

# The Code Quarterly

International Newsletter No. 26 October-December 2010

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3. Fundacion Renacér Colombia, Johnny de la Torre
4. International Bureau on Children's Rights, Canada
5. ECPAT Brazil (IBISS, Coletivo Mulher Vida) and ECPAT USA  
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6. ECPAT Netherlands, Celine Verheijen
7. ECPAT Switzerland, Regina Henke
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Represented by Marilyn Carlson Nelson (Chair), Code member Carlson Companies was one of the 3 co-winners of the 'End Trafficking Now!'-UN Global Compact first ever *Business Leader's Award to Fight Human Trafficking*. Carlson was the first major North-American company to sign the Code in 2004, and is a strong advocate for the expansion of the Code implementation in USA and globally. Additional Code members nominated for the award included Accor, Kuoni Holding and Sun'n'Sand Kenya. Congratulations to all! Photo: Marilyn Carlson Nelson and Christopher Davis of The Body Shop, both winners of the *Business Leaders Award to Fight Human Trafficking*, together with Egypt First Lady Suzanne Mubarak.

## Calendar of events January – March 2011

Date	Place	Main organizer, Event, Participation
Feb 28	NY	Panel at the 55 <sup>th</sup> Annual Meeting of the UN Commission on the Status of Women "Allies – How Public-Private Collaborations Can Combat Child Sex Tourism"
March 9-13	Berlin	ITB, International Tourism Fair
March 11	Berlin	UNWTO Task Force on the Protection of Children
March 12	Berlin	Code AGM 2011

### New publications:

**OSCE. Analysing the Business Model of Trafficking in Human Beings to Better Prevent the Crime.** Downloadable from [http://www.ungift.org/knowledgehub/en/publications.html?vf=/doc/knowledgehub/resource-centre/OSCE\\_Analysing\\_the\\_Business\\_Model\\_of\\_Trafficking\\_in\\_Human\\_Beings\\_to\\_Better\\_Prevent\\_the\\_Crime.pdf](http://www.ungift.org/knowledgehub/en/publications.html?vf=/doc/knowledgehub/resource-centre/OSCE_Analysing_the_Business_Model_of_Trafficking_in_Human_Beings_to_Better_Prevent_the_Crime.pdf)

**UN.GIFT and End Trafficking Now! Human Trafficking and Business.** An eLearning Course on How to Prevent and Combat Human Trafficking. Downloadable from <http://www.ungift.org/knowledgehub/survey/welcome-e-learning-tool-feedback1.html>

**INPUTS FOR THE NEXT ISSUE OF THIS NEWSLETTER ARE WELCOME BEFORE  
March 25, 2011**



**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](http://www.thecode.org)

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We protect children from sex tourism.

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

Secretariat, Dr. Camelia Tepelus

### • Luxor Forum against Human Trafficking, Dec 10-12, 2010, Egypt

A global forum against human trafficking was held in Luxor, Egypt on Dec 10-12, 2010, organized by [End Human Trafficking Now!](#), an initiative of the Suzanne Mubarak Women's International Peace Movement ( [SMWIPM](#) ) and the United Nations Global Initiative to Fight Human Trafficking ( [UN.GIFT](#) ), to promote the participation of the business community in building awareness and implementing zero-tolerance policies against trafficking.



First Lady of Egypt Suzanne Mubarak addressing the audience at the Luxor Forum

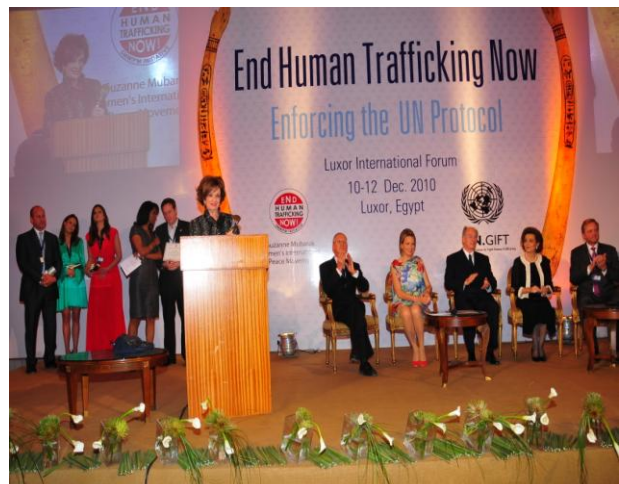
The forum agenda featured a panel on 'Ending exploitative tourism!', moderated by CNN anchor Jim Clancy, with participation of several Code member companies including Accor Executive Vice President Sophie Flak, Carlson companies Chair of the Board Marilyn Carlson Nelson, UNWTO Deputy Secretary General Dr. Taleb Rifai, CNBC travel editor Peter Greenberg and the Code Secretariat Dr. Camelia Tepelus.

An important event on the Luxor forum agenda was the presentation of the *Business Leader's Award to Fight Human Trafficking*, a joint initiative of the End Human Trafficking Now! Campaign (EHTN) of the Suzanne Mubarak Women's International Peace

Movement (SMWIPM), the United Nations Global Initiative to Fight Human Trafficking (UN.GIFT), and the United Nations Global Compact (UNGC). This first-ever award aims to honour a business executive for his/her innovation, energy and commitment in tackling human trafficking.

An international jury chaired by the First Lady of Egypt Suzanne Mubarak and comprised of H.H. the Aga Khan, H.R.H. Princess Mathilde of Belgium, Antonio Maria Costa, former Executive Director of the UNODC, Georg Kell, Executive Director of the UN Global Compact Office, and Bjorn Haugland, Chief Operating Officer, Det Norske Veritas, unanimously assigned 3 award co-winners:

- Christopher Davis, International Campaigns Director, Body Shop International
- Marylin Carlson Nelson, Chairman, Carlson Companies
- Robert Rigby-Hall, Senior Vice President, LexisNexis, Inc.



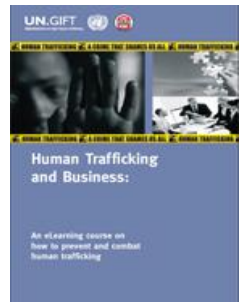
Winners of the *Business Leaders Award to Fight Human Trafficking*, and Marilyn Carlson Nelson addressing the audience and members of the Jury in Luxor.

Notably, two of the winners of the award distinguished themselves for their work on the protection of children's rights – Carlson Companies, as the leading North American member of the Code, and the Body Shop – through the campaign against child trafficking in collaboration with ECPAT International. The Code was represented amongst the 20 nominees through its members Kuoni Holding, Accor. Sun'n'Sand Kenya and Carlson Companies.

