



The Code Quarterly

International Newsletter No. 24, April – June 2010

Contributors:

IN MEMORIAM: Jim Power, Bruce Harris

1. The Tourism Child-Protection Code of Conduct, Acting Chair Giorgio Berardi
2. The Tourism Child-Protection Code of Conduct, Secretariat Coordinator Dr. Camelia Tepelus
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CONGRATULATIONS!

International awards on corporate social responsibility received in recent months by TheCode.org members for child protection and responsible tourism

Red card against sexual exploitation of children in tourism in South Africa!

The Local Code Representative in South Africa – Fair Trade in Tourism South Africa - together with UNICEF and ILO supported successful launches of the Code in Cape Town and Johannesburg, during the FIFA World Cup™. The events held on June 8 and 9, immediately prior to the World Cup showcased 30 South African travel and tourism companies new to the Code. Congratulations!



Photo 1: Aida Girma, UNICEF, Grace Banya, ILO and Jennifer Seif, FTSA hold up the red card to child exploitation. Tens of thousands of visitors will find Red Card child protection information and referral numbers in their hotel rooms, rental cars and tour docketts. Photo 2: UNICEF Representative Aida Girma with representatives of the Rezidor/Radisson with their signed copy of the Code. Photos © ILO/2010/Amerio



Ethical Corporation Awards 2010



Calendar of events June – Dec 2010

Date	Place	Main organizer, Event, Participation
June 7	Eschborn	GTZ, Kuoni, DRV, ECPAT International, TheCode.org
June 15-17	Recife	ECPAT USA, ECPAT Brazil (IBISS, Coletivo Mulher Vida), World Childhood Foundation Brazil meeting in Recife
June 24-25	NY	UN Global Compact Leaders Summit
July 31	Geneva	End of nomination period for the Business Leaders Awards to Fight Human Trafficking” http://www.businessleaderaward.org/index.html
Nov 16-17	Brussels	“ New Approaches in Preventing Human Trafficking: Integrating the European Knowledge” Centre for Parliamentary Knowledge (UK)
Dec 10-12	Luxor	Luxor International Forum End Human Trafficking Now: Enforcing the UN Protocol. (UN.GIFT and partners)

**INPUTS FOR THE NEXT ISSUE OF THIS NEWSLETTER ARE WELCOME BEFORE
September 24, 2010**



The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, is an industry-driven responsible tourism initiative, in collaboration with ECPAT, co-funded by UNICEF and supported by the UNWTO.

www.thecode.org

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We protect children from sex tourism.



IN MEMORIAM

Jim Power Secretary General of SKÅL International



Jim Power, Secretary General of SKÅL International, 1949-2010

The Code Board of Directors regrets informing our membership that our colleague, Jim Power, the Secretary General of SKÅL International has left us forever.

Jim had been Secretary General of SKÅL since January 1993. The news came as a shock to many travel and tourism stakeholders as the late Mr. Power was one of the industry's highly-regarded individuals. He was frequently seen in many industry events such as the ITB in Berlin and World Travel Market in London, as well as many of SKÅL events held in many parts of the world.

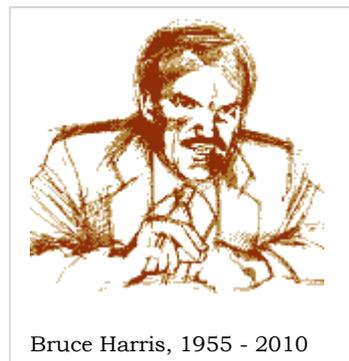
Jim played a crucial role in the restructuring of the Code organization, and particularly in the drafting of the new statutes elaborated in 2009. The Code Board forwards condolences to his family and staff at the SKÅL General Secretariat. Dear Jim, may you rest in peace.

Bruce Harris, former executive director of Casa Alianza

Bruce Harris, the former executive director of Covenant House's Latin American programs (Casa Alianza), died on May 30, 2010 of pancreatic cancer at his Florida home. Casa Alianza provides food, shelter, vocational training and legal aid to homeless children in Mexico, Nicaragua, Guatemala and Honduras.

Harris received numerous awards and honors for his work, including the Olof Palme prize in 1996 and the Conrad N. Hilton Humanitarian Prize in 2004. In 2001, he was made an Officer of the British Empire by Queen Elizabeth II. He dedicated his life to ending the persecution, torture and routine murder of street children by Guatemalan and Honduran police. Some 392 cases alleging such offenses were brought to trial.

He also testified on behalf of children's rights before international bodies, helping obtain punitive rulings against Guatemala and Honduras by the Inter-American Court of Human Rights. Born in Scotland, the charismatic and controversial children's rights advocate, served Casa Alianza from 1989 to September 2004 when he resigned admitting wrongdoing in conduct towards a former child in his care.



Bruce Harris, 1955 - 2010

1. Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism – Acting Chair

Giorgio Berardi, July 22, 2010

Change in the ECPAT International representation on the Code Board of Directors

ECPAT International announces that Giorgio Berardi, the Acting Chair of the Code Board of Directors informed he will be leaving ECPAT International at the end of July. As a result, a number of changes and adjustments will ensue both at the ECPAT Secretariat, affecting the Programme for Combating Child-Sex Tourism, and for ECPAT's representation on the Board of Directors of the Child-Protection Code.

