

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

The Code Quarterly,

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Calendar of events June - December 2006

Date	Place	Main organizer	Event, Participation
14-16 June	Sofia, Sunny Beach, Golden Sands, Bulgaria	Animus Association, OSCE	Training workshops for the tourism industry at the Bulgarian Black Sea Coast
26 July	Aruba	Calson Group : Radisson Arruba	Training of hotel staff
3 August	Belize City, Belize	ECPAT USA, BTIA	Signing of the Code in Belize
10 August	Cancún, Mexico	ECPAT USA, Cadenas Humanas	Training for the tourism private sector in Cancún
15 September	Montenegro	OSCE	Signing of the Code by over 300 companies in Montenegro
7-12 October	Montenegro	OSCE	Training course for signatories of the Code
16 October	Madrid	ECPAT Spain	Signing of the Code by Spanish hotels
6 November	London	UNWTO Task Force	UNWTO Task Force for the Protection of Children from Sexual Exploitation in Tourism
26-29 October	Porto Alegre	Brazil Ministry of Tourism	Training for the officials from South American National Tourism Authorities
29 November – 2 December	Porto Alegre	Brazil Ministry of Tourism	World Tourism Forum for Peace and Sustainable Development

INPUTS FOR THE NEXT ISSUE OF THIS NEWSLETTER ARE WELCOME BY
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With the support of the
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Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, an ECPAT project, co-funded by UNICEF and supported by the World Tourism Organization

www.thecode.org

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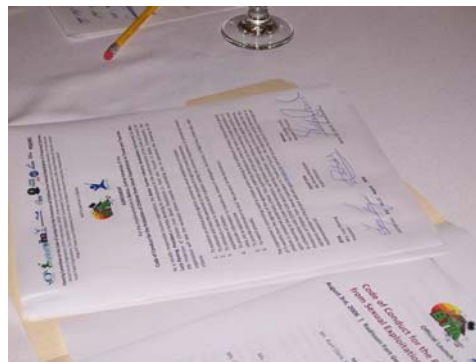
1. ECPAT USA

Amaya Renobales (based in Cancún, Mexico), August 30, 2006

ECPAT USA organizes the signature of the Code of Conduct in Belize and holds the second training for the private sector in Cancún, Mexico

Belize, August 3rd, 24 enterprises sign the Code of Conduct at the Radisson Fort George Hotel and Marina.

The signing ceremony had the presence of the Minister of Tourism, Honourable Godfrey Smith, the CEO in the Ministry of Human Development Mrs. Anita Zetina, who assisted in the name of the Prime Minister of Belize, the US Consul, Mrs. Cindy Gregg, the President of the Belize Tourism Industry Association Mrs. Lucy Fleming, the Radisson Hotel Director Mrs. Maria Otero, the Belize Tourism Board representative Raymond Mossiah and the ECPAT USA Project Director Mrs. Amaya Renobales. They all spoke about the importance of this signature event for the prevention of children sexual exploitation in tourism and the common rejection of the matter and the willingness of all to protect children rights and Belizean tourism from exploiters.



Amaya Renobales of ECPAT USA, signing the Code of Conduct agreements together with representatives of the Belize Tourism Industry Association (BTIA). Photos: Maria Vega

There were also members from UNICEF Belize, the National Committee for Families and Children, the Family Courts and the Belize City Councilor who witnessed the event, among other representatives of hotels, tourist guides, and civil society organizations such as YES and NOPCAN.

23 enterprises signed, including the Belize Tourism Industry Association who gathers 500 members, the Belize Ecotourism Association, the Belize Hotel Association, the Belize Tourist Guide Association, Programme for Belize and the Rainforest Alliance. It is expected to obtain more signatures in the following months.

Complementary to the signing, the training of trainers for the signatories of the Code has already started, with the cooperation of Programme for Belize and the Rainforest Alliance to expand the geographic areas that will make possible to reach the private sector of Belize City, Punta Gorda, Cave Caulker, San Pedro, Cavo, Corozal and Orange Walk.