Furthermore, the outcome document of the Luxor Forum makes specific reference to the Code as a recommended tool for child protection in the tourism industry.

[http://www.unglobalcompact.org/docs/issues\\_doc/human\\_rights/Resources/Luxor\\_Implementation\\_Guidelines\\_Ethical\\_Principles.pdf](http://www.unglobalcompact.org/docs/issues_doc/human_rights/Resources/Luxor_Implementation_Guidelines_Ethical_Principles.pdf)

- UN.GIFT eLearning course for business on combating human trafficking  
Another important initiative presented in Luxor was a new eLearning course on fighting trafficking for business leaders, managers and employees of business companies, developed by the United Nations Global Initiative to Fight Human Trafficking (UN.GIFT) and the End Human Trafficking Now! Campaign (EHTN!). The course is available for free and additional information can be found here <http://www.microsoft.com/middleeast/humantrafficking/default.aspx>.



- **Training on prevention of sexual exploitation of children in tourism for government and law enforcement in Nassau, Bahamas, Nov 15-17**

At the invitation of the US Department of Homeland Security Immigration and Customs Enforcement, the Code Secretariat presented the Code in a training conference for government and law enforcement officials held in Nassau (Bahamas), on 15-17 Nov 2010. The training addressed trafficking in persons, forced child labour and child sex tourism, and was received with high interest from the attending officials, considering particularly the high importance of tourism for the Bahamian economy, and the Bahamas strategic position for the Caribbean region.

- **Activities of the Code Board of Directors and Secretariat September – December 2010**

Over the period September-December 2010, the activity of the Code Board of Directors was very intense, focusing on finalization of several pending projects:

- Standardized Agreements with the Local Code Representatives;

Following several rounds of feedback from Local Code Representatives as well as Code Board members, the standardized *Agreement* between the Code international organization and LCRs was finalized and distributed for review and signature by Code LCRs.

- Proposal for organizational expansion in preparation for submission to SECO;

A working group within the Code Board of Directors was established, composed of the Code Chair Matthias Leisinger, Vice-Chair Mark Capaldi and Secretariat Camelia Tepelus, in order to develop the proposal for organizational expansion of the Code organization, towards submission to SECO. The proposal foresees establishment of Code central headquarters in Asia starting with 2011 (Bangkok, with responsibilities for Asia and Africa), Regional Offices in the Americas (NY) and Europe (Berlin) from 2012. Pending confirmation of the SECO funding, a General Manager will be hired for the Bangkok headquarters, in parallel with the transition of the NY-based Secretariat as Americas Regional office. A 'Business Plan' for the Code organization was also elaborated in order to present the expectations for future sources of income for the organization, including fundraising from grants, membership fees and other potential funding sources. The finalized proposal will be formally approved by the Code Board in January 2011, before submission to SECO.

- Development of 'Strategic Alliance' project with GTZ;

Several teleconferences between the Code BoD and Secretariat and GTZ took place in Oct-Dec, in order to clarify the bases towards establishing in 2011 a 'Strategic Alliance' project concerning the Code implementation by several private sector partners in 3 tourism destinations (to be decided), with financial support from GTZ. The consultations are expected to continue over the next months.

- Collaboration with UNICEF Innocenti Research Center;

In relation to a research project concerning assessment of the Code development and impacts, the Code Board of Directors provided input to UNICEF IRC in relation to the planning of the research, and documentation for the initial stages of the research. It is expected that the report, which will also include case studies on the Code implementation by private sector members, will be completed by the end of 2011.

- Code Secretariat 2010 report to UNICEF Child Protection NY-Headquarters.

In the end of Dec. 2010, the Code Secretariat provided its 2010 Narrative and Financial Report to UNICEF, and a project proposal for 2011 – the last year of the UNICEF funding pledge for the Code Secretariat office. It is expected that from 2012 the NY-based Code Regional Americas Office will continue its operations with SECO funding.

## 2. The Organization for American States

(reported by Stabroek News, Guyana)

Source: [http://www.stabroeknews.com/2010/news/stories/10/15/sex-tourism-growing-in-favoured-destinations-in-caribbean/#disqus\\_thread](http://www.stabroeknews.com/2010/news/stories/10/15/sex-tourism-growing-in-favoured-destinations-in-caribbean/#disqus_thread), by Oluatoyn Alleyne, Oct. 15, 2010



### • Sex tourism growing in favoured destinations in Caribbean

A number of Caribbean countries which are favoured tourist destinations are now the centre of a growing sex tourism industry, an Organisation of American States security expert said yesterday, and he also warned about concerns that the Free Movement of Skilled Nationals in Caricom could result in increased human trafficking.



Fernando Garcia-Robles, OAS Coordinator of the Anti-Trafficking in Persons Unit

According to the OAS Coordinator of the Anti-Trafficking in Persons Unit in the Department of Public Security, Fernando Garcia-Robles, a 2005 study done by the OAS and the International Organisation for Migration revealed that trans-border human trafficking exists in many Caribbean member states and many other countries interconnected with the region are also affected as source, transit or destination countries.

Garcia-Robles, who was at the time addressing a two-day workshop on human trafficking at the Regency Hotel yesterday, said that although mainly a source region, the Caribbean is also becoming a transit point for trafficked women and men en route to Europe, Asia and/or more economically developed countries in the Western Hemisphere.

“Studies in the region have revealed that every year men but particularly women and girls are recruited, transported, marketed and purchased by individual buyers, traffickers and members of the transnational organized crime syndicates, who operate within Caribbean countries with the main purpose of sexually exploiting them,” Garcia-Robles said.

He noted that although quantitative information is not always available from different regions, the Caribbean reflects several trends that might increase its vulnerability to human trafficking. He further pointed out that the Caribbean is a region of extensive migration, with a rate of movement in relation to population that may be one of the highest in the world. “Three migration flows occur in the Caribbean; internal migration, intra-regional and outward migration. The most influential factors affecting these migration flows are socioeconomic inequalities, *tourism*, and human trafficking,” he said. [...]

*Note*, Code Secretariat, Dr. Camelia Tepelus: the US State Department Trafficking in Persons Report launched on June 14, 2010 by the Secretary of State Hilary Clinton, lists most of Caribbean states in the ‘Tier 2’ (Antigua&Barbuda, Bahamas, Jamaica, Dutch Antiles), ‘Tier 2 Watch List’ (Barbados, Belize, Guyana, St. Vincent and the Grenadines, Trinidad Tobago) with Cuba being in Tier 3, and Haiti being a ‘Special Case’.

