

Human Rights Policy – Protecting Children 2018 – JetBlue Airways

WHEREAS:

Human trafficking is the act of recruiting, harboring, transporting, providing, or obtaining a person for compelled labor or commercial sex acts through the use of force, fraud, or coercion. The U.S. Department of State has emphasized the importance of training for individuals who may encounter victims of human trafficking, and has identified transportation professionals as being particularly well-placed to identify trafficking victims.

The Global Slavery Index estimates that 45.8 million people are subject to some sort of enslavement around the world.¹ The Polaris Project has found that reports of human trafficking in the U.S. are increasing every year, mostly due to an increase of awareness. In 2016, Polaris Project identified 8,042 cases of human trafficking, a 35% jump over 2015.² According to the national Center for Missing & Exploited (NCMEC) children one out of every six runaways reported to NCMEC in 2014 was likely a victim of sex trafficking.³

The National Human Trafficking Hotline averages 100 calls per day. More than 31,600 cases have been reported through the Hotline since 2007.⁴ Trafficking victims are often hidden in plain view because of its clandestine nature making awareness and training for certain industries all the more important.

Both Delta Air Lines and American Airlines have signed “The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism” (The Code).

The Code is sponsored by ECPAT, a network of organizations around the world, including tour operators, hotels, airlines and service organizations. The Code contains six criteria:

- Statement of company policy,
- An overview of employee education and tourism personnel training,
- Supplier contracts stating a common repudiation of CSEC,
- Plan for communicating information to travelers,
- Methods for informing local “key persons” at travel destinations, and
- An annual progress report.

We believe a company without adequate policies and practices addressing this issue risks being associated with incidents of human trafficking or child sex exploitation, and could suffer substantial negative impacts in terms of reputation and adverse publicity. We believe commercial advantages may accrue to our

¹ The Global Slavery Index, 2016: <https://www.globalslaveryindex.org/findings/>

² The Polaris Project, 2016 Hotline Statistics: <https://polarisproject.org/resources/2016-hotline-statistics>

³ National Center for Missing & Exploited Children:
http://www.missingkids.org/en_US/publications/missingchildrenstatecare.pdf

⁴ The Polaris Project, 2016 Hotline Statistics: <https://polarisproject.org/resources/2016-hotline-statistics>

company by adopting an effective policy addressing human trafficking and the commercial sexual exploitation of children.

RESOLVED: The shareholders request the Board of Directors to adopt a human rights policy including prohibition of sexual exploitation of minors and to report, at reasonable cost and omitting proprietary/confidential information, on implementation of this policy to shareholders by December 2019.

Support Statement: We believe JetBlue Airways's policy should be comprehensive, transparent and verifiable and address the provisions of "The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism" (www.thecode.org) that are relevant to JetBlue Airways's business.