Cancun, August 10th. Second training of trainers. The Quintana Roo Hotel Association and ECPAT USA organized this second training of the year that gathered 54 people, including not only the private sector but also 7 representatives of the family welfare institution, DIF (Desarrollo Integral de la Familia) and 9 from the Police Corporation. Mrs. Amaya Renobales, ECPAT USA Project Director, made a three presentation training including Children Sexual Exploitation phenomena, legislation and commitments of the Code of Conduct. Mrs. Cristina Alcayaga, President of the NGO Cadenas Humanas, explained the work of its 20 women volunteers who are doing the monitoring of the implementation of the Code of Conduct by the private sector, and the Police officials also explained their work to the private sector and the importance of having their denounces to be able to investigate and catch potential or in-fraganti exploiters.

The representatives of Westin, Crown Paradise, Dreams Tulum, Barceló, Fiesta Americana, Iberostar, Kin Mayab, Meliá, Radisson, Royal Resorts, Sunglass, Plaza Kokai, Sunset, Xel-Ha, Antillano, Via Delphi, Asociación Mexicana de Facilitadores, Dolphin Discovery, Aventura Spa Palace, Akumal Beach, Aquamarina, BD Real, Casa Maya and Clipper showed a lot of interest and concern about sexual exploitation of children in Cancun and the Riviera Maya and gave a lot of ideas and support to the Code of Conduct implementation.



Training of tourism trainers held by ECPAT USA (Amaya Renobales) in Cancún, August 30, 2006

On August 22nd. the Quintana Roo State Governor presented and launched the prevention media campaign “Voces sin Fronteras” against Children Sexual Exploitation sponsored by DIF, with the presence of distinguished representatives of the government, the judiciary, the private sector and the civil society. This campaign has been started to be shown at the Airport, radio and TV and also in public and private places such in hotels, public offices, cars, etc. thorough Cancun and the Riviera Maya.

In the mean time the Quintana Roo Congress has declared that by the first week of September they will be approving the legislative reforms which will make enforceable the crimes of Sexual Tourism, Child Prostitution and Pornography and Trafficking in the State. Some lawyers and NGOs, including ECPAT USA, have been invited to the approval in the CongressCode launch in Belize

2. CODE SECRETARIAT

Camelia Tepelus, June 12, 2006

New standard implementation procedure

Following the Code Annual General Meeting in March 2006 in Berlin, and the subsequent Executive Committee Meeting held in May 2006 in Zurich, the Code partners agreed on a organization logo and a standardized implementation and monitoring procedure to be used in all countries. The procedure and supporting documents were drafted by Karolina Frischkopf of ECPAT Switzerland, revised by Luc Ferran of ECPAT International and approved by the Code Executive Committee.

The standard implementation procedure to be promoted in the future for the implementation of the Code includes the following steps:

1. **Information:** will be available from the Code Secretariat, the Code website and the Code national partners. The **Information Sheet** includes detailed information about the expected steps and the framework of collaboration for the implementation and monitoring of the Code.
2. **Application:** An **Application Form** will be provided to the interested companies by the Code international Secretariat. The Code national partners will be informed upon receiving the form completed by the company.
3. **Action Plan and Signing:** An Action Plan of the actions envisaged for successful implementation of the Code will be prepared by the company in consultation with and upon advice of the Code supporting national partner.
4. **Signature:** Upon approval of the Action Plan by the Executive Committee, the Code Agreement may be signed between the company, the local partner and the Code international Executive Committee.
5. **Implementation:** The company will nominate a person responsible for the Code implementation, to be the contact for the local partner and for the Executive Committee and Secretariat.
6. **Monitoring:** The purpose of the monitoring is to allow sharing of experience and improvement of the skills on implementing the Code, by providing **Annual Reports** on the implementation. If public, the reports are used to encourage adoption of the Code by tourism businesses which have not joined the project, and to help the Code organization to monitor and to continuously improve the project.

