

The Code Quarterly

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Contributors:

1. The Tourism Child-Protection Code of Conduct, Secretariat,
Dr. Camelia Tepelus
Americas
2. Childhood Brazil, Ana Flávia Gomes de Sá
3. ECPAT USA, Carol Smolenski, Amaya Renobales
Europe
4. ECPAT Netherlands, Celine Verheijen
5. ECPAT Sweden, Sandra Adler
6. ECPAT Germany, Marion Kreissl
Africa
7. Fair Trade in Tourism South Africa, Julia Kandzia
8. People Serving Girls at Risk, Malawi, Caleb Ng'ombo
Asia
9. ECPAT International, Kathleen Speake,
Patchareeboon Sakulpitakphon

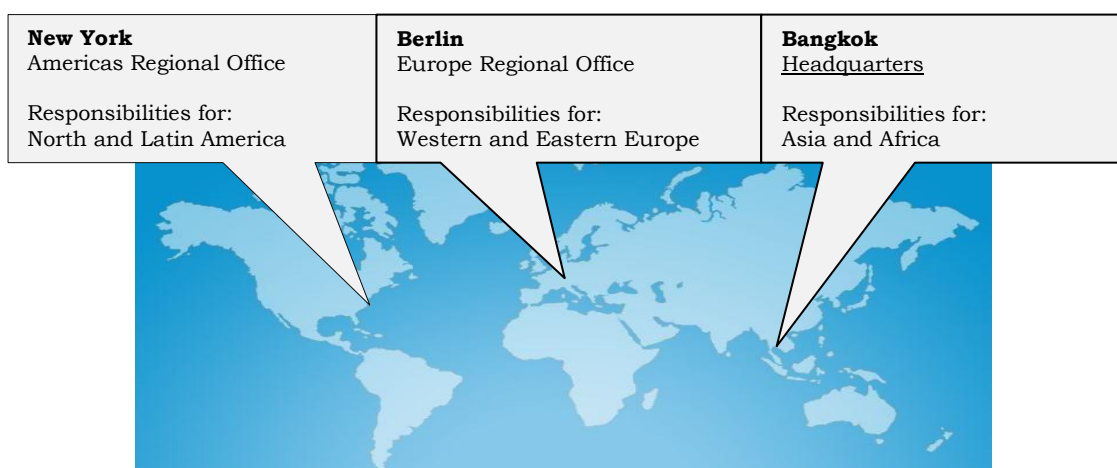
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New ECPAT France/Accor/OCRVP/DCI manual providing tourism employees guidance on how to report suspicions of child sex tourism cases

Foreseen organizational development of the Code structure presented by the Board at the Annual General Meeting 2011, to be implemented over the period 2011-2013 with support from the Swiss government/SECO (confirmation pending), UNICEF, additional institutional donors and private sector contributions



Calendar of events March – June 2011

Date	Place	Main organizer, Event, Participation
March 12	Berlin	Code AGM 2011
March 25	Paris	ECPAT France conference: Fighting against Sexual Exploitation of Children
March 30-31	Bangkok	ECPAT International training workshop on the Code for ECPAT groups in the Asia Pacific region: ECPAT New Zealand, ECPAT Philippines, CEFACOM (ECPAT Affiliate) Vietnam.
April 13	Vancouver	IBCR Canada – Air Canada forum on the protection of children in tourism
April 14-17	Stuttgart	Fair Trade Fair (Fair Handeln Messe)
June 1-5	Dresden	German Evangelical Church's Day
June 11	Bali	UNWTO –Seminar on Tourism Ethics for Asia and the Pacific: <i>Responsible Tourism and Its Socio Economic Impact on Local Communities</i>
June 27-29	Brussels	ECPAT Europe Network Meeting
September 18	Freiburg	Celebration for World Children's Day

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

Editor: Secretariat Coordinator, Dr. Camelia Tepelus

c/o ECPAT-USA, 157 Montague Street, Brooklyn, NY 11201, USA.

Ph: +1 718 935 9192, Fax: +1 718 935 917; camelia.tepelus@thecode.org



**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

Expansion of the Code organization international structure

The Code Annual General Meeting 2011 was successfully held on March 12 in Berlin, kindly hosted by Accor. In this context the Code Board of Directors Chair Matthias Leisinger announced plans of expanding the Code international structure, thanks to a funding application submitted to the Swiss government (SECO, State Secretariat of Economic Affairs) – final confirmation pending. The organizational expansion of the Code will take place over the period 2011-2013, and will include the establishment of a Headquarters in Bangkok (with regional responsibilities for Asia and Africa), supported by Regional Offices for the Americas (New York) and for Europe (Berlin).



Upon final confirmation of the funding, the Code Board of Directors will proceed to the recruitment of a General Manager/Executive Director for the Bangkok Headquarters during 2011. Starting 2012 the current Code Secretariat office in NY will transition as Code Regional Office for the Americas, to be followed by the establishment of the Code Regional Office for Europe to be set up in Berlin, with the support of Code BoD member DRV.

Welcome to new Code members

In the period January-March 2011, the Code organization received and confirmed 33 new membership applications from 7 countries: Colombia, South Africa, USA, Germany, the Netherlands, UK and Thailand/Hong Kong. We welcome all the new Code members, and thank the Local Code Representatives for their support in processing Code membership applications for the following companies:

Colombia

Hotel El Pueblito; Hotel LM; Hotel Cartagena Plaza; Playas del Caribe s.a; Hotel Casa Pestagua; Hotel Delirio; Casa Quero; Quadrifolio; Hotel Dorado y San Felipe; Hotel Puertas de Cartagena y Hotel Santa Cruz.

South Africa

Access Guest Lodge; Andulela Experience; Cactusberry Lodge; Calabash Tours; CityLodge Hotel Ltd; Europcar South Africa; Fairfield Tours PTY; Ikhayalam Lodge & Tours; The Safari Lodge; Spier Resort Management; Avis Rent A Car; Coral International Cape Town; Budget Rent a Car; Kuvona Cultural Tours; Emperors' Palace (Peermont Global); The Peech Hotel

USA

Delta Air Lines, Hilton Worldwide.

Hong Kong/Thailand

Green Up.

UK

Manila Club London.

Germany

ITB Messe, Accor Hotels Germany.

The Netherlands

ANVR.

● **Ratification by the AGM 2011 of the LCR Agreement to be signed between the international Code organization and Local Code Representatives**

The AGM 2011 ratified the standard Agreement between the LCRs and the Code international organization. The document was distributed by the Code Secretariat in November 2010, and so far has been signed in the following 7 countries: Switzerland (ECPAT Switzerland), Peru (CHS Peru), Germany (ECPAT Germany), USA (ECPAT USA), Canada (IBCR), Cambodia (ECPAT Cambodia), India (Equations/ECPAT India).

All Code LCRs are invited to further review the Agreement and return it signed to the Code Secretariat for finalization as soon as possible.