## 3. Fundacion Renacér, Colombia

Johnny de la Torre



### Fundacion Renacer Colombia Project “La Muralla Soy Yo”/”I Am the Wall”

Cartagena, 25 November 2010 – In the context of the World Day on the Eradication of Violence against Women, the Project ‘I Am the Wall’ certified applications from 13 hotels to become new members of the Code, and 35 members of the National Police, which graduated courses from the Cartagena University in social responsibility on preventing sexual exploitation of children and adolescents.

The event was attended by the Lieutenant-Colonel Jaime Barrera Hoyos Sub-commandant of the Metropolitan Police in Cartagena, the official for development of the Canadian Agency for Development (ACDI) from Ottawa Susanne Traschel, directors and representatives of the Cartagena City Hall, Fundación Renacer, the Tourism Corporation, the Canadian Fund for

Childhood, Colombian Institute for Family Welfare (ICBF) and UNICEF, and other entities supporting the project.

- Proposals and petitions from children to the authorities:  
25 children from the Boquilla neighborhood submitted a petition to the authorities and present organizations, proposing for their Boquilla community:
  - ✓ Establishing Protection Agents to assist and sensitise the families in the community;
  - ✓ Create Police posts 'friendly to children and adolescents';
  - ✓ Create an educational park allowing acces to IT, libraries and spaces for artistic development;
  - ✓ Create a Community Youth Council, including clear and transparent participation processes;
  - ✓ Better health centers in the community, supporting healthy lifestyles, allowing Access to a healthy alimentation;
  - ✓ Create a 'friendly' center for adolescents, with access to informaiton on sexuality, prevention of drug addition and creation of life Projects;
  - ✓ More vigilance, control, and monitoring of the situations of abuse and sexual exploitation in the beaches of Boquilla.



Photos, from left to right: Children submitting their petitions for the program; Police officers graduating from the training course; Auditorium room in the Imperial Salon of the Hotel de las Americas; Managers with their certifications for the hotels.

- 13 Hoteles certified and 35 Police officers graduate  
13 new hotels were internationally certified as Code members: Hotel Caribe, El Dorado, San Felipe, Puertas De Cartagena, Santa Cruz, Hotel Quadrifolio, Cartagena Plaza, El Pueblito, LM, Hotel Playa Club, Casa Pestagua, Delirio Hotel, and La Casa Quero. Their managers and legal representatives signed agreements as formal Code members, to eradicate sexual exploitation of children in relation to Tourism in Cartagena.  
Furthermore, 35 police officers attended and graduated the training courses on the prevention of sexual exploitation of children at the Cartagena University; they are members of the Tourism, Childhood and Adolescence Police, and Fiscal and Customs Police.

#### 4. International Bureau on Children's Rights, Canada

Sources: MarketWire, Nov.18, 2010

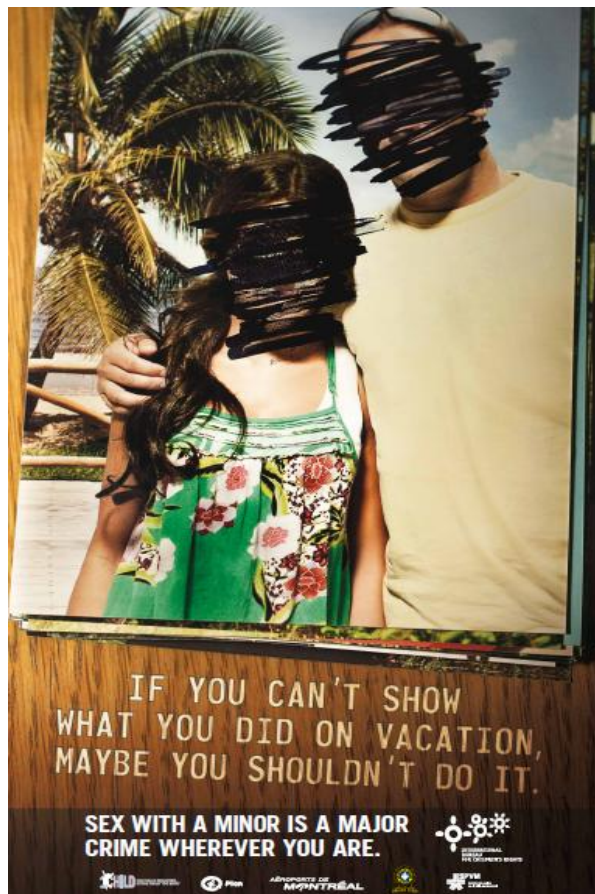
<http://www.marketwire.com/press-release/Launch-First-Nationwide-Campaign-Against-Sexual-Exploitation-Children-Travel-Tourism-1356116.htm>

Plan Canada, <http://plancanada.ca/Page.aspx?pid=2925>



#### Launch of First Canadian Nationwide Campaign against Sexual Exploitation of Children in Travel and Tourism

**MONTREAL, QUEBEC--(Marketwire - Nov. 18, 2010)** - The first-ever nationwide Canadian campaign to combat the sexual exploitation of children in travel and tourism was officially launched today at Montréal-Pierre Elliott Trudeau International Airport to mark International Children's Rights Day. This country-wide effort is the first time that stakeholders from the private sector (Air Canada, Aéroports de Montréal), government agencies (Canada Border Services Agency, Service de Police de la Ville de Montréal and Sûreté du Québec) and non-governmental organizations (International Bureau for Children's Rights, Plan Canada and OneChild, with support from UNICEF Canada) are co-operating on such an initiative.



Campaign poster in Montréal airport.

The campaign's purpose is to raise travellers' awareness before they depart on trips. The main tourist populations targeted are those travelling to countries in Latin America and the Caribbean—which are the principal destinations for "sex tourism" by Canadians (among offenders, they are now more popular than Southeast Asian nations for reasons of cost and proximity).

"The Government of Canada is strongly committed to the fight against the sexual exploitation of children," said Daniel Petit (Charlesbourg—Haute-Saint-Charles), on behalf of the Honourable Vic Toews, the Minister of Public Safety. "We continue working to strengthen law enforcement's capacity to combat child sexual exploitation, and increase public awareness on child sexual exploitation."

The International Bureau for Children's Rights (IBCR) is pleased to have succeeded in bringing together a broad-based coalition to promote legislation granting extraterritorial jurisdiction over child sex tourism offences: "We know that the general public in Canada cares about children's rights. With this campaign, we are urging them to be vigilant, and to report suspicious situations, even during their travels to sun destinations," explained Nadja Pollaert, the organization's General Director.

