

Testimonials

"The Code is an effective tool which enables the tourism industry to take over its responsibility and do its utmost to inhibit child sex tourism."

Armin Meier,

CEO Kuoni Travel Holding Ltd. (2005 to 2007)

"I have with great interest followed the elaboration in 1998 by ECPAT Sweden of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism until the situation today where some 900 travel and tourism companies worldwide have adopted the Code, by which it has become an important and internationally recognised tool for combating child-sex tourism."

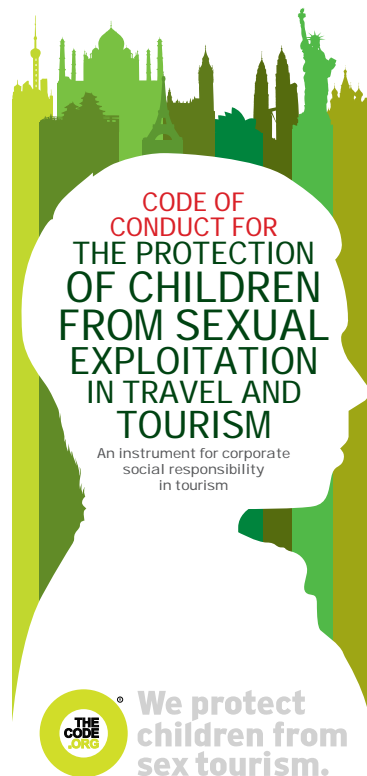
Queen Sylvia of Sweden

Additional information

www.thecode.org
www.ecpat.net

www.thecode.org

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

An instrument for corporate social responsibility in tourism



We protect children from sex tourism.

Background

The Declaration and Agenda for Action unanimously adopted by the First World Congress against the Commercial Sexual Exploitation of Children in Stockholm in 1996, called upon all sectors of society to intervene against this global phenomenon. One of the key sectors that engaged in actions to protect children's rights to live free from exploitation is the travel and tourism industry.

The Code development

The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (TheCode) is an industry-driven, multi-stakeholder initiative which seeks to increase protection of children from sex tourism.

The Code was first introduced in 1998 by ECPAT Sweden in collaboration with Scandinavian tour operators and the UNWTO. Towards the end of 2008, the Code listed over 900 companies from 34 countries as signatory implementing members.



Implementation of the Code

Tourism businesses – tour operators, hotels, travel agents, etc. – which sign the Code commit themselves to implement in their operations the following measures:

- To establish an ethical corporate policy regarding sexual exploitation of children.
- To train the personnel in the country of origin and in destinations.
- To introduce clauses in contracts with suppliers, stating a common repudiating of sexual exploitation of children.
- To provide information to travellers by means of catalogues, brochures, in-flight videos, ticket slips, home pages, etc.
- To provide information to local "key persons" at tourism destinations.
- To report annually.

The implementation of these criteria is flexible, depending on the profile, scale of operation, type of company, and applicable national legislation.

Recognition

The Code is recognised by UNICEF, the UN World Tourism Organization and the Organization for Security and Cooperation in Europe as the primary international tool for the prevention and combating of child-sex tourism by the travel and tourism private sector.

The Code received the following international awards:
2003: The British Airways Tourism for Tomorrow Award
2008: Ashoka Changemakers' Ending Global Slavery Competition

Procedure for the adoption of the Code by individual companies

The following steps are required for adoption and implementation of the Code by a company:

Information – this is available from the Code web site, the Secretariat and the Code national ECPAT partners. An Information Sheet includes detailed information about the steps and the framework of collaboration for the implementation and monitoring of the Code.

Application – an Application Form is provided to interested companies by the Code national partners or the Secretariat.

Action Plan – an Action Plan for implementation of the Code will be prepared by the company, in consultation with and with the advice of the Code national partners.

Signing – upon approval of the Action Plan by the Code Executive Committee, the Code Agreement may be signed between the company, the local partner and the Code Executive Committee.

Monitoring – Annual Reports on the implementation are expected to be sent by all signatory companies to the national partners and the Code Executive Committee.

Development Strategy 2009-2011

The Code development strategy 2009-2011 aims to strengthen the programmatic, as well as the organisational foundations of the Code. The areas addressed by the strategy include:

- **Quality Management through the implementation of Standardised Procedures and database**
- **Restructuring of the Code organisation and establishment of Regional offices**
- **Standardisation and certification of trainings.**