At ECPAT, the Programme for Combating Child-Sex Tourism is likely to undergo changes, with Code-promotion activities and training on a regional level entrusted to one officer, while a different officer is expected to take charge of the more strategic and global tasks related to ECPAT's representation and role within the Child-Protection Code. Mark Capaldi, the ECPAT International Deputy Director for Programmes, will participate in forthcoming Board of Directors proceedings replacing Giorgio Berardi on the Board until a new officer would be hired.

Giorgio stated: "while excited with expectation in view of this next transition in my professional path, I cannot but look back with satisfaction at the progress and achievements we have attained over the past couple of years!".

The Code Board and Secretariat thank you, Giorgio, for your exemplary dedication, patience and support of the Code as Acting Chair between 2008-2010!

2. Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism – Secretariat

Dr. Camelia Tepelus, June 10, 2010

Leading members of the Code - Carlson, Kuoni and Accor – internationally recognized for their social responsibility initiatives

New York, 01/06/2010. Code members Carlson, Kuoni and Accor received in recent weeks international recognition for their stewardship on child-protection initiatives and responsible tourism. Top sustainable business prizes including the Ethical Corporation Awards, the BIRD Express TravelWorld Awards and the WTTC Tourism for Tomorrow 2010 Award note the efforts that these companies are constantly employing for the protection of children's rights and for responsible tourism practices. Congratulations and thank you for your leadership!

Collaboration between Carlson and the Child-Protection Code of Conduct wins the Ethical Corporation 2010 Award

<http://www.ethicalcorp.com/content.asp?ContentID=6904>

London, 11/05/2010. On May 4, 2010 at the Responsible Business Summit in London, the partnership between Carlson and the Tourism Child-Protection Code organization was distinguished with the Ethical Corporation 2010 Awards in the category "best collaboration". Carlson was the first major American company to join the Child-Protection Code of Conduct (www.thecode.org) in April 2004. The company also created a training kit in a "meeting in a box" format containing a Managers' Guide, as well as visual presentation of seven real-life scenarios that hotel personnel can encounter, for assessing and recognizing potential situations of sexual exploitation of children.



Through Carlson Chairperson Marilyn Carlson Nelson, the company has been an outspoken advocate sharing the message of child-protection at various forums of the travel industry, including conferences of the highest level of the World Travel and Tourism Council and the Clinton Global Initiative. UNICEF and UNWTO applauded the collaboration between the company and the Tourism Child-Protection Code of Conduct, as one of the best examples of corporate citizenship partnerships for the protection of children from sexual exploitation. The judges

commented that the company has shown exemplary thought leadership in a sector that often lacks serious strategic action on corporate responsibility. In seriously addressing an important area that is often perceived as a taboo in the travel sector, this company has performed great work on an issue many firms in the industry both overlook and ignore.

Kuoni Destination Management India receives “Bird Express TravelWorld Award” for Corporate Responsibility

<http://www.expresstravelworld.com/awards/page.php?id=winners>

New Delhi, 04/21/2010. The Bird Express TravelWorld Awards recognise that successful businesses are not always based on volumes, rather on innovation. The awards are regarded as the travel and hospitality industry's most coveted and prestigious B2B travel awards. This year, amongst 237 entries Kuoni Destination Management India was declared the winner in the Corporate Responsibility category for its Child Protection Initiative in India.



The India initiative included workshops to sensitize hotel partners and enhance awareness amongst the various stakeholder of the tourism industry in Goa, Cochin and Kerala. Kuoni continues with its support to child protection programmes in India throughout 2010. The award was presented by Kumari Selja, Union Minister of Tourism at a function held in Maurya Hotel, noting: “This award underlines a key facet of our “reliability” core value: Kuoni always acts in accordance with high moral and ethical standards. It is a proud

moment for all of us to be recognised as a part of a company that is also committed to being a good “Corporate Citizen”, said Dipak Deva, Chief Executive Officer, Kuoni Destination Management India & South Asia.

Accor Receives WTTC 2010 Tourism for Tomorrow Award

http://www.tourismfortomorrow.com/Winners/2010_Winners_and_Finalists/accor/

Beijing, China (June 01, 2010) /ChinaNewswire.com/ — At the 10th Global Travel & Tourism Summit recently held in Beijing, Accor was presented with a Tourism for Tomorrow Award in the Global Tourism Business Award category.

This prestigious, highly competitive award acknowledges Accor's accomplishments in demonstrating effective, environmentally sensitive operations and management, educating guests and employees about sustainable tourism practices, supporting cultural and natural heritage preservation, and collaborating with other private and public stakeholders to promote best practices in sustainable tourism.



After one round of preliminary judging, 15 Accor hotels of different brands in the United States, the United Kingdom, France, Morocco and the Netherlands were assessed by three tourist industry experts. The judges evaluated the depth of Accor's commitment both in terms of social and environmental sustainability initiatives, tested the level of awareness among employees and verified that action plans are widely shared across the Group and adapted to local situations. "Many global companies focus more on their environmental ambitions when

it comes to sustainability, but Accor has surpassed this with a number of environmental and social sustainability initiatives," said Costas Christ, who chaired the panel of judges for the Tourism for Tomorrow Awards. "Its Earth Guest program plays a truly global role in minimizing the environmental impact of Accor's operations. It also helps to share best environmental practices through effective tracking, with data that can be accessed by any hotel at any time. The judges were also very impressed with Accor's strong social outreach, including its willingness to address fundamental global health issues like HIV/AIDS prevention and to lead the fight against illegal exploitation of children for sex in certain tourist destinations."