Aéroports de Montréal is a proud partner in the campaign: "We believe it is important to remind Canadians that they are not immune from the laws of their own country when they travel abroad. This is why we are supporting this initiative of the IBCR," said Christiane Beaulieu, ADM's Vice-President of Public Affairs and Communications.

The growing number of prosecutions of so-called sex tourists is a phenomenon little known to Canadians. Under extraterritorial legislation enacted in 1997, Canadians who sexually abuse children while outside the country can be prosecuted in Canada. A study conducted by law professor Benjamin Perrin from the University of British Columbia has found that at least 146 Canadians faced charges in foreign countries for sexually abusing children between 1993 and 2007. One of the most recent examples is Kenneth Klassen, who this past July was sentenced to 11 years in prison for sexual touching of prepubescent girls in Columbia and Cambodia.



Audience at Montreal Airport; Nadja Pollaert, IBCR Executive Director; group photo at presentation of poster campaign.

Cheryl Perera, a children's rights activist and the founder of OneChild, praised Air Canada for its commitment to the fight against sex tourism: "Air Canada has been airing a video on this issue aboard its flights for four years now. The airline's involvement shows its commitment to go even further and continue to raise awareness of child rights while educating Canadians. Air Canada is a key player in the travel industry and it is needless to say that its support is extremely important for our common cause."

For her part, Rosemary McCarney, President and CEO of Plan Canada, said: "While we work hard to address the issue of sexual exploitation of children from many different angles, including working with children, communities, civil society organizations and government, we need to be tougher and more persistent on targeting the issue of demand."

More than two million children around the world are victims of sexual exploitation every year, often as part of "sex tourism," i.e., the sexual abuse of minors by travellers, usually in developing countries. There is no unique profile of offenders, as they might be persons who travel frequently abroad for business, leisure or even humanitarian work. They are most often "situational" criminals, leading seemingly ordinary lives, but attracted by the appearance of impunity when they commit such offences in other countries.

Their crimes nevertheless have severe repercussions on their victims: long-term psychological and physical trauma, possible contraction of sexually transmitted diseases, drug and alcohol abuse, exclusion from school, and stigmatization within the family unit, all of which feeds a vicious cycle of dependency.

"The Service de Police de la Ville de Montréal unconditionally supports the efforts of the IBCR to protect young people," emphasized Commander Jérôme Morissette, Chief of the Montréal police's Sexual Assault Section. "Watching out for children, and making sure they are safe at all times, is everybody's shared responsibility. Any wrongful act committed against a child must be reported to the

police immediately."

This initial campaign has been developed and made possible thanks to the pro bono work of advertising agency BCP, which has invested all its skills and heart in it. We would also like to emphasize the participation of Astral Media in the dissemination of this campaign.



## 5. ECPAT Brazil and ECPAT USA

Tiana Santo Sé (IBISS) and Maria Luiza Duarte Araújo (Coletivo Mulher Vida), in the context of ECPAT USA Project “Protect Children from Trafficking” – Brazil January 10, 2011

In the context of ECPAT USA project “Protect Children from Trafficking – Brazil, *ECPAT Brazil*, *ECPAT USA* and *Childhood (WCF)* met in Recife on June 16-17, 2010 and committed to develop actions in Rio de Janeiro, Recife and Manaus (3<sup>rd</sup> year), in order to engage tourism industry to be a partner in confronting trafficking and sexual exploitation of children and youth.

A follow-up planning and evaluation meeting of the ECPAT Brazil Network took place on July 19-21, 2010, with participation of 23 of the 27 ECPAT-affiliated organizations from the Northeast, Southeast and Central Western regions of Brazil. *Childhood* was also invited. The Northeast and Northern regions of Brazil were not represented. The meeting objectives were to plan further and evaluate the actions of ECPAT Brazil, as well as to plan the actions of ECPAT Brazil for the next two years including the project in partnership with ECPAT USA.

### - Contacts in Manaus:

Preliminary networking activities took place in order to develop contacts in Manaus, including initial discussions with two non-governmental organizations working in Manaus as well as with government representatives, aiming for an initial meeting to take place during 2011.

### - Activities in Pernambuco:

On Dec 15<sup>th</sup>, a first meeting took place with the 7 organizations that are part of the ECPAT network in Pernambuco (with participation of the Childhood Foundation and the Program Combating Sexual Violence in Pernambuco-PPEVS), discussing a strategy for the project and presenting the foreseen activities established in the contract. The groups decided to have monthly meetings, and in February 2011 an operational outline of the project will be defined.

### - Activities in the context of the World Cup 2014:

ECPAT Brazil groups have been working on workshops in the context of preparations for the World Cup 2010 especially in Recife and Rio de Janeiro: a) distributing 5,000 flyers produced by ECPAT Brazil about the campaign in Copacabana and the Santos Dumont airport, and b) organizing a cocktail with representatives of the State and Municipal Secretariat of Tourism, the Brazilian Association of Industry and Hotels, the Brazilian Association of Bars, etc.

### - Training activities:

IBISS added classroom hours to the Social Educator Course, including information on the topic of sexual exploitation and tourism. 27 educators working on the streets and shelters in Rio de Janeiro were sensitised to these topics. Currently a potential partnership with the Brazilian Federation of Lodging and Foods is being considered, as they are offering courses to all affiliated organization all over Brazil.

### - Advocacy:

The directors of ECPAT Brazil and affiliated organizations participated in a 3 day meeting (6-8 Dec 2010), revising the 10 year old National Plan to Combat Sexual Violence against Children and Adolescents, in order to incorporate new scenarios of sexual violence, and advance understanding on children and youth rights.

### - Future activities:

ECPAT in Rio de Janeiro will be part of a commission that will develop additional campaigns against sexual exploitation in tourism. A Carnival campaign will be carried out in Feb-March 2011, and on May 18<sup>th</sup> a campaign will promote the National Day Combating Sexual Violence. In Pernambuco, a partnership with the State Committee for the Combat of Trafficking in Persons will be established in February, in order to carry out training activities and to design a diagram describing how to provide services to trafficking victims in the state. On February 16, 2011 a state-Code of conduct for tourism will be launched in Pernambuco. In March 2011 an exchange of experience is planned between ECPAT Brazil and ECPAT USA former “Protect Children in Tourism” project director in Mexico, Amaya Renobales who will be visiting Brazil together with ECPAT USA Director Carol Smolenski. The coordinators of ECPAT Brazil, specifically *IBISS* and the *Coletivo Mulher Vida* are planning a meeting for the month of February in order to plan future actions for 2011.

