Supporting ECPAT

Presentation to the Task Force to Protect Children from Sexual Exploitation in Tourism
Susan D’Arcy - 8 November 2004
Company Initiatives

- Carlson Wagonlit Travel
- Carlson Companies
Company Initiatives

- Carlson Wagonlit Travel
Global leader in business travel management

Operations in more than 140 countries

41 countries wholly/jointly owned

Other countries serviced by partners

Joint venture between Carlson Companies and Accor
Carlson Wagonlit Travel supports the 'The ECPAT Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism'. Visit: www.thecode.org or www.ecpat.net for more information.
Industry Event Exposure

Association of Global Travel Executives (ACTE) meeting Stockholm
2004 Holiday Card
Company Initiatives

Carlson Companies
Carlson Companies

- Travel, hospitality and marketing
- Privately owned by Carlson family
- Over $20 billion annual sales
- 140 countries
- 198,000 people employed under brands
The Carlson Family of Brands
Carlson /ECPAT Code Requirements

- Establish an ethical policy
- Train personnel in the country of origin and travel destinations
- Introduce a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children.
- Provide information to travellers catalogues, brochures, in-flight films, ticket-slips, home pages, etc.
- Provide information to local "key persons" at the destinations.
- Report annually
Internal “Children’s Cause Team” to cover all core disciplines

- PR
- Legal
- Sourcing
- Training
- Employee Communication
- Human Resources
- Government Affairs
**General Language (for Operations Manual-type applications):**

**CODE OF CONDUCT.** Since its inception, Carlson Companies, Inc., its subsidiaries and its affiliates (collectively, “CCI”) have been committed to conducting business with the highest degree of integrity and in accordance with applicable legal standards and regulations. It is with this in mind that CCI requires those who provide goods or services to, or on behalf of, CCI (including licensees and suppliers), to work within CCI’s ethical framework and to recognize and accept CCI’s commitment to The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. “The Code” is administered by a network of organizations and individuals working together to eliminate the commercial sexual exploitation of children.

**Agreement Language (for Supplier and Licensee contracts):**

By signing this Agreement, [INSERT SUPPLIER/LICENSEE] agrees to use its best efforts to support the The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism and to conduct its business according to the following guidelines. LICENSEES agree to: (1)* to provide employees with the knowledge and training to identify and report possible exploitative activity of children to authorities; (2)* to inform employees that it is a criminal offense in their home country to sexually exploit children, even beyond their own borders, and of their obligation to report suspected cases of child sexual exploitation to the local police; (3) to prohibit the use of all company equipment for the viewing, storage, distribution, promotion or other use of materials, which sexually exploit children and establish procedures to enforce such policies; and (4) to prohibit the use of images or concepts in its marketing which sexually exploit children. SUPPLIERS agree to: 1) Refrain from knowingly engaging in the business of or businesses which support the commercial sexual exploitation of children; 2) Refrain from knowingly doing business with companies who are engaged in the commercial sexual exploitation of children; 3) prohibit the use of all company equipment for the viewing, storage, distribution, promotion or other use of materials which sexually exploit children; and (4) to prohibit images or concepts in its marketing which sexually exploit children.
Statements Added to Carlson Websites

Carlson Companies has a long tradition of support for the communities we serve through philanthropy, financial support and community involvement. Following is a small representation of the many important causes we support through our company and related foundations.

The Precious Children Foundation
The foundation was established in 1999 to administer the distribution of the charitable contributions. While contributions for education is given to all recognized schools, the foundation focuses its attention primarily on African and Middle Eastern education.

Homes for 富 Works

Carlson Companies is a strong supporter of numerous Minnesota and national programs designed to improve the lives of child. By giving to local programs in neighborhoods and communities across the country, Carlson Companies is able to make a significant impact on the lives of children.

University of Minnesota
Since 1989, Carlson Companies has contributed over $10 million to various programs and initiatives at the University of Minnesota. Carlson Companies and its employees have been active participants in the university's efforts to improve the lives of children.

As a founding member of the World Childhood Foundation, Carlson Companies and the Carlson Wagonlit Travel family support every child right to a safe and secure childhood, and believes everyone has the right to grow up and develop without fear of childhood harm. The protection of children from exploitation is not only a moral imperative, but a societal imperative, for what is done to children will go on to society.

To this end, we are committed to the Global Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism:

1. To establish an ethical policy regarding commercial sexual exploitation of children.
2. To train the personnel in the country of origin and travel destinations.
3. To introduce a clause in contracts with suppliers, ensuring a common protection clause for child exploitation.
4. To provide information to travelers through means of catalogues, brochures, websites, magazines, etc.
5. To provide information to key personnel at the destinations.

In addition, we pledge to conduct our business according to the following guidelines:
Trade Media Exposure

The U.S. travel industry is under growing pressure from government agencies and nongovernmental organizations to help authorities root out illegal sex tourism and the market it provides for criminals. That traffic in child and adult prostitution is the response of travel and tour service providers has been lukewarm, officials say. Leaving authorities and international organizations scratching their heads over why travel companies have not taken up programs to communicate with tourists about the high risk of human sex slavery.

STARS, CARLTON PLANS RUTHERFORD PLANS

Cunard shifts HQ from Fla. to Calif.

SEX TOURISM Propriety, profits and exploitation COLLIDE

Sabre asks hotels to pay for top spots

LATE NEWS

RUTHERFORD PLANS

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TRIP TO RUTHERFORD

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