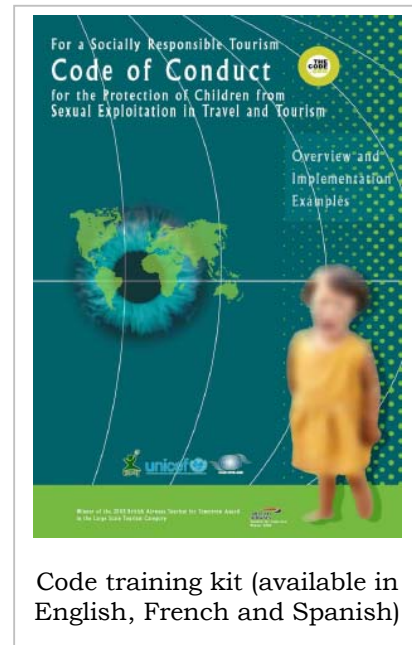
It is aimed that this procedure will be used in the future when the Code will be implemented by an interested company.

In the last couple of months, several companies interested in the Code have been successfully testing out the procedure and are in the process of preparing the signature of the Code in Switzerland and Spain.

Reprint of training materials

In August 2006, the Code Secretariat produced a revised edition of the Code training kit, including a booklet of 50 pg, color printed and funded from the UNICEF grant (English and French) and from a US State Department Grant awarded to ECPAT USA (Spanish). The booklet is a reprint of the 2004 edition and contains an overview of the project as well as examples of implementation by different companies, from sending and receiving countries. The book is available in English (3000 copies), Spanish (1000 copies) and French (1000 copies), and sample copies will be sent complimentary to the Code partner organizations.

The Code Secretariat invites all interested groups to purchase additional copies of this training kit priced at \$15 + postage for distribution at different tourism fairs, roundtables and workshops.



Code training kit (available in English, French and Spanish)

A tri-lingual brochure containing an overview of the project was also re-printed based on the text developed by Respect Austria during the 2001-2004 EU-funded projects, and including the new code procedure.

UNICEF funding agreement: end of year II, beginning of year III

September was the last month under the year II of the three-year UNICEF funding framework covering the Code Secretariat and Steering Committee activity.

During the year II, the Code achieved a series of important strategic steps including:

- approval of the organizational logo and standardized procedure for the Code implementation;
- reprinting of new training materials;
- introduction of the Code in new countries including: Guatemala (with the support of UNICEF), Belize, Mexico (through ECPAT USA), Albania, Montenegro (through OSCE), etc.

Year III and final of the agreement is expected to start in October 2006, and will have a budget of \$80 000. The budget is based on the original contribution of the same amount from the Japan Committee for UNICEF, and is the most restrictive budget since 2004.

Approval of the Project coordinated by ECPAT Switzerland: "Elaboration of a strategy for the organizational development of The Code organization"

The project presented by ECPAT Switzerland during the Code 2006 AGM in Berlin has been accepted for funding by the Swiss Ministry for Economics. ECPAT Switzerland will take over the operational facilitator role in this project and will be strategically supervised by the Chair of the Executive Committee. An expert group will be nominated by the Code Executive Committee to meet twice for two full working days in Switzerland and address five main areas of focus for "The Code" strategy:

- A) Implementation of the Standard procedure;
- B) Structural development of "The Code"-Organization
- C) Long term funding of "The Code"-Organization
- D) Promotion of the destination work
- E) Standardization of the trainings in the sending and destination countries

The Code strategy and business plan resulting from the work on these areas are expected to be presented to the next Annual General Meeting in March 2007.

Trainings on the protection of children at the Radisson Hotel in Aruba

In July 2006, Radisson Aruba Resort held a training on the ECPAT Code of Conduct. The training material used was produced by the Carlson Group (which owns the Radisson brand) and includes a 'Manager's Guide' and a DVD with 7 short films of the most commonly encountered scenarios of sexual exploitation of children in tourism, and how hotel employees may become aware of this phenomenon.

The Radisson Aruba Training & Employee Relations Manager Ms. Charlène Nectar commented: "The training was well received by the colleagues and it was definitely an eye opener. In Aruba, some of us are not so familiar with this topic and/or it is not a topic that is much discussed. In order to help our colleagues gain a better understanding of this worldwide issue, I added the Carlson Children's Causes - ECPAT Video (8:56 min) and the ECPAT PSAs (2:37 min) to the presentation. This was a great assistance to us in conveying the commitment of Carlson to the ECPAT Code.