## 6. ECPAT Netherlands

Celine Verheijen, December 13, 2010

### ECPAT NL at holiday fair for travel agents

The Dutch Code member Oad Reizen organized a travel & holiday fair for about 1,500 travel agents. Oad donated a stand to ECPAT Netherlands to raise attention for the protection of children against sexual exploitation. ECPAT NL used this opportunity to collect signatures for The Body Shop-ECPAT petition, which calls for specific actions to be taken by national governments to increase the protection of children against child prostitution, child pornography and the trafficking of children for sexual purposes. Employees of The Body Shop and ECPAT gave hand massages with the 'Soft Hand and Kind Heart Hand crème', which gave them time to explain the travel agents about the campaign and their role to help prevent child sex tourism. Almost 750 visitors signed the petition and more than 80 people bought the hand crème, of which the profit is used for the protection children against sexual exploitation.



Signing of the Body Shop petition by the public at the OAD travel fair; signing of agreement between TUI Netherlands, Travel Counsellors, Fly Brazil with Plan and ECPAT Netherlands.

### Dutch Code members work together to protect vulnerable girls in Brazil

TUI Netherlands, Travel Counsellors and Fly Brazil have joined forces with Plan Netherlands and ECPAT Netherlands to protect children against sexual exploitation in the north east region of Brazil (Rio Grande North and Pernambuco).

Within this region especially girls from poor segments of society have low or no education, which makes them extra vulnerable to become exploited in the sex industry. The tourism -and child right organizations started a three year during project to offer these girls an education and a job in the tourism industry. The project also aims at involving more Dutch and Brazilian tourism -and travel companies in the combat against sexual exploitation of children in tourism by signing and implementing the Child Protection Code.

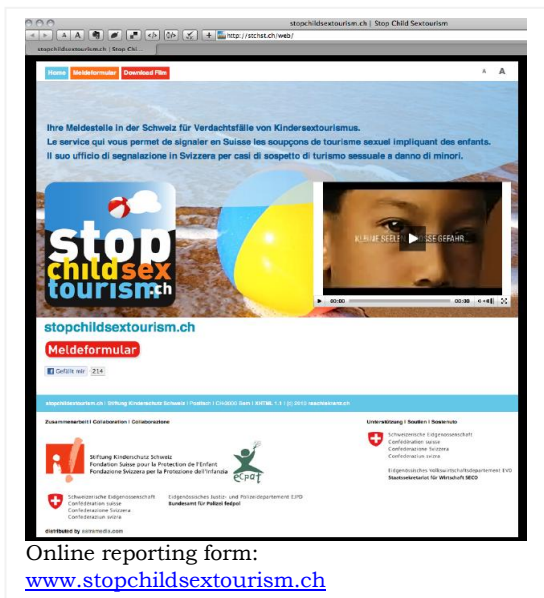
## 7. ECPAT Switzerland

Regina Henke, December 10, 2010



### Launch of the campaign to promote the online reporting form [www.stopchildsextourism.ch](http://www.stopchildsextourism.ch)

ECPAT Switzerland, specialised department of the Swiss Foundation for the Protection of Children (Stiftung Kinderschutz Schweiz), is acting as Local Code Representative (LCR) of the Code-Organisation. In this function, we were able to pursue a successful monitoring process and carry forward innovative approaches to enhance the prevention of child sex tourism together with a strong and interdisciplinary alliance between the tourism industry, government authorities and law enforcement agencies alike.



Online reporting form:  
[www.stopchildsex tourism.ch](http://www.stopchildsex tourism.ch)

Monitoring meetings were held in June and July, involving the Swiss signatories Hotelplan (Code-member since 2003), Kuoni Travel Holding (since 2006), Globetrotter Travel Services (since 2007), Accor Hospitality Switzerland (since 2007), and the Swiss Federation of Travel Agencies (SRV since 2008). TUI Suisse, part of TUI Central Europe, belongs to the TUI Travel PLC that signed in March 2010 and has not been monitored but is nevertheless already engaged in child-protection. The cooperative monitoring process had been characterised by understanding of the necessity concerning membership fees and future professionalization of the Code-Organisation. Standardised procedures as well as advantaged network possibilities have been appreciated.

Summing up, all our partners made further progress in the implementation of prevention measures. Many also received several important awards for their social and/or environmental sustainability efforts.

Moreover, all agreed within their objectives for the next year to not only include the promotion of the online reporting form [www.stopchildsex tourism.ch](http://www.stopchildsex tourism.ch) both externally and internally, but also to point out the E-Learning Course [www.childprotection-tourism.org](http://www.childprotection-tourism.org) to their employees and/or respective partners, for which ECPAT Switzerland could finance and realise the French translation. The strong will of the big players of the Swiss tourism industry to engage further with responsible action is leading the way for our strategic targets.



Launch of communication campaign promoting the online reporting form.

On the 2<sup>nd</sup> of November 2010, the launch of a major communication campaign to promote the reporting form [www.stopchildsex tourism.ch](http://www.stopchildsex tourism.ch) marked the starting point of several actions to come. Originally planned to be part of the start of the trilateral “Campaign to protect children and youth against sexual exploitation in tourism” with Germany and Austria on the 27<sup>th</sup> of September 2010, current political events such as the formation of the Swiss Government forced us to postpone. However, the new date allowed for more and better media attention of the campaign and the promoted website containing the video spot “Little souls” that is an appeal to travellers to keep eyes open and take action.

The press conference, held one day before a popular tourism fair in the governments’ media centre, was representing the profound support of government officials, law enforcement agencies, tourism stakeholders, and the NGO sector including the newly elected Head of the Code Board of Directors Matthias Leisinger. It attracted about 30 journalists, resulting in unexpected media echo of more than 42 publications. Great attention by popular TV-stations such as Swiss TV (e.g. Tagesschau, 10 vor 10) assured far-reaching public impacts, which brought many people to our exhibition stand at the biggest Swiss tourism fair TTW (Travel Trade Workshop) in Montreux from the 3<sup>rd</sup> to 4<sup>th</sup> of November 2010. Also here, the video spot was shown hourly and the connected Facebook page received increased attention.

