

# UPDATING THE CODE

New tools to protect children from sex tourism



**We protect  
children from  
sex tourism.**

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By Andreas Astrup, General Manager of The Code

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**ABOUT THE CODE**

**CODE OF CONDUCT  
FOR THE PROTECTION  
OF CHILDREN FROM  
SEXUAL EXPLOITATION  
IN TRAVEL AND TOURISM**

**An industry driven responsible tourism initiative**

OVER 1000 MEMBERS IN 43 COUNTRIES



**KUONI**



# MULTI-AWARD WINNING



## SIX CRITERIA

1. To establish an ethical policy
2. To train the personnel
3. To introduce a clause in contracts with suppliers
4. To provide information to travellers
5. To provide information to local "key persons" at the destinations.
6. To report annually



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## STRONG FOUNDATION

*“The Code has come a long way in a short period of time. The number of signatories has grown dramatically. The Code is known internationally. It has received international awards. It now faces some ‘growing pains.’ If The Code is to continue being an effective tool to engage the private-sector in the prevention of sexual exploitation of children in the travel and tourism industry, it needs to address these challenges head-on.”*

**UNICEF Assessment Report 2012**

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# STEPS TO IMPACT

CAMPAIGN

RECRUIT

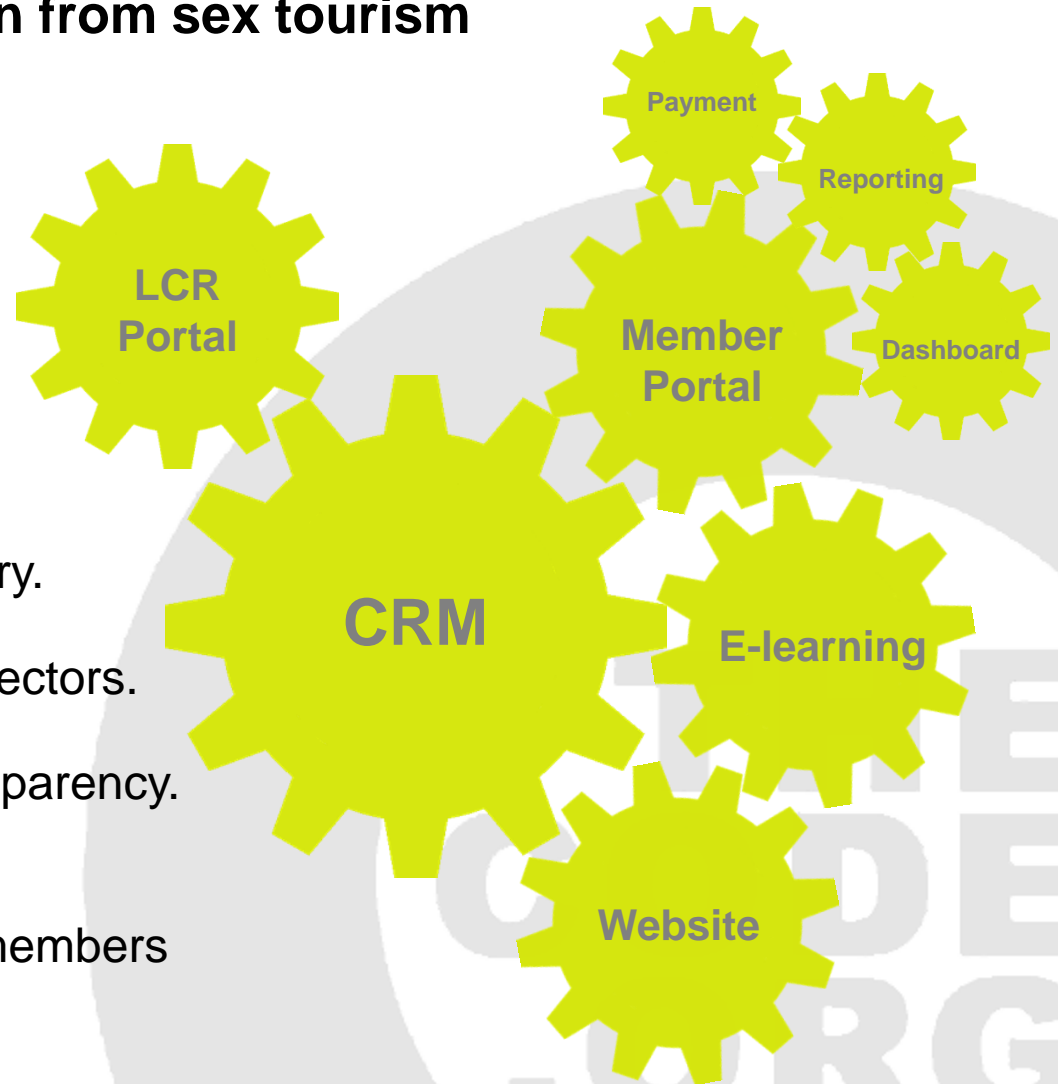
IMPLEMENT

SUPPORT

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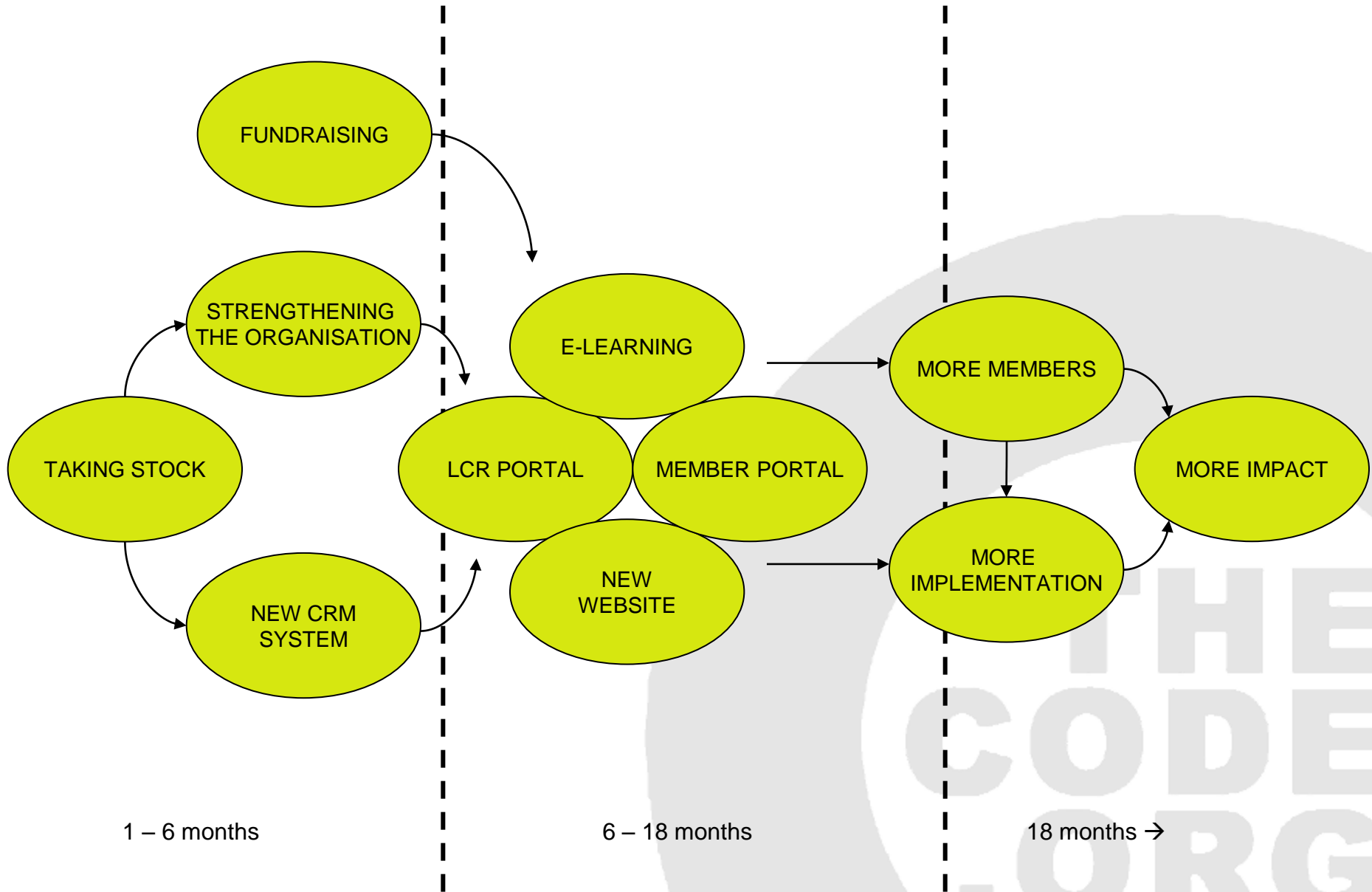
## New tools to protect children from sex tourism

- Standardize and ease 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





# THEORY OF CHANGE



THANK YOU

# www.thecode.org

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