Commitment to the Protection of Children from Sexual Exploitation

Presented by Ms. Lyndall de Marco, Executive Director of the Youth Career Initiative (YCI) at the Prince of Wales International Business Leaders Forum, at the 16th meeting of the Task Force for the Protection of Children in Tourism, in Berlin, Germany, 12 March 2005

Principles

• The …… (name of Company) …… condemns all forms of commercial sexual exploitation of children.

• The …… (name of Company) …… supports every child’s right to a safe and secure childhood, and is committed to the principle that everyone has the right to grow up and develop without fear of exploitation or harm.

• The protection of children from sexual exploitation is a moral imperative, and socially responsible business policies and practices must reflect this principle.

Commitment to Action

• The …… (name of Company) …… will strictly comply with all applicable laws and regulations regarding the prevention of the commercial sexual exploitation of children, including the prevention of the use of its premises for such exploitation.

In the operation

• Avoid the use of any Company facilities, resources or equipment (including Company computers and networks and hotel television and movie facilities) for the viewing, storage, distribution, promotion or other use of materials which sexually exploit children.

• Avoid or cease doing business with any organisation which knowingly participates in any way in the sexual exploitation of children.

• Avoid the use in marketing practices of any images or concepts which sexually exploit children.

• Be vigilant and report to managers, supervisors or local authorities, as appropriate, all cases of sexual exploitation of children that come to their attention in the Company’s premises or businesses.

Education of Employees

• Institute training and communication programs for employees regarding the Company’s policies and practices for the prevention and reporting of sexual exploitation of children.

• Advise and counsel any employees who seek guidance regarding the prevention or reporting of the sexual exploitation of children.