

ANDERS LEREN KIJKEN

Marriott International Hotel heeft 500.000 medewerkers in verschillende functies opgeleid om signalen van mensenhandel te herkennen en hierop actie te ondernemen. Marriott wil met deze trainingen opstaan tegen deze wereldwijde misdaad die CEO Arne Sorenson 'een verschrikkelijke vorm van moderne slavernij' noemt. Door zijn mensen te trainen, beschermt Marriott International zowel een gemarginaliseerde groep in de samenleving als zijn eigen personeel. In de training is de medewerkers aangeleerd goed te observeren en notities te maken van verdachte situaties, zodat zij deze kunnen doorgeven aan hun managers. Managers kunnen vervolgens bepalen actie te ondernemen en de politie inschakelen.

Het oppakken van maatschappelijke taken die in het verlengde van de dienstverlening liggen, is een prachtig voorbeeld van de toegevoegde waarde die een organisatie kan hebben. Een bedrijf dat niet wegstapt maar aanpakt, is in staat de wereld een beetje beter te maken.

Bekijk het complete artikel op de volgende pagina.

MARRIOTT INTERNATIONAL HAS TRAINED 500,000 HOTEL WORKERS TO RECOGNIZE THE SIGNS OF HUMAN TRAFFICKING

Company's milestone – reached during National Slavery and Human Trafficking Prevention Month - underscores global commitment to safety and human rights

Marriott International today announced that, as of this month, it has successfully trained 500,000 hotel workers to spot the signs of human trafficking in its hotels and how to respond if they do, marking a watershed moment in the global fight against this multinational crime.

"Human trafficking is a horrific form of modern slavery that entraps millions of people around the world," said Arne Sorenson, President and Chief Executive Officer of Marriott International. "By educating and empowering our global workforce to say something if they see something, we are not just standing up for the most vulnerable in society, we are also protecting associates and guests as well as living up to a core company value – serving our world."



SHERATON TIMES SQUARE HOTEL WORKERS LEARN SIGNS OF HUMAN TRAFFICKING AS PART OF MARRIOTT INTERNATIONAL'S MANDATORY AWARENESS TRAINING.

Marriott launched its mandatory human trafficking awareness training program for on-property staff in both managed and franchised properties in January 2017, underscoring ongoing efforts under the company's robust sustainability and social impact platform, Serve 360: Doing Good in Every Direction.

As part of National Slavery and Human Trafficking Prevention Month, Marriott is pleased to report that hundreds of thousands of associates have stepped forward to understand and stop the exploitation.

"Hotels can unfortunately be unwilling venues for this unconscionable crime – and as a global hotel company that cares about human rights, we're proud to be training hotel workers across the Marriott system to spot the signs," said Dr. David Rodriguez,

Chief Global Human Resources Officer, Marriott International. "There is no easy fix, but combatting modern-day slavery starts with awareness – and we now have a significant number of people capable of recognizing suspicious behavior and reporting it to management and, in some cases, law enforcement."

Training has resulted in rescues

Since launching the program, Marriott's training has directly resulted in young people being removed from dangerous situations.

To develop and test its human trafficking awareness training program, Marriott spent nearly a year collaborating with ECPAT-USA and Polaris – two leading non-profits that specialize in combatting human trafficking. The company arranged for the program to be translated from English into 16 additional languages and also made sure it could be taken either online or in a classroom setting, so it can be accessed and understood in the 130 countries and territories where Marriott operates. The instruction is also broken down by role because the signs that a front desk clerk sees may differ from those that a housekeeper or bartender sees.

The International Labour Organization projects that worldwide more than 40 million people are subjected to modern slavery – and UNICEF estimates that about 25 percent of trafficking

globally involves children. Polaris, which runs the National Human Trafficking Hotline in the United States, estimates there are hundreds of thousands of sex and forced-labor trafficking victims in the United States.

Examples of the visible and hidden warning signs that Marriott shares with its hotel staff:

- Minimal luggage and clothing
- Multiple men seen being escorted one at a time to a guest room
- Individuals who can't speak freely or seem disoriented
- Guests who insist on little or no housekeeping

"Hotel workers wouldn't necessarily see a human trafficker visibly restraining a victim; they would typically see a scenario that is much more nuanced and harder to detect if you don't know what to look for," said Rodriguez. "That's why helping hotel workers identify the signs of sexual exploitation and forced labor is so important. This knowledge gives them confidence that they can do something to help, which is already having an important impact in our hotels."

Through Marriott's training, hotel workers learn to observe and take notes about what they remember and then report their suspicions to a manager, who may then contact law enforcement. For their part, law enforcement officials say

that this training helps enhance security in their community because greater awareness can lead to greater responsiveness both inside and outside of a hotel's walls.

The training is having an impact far beyond Marriott International's workforce. The company donated the training to academia and to the industry through the American Hotel & Lodging Association Education Foundation, where the proceeds of the training bought by other lodging operators go back to support ECPAT-USA and Polaris.

Hotel guests also can learn the signs. Guests who suspect trafficking or abuse should not confront the child or adult but should alert hotel management or security, dial 911 or their local emergency number for emergency situations. In the U.S., they can contact the National Human Trafficking Hotline at 1-888-373-7888 or text "BeFree" (233733).

Over De Kamer

Ontwikkelingen op economisch en maatschappelijk niveau volgen elkaar in hoog tempo op. De Kamer is een initiatief van Achmea om de krachten van grootzakelijke bestuurders te bundelen en samen naar de toekomst van Nederland te kijken. Dat doen we onder andere tijdens Kamerbijeenkomsten, waarbij genodigden hun visies, worstelingen en perspectieven met elkaar delen. Naast bijeenkomsten verbindt De Kamer deelnemers via publicaties en interviews zoals deze. De inzichten die we opdoen, geven we door. Zo inspireren we elkaar én zakelijk Nederland.

Meer lezen over de inzichten die De Kamer opdeed in 2018: [download hier gratis het boek Waarde van Werk.](#)

De
Kamer

Samen verder kijken