● **Code AGM 2011 – revision of the fee system starting from 2012**

The Annual General Meeting 2011 of the Code international organization held on March 12, 2011 in Berlin, kindly hosted by Accor, discussed the preliminary results of the system of fees first piloted in 2010. Considering the feedback from members, the AGM approved a revision of the fee system including re-naming of categories of companies and introduction of a 4th category, as follows:

Membership fees applicable starting with 2012

The current membership fee structure of the Code approved at the EGM in June 2009 and in force since Sept 1, 2009 is further revised and an additional company category is added. Starting with the financial year 2012, the fees applicable for Code private sector members are:

a. For category I tourism companies (revenues under 500,000 Euro/year)	Euro 50/year
b. For category II tourism companies (revenues between 500,000 and 2.5 Mil Euro/year):	Euro 300/year
c. For category III companies (revenues between 2.5 Mil and 50 Mil Euro/year):	Euro 800/year
d. For category IV companies (revenues over 50 Mil Euro/year):	Euro 2,000/year

Action: Upon AGM 2011 approval, the corresponding membership fee system to be used by the Code Secretariat staff, LCRs and private sector members starting 2012.

● **Other ongoing projects pursued by the Code Board of Directors**

The Code Board of Directors is currently engaged in two additional projects that will support the further development of the Code organization:

- In collaboration with the **UNICEF Innocenti Research Center** the Code Board has been discussing a research project focused on assessing the impact of implementation of the Code and make recommendations for the future development of the initiative. A first desk-top phase of the assessment was recently completed and a second phase will focus on building case studies, interviews with members and LCRs, etc. The project is expected to be finalized by the end of 2011.
- In collaboration with **GiZ (formerly GTZ)**, the Code Board has been discussing a project in the context of GiZ 'Strategic Alliance' partnerships. This project will be complementing the SECO project, by focusing on implementation activities in destinations by a number of private sector partners, on strengthening the capacity of Local Code Representatives and on further developing the existing monitoring and evaluation processes. The GiZ project implementation will take place in 3 countries, however the final details of the project and project partners are still under discussion.

● **PATA Awards 2011 for leading Code members Kuoni and Accor:**

Source: <http://www.pata.org/press/pata-announces-2011-grand-and-gold-award-winners>

February 2, 2011, Bangkok: The Pacific Asia Travel Association (PATA) announced the winners of the 2011 PATA Gold Awards and PATA Grand Awards, which have long been proudly supported and sponsored by the Macau Government Tourist Office. Amongst the winners, two top Code members, Kuoni and Accor:

PATA Grand Awards 2011 – category 'Education and Training' for 'Yim kids and acts on HIV Thailand' - Accor Asia Pacific, Singapore;

PATA Gold Awards 2011 – category 'Marketing – Industry' for 'Kuoni Travel Group', Kuoni Travel (India) Pvt. Ltd, India.

Marilyn Carlson Nelson named to British Travel Industry Hall of Fame

Source: http://www.carlson.com/news-and-media/news_releases.php?article=2049



Carlson, a global hospitality and travel company, today announced that Marilyn Carlson Nelson, chairman and former CEO of Carlson, was honored last night with membership into the British Travel and Hospitality Industry Hall of Fame at the Savoy in London for her outstanding achievement in creating and developing the travel, hospitality and tourism industry. Nelson's father, Curtis L. Carlson, founder of Carlson, was among the first industry leaders to receive the same accolade when he became a member in 1996.

"Our industry brings people of different cultures and faiths together around common goals. It facilitates global partnerships. It replenishes the spirit. It inspires curiosity and wonder. And, it builds friendships. The truth is, as an industry we are more relevant and more needed in today's world than perhaps at any other time in our history," said Nelson in accepting her award.

Under her decade-long tenure as president and chief executive officer of Carlson starting in 1998, Nelson doubled its system-wide revenue to nearly USD 40 billion and grew its global presence in more than 150 countries. She personally orchestrated a number of mergers and acquisitions including the merger of Carlson business travel agency operations with Accor of France, creating Carlson Wagonlit Travel, as well as the acquisition of Navigant International. She also oversaw the merger of Regent Hotels & Resorts and Radisson Seven Seas Cruises under the global Regent banner.

Nelson has been named one of the "The World's 100 Most Powerful Women" by Forbes. U.S. News and World Report selected her as one of "America's Best Leaders" and Ethisphere Magazine named her one of the "100 Most Influential People in Business Ethics."

Nelson is on the World Economic Forum's International Business Council. She is also a member of the World Travel and Tourism Council (WTTC). She serves on The World Bank's Global Private Sector Leaders Forum; and she is co-founder and an advisory board member of the Women Leaders Program of the World Economic Forum. In the U.S., Nelson served as chair of the National Women's Business Council, a bi-partisan advisory council to the President and Congress, and is past chair of the U.S. Travel and Tourism Advisory Board.

Under Nelson's leadership, Carlson was the first North American travel company to take a stand in the fight against the sexual exploitation of children in the tourism industry by signing an international code of conduct. In 2006, she was inducted into the French Legion d'Honneur. She is also a member of the Royal Order of the North Star First Class presented by the King and Queen of Sweden, the Order of the White Rose Officer First Class, presented by the President of Finland and commander of the Royal Norwegian Order of Merit presented by the King of Norway. [...]

About Carlson

Carlson is a global hospitality and travel company headquartered in Minneapolis, Minn. Carlson encompasses more than 1,070 hotels, including Radisson®, Country Inns & Suites By CarlsonSM, Park Inn by Radisson and Park Plaza®; more than 900 T.G.I. Friday's® restaurants; and a majority stake in Carlson Wagonlit Travel®, the global leader in business travel management. Carlson operates in more than 150 countries and its brands employ about 170,000 people.

<http://www.carlson.com>

About the Hall of Fame

The British Travel and Hospitality Industry Hall of Fame was created in 1995 to honor excellence and outstanding achievement in those who have played a significant part in creating and developing the travel, hospitality and tourism industry.

2. **Childhood, Brazil**

Ana Flávia Gomes de Sá, March 28, 2010

Atlantica Hotels Sets an Example in Guidelines of the Brazil Ministry of Tourism

● **Actions of the chain against child and adolescent sexual abuse become a case in Good Practices Guidelines for Brazil**



March 2011 – Atlantica Hotels International, the largest private-capital multi-brand hotel operator in South America, in partnership with Childhood Brasil, the Brazilian branch of the World Childhood Foundation, has been consistently supporting initiatives against child and adolescent sexual abuse and exploitation, especially by spreading the cause among its employees, suppliers, guests, and investors. In 2010, the company collected R\$ 635.3 thousand to aid in the development of projects and programs focused on the cause. In 2011, funds are expected to amount to R\$ 750 thousand.