Since 2002, Accor has been involved in a large number of initiatives to eliminate sexual exploitation of children. Accor has signed the "Child Protection Code" created by the UNWTO and the ECPAT NGO in 34 countries which are leading active policies against this affliction. In 2009, 13,000 employees were trained in these countries to prevent this risk and ECPAT campaigns were displayed in the hotels to raise-awareness among our guests.

Accor is one of the world's leading hospitality groups, and the leader in Europe, as well as the global leader in services to corporate clients and public institutions. It operates in nearly 100 countries with 150,000 employees, offering its clients over 40 years of expertise in two core businesses. First, Accor Hotels include a large number of brands: Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, Ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, Accor Thalassa, Lenôtre and CWL. Its second branch of activities, Accor Services, provides benefits to 32 million people in 40 countries - employee and constituent benefits, rewards and incentives, and expenses management.

- **UN Global Compact Leaders Summit (June 24-25)**

TheCode Secretariat provided input presenting the Code as a case study in the publication “Human Trafficking and Business: Good Practices to Prevent and Combat Human Trafficking”, which was presented at the UN Global Compact Leaders Summit held in NY between 24-25 June.

The Summit launched a new initiative regarding creation of the “**Children’s Principles for Business**” (see below, press release, source:

<http://www.unglobalcompact.org/news/46-06-24-2010>)



Businesses Asked to Help Protect and Promote Children’s Rights

Children are everyone’s business

(New York, 24 June 2010) – At the opening of a major meeting of business leaders organized by the United Nations today, UNICEF, the UN Global Compact and Save the Children called on the business community to work together to build universal principles that will place children’s rights at the top of the global corporate responsibility agenda.

Campaigns to end child labour and other breaches of children’s rights are nothing new, but to date there is no simple universal guidance that enables business to be confident their activities, including their social responsibility programmes, are a positive force for the youngest and most vulnerable global citizens.

The three organizations are asking business leaders to work with them to develop principles – to be known as the Children’s Principles for Business – so that they can avoid the negative impacts that their activities may have on children, and contribute to a better future for everyone.

“Protecting children’s rights is a global responsibility that requires global commitment from us all, in every sector,” said Anthony Lake, UNICEF Executive Director. “This new partnership will help to establish clear principles for businesses to participate in the global effort to help all children, and especially those most in need.”

The Principles will be based on the Convention on the Rights of the Child (1989) which spells out the basic human rights of children everywhere: the right to survival; to develop to the fullest; to protection from harmful influences, abuse and exploitation; and to participate fully in family, cultural and social life.

”Business has an enormous potential to impact children’s lives,” said Georg Kell, Executive Director of the UN Global Compact. “While much progress has been made in managing and mitigating impacts in areas such as child labour, workplace policies, childcare or responsible marketing, the Principles seek to address the broader responsibilities and commitments of business towards children as one of their constituencies.”

Recognizing that to be effective, these principles must meet the needs of all stakeholders and that everyone has something to bring to the table, the three partners are appealing to business leaders from all sectors and geographic regions to participate in the consultation process and contribute their expertise to shaping the Children’s Principles for Business.

“It is important that corporations step up and realise that they play a crucial role in children’s lives,” said Elisabeth Dahlin, Secretary-General of Save the Children Sweden. “The Children’s principles for Business will raise the expectations of business behaviour towards children. Many companies can do more than they do today.”

The Principles will serve as a unifying framework and as a reference point for business initiatives concerning children. They will help elaborate Principles 1 and 2 of the UN Global Compact, which ask business to respect and support human rights and not be complicit in human rights abuses. The Principles will seek to be relevant and useful to all businesses, whether or not they are Global Compact participants.

The multi-stakeholder consultation begins on 25 June 2010, and it is hoped that the Children’s Principles for Business will be launched in 2011.

- **Special Representative of the UN Secretary General on Violence against Children launches campaign**

In cooperation with the SRS on Children and Armed Conflict, UNICEF, the OHCHR, the Committee on the Rights of the Child and the Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography, the SRS on Violence against Children (SRS on VAC) Marta Santos Pais launched on May 25, 2010 a campaign for the universal ratification of the Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography (OPSC).

The Code Secretariat provided input to the concept note launching the campaign, underlying the importance of involving the private sector in the protection of children's rights through socially responsible policies.

SRS on VIOLENCE AGAINST CHILDREN 

 United Nations Human Rights
Office of the High Commissioner for Human Rights

 unicef 

- **UNICEF Innocenti Research Centre starts project on the evaluation of the implementation of the Code**

A Terms of Reference document was elaborated regarding the selection of a consultant to develop assessment criteria for the effectiveness and impact of a multi-actor partnership and self-regulatory mechanism for the private sector to prevent the sexual exploitation and abuse of children in travel and tourism, using a case study of the experiences and lessons learned of *The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism* ('the Code'). The document was circulated by UNICEF Innocenti Research Centre to the project Steering Committee. Interested consultants are invited to contact kheissler@unicef.org and akehurst@unicef.org.

- **GTZ meeting to develop a Public-Private-Partnership on the "Protection of Children from Sexual Exploitation in Tourism"**

A meeting took place on June 10, 2010 at the GTZ offices in Eshborn, with private sector participation from Kuoni, DRV, Accor, as well as TheCode.org and ECPAT International, in order to initiate a GTZ co-funded PPP project on the Code. The preliminary core working areas of the project were identified as:

1. harmonization of existing tools for the protection of children in tourism,
2. development of monitoring and evaluation instruments
3. Strengthening of capacities of Local Code Representatives.

