UPDATING THE CODE
Utilizing Cloud Technology to Protect Children from Sex Tourism

By: Andreas Astrup, General Manager of The Code
ABOUT THE CODE

The Code is an industry-driven, multi-stakeholder initiative with the mission to provide awareness, tools and support to the tourism industry in order to combat the sexual exploitation of children in contexts related to travel and tourism.
ABOUT THE CODE – SIX CRITERIA

1. Establish an ethical policy against the sexual exploitation of children
2. Train personnel and staff members
3. Introduce a Code-related clause in contracts with suppliers
4. Provide information to travelers
5. Provide information to 'key persons' at the destination
6. Report annually on the implementation of Code-related actions
STEPS TO IMPACT

CAMPAIGN    RECRUIT    IMPLEMENT    SUPPORT
NEW SYSTEM OBJECTIVES

- **Standardize** work processes.
- Provide the necessary tools for **easy implementation**.
- **Meet the demand for staff training** within the travel industry.
- **Reach out** – also to high-risk sectors.
- Strengthen **reporting and transparency**.
- Give The Code a **clear identity with attractive benefits** for its members.
MEMBER PROCESS: SIX STEPS

STEP 1: APPLY
STEP 2: PAY
STEP 3: APPROVAL
STEP 4: SIGN
STEP 5: MEMBER STATUS
STEP 6: TOP MEMBER STATUS
MEMBER PROCESS: APPLICATION

Join Now

Get started with The Code by completing the short form below

About You

Title
First Name *
Last Name *
Telephone *

About Your Organisation

Your Company Name *
Country *

United States
United States Minor Outlying Islands
Uruguay
Uzbekistan
Vanuatu
Venezuela, Bolivarian Republic of
MEMBER PROCESS: APPLICATION
MEMBER PROCESS : APPLICATION

Welcome Email

The Code

4:05 PM (9 minutes ago)

The Code

Dear Joe Smith,

Thank you for joining The Code!

We are very pleased that your organization has joined us to help us protect children from sexual exploitation in travel and tourism. As a tourism professional you are in a unique position to combat sexual exploitation of children.

Your membership:

If you have selected invoice as payment method we will appreciate your prompt payment which will confirm your full membership status.

Once your membership fee has been received your application will be reviewed by our board. Once the board has formally approved your membership you will receive the official agreement, which we'd like you to have signed by a senior manager in your organisation to mark the formal start of your membership.

Starting implementation:

You can access your membership portal and other benefits immediately and can even start your implementation if you wish.

Our member portal will guide through each of the 6 stages, with clear examples and explanations throughout.

However, if you would like to talk through any of the stages please contact us at info@thecode.org

Your login details:

Click here to access your personalised member portal: http://portal.thecode.org

Enter username: happy@thecode.org
Enter password: thecode123

Please don’t hesitate to contact us again, should you have any queries; we hope you enjoy the benefits of membership,

Best regards
MEMBER PROCESS: APPLICATION
MEMBER PROCESS: PAYMENT

Tasks

Membership
- Pay invoice (+5%)
- Update go (+5%)
- Edit Me
- Update your information (+5%)

Implementation
- Write Policy (+10%)
- Train Staff (+10%)
- Introduce Supplier Contract Clause (+10%)
- Provide Traveller Information (+10%)
- Inform Local Key Persons (+10%)
- Report Annually to The Code (+10%)
MEMBER PROCESS: PAYMENT

Invoice

Page 1 of 1

Invoice No.: 2013-00103
Date: 01/03/2013

Dear Customer

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Title</th>
<th>Unit Price (net)</th>
<th>Quantity</th>
<th>Tax Rate</th>
<th>Pos. Total (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Invoice Payment</td>
<td>€ 41.67</td>
<td>1</td>
<td>0.00 %</td>
<td>€ 41.67</td>
</tr>
</tbody>
</table>

Subtotal (net) € 41.67

Total (gross) € 41.67

Payment has to be made within 30 days after date of invoice per online payment, bank transfer, or cash payment.