Although this was a difficult topic, the feedback that I received from the colleagues was that they learned a lot. Some of the colleagues informed me that after the training they discussed this issue with their children at home. It is my opinion that this program is interesting, educational and to the point."

Ms. Nectar has also created a website for her hotel employees to use, on which she put a short article about the ECPAT training and a link to the ECPAT website.



Note: this information was facilitated by Doug Cody, Vice President of Executive Communications at Carlson and Julie Wiersma at the Carlson Learning and Development.

Trainings on the ECPAT Code of Conduct for the hotel staff at Radisson Hotels in Aruba

3. Animus Association, Bulgaria

Teodora Kateva, September 15, 2006

Updates on the Code of Conduct Training Workshops in Bulgaria

“Animus Association” Foundation (AAF) with the support of the Organization for Security and Cooperation in Europe (OSCE), the Austrian Development Cooperation and Cooperation with Eastern Europe (ADC), “respect” – Institute for Integrative Tourism and Development and the Swedish tour operators Kuoni Scandinavia organized in June 2006 three training workshops for representatives of the tourism industry in Bulgaria. Two of them were held on the Black Sea coast (June 14, 2006 – Sunny Beach, Burgas and June 15, 2006 – Golden Sands, Varna) and one in Sofia (June 16, 2006). The whole process of organization and realization was done in close collaboration with the destination managers of Apollo, Kuoni Scandinavia and counted on the support and participation of the Code of Conduct Executive Committee member and trainer - Ms. Lotta Sand.

The trainings also received the continuous support of the „Animus Association“ team who conducted three presentations on the topic of “The price of sexual exploitation of children” and presented a short film “You have the right to dream, you have the right to know”, produced by La Strada and which aim was to raise awareness among the participants on child sexual exploitation and trafficking.



During the three training workshops, the Code of Conduct for the Prevention of Trafficking and Sexual Exploitation of Children was presented to the participants (hotel managers, tour operators, teachers from the professional tourism schools in Sofia and the country, relevant government institutions and non-governmental organizations, embassies, etc.). Also the Code of Conduct recent developments and news at national and international level were presented.

Special emphasis was laid on the awareness raising sessions. The first session was conducted by a psychologist and trainer from the Training Unit of “Animus Association” and was focused on the price of sexual exploitation of children. The representative from the Swedish tour operators and also a member of the Code of Conduct Executive Steering Committee, Ms. Lotta Sand, conducted the second session, which was directed at the implementation of the Code of Conduct and the sustainable/responsible tourism development.

The trainings on the Black Sea coast (Sunny Beach and Golden Sands) proved to be of a great importance for the representatives of the tourism industry due to various reasons: disseminating knowledge about the Code of Conduct; raising awareness on the sexual exploitation of children in tourism; showing good practices of the Code of Conduct implementation by the international tour operators; disseminating knowledge about the consumer values; networking in destination and the overall positive customer and staff reaction to the Code of Conduct.

The overall observations of the “Animus Association” team have showed that for tackling the problem of trafficking and sexual exploitation of children in tourism, one of the key issues is *education*. One of the ways that this can be achieved is by educating the young generations of tourism professionals in Bulgaria. That is why during the three trainings workshops, it proved to be a successful strategy to include representatives from the educational system in Bulgaria, namely teachers from the state and municipal professional tourism high schools and representatives from the Regional Educational Inspectorates in Sofia and the country.

The teachers showed great interest to act as multipliers. Also, information materials (manuals and leaflets) were provided to the teachers on their request, in order to use them as an educational tool in the discussion classes that are attended by pupils, aged 14 –18.

4. ECPAT Spain (ACIM)

Debora D’Alleva, September 27, 2006

During the first months of 2006 ACIM- ECPAT Spain was contacted by two of the biggest Spanish Hotel Chains to achieve the implementation of the Code of Conduct for the tourist companies. Since then the contacts have been intensified and the two hotel chains have developed their own Action Plans together with the help and suggestions of Acim –ECPAT Spain. Finally one of these big tourist companies will sign the Code very soon, and precisely next month in an official ceremony in Madrid with the presence of ECPAT International, politicians and representatives of Acim - ECPAT Spain. In advance of the Code signing, this company has organized, for the beginning of October, a day of training workshop for fifteen of its directors just as requested by the second criteria of the Code that foresees the staff’s training both in the origin countries and in the destination ones.

