

Forbes

Help | Login | SignUp

Search news, business leaders, and stock quotes

 How To Pinch Pennies Like Buffett

 Box Office Will Get Worse In 2012

 Dividend Stocks For 2012

● AdVoice: The Digital
● Yeoman Marketer

Free Issue >

Bottoms up to free shipping
Over 200,000 restaurant supplies & equipment



Instawares.com
#1 Restaurant Supply Superstore

Shop Now



2

CSR Blog

CORPORATE SOCIAL RESPONSIBILITY

on Forbes

1/04/2012 @ 3

3

ews

Technology, Business, and Anti-Human Trafficking Innovation

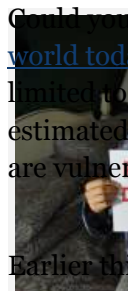


Nicole Skilton

itor

+ Comment now

4



0

Could you possibly imagine that there are [30 million slaves in the world today](#) limited to the slums of Thailand or Cambodia, either. A 2011 [CNN article](#) estimated that there are 100,000 to 300,000 children between 11 and 14 who are being sold for sex by pimp-captors every year in the United States, according to government statistics.




Ashton Kutcher, DNA Foundation.


Earlier this year, President Obama declared January 2012 human trafficking prevention month, marking the government's continued attention on the issue. The government, however hasn't

been the only player in the eradication of trafficking. Businesses have increasingly taken action not only to [safeguard their services from being used by traffickers](#) but also to apply their core expertise toward the eradication of trafficking.

At one time, sex trafficking was confined to brothels and street corners; today the practice has been transformed through the ease of online transactions, communications and logistics. [A recent framework developed by Microsoft Research Connections](#) described the Internet as the number one platform for buying and selling women and children for sex in the United States: "Victims

How much can you sell this yacht for?
Enter your best price.



\$ ENTER > 

Most Popular

NEWS [People](#) [Places](#) [Companies](#)

Why Best Buy is Going out of Business...Gradually +397,246 views

The Seven Habits of Spectacularly Unsuccessful Executives +232,327 views

M.I.T. Game-Changer: Free Online Education For All +49,865 views

How To Be More Interesting (In 10 Simple Steps) +33,688 views

You Can Get Richer Pinching Pennies Like Warren Buffett +25,422 views

+ show more



The CSR Blog
CORPORATE SOCIAL RESPONSIBILITY

trafficked through pimp-controlled sex trafficking, escort services, in-call and out-call services, chat rooms, pornography, and brothels disguised as massage parlors are commonly marketed on websites such as Backpage.com, Eros.com, and others.”

While technology has undoubtedly exacerbated the problem, it has also worked in a plethora of ways to ameliorate the issue. For example, educating consumers on the demand side of trafficking has been dramatically assisted by media campaigns like the DNA Foundation’s [Real Men Don’t Buy Girls campaign](#), featuring the likes of Justin Timberlake, NFL star players, and Ashton Kutcher, who can spread the campaign’s message to his 9 million plus twitter followers. Smartphone applications and interactive tools such as the [International Centre for Missing & Exploited Children’s Guide to Online Safety](#) make education and prevention accessible. And [CNN’s Freedom Project](#), devoted to digitally broadcasting more than 200 stories and a half-dozen documentaries on the issue of human trafficking and modern-day slavery, has led to nearly 2,000 people coming out of slavery since February 2011.

The opportunities and risks associated with the technology industry put companies in the sector in a unique position to use their services to create major change. [Google](#) and [Microsoft](#) have both identified anti-trafficking research initiatives as areas of focus in 2012. Microsoft recently issued a \$150,000 [request for proposals](#) on the role of technology in the advertising and selling of victims for exploitation and the purchase of victims by “johns.” Google announced that the search engine will be providing \$11.5 million in grants to 10 organizations working to end modern-day slavery and human trafficking.

A smaller niche player in the tech world is also hoping to leave its mark this year. [Digital innovation agency Sarkissian Mason](#) is offering a [\\$100,000 grant](#) to a nonprofit working in the anti-trafficking space. Founder and chief executive Patrick Sarkissian decided to combine the agency’s creative and digital expertise with nonprofit grassroots knowledge and insight on the issue to create a technology innovation with major impact. “Trafficking is such a huge issue that preys upon people throughout the world, including an alarming amount in the U.S.,” Sarkissian explained. “Offering this service grant is an exciting way for us to work closely with the issue and to innovate a product that can create major impact on the ground.” The agency received major creative kudos for its interactive guerrilla style [homeless awareness campaign](#) in [New York](#) City last year, and Sarkissian hopes it will be able to develop a similar educational/fundraising multimedia platform or a mobile technology solution to be integrated into the NGO partner’s programmatic activities.