The involvement of Atlantica Hotels will integrate the Good Practices Guidelines, to be launched in May 2011 by the Brazilian Ministry of Tourism. This material includes the case of the Atlantica chain as an example of Tourist Trade for the FIFA 2014 World Cup and the 2016 Olympic Games. As a result, the initiative has also attracted new partners this year. “The larger the number of people involved, the more quorum the cause gains. The goal is to have not only Atlantica, but also its partners—and why not other hotel chains—do something against this issue,” says Amanda Salles, Atlantica's Marketing Supervisor.

The practices of Atlantica Hotels are grounded on the International Code of Conduct (The Code) for the Protection of Children and Adolescents against Sexual Exploitation in Travel and Tourism, as well as on the Code of Ethical Conduct in Tourism, created by the Brazilian Ministry of Tourism. The purpose of all efforts is to have all members of the company, in addition to all other audiences related to the business, daily multiply the actions to protect children and adolescents.

About Atlantica Hotels International

Founded in 1998 by Paul J. Sistare, the current President and CEO of the company, and based in the city of São Paulo, Atlantica Hotels International is the largest private-capital multi-brand hotel operator in South America. The company keeps strategic alliances with Choice Hotels International (owner of brands Sleep, Comfort, Comfort Suites, Quality, and Clarion) and Carlson Companies (Radisson, Park Inn, and Park Suites). In addition, it has its own brands of independent hotels such as Go Inn and Atlantica Collection. The chain consists of 76 operating units, totaling roughly 13 thousand accommodation apartments in the main cities of Brazil, and its reservation portfolio lists more than six thousand hotels around the world. Atlantica Hotels supports Childhood Brasil in the fight against child and adolescent exploitation for the sake of sustainable tourism.

About Childhood Brasil

The Brazilian branch of the World Childhood Foundation, created by H.M. Queen Silvia of Sweden, Childhood Brasil was founded in 1999. Based in the city of São Paulo, it focuses on protecting children and adolescents against some of the worst forms of violence such as sexual abuse and exploitation. The organization develops its own far-reaching wide-impact projects which inform society, train professionals working in different fields, empower protection networks, spread knowledge, and influence public policies, contributing to a positive and long-lasting transformation, which greatly helps the cause. Simultaneously, it supports projects conducted by other NGOs in communities, encouraging innovative intervention experiences and aiding the development of base organizations.

3. ECPAT USA

Carol Smolenski, Amaya Renobales, March 30, 2011



● **Delta Air Lines signs the Tourism Child-Protection Code of Conduct, joining ECPAT-USA in the fight against child trafficking in the travel sector**

New York, NY (March 9, 2011) – ECPAT-USA, a nonprofit organization that advocates for policies to protect sexually exploited children, announced that Delta Air Lines has become the first major airline in the world to enter the fight against the commercial sexual exploitation of children by signing the tourism Code of Conduct (The Code). The Code specifically focuses on the protection of children from sexual exploitation in the travel and tourism industries. While The Code has been signed by over 1,000 travel industry members worldwide, Delta is the first U.S. air carrier and the third U.S. organization to sign.

As a subscriber to The Code, Delta will implement policies that condemn child trafficking and provide training to help their employees identify and report trafficking activities. Delta will also raise awareness among customers by including information about ECPAT and the Code in its Sky magazine and delta.com website.

According to Carol Smolenski, Executive Director of ECPAT-USA, the purpose of The Code is to prevent and mitigate child trafficking, as well as encourage a socially responsible, child-wise tourism industry. “All travel companies could unwittingly be facilitating the sex trafficking of children. If they do nothing to raise awareness or to prevent child trafficking, they risk becoming an indirect and unintentional conduit for the abuse that takes places,” said Smolenski. “We applaud Delta Air Lines for taking the first step toward helping fight the sex trafficking of children that has become a global epidemic.”

“It continues to be a challenge to reach U.S. companies; a lot of companies struggle with the fear that associating their company name with the tragic reality of child sex tourism will hurt their corporate brands or public images,” said Smolenski. “We are thrilled to have a company like Delta pioneering the way for other U.S. airlines and businesses to join this fight.”

Other U.S. organizations that have signed The Code include Carlson Companies, which owns the popular Radisson Hotels, and Global Exchange’s Reality Tours. Smolenski noted that Delta’s signing of The Code is an important milestone in ECPAT’s ongoing efforts to reach U.S. travel companies and create awareness of their need to provide leadership in tackling child trafficking incidents that can happen within their premises. “On behalf of Delta and its leadership team, Delta is proud to be the first U.S. airline to sign The Code. We look forward to playing a role in ECPAT’s important mission to raise awareness about and combat child trafficking. Delta prides itself on doing what is right, and this is the morally right thing to do,” said Richard Anderson, CEO, Delta Air Lines.

Smolenski added: “ECPAT-USA is grateful for the work of Sister Valerie Heinonen of Mercy Investment Services for helping create this new partnership with Delta Air Lines.”

● **Hilton Worldwide signs the Tourism Child-Protection Code of Conduct**

In March 2011 Hilton Worldwide submitted the Application and Action Plan for implementing the Code in USA, piloting it in Washington DC and Seattle.



● **ECPAT-USA Hosts Panel at the United Nations: Allies: How Public-Private Collaborations Can Combat Child Sex Tourism**

On February 28th ECPAT-USA had the opportunity to host a parallel event at the 55th session of the United Nations Committee on the Status of Women. Every year this event draws thousands of women (and some men) who discuss issues pertaining to the rights and overall well-being of women and girls worldwide. ECPAT-USA’s session, entitled “Allies: How Public-Private Collaborations Can Combat Child Sex Tourism,” drew over 130 attendees, including two groups of high school students.

Carol Smolenski, Founder and Executive Director of ECPAT-USA, moderated the panel of experts from government and law enforcement agencies, as well as NGO and for-profit businesses. Amaya Renobales, the Director of our Protect Children in Tourism Project, described ECPAT-USA’s efforts to confront child sex tourism in Mexico. While acknowledging the obstacles, she noted the progress that has been made as more people become aware of child sex tourism and more

businesses accept the Code of Conduct. The progress is significant, given that child commercial sexual exploitation was not codified as a crime in Mexico until 2006.

Amy O'Neill Richard, the Senior Advisor to the Director in the State Department's Office to Monitor and Combat Trafficking in Persons, offered a wealth of information related to current counter trafficking strategies. She emphasized demand as a major factor in the spread of commercial sexual exploitation of children, as well as several measures in place to combat this demand. These include holding the military to ethical behavior and implementing ethical compliance agreements for government contracts.

Katerina Karousos also offered a government perspective. As Chief of the Exploitation Crimes Unit within the U.S. Department of Homeland Security, she recognized that her department's work is usually reactive, given the nature of law enforcement. However, she confirmed that child sexual exploitation is a top priority, and urged the ongoing partnership of law enforcement agencies with the NGO community for the maximum benefit of vulnerable children.