The potential pilot countries mentioned included Morocco, Dominican Republic, South Africa, Thailand, India, Sri Lanka, Bulgaria, and Egypt. The project partners will proceed taking the follow-up steps to further elaborate the structure of the project.



3. **ECPAT USA**

Carol Smolenski, June 17, 2010



- **ECPAT USA "Protect Children from Trafficking - Brazil" Project**

Between 15-17 June 2010, Carol Smolenski (ECPAT USA Executive Director) and Camelia Tepelus (Code Secretariat), met in Recife with two ECPAT Brazil members: Coletivo Mulher Vida (Maria Duarte Araujo) from Recife, and IBISS (Tiana Sento-Sé). The meeting was facilitated by World Childhood Foundation Brazil Ana Maria Drummond and Itamar Batista Gonçalves, in the context of a 3 year project initiated by ECPAT USA with funding from the US State Department. The project will focus on training and awareness activities for the protection of children from trafficking and sex tourism in Recife, Rio de Janeiro and Manaus, supporting also strengthening of the ECPAT Brazil network.



Photo 1 and 3: Itamar Batista Gonçalves, Ana Maria Drummond, Gorete Vasconcelos (WCF Brazil), Tiana Sento-Sé (IBISS) and Carol Smolenski (ECPAT USA). Photo 2: Awareness raising poster at the airport in Recife. Photo 4: Ana Paula Felizardo (Resposta Natal) and Camelia Tepelus (TheCode.org).

4. Beyond Borders, Canada

Deborah Zanke, June 11 and June 14, 2010



- **Beyond Borders a global voice for children who don't have one**

As Canada's global voice against child sexual exploitation, Beyond Borders is committed to putting an end to child sex tourism. "The sexual abuse of children, particularly in developing countries, is rampant," states the organization's founder and president, Rosalind Prober." She adds that Canada could be doing much more to prevent its citizens, mostly men, from getting away with this crime.

Little Mosque on the Prairie actor, Manoj Sood, knows first hand how easy it is for men to access sex with children overseas. Years ago, while traveling in India, a middle-aged woman knocked on his hotel room door and abruptly thrust a 13-year-old girl into his room saying she was "for him". When Sood went to move the girl out of the room she told him she'd be punished if he didn't pay her for sex. In the end he made her leave.

"I know a lot of men would have had sex with that child. The experience has haunted me ever since," says Sood. It prompted him to become part of Beyond Borders' Man-to-Man campaign, which encourages men to speak out against the issue and to take action to stop it.

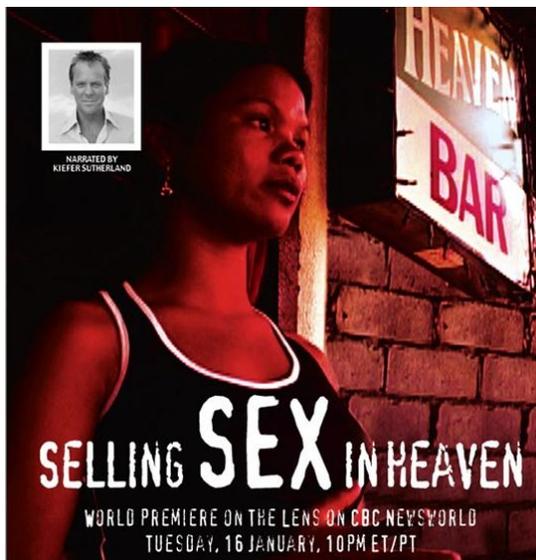
"The bottom line is that everyone can play a role in ending child sexual exploitation," states Prober. "That includes the travel and tourism industry. We're thrilled to have ACTA's participation in raising awareness among its members about how they can help." For more information about Beyond Borders and the issue of child sex tourism, visit beyondborders.org.

- **Beyond Borders Media Awards 2010 highlights child sex tourism**

One of the most arresting scenes in Meredith Ralston's documentary, *Selling Sex in Heaven*, portrays the utter shock and despair of a young humanitarian worker as she walks away after touring a brothel in the Philippines. The brothel features tiny, windowless quarters with young women and girls housed two to a room, 24-hours a day behind padlocked doors.

While wiping away tears, the young worker declares, "I had this idea of what prostitution was and that wasn't it. That's slavery. It was the most horrid thing I've ever seen in my whole life."

The outstanding documentary, narrated by Kiefer Sutherland, won a Beyond Borders Media Award in 2007 and since that time, Ralston has gone on to write a book called *Reluctant Bedfellows*, which outlines her five year development project on sex tourism and prostitution in the Philippines. The professor of women's studies at Mount St. Vincent University in Halifax is now working on a second documentary. She will be the keynote speaker at the 2010 media awards in Winnipeg, Manitoba.



"We're thrilled to have Meredith back," states Deborah Zanke, who co-chairs the awards. "She'll be delivering an important message to our audience about the role media plays in her work and why we should care about people outside of our national borders."

This is the 8th year for the Beyond Borders Media Awards. It's been an important program for the national, non-profit child advocacy organization. "Journalists play a vital role in raising awareness about child sexual exploitation," states Zanke. "Investigative, in-depth print articles and documentaries help Beyond Borders and others concerned about child protection to push for needed changes to government policy and legislation. They also often uncover new issues and dynamics involved with this crime." "It's a very difficult subject for investigative journalists and film makers to take on. People don't want to talk about it, those who are

victimized understandably don't want to be identified and those profiting from sex with children don't want the story to be told because it could jeopardize their billion dollar industry." Zanke goes on to say that journalists who take the risks to tell this story deserve recognition and gratitude.