In order to pursue and guarantee future visibility, different communication means are planned. As Switzerland is multilingual, a great demand for the French adaptation of the video spot was noticed and hence, is in process of planning. Also, the press conference generated interest by customers and tourism professionals alike. Consequently, tourism fairs for travellers in the beginning of next year are of utmost importance. In addition, increased interest for the Tourism Child-Protection Code by tourism companies involved in business travel raises hopes to reach a new and so-far neglected segment of customers



## 8. ECPAT Germany

Marion Kreissl, December 10, 2010



### **Summary of findings of the recently published Analysis of the Special Question on Sexual Exploitation of Children in Tourism and the Public Awareness of Travellers now available in English**

The summary of the study which was carried out within the framework of the German Travel Analysis 2010, was translated into English and will shortly be available at [www.ecpat.de](http://www.ecpat.de). The study was commissioned by ECPAT Germany together with EED Tourism Watch and carried out by the research association "Forschungsgemeinschaft Urlaub und Reisen" (FUR). It focuses on the question if and to what extent the German travellers are aware of their responsibility and the responsibility of the tourism companies they use in the destination areas concerning the topic of sexual exploitation of children. One of the main results that 2/3 of interviewed German tourists think that the tourism industry is responsible to protect children shows the importance of the topic of child protection to be included in the activities of an increasing number of actors in the tourism sector.

### **Training of Trainer (ToT) Seminar, Freiburg, Germany**

The yearly ToT workshop of ECPAT Germany and ECPAT partners from Switzerland and Austria was held with great success for the 8<sup>th</sup> time in the beginning of November. The workshop, being mandatory for trainers who want to be active for ECPAT Germany, brought together 29 participants from the three German speaking countries. Especially the interactive approach, encouraging participants beforehand, during and after the workshop to input methodologically and in terms of developing standardized training content (i.e. in the area of prosecution) was one of the highlights. Also the exchange of good practice in trainings, as well as the joint discussion on challenges



Participants from Austria and Germany at the ToT workshop in November, Freiburg, Germany

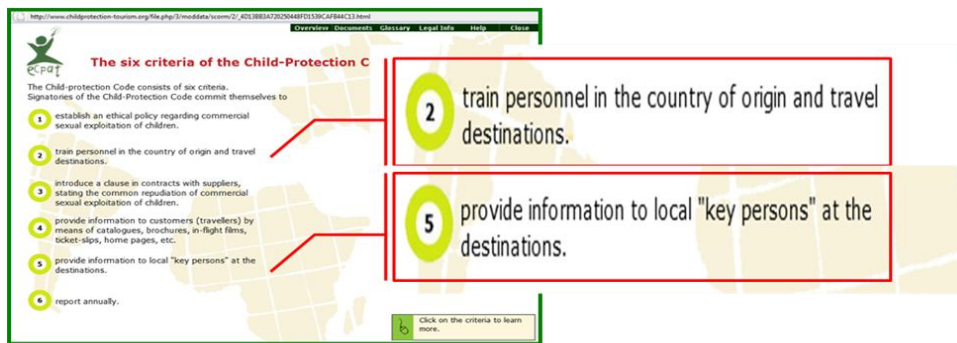
together with updates in the field of CST (Child Sex Tourism) and Child trafficking by having experts from i.e. the DRV (German Travel Association) and the LKA Berlin (criminal police in the county of Berlin) specialized unit on trafficking, was another highlight. used. Through the independent realization of methods, the participants will evaluate their own and external approaches and also present and implement old and new methods. The yearly workshops have become an important quality criteria for conducting trainings on the topic of sexual exploitation of children. The so developed didactical concept serves as a basis for other international methodological education material, such as i.e. in the newly released ECPAT International and ECPAT Germany Training Toolkit on CST.

### **Update on the Working group for the Implementation of the Child Protection Code at the DRV (German Travel Association)**

The German Working group, meeting about 6 times in 2010, consists of permanent members of ECPAT, DRV, TUI, REWE Touristik, Thomas Cook, Studiosus and the police. It is an important instrument for implementing the Child Protection Code in Germany on a very practical level. With its yearly action plan, the working group is active in the areas of awareness raising, training, lobbying and monitoring of the Child Protection Code. Current activities include

- the remake of the "**Kleine Seelen**" ("**Little Souls**")- **Flyer** to include new case stories, as well as the new German reporting hotline: [Stopp-missbrauch@bka.de](mailto:Stopp-missbrauch@bka.de)
- Further the working group is active implementing party of the **tri-national campaign** in Germany. The press conference on the 27th of September (World Tourism Day) presenting the launch of the trinational campaign was represented in more than 50 Online reports in Germany alone, i.e. Spiegel, Neues Deutschland, Brigitte, etc. A collection of press articles is available in Germany and Switzerland and can be requested at the local ECPAT partners.
- Another element of the campaign, the **video spot "Witnesses"** will shortly be made available by the Working Group with english subtitles. More companies are currently being approached to also show the spot.
- Further activities include the involvement in the development and promotion of the **ECPAT E-Learning course on the Protection of Children from Sexual Exploitation in tourism** ([www.childprotection-tourism.org](http://www.childprotection-tourism.org)), which is currently being implemented within the internal learning system of Accor, as well as promoted for staff of TUI and Studiosus, as well as encouraged by the DRV to be done by all its members, as well as by tourism education

institutions. The course enables Child Protection Code signatories and others to contribute to the implementation of 2 of the 6 Child Protection Code Criteria in an easy and cost effective way.



[www.childprotection-tourism.org](http://www.childprotection-tourism.org)

- **Trainings on the Child Protection Code- 2010**

In 2010 there have been more than 8 trainings for tourism experts, reaching around 379 people, as well as more than 16 trainings in the tourism education field, reaching approximately 500 students. The majority of trainings is conducted by two ECPAT trainers, including one person from the police



EU project coordinator, professor of a tourism class and the ECPAT police trainer (from left) at a CST training in October in Mainz, Germany

(or with a police background) and covering topics such as children's rights, CSR (corporate social responsibility), prosecution of perpetrators, legal and basic information on the protection of children from sexual exploitation in tourism, as well as on the implementation of the "Child Protection Code" in the daily work, especially when communicating with clients (including practical exercises).

The demand for these trainings is steadily increasing, as is the willingness of educational institutions to cover some costs in this regard. In most educational institutions this kind of training is part of their yearly training program, with some including it in their curricula. However, the topic of child protection from sexual exploitation in tourism is not yet part of the educational or working curricula for travel agents.