Panel on child sex tourism at the UN Commission on Women, February 28, 2011

Jennifer Silberman, Vice President of Global Corporate Responsibility at Hilton Worldwide, represented an important voice in the discussion, as Hilton is poised to sign the Code of Conduct in the very near future. Jennifer frankly discussed the obstacles that a large-scale company faces in signing the Code. She also described the process that her company had to undergo from simply wanting to confront commercial sexual exploitation of children to actually writing an action plan and preparing for its implementation. Since the travel industry is a major player in combating child sex tourism, it was extremely informative to hear Jennifer describe the "thoughtful approach" that Hilton was taking. As she said, Hilton's decision means much more than signing a Code; it signifies a holistic change in making them a more socially responsible company. Julie Tanner also offered valuable insight from the corporate sector. Julie works as the Assistant Director of Socially Responsible Investing at the Christian Brothers Investment Services (CBIS). She described how CBIS uses leverage and stock ownership to encourage businesses to be socially and environmentally responsible. Julie showed us how investors and the general public can use their position of "stakeholder" or "customer" to combat child sex tourism in the travel industry. For example, as hotels are now being pressured to discontinue adult entertainment, Marriott has announced that all newly built hotels will no longer feature sexually explicit content in the rooms.

A question and answer session followed the speakers' presentations, with many questions targeted to hotel accountability and the linkage between pornography and CSEC. All of the speakers spoke with frankness and honesty, and with the intent to offer information on how to better provide a safe, happy, and healthy life for children worldwide

● **'It's a Super-Bowl for sex traffickers of children too', say ECPAT-USA and other nonprofits**

February 1 (New York, NY) - Some of America's leading advocacy groups fighting child trafficking in the United States are calling an "audible" and penalizing the National Football League and the Super Bowl Host Committee in North Texas, where the 2011 Super Bowl is being held. Nonprofits like ECPAT-USA (End Child Prostitution and Trafficking) say that, while league officials publicly come down hard on players and advertisers who reflect behavior deemed indecent or immoral, they do little to address the issue of rampant child trafficking that surrounds the Super Bowl every year.

The Super Bowl attracts large numbers of sex traffickers, who pour into the host city each year to pimp underage children to the tens of thousands of tourists, visitors and businesses connected to the game. According to ECPAT-USA, while law enforcement officials are addressing the issue, frequent calls for actions from advocacy groups to Super Bowl officials appear to go unheeded.

"The NFL and the Super Bowl Host Committee continue to turn a blind eye to this enormous problem," says Carol Smolenski, executive director of ECPAT-USA. "Our organization, and many of our counterparts such as Traffick911 and Change.org, have repeatedly called upon them to help

educate the public and bring needed attention to this extraordinary tragedy taking place in front of one of the largest audiences in the world.”

At Change.org, a social action platform, nearly 70,000 members have signed a petition calling for the 2011 Super Bowl Host Committee to take a stand against child sex trafficking by taking action, such as distributing anti-trafficking information in their official Super Bowl materials. “Sadly, the Host Committee continues to refuse these requests,” says Amanda Kloer, an editor at Change.org,

Other organizations, however, are listening. Carlson’s Radisson hotels is placing an extra focus on child prostitution and trafficking in their “Responsible Business” training this year. All hotel properties in the Dallas area have received this training in preparation for the Super Bowl. Meanwhile, the nonprofit Traffick911 has launched its “I’m Not Buying It” campaign. “The Super Bowl is a magnet for traffickers who follow the money, and together we are creating a strong ‘defensive line’ against their plans,” says Deena Graves of Traffick911. “The NFL and Host Committee promise to function in ‘a moral, ethical and responsible manner,’ says Smolenski. “We think it’s time they lived up to their promise.” Around 200,000 children in the U.S. are at risk in the United States each year, according to ECPAT-USA, and major conventions and sporting events like the Super Bowl, which attract a large number of male visitors to the host cities, contribute to the tragedy.

ECPAT USA – ECPAT Brazil “Protect Children from Trafficking” Project – Brazil

Amaya Renobales (ECPAT USA), March 30, 2011

ECPAT-USA and ECPAT Brazil work together in the prevention of sexual exploitation of children in tourism in Rio de Janeiro, Recife and Manaus.



Within a three year project funded by the US State Department (2010-2013), ECPAT USA is supporting ECPAT Brazil (represented by IBISS – Rio de Janeiro and Coletivo Mulher Vida – Recife) to prevent sexual exploitation of children in travel and tourism in Rio de Janeiro, Recife and Manaus.

As part of the project ECPAT USA Executive Director, Carol Smolenski, and Project Director, Amaya Renobales, visited Rio de Janeiro and Recife between March 21-25, 2011, to talk with local NGOs, private tourism sector and government to discuss how the project will take place and to share the experience in Mexico, where ECPAT USA developed a similar project from 2004 to 2009. Local NGO leaders Tiana Santo Sé (IBISS – Coordinator of the ECPAT Brazil coalition) and Maria Luiza Duarte Araújo (Coletivo Mulher Vida) hosted the meetings and are leading the ECPAT USA support and management of funds.

Facing the World Cup in 2014 and the Olympics in 2016, when millions of visitors will arrive to Brazil, local NGOs together with the government are taking different actions to prevent children from being sexually exploited by visitors. ECPAT USA is supporting these activities including the different awareness campaigns, trainings and the promotion of the Code of Conduct and the Pernambuco Code of Ethics for the private industry.

At the same time, the Urban Institute will do an evaluation of the whole project as it is being implemented, to show the impact of the prevention of child trafficking campaigns and actions by the NGOs together with the private industry to prevent sexual exploitation of children.



ECPAT USA – ECPAT Brazil (IBISS and Coletivo Mulher Vida) meetings in Rio de Janeiro and Recife.

4. ECPAT Netherlands

Celine Verheijen, March 30, 2011



● **Fly Brazil new Dutch member of the Child Protection Code**

Fly Brazil is the newest Dutch member of the Child Protection Code. Fly Brazil already integrated some child protection measures, such as informing travellers, but wanted to put more emphasis on this because they find it important to combat this negative impact of tourism. In the Netherlands, Fly Brazil is the fifth member of the Code. TUI Netherlands, Oad Reizen, Travel Counsellors and Terra Travel also implemented the Child Protection Code within their businesses.

● **Research activities Dutch tour operators against child sex tourism**

In a study by a student of the University for Tourism the websites of more than 140 tour operators offering trips to destinations with child sex tourism were screened on information about child sex tourism. Also more than twenty tour operators were interviewed about the sustainable management of the organization. Of the 144 tour operators who offer destinations where child sex tourism occurs, only one quarter had a text about it on their website. In most cases, this text was not easy to find. This, while tour operators who are members of the Dutch Tourism Association (all 144) are obligated to inform customers about child sex tourism.