The awards honour outstanding Canadian journalists and filmmakers in three categories with an English and French language award for each. The categories include print and electronic mediums and there is also a category for students. The deadline for submissions is September 15 and anyone can submit a nomination.

Details about the award as well as a video featuring highlights from last year's ceremony can be found on the Beyond Borders website at beyondborder.org.

This year's event takes place November 19 to commemorate Universal Children's Day. Ceremony hosts are Rick Campanelli from ET Canada and legendary Québécoise actress, Danielle Ouimet.

5. Fair Trade in Tourism South Africa



Fair Trade in Tourism South Africa (FTTSA) introduced The Code to South Africa for the first time, at a series of launch events held immediately prior to the 2010 FIFA World Cup™ kickoff. These two events in Johannesburg (8 June) and Cape Town (9 June) showcased thirty signatories, mainly South African companies that are new to The Code:

<ul style="list-style-type: none"> • Accor • Abang Africa Trust • Avis • Bickley House and Antrim Villa • Budget • Cape Grace • Cape Town International Convention Centre (CTICC) • Cape Town Tourism • City Lodge Hotels Ltd. • City Sightseeing • Coral International Cape Town • Don Suites • Europcar • Fairfield Tours South Africa 	<ul style="list-style-type: none"> • First Car Rental • Greenways Hotel • Hotel le Vendome • Hertz • Peech Hotel • Peermont Hotels and Casinos • Protea Hotels • Radisson Hotels & Resorts • Southern Sun • Spier • Taj Cape Town • The Backpack and Africa Travel Centre • Thebe Tourism Group • Tourvest Group • Westin Grand Cape Town Arabella Quays • Winchester Mansions
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At the Johannesburg event, UNICEF South Africa Representative Ms Aida Girma congratulated FTTSA for taking the lead in launching The Code in South Africa and called on the tourism industry to give its full support and commitment to its principles. “Effective child protection is only possible where all sectors of society are mobilised. The contribution of the travel and tourism industry is critical. When it comes to the sexual exploitation of children, there can be no innocent bystanders. Together, we must demonstrate zero tolerance to exploiters and make South Africa a tourist destination that is safe for children,” says Ms. Girma.



Photo 1 (Johannesburg): Rafiek Sharfuddin of Europcar, Melissa Storey from First Car Rental, Allison Arendse from Budget, Jessica Branco from Avis and Nigel Biffen of Hertz.

Photo 2 (Cape Town): *Front row* (left to right): Coral - Cape Town; Fair Trade in Tourism South Africa Executive Director Jennifer Seif; Cape Town Tourism; Greenways. *Middle row* (left to right): Taj Hotel; Cape Grace Hotel; Thebe Tourism Group; Abang Africa. *Back row* (left to right): City Sightseeing; Winchester Mansions; Fairfield Tours; Westin Grand.

Photo 3 (Johannesburg): Jennifer Seif, Executive Director of Fair Trade in Tourism South Africa (FTTSA) shaking hands with Tourvest Group signatory Khehla S Mthembu, Group Executive Director.

Photo 4: Aida Girma (UNICEF Representative in SA), Grace Banya (ILO Representative) and Jennifer Seif (FTTSA)

The Code was also endorsed by leading South African tourism industry bodies including the National Department of Tourism, South African Tourism and five principal tourism industry associations: Tourism Business Council of South Africa (TBCSA); Federated Hospitality Association of Southern Africa (FEDHASA); Southern African Tourism Services Association (SATSA); Association of South African Travel Agents (ASATA); and Southern African Vehicle Renting and Leasing Association (SAVRALA).

Over the past few years tourist arrivals to South Africa have been increasing and specific concerns have been raised regarding child protection during the run up to South Africa’s hosting of the 2010 FIFA World Cup™.

The World Cup is a mega-event exposing children to increased risks of child trafficking, prostitution, sex tourism and other forms of exploitation. Although South Africa is not a renowned child trafficking destination, certain realities in South Africa create the perfect backdrop for the exploitation of children: the inflow of tourists, the ease with which people can cross its borders, high poverty levels and the lack of a specific anti-human trafficking law.

According to Jennifer Seif, FTTSA Executive Director of FTTSA, it is clear that leading hotel groups, tour operators, car hire companies and other tourism businesses in South Africa are ready to embrace The Code and play their part to protect children at risk. "FTTSA believes that protecting vulnerable children is a critical element of '2010 readiness' and we look forward to supporting tourism enterprises of all shapes and sizes to implement The Code," says Seif.

6. **Kuoni Group**

Sabine Ehrler, June 17, 2010



The Kuoni Group strengthens its child protection activities in India

Since the Kuoni Group has signed the Code in 2006, Kuoni is implementing measures against child sex tourism as part of its corporate responsibility strategy. Amongst other measures such as customer information, Kuoni has conducted workshops in the Dominican Republic, Kenya and Thailand to make their business partners aware of the issue of commercial sexual exploitation of children in tourism and take action against it.

In India, Kuoni organized a first series of workshops for its hotel partners in 2009. In June 2010, two follow-up workshops took place in Goa and Kerala in collaboration with EQUATIONS, the national affiliate of ECPAT international in India.

Kuoni started child protection activities in India in 2009

In May 2009, a total of 145 representatives of the tourism industry, NGOs and governmental institutions participated in the workshops held in Goa and Kerala. The expertise of the panel speakers as well as the active contribution of the participants contributed to the lively discussions and the success of the workshop. These first workshops were a starting point in the action against child sex tourism and were initiated to provide the hotel partners with information and the possibility to exchange knowledge and experience.