This training workshop has been elaborated by ACIM – ECPAT Spain to explain to the professionals of tourism what the commercial sexual exploitation of children is how it works and how it is possible to struggle against this dramatic reality. Moreover this main hotel chain has elaborated and realized its own material for the diffusion of its action plan and to inform the tourists about its fight against CSEC (commercial sexual exploitation of children) in the tourist field. For this aim it has prepared a specific brochure with the explanation of its Action Plan both in English and Spanish.

Also the second hotel chain, that is programmed to implement the Code in the next month, has followed the same steps: elaboration of an action plan, creation of its own material of diffusion and organization of a day of training about CSEC in tourism for its directors. But not only has this kind of tourist companies seemed to be interested in the adoption of the Code of Conduct: recently we have got in touch with a Spanish federation of travel agencies who seriously wants to implement the Code and that is asking for information about this process.

From ACIM - ECPAT Spain we can say that we are really achieving the diffusion of the Code of Conduct among different kinds of tourist companies, which is important and at the same time very useful to obtain concrete results against child-sex tourism.

5. Respect Austria (member of Austrian Platform against CSEC, affiliate to ECPAT International.)

Astrid Winkler, September 22, 2006

TUI Austria has launched information tool on their website (www.tui.at) on CSEC and the Code of Conduct. This is the outcome of establishment of successful collaboration between ECPAT Austria and TUI Austria. After few years of stagnancy in terms of implementing the Code by the members of the two signatory associations, the company's CEO, Josef Peterleithner, took a lead in promoting and supporting the implementation of the Code in Austria and especially within the ÖRV, the Austrian Association of Travel Agents, which has signed the Code in 2001.

The Department of Tourism, under the Ministry of Economy and Labour, has launched a contest for tourism schools and travel agencies on developing an awareness-raising poster on the topics of 'child sex tourism' and 'sexual exploitation of children'. The initiative is the outcome of a new established working-group on the Code of Conduct which is associated with the Austrian round table on "Ethics in tourism", hosted by the Department of Tourism.

Kenya-update - Ongoing training in hotels

After development of the facilitator's guide for training and human resource managers in hotels, about 15 hotels have received assistance by the Code of Conduct-implementation project partners in staff training. Recently, mid September 2006, a first 2-days train-of-trainers seminar took place at the coast in order to build up trainer's capacities. The training was attended by NGOs, children's officers and training managers from hotels and was aiming at enabling stakeholders to conduct awareness raising training on the problem of sexual exploitation of children and the implementation of the Code in hotels, community centre and other groups.

The support project on the implementation of the Code which is coordinated by respect is lasting until December. New initiatives in terms on continuation are needed now in order to continuing with monitoring.

New UNICEF-research in Kenya on child sex tourism and CSEC with shocking findings

Commercial sex tourism is gaining acceptance among children at the Coast, a new study has revealed. The study says 76.3 per cent of girls interviewed said the practice was a "normal and an acceptable means to earn a living". In more shocking findings of the study on the extent of sex tourism and sexual exploitation of children at the Coast, the UNICEF reports that 35.5 per cent of the girls and boys interviewed said they had unprotected sex when their clients demanded it.

In the study four hot spots for sex tourism at the Coast were named where child prostitution is on the rise due to poverty and unemployment but also deficits in enforcing laws. In Malindi, for instance, unlicensed villas and private guesthouses have complicated matters because majority of the underage girls are hidden in these places which are not checked by the authorities.

Source: The Nation media, 14/9/06 and 15/9/06

September 27, 2006

“Montenegrin Tourism Industry sets higher standards to prevent possible sexual exploitation of children”

The official signing ceremony of the “Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism” took place on 15 September 15 in the small Montenegrin coastal town of Becici. More the 300 representatives of the tourism sector, government and civil society attended the ceremony which resulted in 280 signatories of the Code of Conduct.