The interviews showed that not all tour operators are convinced of the important role they can play in combating child sex tourism. Some tour operators believe that action against child sex tourism, such as signing and implementing the Child Protection Code, is particularly feasible for large organizations. But child protection is a matter of attitude, rather money. It is about raising awareness and reporting suspicious behaviour. ECPAT NL will therefore continue to convince tour operators of the social and economic importance of the protection of children against sexual exploitation in tourism.



● **Two Dutch men convicted for child sex tourism**

In March 2011 the Dutch national from Israel Amir I. (37) was sentenced to 1.5 years in prison and 1.5 years suspended sentence for running the forum Boylover.net, possession of child pornography and sexual abuse of a fourteen year old boy in Brazil. Through his forum Amir I. got in contact with a Brazilian who arranged sex with underage boys. In February 2011 the Dutch man Cees C. (65) was sentenced in front of a Cambodian court to eighteen months jail for sexually abusing two underage boys (eleven and twelve years). However, after the trial Cees C. walked out of the court as a free man because he already spent ten months in custody and the last eight months of his sentence was converted into a suspended sentence. Unfortunately, both sentences are not at all proportionate to the effect of sexual exploitation on the lives and wellbeing of the children involved.

● **English brochure for tourism professionals**

On request of Dutch signatories of the Code and the Dutch Tourism Association ECPAT NL translated the brochure for professionals in the travel industry. The comprehensive brochure describes the problem of child sex tourism and the role of the travel industry in combating it. Besides general information on child sex tourism, the brochure also contains training materials and locations where child sex tourism occurs. The brochure can be downloaded from the Dutch ECPAT website: <http://www.ecpat.nl/images/13/1358.pdf>.

● **Child Protection in five destination countries: Thailand, Cambodia, The Philippines, Dominican Republic and The Gambia**

This report describes capacity building and awareness raising activities in Thailand, Cambodia, The Philippines, Dominican Republic and The Gambia. The report is a result of a project of ECPAT the Netherlands together with local partners in Thailand, Cambodia, The Philippines, Dominican Republic and The Gambia. The project was funded by the Dutch Ministry of Foreign Affairs and focused on strengthening local non-governmental organizations (NGOs), promoting implementation of the Child Protection Code, training of different stakeholders and raising awareness by distributing information materials. A printed version of the report, including a CD with the ECPAT Training Resource Kit, can be ordered at ECPAT NL (info@ecpat.nl) or the digital version of the report can be downloaded from the Dutch ECPAT website (<http://www.ecpat.nl/images/13/1347.pdf>).

● Get the child out of the dark!

A flashlight (mechanically charged) with the text: 'Get the child out of the dark', was the winning idea in the final of the national contest amongst vocational tourism schools in the Netherlands which took place on February 18, 2011. Around 300 pupils from vocational tourism schools across the country made plans to bring the attention of travellers to the problem of child sex tourism. The flashlights will be distributed at the Holiday Fair and distributed by two Dutch Code-members to customers who travel to destinations where child sex tourism occurs.

5. ECPAT Sweden

Sandra Atler, March 10, 2011

● ECPAT Sweden ISO 26000 Briefing - Guidance Standard on Social Responsibility

What is ISO 26000?

ISO 26000 Guidance Standard on Social Responsibility is a *guidance* standard, which means it is not meant for certification. It is for voluntary use and attempts to guide users towards increased social responsibility. It is not a standard for only corporate social responsibility; it is a standard that all organizations can use. When the term "organization" is used in the text, it refers to companies and other type of stakeholders.



How was it developed?

The need to draft a standard on *corporate* social responsibility was raised in 2001, by e.g. consumer groups. The work to draft a standard on social responsibility begun in 2004, with the creation of a Working Group. Six years of drafting followed and the Working Group grew into hundreds of experts and thousands of participants. Input was provided through numerous written comments on roughly ten drafts. The standard was published in 2010. It comprises in total, including annexes, more than 100 pages. The ISO 26000 was developed through the participation of six stakeholder groups; industry, government, consumers, labor, NGOs and others (e.g. research). There was participation from all over the world, and the participation in terms of gender was relatively well balanced. Noteworthy, it was a costly process where mostly, the participants had to find strategies to fund participation themselves (even if some support existed) including travel around the world to meeting venues. ECPAT Sweden participated since 2005, and became a representative for the global NGO-stakeholder group in the drafting team of the standard.

Strengths & Challenges of the standard

According to ECPAT Sweden, some of the main strengths of the standard include:

- **Definition of Social Responsibility** (definition 2.18). It defines SR as taking responsibility for your impact on society and environment, rather than as charity. It emphasizes sustainable aims, engaging with stakeholders and respecting international norms.
-
- **Emphasis on Stakeholder Engagement** (clause 5). The standard strongly emphasizes the role of stakeholder expectations and the importance of considering stakeholder interests. This provides a great opportunity to enter dialogue with organizations.
- **Chapter on Human Rights** (clause 6.3). The clause builds on elements as proposed in the Draft UN Guiding Principles for Business & Human Rights, where conducting human rights due diligence is key to respecting human rights. It specifically discusses children as a vulnerable group.
- **Principle on Respect for International Norms of Behavior** (principle 4.7). The principle states that organizations should strive to respect international norms. In effect, this means that non-state actors should respect the rights in the Convention on the Rights of the Child, and other relevant human rights treaties directed at states.

The International Organization for Standardization (ISO) is the world's largest and leading standardization organization. The working group of ISO 26000 was the largest and most broad based (stakeholder representation) group to develop an ISO standard. The potential for using it as a tool to create change and increase social responsibility of companies and others, is large. ECPAT

Sweden would like to encourage everyone, to seize this opportunity to use the standard as a tool for change and lobbying. It will during the coming years, provide the common language that stakeholders will speak in working with social responsibility.

It is both positive and negative that the standard is general in many regards, and not too specific in its guidance. It sets out to cover almost all topics relating to social responsibility, and it is to be used for any organization in the society, large, small, global, domestic, for-profit, non-profit... The scope is thus huge. Because it is not a standard for certification, it does not contain *shall-requirements*; it is worded through recommendations expressed by “should”. Some question whether it would be better to have it be certifiable. But upon a second thought many agree with disadvantages. How do you create a checklist approach to every issue contained in the standard?

Furthermore, some argue that since SR is rather a process than a one-time off status, using the approach of a guidance standard (rather than a certifiable standard) is more suited for social responsibility – at least at this initial phase. Nevertheless, a number of countries across the globe are developing national standards that are certifiable, e.g. Denmark, Austria and Israel. Other countries already have certifiable standards, e.g. Brazil, Mexico, Portugal and Spain.

How does the standard deal with human rights and sexual exploitation of children?