In order to strengthen its child protection program in India, Kuoni Group also supported the children activity centres of Children's Rights Goa. The project aims at providing a safe environment for children forced to work in markets, hence being more vulnerable to sexual and other forms of exploitation than other children in Goa and surrounding places are.

As a consequence of these important steps taken for the first time by a tour operator in India, Kuoni Destination Management India has recently won the Bird Express TravelWorld Awards in Corporate Responsibility.

Follow-up workshops in June 2010 become full success

This year, Kuoni invited management representative of its hotel partners to the follow-up workshop. Whereas the first workshops in 2009 aimed at creating awareness, the aim of the follow-up workshops in 2010 was to transfer practical knowledge. As a consequence, the hotel partners of Kuoni shall feel prepared to implement comprehensive measures for child protection within their operations. Furthermore, some of our leading hotel partners are encouraged to sign the child protection code within a year.

Once more, Kuoni could count on the expertise and passionate input of EQUATIONS, our local partner in implementing the activities. The morning sessions provided an overview of Kuoni's Corporate Responsibility Strategy and its commitment to "The Code". Also, a detailed overview of "The Code" (situation, solutions, measures, partnerships) was provided.

The importance of protecting children in our tourism destinations was not only highlighted by Sabine Ehrler, project manager of Kuoni Corporate Responsibility and S. Vidya, Programme Coordinator for the Child and Tourism Programme of Equations. In Cochin, Mr. KJ Sohan, Ex-Mayor of Cochin City, Mr. Jose Dominic, Director of CGH (a national hotel chain) and Ms. Seema Bhaskaran of the Mahila Samakhya Society, provided very clear words on the urgency of the issue. In Goa, Ms Dipa Dixit, ex-member of the National Committee on the Protection of Children's Rights, shared her insight from a national governmental angle; Mr Mahesh Gaunker, Deputy Superintendent of Goa Police, provided more information on the police's processes regarding the

protection of children and Ms Pamela Mascarenhas, Deputy Director of Tourism Goa, once more highlighted the need to protect Goa's reputation as a safe and accommodating tourism destination to everyone. Ms Nishtha Desai of CRG (Children's Rights Goa) also shared her experience of real cases in Goa. Finally, Mr. Dipak Deva, CEO of Kuoni Destination Management India and South Asia, strongly encouraged his hotel partners to join this important international initiative for the protection of children's rights.

In the afternoon, interactive sessions allowed the participants to discuss and exchange ideas about concrete measures to be implemented in hotels, according to the six criteria of "The Code". Challenges, risks and benefits of adhering to The Code requirements were discussed in the same session. These sessions were moderated by Mr. Raja Chidambaram, board member of EQUATIONS, and much experience facilitator of participative workshops.



Images from workshops held by Kuoni and Equations in India in June 2010.

Feedback and way forward

Kuoni Destination Management India managed to gather more than 180 participants of our hotel partners, most of them of senior management level. Their feedback even exceeded our expectations. Firstly, all of them appreciated the interactive and participative design of the workshop. Secondly, they stated in the last session of the workshop what kind of activities they wish to implement within their operations over the next six months. Some hotels wish to start their commitment by implementing child protection issues in existing training modules for all employees; some others have shown keen interest in becoming national leaders by starting the signing process to the Code.

Kuoni Group, in close collaboration with the Code secretary and EQUATIONS, is now planning to follow-up and provide all participating hotel partners with the relevant information about the workshops conducted, local key contacts and supporting documents of the Code. Furthermore, Kuoni will be in contact with some of its hotel partners regarding a public signing session, to be held in early January 2011 in India. Furthermore, EQUATIONS is in contact with The Code secretary in order to look into details for becoming the local code representative in India. Alignment of national child protection policies for tourism in India with The Code is strongly encouraged and supported by Kuoni, EQUATIONS and The Code secretary.

For more information or a more detailed summary of the actions, please contact Sabine Ehrler, Project Manager Corporate Responsibility, Kuoni Travel Holding Ltd., sabine.ehrler@kuoni.com
S. Vidya, Programme Coordinator, Child and Tourism Programme, EQUATIONS, vidya.s@equitabletourism.org

- **Report on Child Protection Workshops held by Kuoni Travel Holding Ltd. in October 2009 in Thailand**



In October 2009, a series of workshops took place in Thailand in Pattaya, Phuket and Krabi, facilitated and organized by the Kuoni Group in close collaboration with ECPAT International. The workshops took place on the 13 October 2009 at Centara Grand Mirage, Pattaya, on 15 October 2009 at Novotel Phuket Resort, Phuket, and on 16 October 2009 at The Red Ginger, Krabi. In total, 200 representatives of the tourism industry, NGOs and governmental institutions participated in the three workshops. The expertise of Giorgio Berardi of ECPAT International, as well as the active contribution of the participants contributed largely to the success of the workshop. The workshops are only a starting point in the action against child sex tourism. The hotel partners of Kuoni were encouraged to continue implementing preventive measures against sexual exploitation of children within the tourism industry.

The workshops aimed:

1. to raise awareness about child-sex tourism (CST) and the role tourism professionals can play to contribute towards its curbing;
2. to facilitate contacts and to stimulate collaboration between tourism stakeholders involved in combating CST;
3. to generate interest towards the Code of Conduct – and possible membership – by selected tourism companies, especially hotels;
4. to promote best practices and the exchange of knowledge.