- **ECPAT Luxembourg Conference- 15th anniversary, Luxembourg, 17. Nov. 2010**

ECPAT Luxembourg (<http://www.ecpat.lu/>) held a conference on its 15th anniversary, inviting guests from neighboring countries and south partners, as well as from ECPAT International. The overall theme of the conference was to look at **"Commercial Sexual Exploitation of Children over the past fifteen years- Emerging trends and counter strategies"**. Among the conference presentations from ECPAT partners from France, Belgium, the Netherlands, etc., ECPAT Germany, represented by its managing director and EU project coordinator held a presentation together with Andreas Müseler board member of The Child Protection Code from REWE Group Touristik on the topic of "Protecting children in Tourism: How can initiatives developed with the private sector and government actors in Europe protect children from sexual abuse in tourist destinations?". Especially the good practice in cooperation towards child protection in tourism in Germany, largely through the working group for the Implementation of the Child Protection Code at the DRV (German Travel Association) was presented. More information on the content and outcome of the conference can be requested at [ecpat-Luxembourg@ecpat.lu](mailto:ecpat-Luxembourg@ecpat.lu)

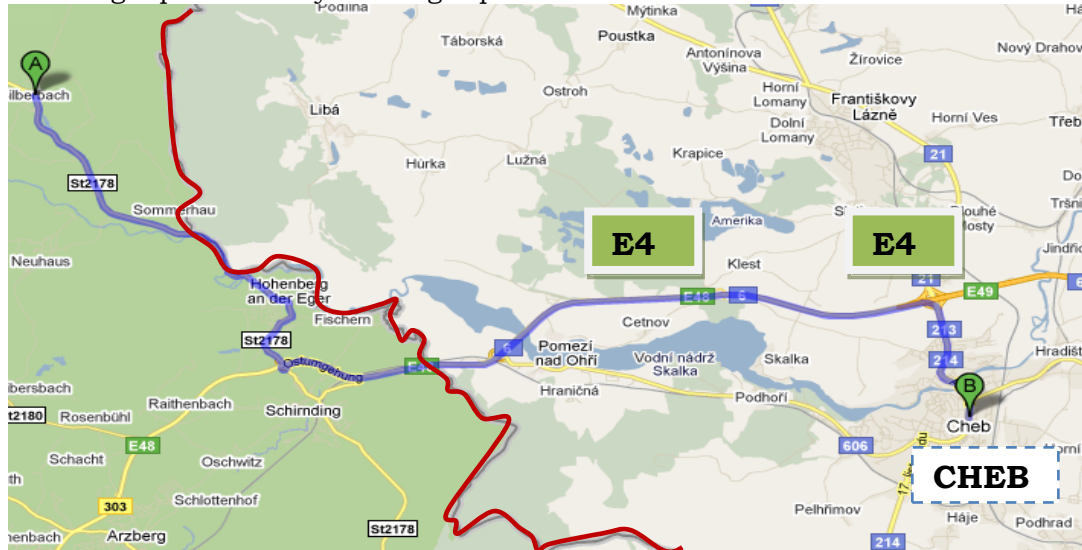
- **9<sup>th</sup> EJF Expert Seminar on Child Protection "Children as Commodity- commercial sexual exploitation of children and young people", Silberbach, 24-26 Nov. 2010**

At this seminar in the German- Czech border region, with simultaneous translation in both German and Czech, the EU project coordinator could give two inputs on the connections of the various forms of commercial sexual exploitation, as well as on child sex tourism. Other experts gave presentations and workshops in the fields of child prostitution, child pornography and child abuse images as well as on areas such as social work approaches and working methods with victims as well as therapeutic approaches on (pedophile) perpetrators. The presentation from a specialized czech police unit in the border region unfortunately made it clear that child protection, especially in the

field of commercial sexual exploitation, as well as the fight against organized criminality in this area, still has a long way to go to reach international standards.

- **Field Visit with KARO at the German- Czech Border Region**

After the expert seminar in the German-Czech Border region, the EU project coordinator was able to accompany our partner and member organization KARO (<http://www.karo-ev.de/>) to their work in the Czech city of Cheb. KARO is working since 1994 in this area against forced prostitution, trafficking and the sexual exploitation of children. The organization provides social work for children, youth and women who have become victims of sexual exploitation. By following their work for one day of providing a street soup kitchen as well as some street work to local children and women, the ongoing problem of child sex tourism could be seen first hand and through the shocking reports of daily working experiences of the staff and volunteers of KARO.



Maybe it was just a coincidence that after the soup kitchen started only one last taxi was arriving in the notorious street where children are being offered for sex, handing out a girl, not older than 4 or 5 years old to be brought back to the barracks people live in. Maybe inhabitants not being able to pay for running water, heating or food are really paying their children to be carried around by taxis... The social workers and volunteers, including locals from Cheb, know this picture and know how to interpret it. They know that the only improvement since the notorious outing of the organized child sex tourism business in the German Czech border region by a study published in 2003 was that the children are now not put directly into the arms of the German child sex offender on the streets, but i.e. are being offered by adults or older youth and transported with taxis to remoter places, where they are then abused for about 5-50 Euro.

Travelling German sex offenders and other nationals come through the European streets E 48 and E 49 on a weekly, often daily basis to abuse children, infants even. Since 1996 KARO has seen more than 500 boys and girls who have been offered for sex. Also the close connection to the field of trafficking becomes clear when listening to the story of a victim, interviewed by RTL-Punkt 12 reporter (the video link can be requested from KARO) who has been sold on the streets of Cheb, but also throughout the whole of Europe. Organized criminal networks use all means to make the most profits. Probably it is also just a coincidence that the RTL reporter travelling through this area with his car could ask for children openly and was offered girls at the ages of 13,14 and 17, if only driving with the pimp to a more remote place. When asking what he can do with the girls, the pimp just says "Everything"... We wouldn't know about all these incidents and the organized criminal networks behind it, if it wasn't for the reports of victims, social workers and single cases being brought to court.

The investigation and prosecution of child sex offenders, as well as the organized criminal networks behind this business unfortunately seem to be still too weak on the Czech, but also unsatisfactory on the German side of this border region to combat the sexual exploitation of children and young people.

## 9. ECPAT Austria

Astrid Winkler, January 11, 2011

- **Launch of new campaign "Witness"**

On 27 September the new awareness raising campaign was presented by the State Secretary for Family and Youth and the director of Criminal Intelligence Service Austria. The tri-lateral initiative of Austria, Germany and Switzerland is based on an initiative of the Austrian Federal Ministry of Economy, Family and Youth. In Austria the film "Witness" is shown on 1.000 public screens, on screens in over 800 medical offices, on long-haul flights of AUSTRIAN, by ACCOR Austria as well as by tour operators.



- **Implementation of the Child-Protection Code by ACCOR Austria**

Two years after the signing of the Child-Protection Code, two follow up training sessions for hotel directors and middle-management of Accor Austria hotels were conducted in Vienna and Salzburg in November and December 2010. The participants highlighted the importance of the initiative and appreciated it. They did not report any critical incidence since Mai 2008, the date of the signing. The training sessions were organized in the framework of the EU-project "Offenders beware" with the financial support of the European Commission, the Austrian development cooperation and the Austrian Federal Ministry of Economy, Family and Youth.