The standard contains many points of guidance that can be used to raise the bar for companies working against sexual exploitation of children. For example, it states that organizations should not be complicit in human rights abuses, defining complicity both in legal and non-legal senses. It recommends organizations and companies to have policies to prevent sexual exploitation of children. It recommends organizations and companies to respect and always take into account, the four basic principles of the Convention on the Rights of the Child. It is not just the chapter on human rights that become relevant, but many aspects in the standard that thus it should be read as a whole.

How does ISO 26000 relate to the Code of Conduct for the Protection of Children against Sexual Exploitation?

The Code of Conduct is listed in the Annex of the standard, after decision of the Working Group. It is the only initiative mentioned in the standard dealing with children’s rights specifically and also the only one dealing with sexual exploitation.

You can find more information on http://www.iso.org/iso/social_responsibility There are discussions groups open for anyone to join e.g. on LinkedIn. For further information or questions, please contact ECPAT Sweden at info@ecpat.se

● **ITB- International Tourism Fair 2011, Berlin**

Again the world's biggest tourism fair took place from the 9th to the 13th of March in Berlin with around 170.000 visitors. As in the years before, the topic of child protection in tourism was represented in several ways. This year TheCode.org for the first time had its own booth, organized by ECPAT Germany and sponsored by the new signatory ITB Berlin and the European Commission. At the booth "Childprotection Code" No. 208 in hall 4.1, travellers and tourism professional could not only receive information on the Child Protection Code and the fight against the sexual exploitation of children, but had also the possibility to directly participate in the ECPAT E-Learning-course "[How to Protect Children from Sexual Exploitation in Travel and Tourism](#)".



Child Protection Code, Stand in Hall 4.1 at the ITB, 2011

As in the past years ECPAT Germany was supported by our international partners from South Africa, the Dominican Republic, Philippines, Estonia, Russia and other European countries, who were helping to raise awareness on the topic.

● **ECPAT/The Code.org Press-breakfast on the Child Protection Code and effective measures against sexual exploitation of children in tourism**



Press- breakfast for journalists, 10.03.2011

ECPAT Germany and The Code.org invited on the 10th of March on the Child Protection Code booth to a press-breakfast on the "Child Protection Code and effective measures against sexual exploitation of children in Tourism." The press-breakfast gave the opportunity to engage in dialogue with more than 10 international partners from the Philippines, Estonia, UK, the Dominican Republic, Vietnam, Russia, Austria, etc. who were talking about their national situation of sexual exploitation of children. Although the press involvement was not so high, the breakfast provided a good networking opportunity between the partners and also with stakeholders from the tourism industry, who answered the invitation.

The event was moderated by Matthias Leisinger, Head of Corporate Responsibility at Kuoni and The Code.org Chair of the Board together with Mechtild Maurer, press responsible and Managing Director ECPAT Germany.

● **Press Conference organized by EED/Tourism Watch on the topic of human rights and tourism**

In cooperation with notable human rights NGOs (Amnesty International, Survival International) and an ECPAT partner from the Philippines, father Shay Cullen, the organizing partners called for the application of the human rights framework also in tourism.

● **Signing of the Code of Conduct for the protection of children in Tourism (Child Protection Code) by ITB Berlin**



Dr. Martin Buck, Director of the Competence Center Travel and Logistics, Messe Berlin, signed the Child Protection Code in the ICC, Saal 6, at 11 a.m. on Friday, 11 March, 2011. Members of ITB Berlin have drawn up a joint action plan to ensure compliance with the provisions of the Child Protection Code, which contains short and long-term measures. The focus is on activities at ITB Berlin which will inform its exhibitors and visitors and which will call upon them to protect children's rights.

"This is mainly about our responsibility towards society, which we are aware of and accept. We wish to communicate this message throughout the industry, for as the leading travel trade show we also consider ourselves to be a leading voice. We would like our efforts to contribute towards ending the exploitation of children", said Dr. Martin Buck, explaining the need for the Child Protection Code.

So far more than 1000 tour operators, tourism organizations and their corresponding umbrella organizations, as well as hotel chains in 37 countries have signed this document.

Dr. Martin Buck: "ITB Berlin is very pleased to be undertaking concrete efforts to protect children's rights as with immediate effect. The world's largest tourism trade show sees it as an obligation and as part of its corporate social responsibility to take an active stand on this issue." Information on ITB Corporate Social Responsibility is available at <http://www.itb-berlin.de/csr>.



Signing of the Child Protection Code by the ITB Berlin, 11.03.2011

● **26th UNWTO Task Force Meeting for the Protection of Children in Tourism**

On 11 March, the 26th Meeting of the UNWTO Task Force for the Protection of Children in Tourism was held at the ITB in Berlin. Several speakers reported on progress and good practices in the protection of children from exploitation in travel and tourism. Reports came from representatives of governmental departments, such as the Ministries of Tourism of Jordan and Ecuador, as well as NGOs, UN agencies, and the travel industry, such as ECPAT UK, ECPAT France, ILO/IPEC, and the German Travel Association (DRV).



Alessia Altamura, ECPAT International – at the UNWTO Task Force on the Protection of Children in Tourism, 11.03.2011

The ECPAT Regional Associate for Europe gave a presentation on child protection in tourism planning and development at community level and provided recommendations and examples of good practices from the ECPAT network. In an effort to expand outreach to new potential partners, it was decided that the Task Force will be renamed "World Tourism Network on Child Protection" and that stakeholders interested in joining the network will be asked to sign a written commitment. The next Task Force/World Tourism Network meeting is scheduled for March 2012 and will include a thematic discussion on child protection and the boom in the cruise industry.

● **Project Ending of the 3-year project „Offenders Beware!“**



Five European ECPAT groups from Austria, Germany, Italy, the Netherlands and Estonia, as well as six south partners from the Philippines, India, South Africa, Kenya, Costa Rica and the Dominican Republic have successfully completed a 3-years project which was aiming at increasing awareness and knowledge on sexual exploitation of children in tourism and building up the capacity for preventive actions among tourism professionals, students as well as other relevant stakeholders such as law enforcement and governmental authorities. The project „Offenders Beware - Raising

Awareness, Capacity and Motivation for the Protection of Children from Commercial Sexual Exploitation in Tourism (CST)” was supported by the European Commission and several national partners.

Some of the main components of the projects were:

- A. Awareness raising measures for tourism professionals and tourism students in the EU partner countries including an e-learning-course
- B. Advocacy and sensitization activities addressing European and national parliamentarians and other EU/national key decision-makers and politicians and the tourism industry including expert meetings with South partners
- C. Information of public and media about CST, documentation and publication
- D. Train-the-trainer (ToT) seminars and development of training manual and standards for awareness raising measures in the EU partners’ countries



Among some of the produced materials are:

- An Education brochure for tourism staff and tourism students on Child Sex Tourism in several languages (English, German, Italian, Estonian, Dutch)
- A video spot “Children are not a tourist attraction” in several languages (English, German, Italian, Estonian, Dutch)
- A Documentation and publication of Case Studies and Good Practice;
- An Update and Extension of the ECPAT International CST Toolkit “Protecting Children from Sexual Exploitation in Tourism. A Training Resource Kit”
- The ECPAT E-Learning course on the Protection of Children from Sexual Exploitation in tourism (www.childprotection-tourism.org), in several languages (English, German, Dutch, Italian, Estonian, French, Spanish, Swedish and Thai).