There were 85 participants from the tourism industry in Pattaya, 90 participants in Phuket and 45 participants in Krabi. The participants were a diverse group comprising GMs and senior managers from various departments such as accounting, front office, security, human resources, sales & marketing, housekeeping and administration.

Furthermore, the Deputy Mayor of Pattaya, representatives of Royal Thai Police of Pattaya, Asian Trails, M-Travel and Destination Managers from Apollo and Kuoni attended the event. The workshops were facilitated by Giorgio Berardi of Ecpact International, Matthias Leisinger, head of Corporate Responsibility of the Kuoni Group, Pernilla Enkler, Corporate Responsibility coordinator of Apollo Scandinavia and two further representatives from the Apollo headquarters in Stockholm.

During the introductory session of the workshop, the Kuoni/Apollo representative explained and shared Kuoni's Corporate Social Responsibility Policy. Kuoni is taking action by sensitizing its customers on the ethical requirements in Kuoni's contractual terms. Kuoni's hotel partners commit to respect its Supplier Code of Conduct, which state among other social and environmental issues, that:

- *The Supplier allows or tolerates no child prostitution at the Supplier's premises and facilities.*
- *Any suspicious behaviour from guests, employees, staff from suppliers of the Supplier or any other person on the Suppliers premises or during excursions must be reported to the local authorities by the Supplier.*

A case study on child sex tourism which was aired in the Swiss media was presented during the introductory session as well. In spring 2009, Swiss TV showed how one of its reporters was easily able to gain access to under-age prostitutes via hotel employees. The hotels involved included some with which Kuoni had contractual agreements. Kuoni acted accordingly, removing five hotels in Pattaya from its product range. Personal talks were also held with the hotel managers concerned. The talks led to the definition of a series of concrete actions which the hotels involved will now need to implement if they wish to be restored to the Kuoni programme 2010. After having reviewed the hotel partners' actions in spring 2010, Kuoni has accepted three of the hotels back into its programme.

First success of the workshop – Centara Group signs the Child Protection Code

During the workshop in Pattaya the first part of the afternoon session was devoted to the signing ceremony of the Code of Conduct involving Centara Hotels and Resorts, a Thai-owned hospitality group with seventeen properties across Thailand and more hotels in China, India and – soon – in the Maldives. The significance of this event was underlined by Centara, a well-known upmarket brand on the hotel scene in Thailand, being the first to sign the Child-Protection Code as a whole group in the country.

Response from the participants

In all three destinations, Pattaya, Phuket and Krabi, the workshops were evaluated as “good” or “very good” by the large majority of participants. The discussions were lively and contributions of the panel as well as the participants very valuable. It was also agreed that joint initiatives by all parties involved and foresighted action is indispensable.

Some of the participants in the **Pattaya** workshop expressed anger, arising from their hotels having been involved in the Swiss TV “affair” that had led to their disappearance from the Kuoni catalogue. However, the importance of preventive measures to fight child sex tourism was proactively discussed by the participants. The focus thereby shifted towards finding solutions for the hotel industry. This was underlined by one of the high-ranking local authority, the Deputy Mayor, who spoke in unmistakable terms about the problem of child sex tourism and the extremely negative effect that it has on the reputation and appeal of Pattaya as a mainstream tourism destination. To back the Deputy Mayor’s words, new anti child sex tourism posters were made available to participants in the afternoon.

In both **Phuket** and **Krabi**, the discussions arising throughout the workshop were open and comparatively relaxed. This might be due to the fact that the hotels in these destinations have not been directly involved or affected by the “investigative journalism” and its consequences. The Apollo representatives organising the workshop, however, did not fail to highlight the public pressure put on the tourism industry regarding child sex tourism. Only through the adoption of sound child protection policies and measures within their operations, hoteliers can contribute to the prevention of this crime effectively.

In **Krabi**, the debate took an interesting turn when participants started discussing the longer-term future of their destination. The hoteliers assumed that their destination was comparatively untouched by the scourge of child sex tourism at the present time due to the mostly family-oriented seaside resorts, good planning and the underlying traditional Muslim culture around their destination (such as Ao Nang in Krabi). Some attendants of the workshop, who have previously witnessed the progressive degradation of other tourism areas, concluded that it will be difficult for Krabi’s business people and ordinary citizens to resist the lure of easy money, which is attached to such crimes, even if considerable damage to the sustainability of the destination will be done. As mentioned above, participants agreed that a joint call to action is crucial in order to protect children within the tourism industry.

Ideas for way ahead

The initiative taken by the Kuoni Group, in collaboration with ECPAT International, was very well received by its partner hotels and other local stakeholders such as NGOs and governmental representatives. It is important and essential that we all work together to take this initiative forward. Kuoni expects its hotel partners to implement clear and concrete prevention measures against child sex tourism within the hotel operations. Furthermore, Kuoni encourages its hotel partners to become a signatory of the Code (www.thecode.org). To continue action against child-sex tourism, similar awareness meeting with all the stakeholders including tourism industry, tourism department officials, judiciary, law enforcement officials, child protection agencies and departments and Civil Society Organizations could be organised. The tourism industry can contribute to the prevention of child sex tourism if we all work together in a coordinated, collaborated and in cooperated matter.