http://thecode.force.com/ONB1_Invoice?id=a0n90000000MGBCAA&uuuid=022b07a-0955-4596-b7e4-ff3edae3f40c>
MEMBER PROCESS: SIGN
MEMBER PROCESS: MEMBER STATUS
MEMBER PROCESS: IMPLEMENTATION
MEMBER PROCES: IMPLEMENTATION

Upload Policy

This is the first criteria of The Code Of Conduct For The Protection Of Children From Sexual Exploitation In Travel And Tourism. The policy is the foundation for setting up child protection mechanisms in your company. Enter the text of your complete policy on child protection against sexual exploitation below.

For more support on drafting this policy (with examples) please click here [More Information]

Your Policy

CANCEL  SAVE
MEMBER PROCES: IMPLEMENTATION

Member Guide

Introduction

Fighting child sex exploitation goes hand in hand with running an ethical and responsible tourism company. As the representatives of future generations, children are valuable members of our society and their welfare must be prioritized. All members of a community are responsible for ensuring that child protection becomes a priority, making this an important pillar of Corporate Social Responsibility (CSR) and responsible tourism.

The Code was created as a practical tool for members of the tourism industry to utilize as part of their CSR and responsible tourism policies. By implementing the six criteria of The Code, members are making a clear statement to their staff and clients that they do not accept the commercial sexual exploitation of children.

As a Code member, you may be wondering how you fit into the picture. This guide will help you understand how to manage your membership and show you step-by-step how to quickly and easily implement the six criteria of The Code in your company.

1. The Member Portal

1.1 Log into the Member Portal

After you have joined The Code, you will get access to the Member Portal. The Member Portal is the key tool in managing your membership and implementing the six criteria.

Please log into the Member Portal at http://member.thecode.org
MEMBER PROCESS: IMPLEMENTATION
MEMBER PROCESS: IMPLEMENTATION

Child Protection Training
Get Started with the eLearning Session

Andreas Astrup
andreas@thecode.org

Please Select
- Airline - Check-In / Airport staff
- Airline - Flight Crew
- Hotel - Front Desk
- Hotel - Housekeeping
- Hotel - Manager / HR / Admin
- Hotel - Security
- Restaurant & Bar staff
- Tour Guide
MEMBER PROCESS: IMPLEMENTATION

We protect children from sex tourism.

Child Protection Training
HOTEL - HOUSEKEEPING

Step 6 of 9
Hotel Housekeeping 3

<< GO BACK

While cleaning the room, you saw these photos of different children. You recognized some of them as other guests’ children and some local children. What do you do?

A. Check the computer for other photos
B. Consult my manager
C. Take a photo of the computer screen and send to authorities
D. Talk to security and other staff to get more information

English

21
MEMBER PROCESS: IMPLEMENTATION

This is a poor answer.

It is not recommended for you to try and use the guest's computer. While you have good intentions, it is a violation and potentially a crime against the guest's privacy. There are other ways to proceed.

The recommended action is to consult your manager, talk to your colleagues: if security staff or other staff saw this man taking the photos or if any customers have complained. If suspicion is strong afterwards, contact authorities or online reporting child pornography [go to The Code's reporting directory].

Sexual exploitation of children can manifest itself in many ways, including child pornography. Some types of child pornography are not sexually explicit but shows children semi-naked or naked or in 'poses' where the 'consumer' uses it for sexual gratification. Children may have no knowledge that the photo was taken for such purpose.

Try Again
MEMBER PROCESS: IMPLEMENTATION
MEMBER PROCESS: IMPLEMENTATION
MEMBER PROCES: WEBSITE
MEMBER PROCESS: WEBSITE
MEMBER PROCESS WORKFLOW

Company signs up → Login send → Invoice send → Invoice paid?
  No → Account closed
  Yes → Task: approve

Company approved? → Send agreement → Agreement signed?
  Yes → Member status
  No → Implementation completed? → TOP MEMBER