



***Global Forum on Migration and
Development***

***GFMD Business Mechanism Thematic
Meeting***

***The business case for
responsible recruitment***

3 April 2017, Geneva

Agenda

- Why it is important?
- What is the Coca-Cola Company doing about it?
- Examples of successes and ongoing challenges
- What needs to be done to promote responsible recruitment systems?

Why it is important?

- Recruitment fees, which many migrant workers have to pay, are a major cause of forced labor - an abhorrent practice and a severe human rights violation.
- The UN GP's "business responsibility to respect" requires companies to identify, prevent, mitigate and be accountable for risks related to forced labor and human trafficking.
- Legislation, such as the UK Modern Slavery Act and the French Due Diligence law, has legal implications and Benchmarks, like "know the chain", increase reputational risks.
- Fair recruitment has an important role to play in helping people to lift themselves out of poverty, which is good for communities and good for business.
- Fair recruitment is key to get the best people.

What is the Coca-Cola Company doing about it?

- Our Human Rights Policy and our Supplier Guiding Principles (SGP) prohibit the use of forced labor and human trafficking.
- We publically committed to three principles related to fair recruitment:
 1. Employment terms are represented in a truthful, clear manner and in the language understood by workers prior to employment;
 2. Worker does not pay recruitment, placement or transportation fees and
 3. Worker has access to personal identity documents.
- These practices were built into our audit protocol. We conducted supplier and auditor training sessions globally to familiarize them with these expectations.
- Each year, we complete 2,500 human and workplace rights audits.
- Industry Engagement: CGF, the Leadership Group for Responsible Recruitment, AIM-PROGRESS

Examples of successes and ongoing challenges

- Success in combatting recruitment fees in many markets. In Qatar, for instance, employees maintain their passports, workers do not pay recruitment fees and salaries are paid directly to workers bank account which avoids deductions from intermediaries.
- An example of an ongoing challenge in Taiwan: Many migrant workers experience a large financial burden, because of the government requirements to take loans, that secure their return to their home countries. These fees incentivize illegal migration through unregistered brokers that bypass those regulations and thereby placing job seekers at risk for human trafficking.
- Policies and procedures by suppliers deep down in the supply chain remains a challenge, as sugar studies have shown.

What needs to be done to promote responsible recruitment systems?

- Governments to implement and enforce relevant international conventions and guidelines (or similar national laws), such as ILO Convention 181, 2014 ILO Protocol to the Forced Labor Convention and the accompanying recommendation R203 or the ILO General principles and operational guidelines for fair recruitment.
- Good governance and rule of law are fundamental prerequisites to advance framework conditions which are conducive for fair recruitment.
- Intermediaries have a key role to play. IRIS is an important initiative in this regard.
- Collaborative action of the private sector important to achieve the necessary scale and momentum to advance responsible recruitment practices.