For further information:

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7. Fundación Renacer, Colombia
 Johnny de la Torre, July 23, 2010

**Fundacion Renacer Colombia Project “La Muralla Soy Yo”/”I Am the Wall”
 Build and Strengthen a “wall of affection” for protecting children and teenagers**

Cartagena, July 22, 2010. The city program aiming to protect children and teenagers in Cartagena from sexual exploitation – “la Muralla Soy Yo”/”I Am the Wall” – has been carried out in the last 10 months in Cartagena – Colombia by Fundación Renacer, ECPAT Colombia and the Tourism Corporation of Cartagena de Indias, with the help of UNICEF and funding from the Canadian International Development Agency (CIDA).

“With this initiative we look to obtain a certificate of tourism quality in our historic center, as Cartagena is the first city in Colombia where this system is being applied, being also included in the Plan of Development”, noted Luis Ernesto Araujo Rumié Executive President of the Corporación Turismo Cartagena de Indias.

What is Cartagena’s “La Muralla”/ “The Wall”



Cartagena is a was built as a fortress city, walled for defense of the old city The walls (“Murallas”) were conceived with the purpose of protecting Cartagena de Indias from the continuous attacks it suffered. The construction was done in several stages, starting in 1586 with the italian engineer Bautista Antonelli, at the service of the Spanish Crown. Cartagena's 500-hundred year-old coralstone **forts** and great parts of its **walled city** are admirably intact and represent some of the finest examples of civil and military architecture of the Spanish colonial times, being an important tourist attraction .

Safe environments for children and youth in Cartagena de Indias

The program “La Muralla Soy Yo/ I Am the Wall” aims to build safe environments for the protection of children and teenagers from commercial sexual exploitation in the context of travel and tourism in order to guarantee their fundamental rights. *“In this program we aim for our children to fully benefit from their rights, and for the sexual exploitation problem in Cartagena to be addressed by the state, civil society and the private sector”,* noted Luz Stella Cárdenas Ovalle, Psychologist and Director of Fundación Renacer.

In the last ten months, within the program “La Muralla Soy Yo/I Am the Wall”, a strategic alliance was realized with the City Hall, the Colombian Institute for Family, the National Federation of Vendors (FENALCO), and the hotels associations COTELCO and ASOTELCA. A diploma-course in “Management of Tourism Quality” was created at the Universidad de Cartagena, and with courses attended by 40 informal tourism operators, 8 hotels and 1 restaurant, which committed to implement the Code of Conduct to prevent sexual exploitation. Funds were raised for the communication campaign with the support of the UNICEF “Huésped de Corazón” program.

Preparing for the Cartagena Bicentennial 1811 - 2011

For its second year of execution, the campaign aims to reach 30 hotels and 120 informal tourism operators, covering the children population in the vulnerable area of Boquilla in Cartagena, where a high percentage of the population is under labour exploitation and where the children and youth are at high risk of sexual exploitation.

“The aim is for 2011, when the Bicentennial of Cartagena Independence will be celebrated, for the city to be certified as a quality tourism destination, and enough capacity to be generated in the formal and informal tourism sector on their corporate social responsibility, and to have protocols in place to provide care for the victims of sexual exploitation by the state safety authorities”, observed Paola Mercado, Quality Director for the Corporación Turismo Cartagena de Indias.

More information - Johnny De La Torre Porto, gdteventos@gmail.com – 300 815 67 33.



8. Other news on prosecutions of child sex tourists – Canada and Colombia

Italian Paolo Pravisani, first foreigner to be condemned in Colombia for sexual crimes

Jaime Andrés Ospina, 16 July 2010



A Cartagena judge declared Italian Paolo Pravisani guilty of sexual crimes against children, which would make him the first foreigner convicted of such crime in Colombia.

The Italian was investigated for the crimes of promoting prostitution, child pornography and sexual acts with minors of 14 years old.

Pravisani will be “jailed in the Ternera jail in Cartagena, and, once the jail sentence will be completed he will be extradited from Colombia”, noted the judge of the 6th penal district in the capital of Bolivar. The case started February 2009, when the Italian was seen in his house together with a 14 year old naked and suffering convulsions. The minor died the same day due to a drug overdose, mainly cocaine.

During the trial it was proven that the Italian was approaching children taking them at this home in the Crespo neighborhood, where he was abusing and photographing them. The verdict will be announced in a month, and will be between 9 and 18 years in prison.

Source: <http://www.wradio.com.co/nota.aspx?id=1328006>

Canadian Kenneth Klassen charged with 35 counts under Canada sex tourism laws for offences in Cambodia and Colombia

Dan Burritt Jul 22, 2010

VANCOUVER (NEWS1130) - The Crown is asking a judge to hand down a 12-year sentence to a man who has pleaded guilty to sex tourism charges. Kenneth Klassen, who is at B.C. Supreme Court, is the third person in Canada to be convicted of this offence.

A judge reviewed 90 minutes of DVD's showing the 59-year-old engaging in sex acts with children. The courtroom decided to block the videos from the media's view, as Klassen shielded his face with his hands as he sat on the dock.

In May, Klassen pleaded guilty to having sex with more than a dozen girls under the age of 14 in Cambodia and Colombia, and pleaded guilty to importing child pornography.

He was recently charged with 35 counts under Canada sex tourism laws, and pleaded guilty to 14. Police also seized a video camera and DVD's from his Burnaby home and a Vancouver storage locker. Klassen's sentencing hearing is slated to last two days.

Source: <http://www.news1130.com/news/local/article/80743--sentencing-hearing-underway-for-man-accused-of-child-sex-tourism>



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THANK YOU!

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Friday, September 24, 2010