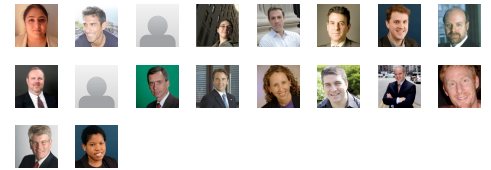
With the rapid growth of social networking and technology innovation, business is in many ways better suited to tackle the issue of trafficking than even specialized government agencies. The U.S. government has taken an important leadership role in the fight against sex trafficking in recent years; recent initiatives like USAID’s launch of the [Stop Human Trafficking App](#)

[+ Follow on Forbes](#)

The Forbes CSR blog covers all topics related to the responsibility companies do or do not have to people and the planet. Should apparel makers that produce goods in China pay more than the going wage? What sort of obligation, if any, do American

[+ show more](#)

OUR WRITERS



MORE FROM THE CSR BLOG

The CSR Blog’s News Stream

Show all activity (20)

New Post 40 minutes ago



[Technology, Business, and Anti-Human Trafficking Innovation](#)

New Post 1 month ago



[The Rise of Shared Value and Four Other Trends in CSR](#)

New Post 1 month ago



[KPMG’s Lord Michael Hastings: Business Must Take Note of Occupy Wall Street](#)

New Post 1 month ago



[Consumers Expect CEOs to Be Held Accountable and Take Action on CSR](#)



[Challenge](#), and the State Department's leadership and [tracking of country compliance](#) with international anti-trafficking laws are just two ways that the government is pushing its agenda at the grassroots and international policy levels.

The growth of anti-trafficking business initiatives – from the big technology players to the smaller agency level marks an exciting public-private synergy. The huge amount of skills and resources that these players bring offers real hope for the 30 million modern-day slaves around the world.

[+ Comment now](#)

[Email](#) [Print](#) [Report Corrections](#)

More on Forbes Right Now

FEATURES



U.S. Cities with the Best Economies



The Best And Worst Gold Bets For 2012

TODAY'S TOP STORIES

7 Habits Of Weak Executives
+111,701 views

What A Santorum Presidency Could Mean For Your Finances
+2,554 views

Iran's Real Weapon Of Mass Destruction Is Oil Prices
+4,399 views

Post Your Comment

[Log in to post a comment](#)

[Don't have an account?](#)

Instawares Official Site

We Read Reviews! New Shipping Rates Get a Custom Quote on Bulk Orders. www.Instawares.com

10 Stocks to Hold Forever

Buy them, forget about them, and never sell them. www.StreetAuthority.com

Best 2012 Dividend Stocks

"Urgent Buy" on these six stocks. Get their names in our free report. wallstreetdaily.com/free-report

AdChoices

Over 200,000 restaurant supplies & equipment

Go pro. Shop like a chef.

Instawares.com
#1 Restaurant Supply Superstore [Shop Now](#)

Username:

normajeana

Password:

••••••

Lost your password?

Remember me

Log in

[Join Forbes Now.](#)

The Forbes 400

[World's Billionaires](#)

[Celebrity 100](#)

[World's Leading Companies](#)

[more +](#)

The Forbes 400 is the definitive list of wealth in America, profiling and ranking the country's richest citizens by their estimated net worths.

[View complete list »](#)



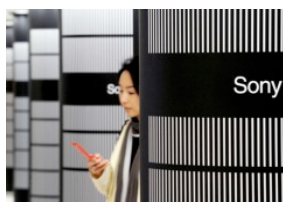
Photo Galleries and More



20 Companies to Watch in 2012



Ten Ways To Pay For College Right Now



20 Of The World's Most Meaningful Brands



The Next Wave Of Green Cars



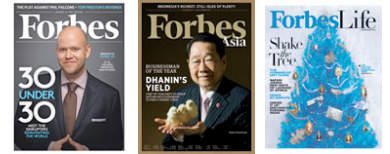
The Top 30 Social Entrepreneurs

[Home](#) | [Business](#) | [Investing](#) | [Tech](#) | [Entrepreneurs](#) | [Op/Ed](#) | [Leadership](#) | [Lifestyle](#) | [Lists](#) | [Forbes Conferences](#) | [Newsletters](#)

[Advertising Information](#) | [Self-Serve Advertising](#) | [Reprints/Permissions](#) | [Terms, Conditions and Notices](#) | [Privacy Statement](#) | [Contact Us](#) | [Sitemap](#) | [Help](#)

2012 Forbes.com LLC™ All Rights Reserved

MAGAZINES



[Free Trial Issue](#)
[Subscriber Services](#)
[Buy Back Issues](#)