All documents will shortly be found on the project-partners’ websites, or from kreissl@ecpat.de

During the three years more than 85 Workshops, lectures and seminars for students studying a tourism-related field at universities, schools, colleges of higher education and vocational schools reaching more than 3000 people and over 35 Briefings, seminars and workshops with tourism staff and management reaching about 1000 people, were held. 7 Newsletter, more than 400 Advocacy and sensitization measures toward Private and Public Sectors, two international Expert Meetings, a European Train-the-trainers (ToT) seminar, about 16 Trainer seminars on a national level, as well as the participation in 10 tourism fairs reaching approximately 500 000 people, took place.

ECPAT Germany, the lead agency of the project, wants to thank all partners on a national and international level, especially the project partners and the committed people from the tourism industry in all partner countries for their active involvement, support and good work. Thank you!

Upcoming Events

Date	Place	Main organizer, Event, Participation
25 March 2011	Paris, France	ECPAT France “Conférence- Luttons contre l’exploitation sexuelle des enfants”
14th- 17th of April 2011	Stuttgart, Germany	Fair Handeln Messe (Fair Trade Fair)
1st- 5th of June, 2011	Dresden, Germany	33. Deutscher Evangelischer Kirchentag (Evangelical Church’s Day)
27th-29th of June, 2011	Brussels, Belgium	ECPAT Europe Network Meeting
18th of September, 2011	Freiburg, Germany	Celebration for World Children’s Day

7. Fair Trade in Tourism South Africa

Julia Kandzia, March 29, 2011

● South Africa – FTTSA launches Media Event and creates new Awareness Material

On 26 January, Fair Trade in Tourism South Africa (FTTSA) organized a media event at the FTTSA-certified Peech Hotel in Johannesburg to inform the media of work done so far to introduce the Code in South Africa.



The purpose was further to create partnerships with the media to widen the reach of this initiative. Key travel and consumer media such as the Getaway Magazine, the SABC (South African Broadcasting Cooperation) and the Mail & Guardian Newspaper attended the event.

Katarina Mancama, Project Manager at FTTSA, gave a brief overview of the project; Grace Banya from the International Labour Organisation (ILO) and Stephen Blight from UNICEF (the key donors of this project) gave an insight into their motivation for providing funding to

the project; Bruce Prins from Accor Hotels reflected on the work done on the ground in terms of child sex tourism and the prevention thereof; and Roshene Singh from South African Tourism summarized the need for everyone to work together to protect our children from exploitation. The event was a success, and FTTSA hopes to be able to give information on new partnerships in the near future.

New Awareness Material

Lately, FTTSA has been sending out [educational flyers](#) for child protection to their Signatories in four of the 11 official South African languages: Xhosa, Shangaan, Afrikaans and English. The translation to the remaining seven languages is in progress and FTTSA hopes to make them available to the public soon.



All targeted Signatories were requested to please distribute the flyers to their employees and surrounding communities in order to show parents, relatives, teachers and other members of the community what they can do to better protect their own and other children from threats, such as trafficking, rape, abuse or child labour.

As a feedback to the flyers, one Signatory raised the issue that printing the coloured flyer in-house would be very expensive since it uses a lot of ink. FTTSA therefore also provides the flyers in black and white to reduce the Signatories' printing costs.



Moreover, FTTSA recently developed six "Implementation Examples" tailored for the various business areas to demonstrate how exactly they can be pro-actively involved, since it is very important for tourism establishments to understand that each and every one of them can - and should - be part of the Code and support the fight against child sex tourism in South Africa.

The guidelines are currently available for:

- Tour Operators
- City Hotels
- Rural Establishments
- Small Establishments
- Car Rental Companies and
- Travellers

All the above documents can be requested from FTTSA via email: <mailto:thecode@fairtourismsa.org.za>.

8. People Serving Girls At Risk, Malawi

Caleb Ng'ombo, March 19, 2011

● Child Sex Tourism in Malawi – Challenges and the Call for Action

Malawi is a land locked country in Africa, situated South of the equator sharing borders with Tanzania to the North, Zambia to the West and Mozambique surrounding its Southern region. The country has a total population of 13.2 million people and is ranked among the world's 20 least developed countries by the Human Development Index.

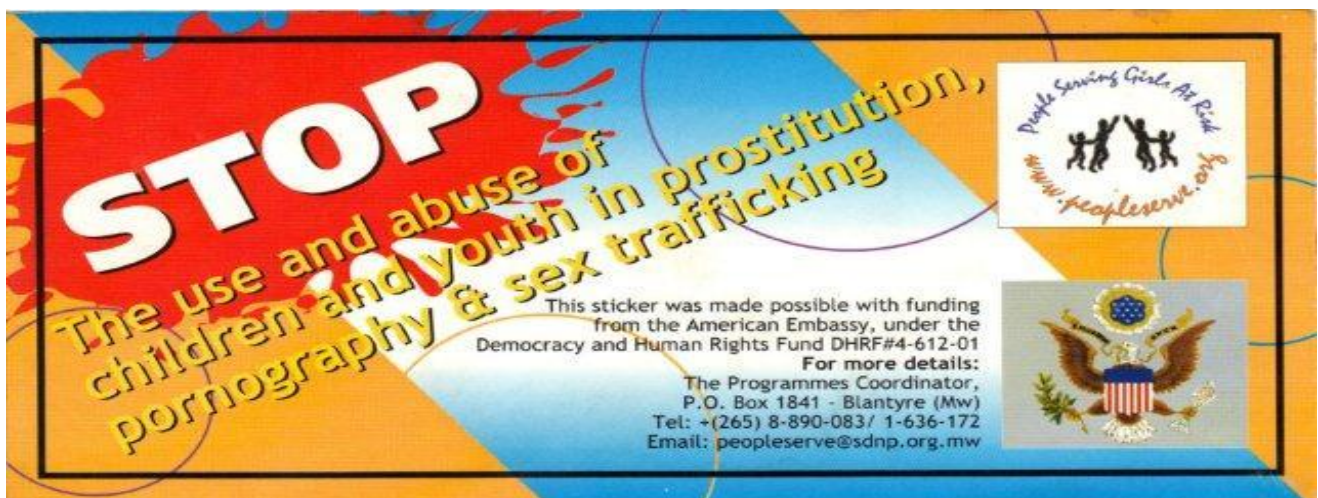
Children and young people constitute about 52% of the total population out of whom 1,155,858 children live in ultra-poverty on less than US\$0.20 per day. The Government estimates that 1.4 million children are involved in hazardous child labour.

