDS, and continuing to support marginalized communities around the world through our Community Trade program.

About the Clinton Global Initiative

In 2005, President Bill Clinton established the Clinton Global Initiative to turn ideas into action and to help our world move beyond the current state of globalization to a more integrated global community of shared benefits, responsibilities, and values. By gathering world leaders from a variety of backgrounds, CGI creates a unique opportunity to channel the capacities of individuals and organizations to realize change. To fulfill the action-oriented mission of CGI, all members devise practical solutions to global issues through the development of specific and measurable [Commitments to Action](#).

CGI Annual Meetings have brought together more than 100 current and former heads of state, 14 Nobel Peace Prize winners, hundreds of leading global CEOs, major philanthropists and foundation heads, directors of the most effective non-governmental organizations, and prominent members of the media. These CGI members have made more than 1,400 commitments valued at \$46 billion, which have already improved more than 200 million lives in 150 countries. Commitments made at the 2008 Annual Meeting are expected to impact almost 160 million people.