- **Thomas Cook Austria AG started awareness raising on child protection in tourism**

Only six months after the cooperation with ECPAT Austria had started in Mai 2010, Thomas Cook Austria AG has implemented awareness raising activities on child protection. Travellers and clients are being informed on child protection from sexual exploitation through an insert in the catalogue, on the website - <http://www.neckermannreisen-urlaub.at/microsites/ecpat/einstieg.html> - and through an information card which is added to the travel documents. Thomas Cook Austria AG is a member of the Austrian Association of Travel Agents (OeRV) which has signed the "Code-of-Conduct" in 2001.

## 10. ECPAT Sweden

Sandra Atler, December 9, 2010

- **Online training against Child Sex Tourism**

ECPAT Sweden is participating in a project to educate the tourism industry on how to protect children from sexual exploitation in travel and tourism. The training modules are placed online and modeled for persons working in the tourism industry. It complements the signatory commitment to educate staff under the Code of Conduct. The Swedish translation of the modules will be ready for use in the new year. The course is freely available and can be accessed [www.childprotection-tourism.org](http://www.childprotection-tourism.org). The project is managed by ECPAT Germany and the modules are translated to various languages, including Thai and English.

- **ECPAT Sweden launches campaign against Child Sex Tourism**

ECPAT Sweden launched a campaign against child sex tourism that began in November. The campaign focuses on raising attention and awareness on child sex tourism and Swedish individuals committing sexual offences while travelling abroad. The campaign utilizes a fictive child by the name of "Kim". Kim symbolizes children survivors of commercial sexual exploitation, and is created to be a face of the invisible children. Kim also stands as a voice of the children, speaking up in face of the silence on child sex tourism. During this campaign that lasts through December, Kim is encouraging Swedish travellers to report incidents of suspected child sexual exploitation to the police or ECPAT Sweden's hotline, thereby to become "baby sitters during the vacation". The campaign also addresses the Swedish government, asking what it will do about travelling child sex tourists from Sweden. Until today, the Swedish government continues to ignore the severe abuse that Swedish perpetrators commit whilst travelling.



## 10. Fair Trade in Tourism South Africa

Julia Kandzia, December 7, 2010



### • FTTSA held five Code Information Workshops all over the Country

During the past two months (October and November), Fair Trade in Tourism South Africa (FTTSA) held five successful Information Workshops for the Code Signatories and interested tourism businesses in Johannesburg, Cape Town, the Timbavati Private Game Reserve, Port Elizabeth and the Amakhala Private Game Reserve. With the kind support of the [Mercure Hotel Bedfordview](#), [Cape Town Tourism](#), the [Umlani Bush Camp](#), [Nelson Mandela Bay Tourism](#) and the [Amakhala Group](#), FTTSA was able to spread the word of Child Protection in Tourism to over 45 new tourism establishments and increase their number of Code Signatories by 40%.

The workshops were aimed to deliver to the delegates basic knowledge on the Commercial Sexual Exploitation, Child Sex Tourism and the main principles of the Code. During the training, the participants also received helpful guidelines, developed by FTTSA, on how to identify and deal with suspicious situations that might involve child abuse. Please refer to our [website](#) to download these guidelines.

Moreover, the participants learned how they can implement the Code in their day-to-day business and how to pass on their just-gained knowledge to their co-employees. This was achieved through a combination of facts and real examples from the industry. Especially the contributions of Bruce Prins, HR Manager of the Accor Hotel Group South Africa, were very valuable, as he shared his experience on the Code implementation in the South African Accor Hotels that have globally endorsed the Code since 2006.

The FTTSA trainers distributed in-house training guidelines, introduced the organizations to the [ECPAT E-Learning Tool](#) and showed examples of corporate policies, contract clauses and awareness raising activities. In discussion rounds, the participants were able to raise questions, discuss challenges and plan future proceedings.

Major outcomes of the workshops include:

- the creation of a [facebook page](#) for the Code South Africa to make use of the importance of Social Networks nowadays,
- the enhancement of the “Local Code Champion”-concept, which encourages Signatories to promote the Code to neighbouring and/or partner businesses in their area, and
- a quarterly newsletter with best practice examples, the announcement of new signatories, future plans, interesting links and related stories.



A very memorable experience was the workshop at the [Umlani Bush Camp](#): the training took place at the wooden veranda of the lodge, with monkeys listening from the surrounding trees and buffalos drinking from the waterhole only 30 metres away.

In the end, three very talkative birds joined the round to have their say about Child Sex Tourism. It seemed like they were very happy with what we're doing!

Photos, from left to right: The Code Workshop at the Cape Town Tourism offices; Bruce Prins, Accor Hotels South Africa; Reuann Smith, Nelson Mandela Bay Tourism with Katarina Mancama and Julia Kandzia, FTTSA; Extraordinary

## 11. ECPAT International

Patchareeboon Sakulpitakphon, November 23, 2010



### SKÅL Bangkok Supports ECPAT & The Code in Protecting Children

On Tuesday, 9 November 2011, SKAL Bangkok invited ECPAT International to speak at its lunch meeting at the Four Seasons Hotel. Specifically, SKAL Bangkok asked that the presentation be focused on the issue of child sex tourism in Thailand and the role of the industry to combat the crime. ECPAT International's Programme Officer for Combating Child Trafficking & Child Sex Tourism, Patchareeboon Sakulpitakphon, discussed the situation in Thailand and how the travel and tourism companies can make a difference in protecting children, such as by becoming members of The Code or creating similar child protection policies within the company and reporting cases.



Patchareeboon Skulpitakphon addressing the SKÅL Bangkok members.



Using recent cases of child sex tourism and related cases of commercial sexual exploitation, such as child pornography and child trafficking for sexual exploitation, to highlight the issue and explained points of intervention by travel and tourism professionals.

She also highlighted good practices by Code signatories in Thailand, such as Accor and Kuoni, and encouraged other companies to do the same.

Lastly, ECPAT encourages all SKAL members to support the 'Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism' [The Code]. SKAL International Bangkok is one of 450 clubs within SKAL – a professional organisation of tourism leaders around the world that seeks to promote global tourism and friendship. SKAL is the only international group uniting all branches of the travel and tourism industry.



#### You can support the Code by

Joining the Code Facebook cause and donating at <http://apps.facebook.com/causes/375011/>

Making voluntary donations at [http://www.thecode.org/index.php?page=1\\_5](http://www.thecode.org/index.php?page=1_5)



THANK YOU!

INPUTS FOR THE NEXT ISSUE OF THIS NEWSLETTER ARE WELCOME BY

**Friday, March 25, 2011**