The tourism industry in Malawi is still in its infancy stage but continue to register an increased number of tourists visiting the country every year. Lake Malawi and its islands and biodiversity are some of the attractive features with its magnificent mountain surroundings, crystal clear waters and fine sandy beaches as its major attraction to tourists.



Like many other countries in the world Malawi is grappling with serious challenges in child trafficking. Reports by civil society organizations like People Serving Girls At Risk, the US Department of State and the International Organization for Migrations (IOM) indicate that Malawi is a source as well as a transit country for trafficking. Child sex tourism is quite rampant mainly along the lakeshore resorts of Karonga and Nkhata Bay in the Northern Region; Nkhota kota and Salima Districts in the central region and Monkey Bay and Mangochi in the Southern region. Children are lured by tourists with false promises of education, marriage or better life abroad, especially in European countries like Germany, Netherlands, United Kingdom, etc. Yet many more children are coerced to record for pornographic video material, often done in broad daylight with impunity in some tourist resorts. Although the local laws criminalize this as an offence, law enforcers have not moved in to effect arrests for prosecution largely due to lack of proper guidelines.

Malawi is a signatory to various international and regional instruments, conventions and declarations aimed to combat human trafficking. Locally, Malawi has recently enacted the Child Care, Protection and Justice Law, which recognizes child trafficking and provides maximum life imprisonment sentence to offenders. Be as that may, a lot of gaps still exist in areas of protection, prevention and prosecution because of a number of underlying factors, notable among them lack of awareness on the existing laws both by communities and law enforcement agents.



Malawi has a National Tourism Policy which was developed to regulate the tourism industry in the country. The policy among other key principles, was developed to (a) Ensure that tourism facilities and establishments are not used for prostitution purposes; and, (b) Ensure that there is no sexual and commercial exploitation of children in the sector. However, this has not been the case as evidenced by the many tourists accommodated within the country's hotels who openly meet pimps to facilitate child sex tourism.

This calls for the need for key interventions. Firstly, there is need to intensify awareness targeting children and local people to understand child trafficking and child sex tourism. Secondly, there is need to train and educate law enforcers like immigration officers, police and magistrates to be aware of the existing laws and how they can be used during investigations and prosecution of child trafficking cases. In particular, immigration officers must be trained to detect trafficking and its elements. Tour operators, like bus companies, car hire companies, taxi drivers, hotel managers, etc. are also critical group need to be targeted under the same to educate them on the existing laws. Thirdly, there is need to develop and popularize a code of conduct for the tourism industry in Malawi, which must provide penalties for offenders. While this is reaffirmed by the World Congress Against Commercial Sexual Exploitation of Children, it is also in line with the Malawi National Tourism Policy, which in part aims to collaborate with stakeholders efforts in curbing sexual and commercial exploitation of children in the sector.

Meanwhile, People Serving Girls At Risk is doing a commendable job in increasing awareness about child trafficking in Malawi. In 2010 the organization worked with grassroots communities to make them remain vigilant against child sexual exploitation and child trafficking. This was amidst increasing reports of missing children believed to have been abducted or trafficked due to the 2010 FIFA World Cup in South Africa. People Serving Girls At Risk in Malawi works with a mission to rehabilitate and reintegrate child victims of sexual exploitation including trafficking. In spite of the commendable efforts the organization is doing, finances and other resources still remain a challenge.

Contacts: peopleserve@africa-online.net; peopleserve@ewimax.mw



Caleb Ng'ombo,
Executive Director,
People Serving Girls At
Risk, Malawi

9. ECPAT International

Kathleen Speake, Patchareeboon Sakulpitakphon, March 31, 2011

● Announcement of new Executive Director for ECPAT International



ECPAT International
END CHILD PROSTITUTION CHILD PORNOGRAPHY AND
TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES

The ECPAT International Board of Trustees announced the appointment of Kathleen Speake as its new Executive Director, that assumed the position in the ECPAT International Secretariat office on 7 March. Kathleen came to ECPAT International with vast work experience as an international development professional and a passionate advocate for social justice and rights-based approaches.

She worked for the International Labour Organization's (ILO) Office for China and Mongolia promoting core labour standards, particularly the elimination of child labour. She has a deep understanding of global development policy and practice and an appreciation of the complex multi-faceted factors that put children and adolescents at risk for exploitation. In China and the Greater-Mekong Sub-region, she led ILO national-level and sub-regional policy and evidence-based advocacy initiatives for trafficking prevention, rights protection, and safe migration for girls and women.

Kathleen's experience with civil society organizations includes engagement with the world co-operative movement, especially when she led the Canadian Co-operative Association's multi-sector program for Asia and Eastern Europe. She has worked in China, Cambodia, India, Indonesia, Mongolia, Nepal, Philippines, Sri Lanka, Thailand, Ukraine and Vietnam. She holds a Master's degree in Public Administration and Public Policy. Kathleen is fluent in Mandarin Chinese and has conversational French. She currently lives in her hometown of Ottawa, Canada.

Kathleen says, "Child sexual exploitation is a complex and growing problem requiring the attention and action of all society. I believe that ECPAT is the kind of global player that can bring an end to this shocking violation of children's rights, because of its ability to network at all levels and build collaborative partnerships with government, civil society, the private sector, and the broader child rights community. (...) It is with great anticipation that I look forward to taking up my post as Executive Director and working alongside you to promote coordinated and effective world action to end child sexual exploitation."



Kathleen Speake, ECPAT International
Executive Director

● Training workshops for ECPAT groups in Asia-Pacific

On 30 – 31 of March 2011, ECPAT International held a two day training workshop for ECPAT groups in the Asia Pacific region on The Code of Conduct. The participants are: Mr. Alan Bell from ECPAT New Zealand, Ms. Josephina Alforque from ECPAT Philippines, Ms. Hoang Thuy Lan and Ms. Trinh Thi Mai Anh, from CEFACOM – ECPAT Affiliate Group in Vietnam. This capacity building workshop is intended so that each ECPAT group can become the official Local Code Representatives in order to support The Code's implementation and support companies that are members of The Code to effectively combat child sex tourism in their respective countries.



A benefit of the training workshop is the sharing of experiences and knowledge from the ECPAT group members with each other, on the issue of child sex tourism itself and also their experience in working with the tourism private sector.

As the goal of the workshop is to prepare ECPAT groups to implement The Code and support members, a large part of the workshop focuses on how to build a working partnership with the tourism sector and for the groups to understand the needs of The Code members: from setting up policy framework to reporting procedures and how to effectively train tourism professionals on the sensitive issue of child sex tourism.

After the training workshop, each ECPAT group will begin to implement The Code in their respective countries with the support of ECPAT International through micro-projects.



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



THANK YOU!

INPUTS FOR THE NEXT ISSUE OF THIS NEWSLETTER ARE WELCOME BY

Friday, June 24, 2011