WTO Task Force to
Protect Children from Sexual Exploitation in Tourism

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Code of Conduct
for the Protection of Children from Sexual Exploitation in Travel and Tourism

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Secretariat Coordinator
What is the Code of Conduct

- Project engaging the tourism private sector (tour operators, travel agencies) in preventing and combating sexual exploitation of children related to travel and tourism.

- Multistakeholder approach, involving both the private, and the public sector

- Implemented at national level through

- Initiated 1998, by ECPAT Sweden and Nordic tour operators with the support of the WTO, currently funded by UNICEF

www.thecode.org
2000 – 2003
EU projects coordinated by the WTO addressing child sex-tourism

- National Tourism Authorities
  Guidelines for NTA focal points - WTO
- Media
  ’Pact for Children’/International Guidelines - IFJ
- Academia, tourism education and training centers
  Training modules and curricula - WTO
- For the private sector
  Code of Conduct - ECPAT Groups:
  Austria, Germany, Italy, the Netherlands, Sweden, UK
  Costa Rica, Denmark, Spain, Switzerland, USA, ECPAT Intl (Thailand)
Coordination - international level

Steering Committee – registered in Sweden

- WTO
- ECPAT International
- IH&RA
- Interpol
- Tour Operators Initiative for Sustainable Tourism Development (UNEP.UNESCO.WTO)
- FIYTO
- UNICEF

August 2004 - new operating framework

UNICEF: UN agency protecting children’s rights
WTO: UN agency sustainable tourism development
Implementation: ECPAT network, Steering Committee and Secretariat

Steering Committee Secretariat – office in New York, at ECPAT USA
CODE CRITERIA

1. Have an ethical corporate policy against the exploitation of children in tourism
2. Educate and train the staff
3. Inform travellers
4. Introduce specific clauses in contracts with suppliers
5. Contact ‘key persons’ at the destinations
6. Report annually
Implementation Results
- tourism industry

- Code adopted by over 54 companies in 17 countries:
  28 tour operators, 7 hotel chains 17 industry associations, 1 destination, 1 airline
- cca.80 % of the Nordic tour operating market
  23 members of the TOI (UNEP.UNESCO.WTO) – international tour operators
- Tour operators associations: Germany, Austria, Italy, USA
- International award:
  British Airways 2003 ’Tourism for Tomorrow’ Award, Large Scale Tourism

- monitored with the support of ECPAT groups
...Results

- Creating local ownership - national versions of the Code launched in
  - Costa Rica, Brasil, Dominican Republic, Spain

- Impact:
  over 30 million tourists which are annually travelling using services of CC signatory tour operators

- Launch of the Code in North America, April 21, 2004 at UNICEF

- Signing of the Code by the Carlson Group, and ASTA
Collaboration with hotels: ACCOR Group

Poster produced and displayed by Accor Hotels Asia (Code signatory hotel chain) and information on www.accor.com as part of the Code implementation process.
Statements Added to Carlson Websites

Carlson Companies has a long tradition of support for the communities we serve through volunteerism, financial support, and commitment to causes for the betterment of humanity. Following is a small representation of the many important causes we support through our company and related foundations.

The Curtis L. Carlson Foundation

The foundation was established in 2003 to administer the distribution of the charitable giving made by Curtis L. Carlson, while providing for donations to be given to all qualifying charities. The Foundation focuses its emphasis primarily on children and child, mental health and education.

www.carlsonfoundation.com

Minneapolis Good Works

Carlson Companies is a charter member of an exclusive group of prominent Minneapolis-based companies committed to donating 1% percent of annual corporate earnings to public benefit organizations committed to improving the lives of individuals and communities through community giving.

www.minneapolisminnesota.org/goodworks

University of Minnesota

Since 1916, Carlson Companies has contributed $5 million to a variety of programs and schools at the University of Minnesota. Carlson family members have personally led many fundraising efforts to benefit the school, its students and the surrounding community.
Supporting the engagement of National Tourism Administrations

Leaflets and brochures produced by the Tourism Authority of Thailand, and EMBRATUR (Brasil Tourism Authority) members of the Code of Conduct Steering Committee
Collaboration with tour operators

WE SUPPORT
and implement the Code of Conduct for the Protection of Children from Commercial Sexual Exploitation in Travel and Tourism

The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism was elaborated by ECPAT Sweden in collaboration with the World Tourism Organisation in April-June, 1998.

The objective of the project is that as many relevant partners as possible, throughout the world, adopt and implement the Code of Conduct. The Code would then have a massive impact in terms of radically combating sexual exploitation of children in travel and tourism.

The Code of Conduct is based on the UN Declaration of Human Rights and the UN Convention on the Rights of the Child, with emphasis on Article 34.

For further information, please visit www.thecode.org

The Code of Conduct’s six (6) criteria

1. Establishment of an ethical policy regarding commercial sexual exploitation of children
2. Training of personnel
3. Clause in contracts with suppliers that makes a joint repudiation of commercial sexual exploitation of children
4. Providing information to customers
5. Network with other relevant partners in the destination
6. Annual reporting

In cooperation with ECPAT and Fritidsraketen/Star Tour/Finnmarken

Poster produced and displayed by the TUI Nordic group of tour operators (Sweden, Norway, Finland, Denmark), and leaflet produced by the German Association of Tour Operators, DRV.
Lessons learned:

- Protection of children in the context of **sustainable tourism development**

- Raises the **quality of the tourism product** through awareness and engagement in the destination

- Using a **cooperative approach** based on the engagement of local stakeholders – both public and private and governments
...for a socially responsible travel and tourism industry

*Suppliers of tourism services adopting the code commit themselves to implement the following six measures:*

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, stating a common repudiation of commercial sexual exploitation of children.
4. To **provide information to travellers** by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc.
5. To **provide information to local "key persons"** at the destinations.
6. To **report** annually.