“Sexual exploitation of children is one of the most grievous crimes and a serious violation of the human rights of a child”, says Ambassador Paraschiva Badescu, Acting Head of the OSCE Mission to Montenegro. The OSCE (Organization for Security and Cooperation in Europe) initiated and funded the Code of Conduct project in Montenegro in 2005 with the financial support of GTZ, the German Technical Cooperation Agency, and received considerable support from the government of Montenegro’s Ministry of Tourism and National Anti-Trafficking Coordinator’s Office in its successful implementation.

“Accepting international standards on protection of children, meeting the criteria of the World Tourism Organisation, ensuring good quality services to tourists and preventing our children from being sexually exploited are the main aspirations of the Code’s signatories and will help ensure a sustainable tourism business for Montenegro”, says Milena Raickovic, Director of the Montenegrin Tourist Association (CTU) and president of the newly established national monitoring committee for the Code of Conduct.



Phase II of the Code of Conduct project, funded by the French government via the OSCE, will commence in October with a series of training workshops for all the Code signatories throughout 5 regions of the country and will address - How to identify and react to child exploitation and to whom to turn for assistance; - How Apply the Code of Conduct to your Business; - The role of

government, business and civil society in the drafting the Action Plan for the Code's implementation and in the annual reporting.

Lotta Sand, Manager of the Destination Services and Responsible Tourism Development for Kuoni and Member of the Code's Steering Committee was present at the signing ceremony.

7. Freeway Adventures (TOI member), Brazil

Edgar Werblowsky, Director Freeway, Director Immaginare, September 26, 2006

FREEWAY'S ECPAT CAMPAIGN AWARDED AMERICAN CHAMBER OF COMMERCE ECO PRIZE IN BRAZIL

Freeway has been awarded the **American Chamber of Commerce Eco Prize in Brazil**, in the category **Supply Chain**, with our **Campaign against Sexual Exploitation in Tourism**.



Foto: the TOI and Freeway stand at the Adventure Sports Fair 2004

The prize awarding ceremony will take place on the 17th of October in Sao Paulo with the presence of the ex-vice-president of the USA, Mr Al Gore. The recognition makes us more responsible and motivates us to do more. In a recent interview to the magazine Update of the American Chamber, I had the insight to where our next efforts should be concentrated on, and I viewed the big resorts under construction in the northeast of Brazil, where we could act preventively. In a recent article that I sent to the press I raised the issue of social impacts, suggesting the creation of an Social Impact Study and a Social Impacts Report, in the same model as it is nowadays done for the environmental area.

8. ECPAT Switzerland

Karolina Frischkopf, September 28, 3006

Code of Conduct in Switzerland

During the first half of 2006, ECPAT Switzerland has elaborated in cooperation with the Research Center for Leisure and Tourism of the University of Berne an implementation concept for the Code of Conduct in Switzerland which shows different strategies how the Code of Conduct could be pushed to be implemented.

This implementation concept serves as basis for the work of the national Steering Group, which ECPAT Switzerland established for the strategic accompaniment of the Code of Conduct implementation in Switzerland. The idea of such a Steering Group is to widen up the support for the Code of Conduct to different interested circles in politics and society. The Steering Group is consisting of 9 personalities known in Switzerland beyond their own sphere of activities. The first meeting of the new Steering Group will take place in December.

For the national tourism fair in October ECPAT Switzerland is again organizing different activities like an information stand, different workshops in French and German for trainees in the tourism sector and an ECPAT-Talk on the chances and challenges for a Tour Operator to implement the Code of Conduct. For this

occasion, new information materials will be printed with the focus of tourist sensitization. For the location of the tourism fair in Switzerland, ECPAT Switzerland is printing a new hand out for travelers on the Code of Conduct.

Code of Conduct internationally

During the AGM, ECPAT Switzerland presented a project proposal regarding the organizational development of “The Code”-Organization and was mandated to give in the project proposal to the State Secretariat for Economic Affairs in Switzerland. Mid-July this project proposal has been approved. ECPAT Switzerland will execute now the project together with an international expert group and elaborate a strategy and a business plan for the organizational development of “The Code”-Organization until the next AGM.

**THANK YOU!
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December 15, 2006