Presentation of study

Code of Conduct for the Protection of children from sexual exploitation in Travel and Tourism, within the Context of Sustainability and Corporate Social Responsibility

WTO- Task-Force- Meeting
London 2005
Starting point of the study

- the effectiveness of the Code of Conduct for the protection of children from sexual exploitation in Travel and Tourism and its German version

- importance to develop standards and implementation criteria for social sustainability in the tourism sector
The Code of Conduct for the protection of children in travel and tourism in Germany

1. Flyer with information about the code developed by DRV und ECPAT Germany;
2. Information of and sensitization of staff members/employees
3. Integration of clauses in contracts;
4. Information and sensitization of customers/tourists
5. Integration of the topic in capacity building of staff members and employees
6. Consideration of the Code of Conduct in the establishment of the company’s policies
7. Annual reporting system on the measures taken in the context of the Code of Conduct
Deficiencies with respect to the implementation of the code of conduct

- Scarce distribution or scarce use of flyers and other information materials
- Use of capacity-building materials and handbooks in the tourism sector differs a lot from company to company
- Insufficient integration of the code in hotel contracts
- Reservation concerning trainings in destination countries
- Code is not part of the public policy guidelines of the company
- Few methodical approaches for the implementation of the code
Basic assumptions:

The rights of children and social standards are substantial targets of social sustainability, also in tourism

• Children’s rights are an integral part of social standards modules (UN-Convention of the Rights of the Child, ILO Convention No. 138, Universal Declaration of Human Rights)

• There are existing examples concerning good practices in social standards applied by development cooperation in other areas that can be partially transferred to the tourist sector

• A dialogue on a comprehensive sustainability concept for the tourist industry is taking place. This process is being influenced decisively from the Code of Conduct for the Protection of Children from sexual exploitation in travel and tourism
Approach of the study
- considering the international CSR debate..... ,

- Integration of the protection of minors against sexual exploitation in the tourism sector into the global process of social criteria for sustainability

- Taking into account the international CSR debate on sustainability and experiences made in the monitoring of social standards in other sectors

- Recommendations for further action to build up an comprehensive concept of sustainability in the tourism sector, including the protection of children’s rights
Findings (1)
Process and Commitment

- Companies should use their own management system as a starting point in the implementation of social standards.

- Alternatives:
  - Improvement and expansion of current reporting methods.
  - Monitoring system oriented in CSR.

- Willingness to the following steps: a plan of action with indicators of effectiveness, monitoring system and transparent cooperation with governmental and non-governmental bodies.
Findings (2)
Quality management tools

could be adapted:

➢ Social Accountability SA 8.000,

➢ Basic structures of quality management systems due to ISO 9.001/ ISO 14.001,

➢ Global Reporting Initiative with his Social Performance Guidelines could enrich the Reporting-System of ECPAT WTO,

➢ International Social and Environmental Accreditation and Labelling (ISEAL) Alliance
Integration of Social Standards

Steps of integration of social standards

1. Diagnostics/Pre Assessment
2. Monitoring and Complaint Procedures
3. Internal Audits / Corrective Actions
4. External Audits
5. Certification
6. Independent Verification

Florece Consultores, www.florece.net
Social audits

➢ The central tool of verification is a social audit and a transparent and public reporting system

➢ Social audits are going further than the only verification by documents (ISO 9.001/ 14.001). Interviews with employees and persons affected by exploitation are necessary to amend the reports.

➢ Self evaluation methods for the systematic involvement of staff members: e.g. group discussions and workshops

➢ The taboo of sexual exploitation demands a special capacity-building in destinations countries and sub-contractors of the tourism sector

➢ Corrective actions are proposed as results of the monitoring, discussed and implemented in a defined period of time

Trainings

- The priority of an implementation programme is based on trainings offered to all levels of staff in the tourist sector.
- Trainings on commercial sexual exploitation of minors should be a reliable part of the internal training programme of the companies.
- Development of Train-the-Trainer-Modules
  - especially for auditors
  - staff of tourism companies
  - contractors and subcontractors
  - staff in destination countries
Partnership and Cooperation

For advisory services, trainings, internal and external auditing partnerships will be defined. Possible partners:

- ECPAT (national and international level)
- WTO-Task Force
- IUF
- ILO
- Surveillance authorities
- International and national NGO’s and Trade Unions
- Development organizations
Open questions:

- ECPAT/ WTO-Code as an integrated part of an comprehensive concept for social sustainability in the tourism sector?
- Contents and volume of a general code?
- Next Steps?
- Piloting of a monitoring systems containing all steps with voluntary companies of the tourism sector
- Building up partnerships and structures: steering committee, accreditation system, development of sustainability criteria and their monitoring, certification
Thank you very much for your attention!

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