

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



We protect children from sex tourism.

International Newsletter No. 28 April - June 2011

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CNN Jim Clancy interviewing ECPAT USA Carol Smolenski on child protection in tourism and the Code implementation.

Video available at

<http://edition.cnn.com/video/#/video/world/2011/05/19/cf.p.tourism.code.smolenski.cnn>

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## Welcome to 27 new Code members so far in 2011!

### Colombia (Cartagena de Indias)

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

### USA

Delta Air Lines and Hilton Hotels (Washington DC and Seattle)

### Germany

ITB Messe and Accor Germany

### South Africa

Access Guest Lodge; Andulela ExperienceCactusberry Lodge; Calabash Tours; CityLodge Hotel Ltd; Europcar South Africa; Fairfield Tours PTY  
Ikhayalam Lodge & Tours; The Safari Lodge; Spier Resort Management

### Hong Kong

Green-up

### Netherlands

ANVR

## Calendar of events June-Sept 2011

Date	Place	Main organizer, Event, Participation
May 31	Utrecht	Child Labour Platform Stakeholder lunch meeting (Dutch Sustainable Trade Initiative, IDH)
June 1	Salt Lake City	1 <sup>st</sup> Annual Human Trafficking Law Enforcement Training
June 7-8	Oslo	DEFLECT Project Expert Conference – Forced Labour Exploitation and Counter Trafficking in the Baltic Sea Region
June 20-12	Vienna	11 <sup>th</sup> Alliance against Trafficking in Persons (OSCE)
July 1	London	Addressing the trafficking of children for domestic servitude
September 29-Oct 1	Lincoln, Nebraska	2011 Interdisciplinary Conference on Human trafficking 'What we know and what we need to know'

INPUTS FOR THE NEXT ISSUE OF THIS NEWSLETTER ARE WELCOME BEFORE

September 23, 2011

(Code Secretariat on-leave June through October - please submit to [michelle@ecpatusa.org](mailto:michelle@ecpatusa.org))



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

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

Editor: Secretariat Coordinator, Dr. Camelia Tepelus - on-leave June – Oct 2011.

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We protect children from sex tourism.

## 1. Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, Secretariat, Dr. Camelia Tepelus

EUROPOL



### ● **Europol joining the Virtual Global Task Force**

Source: <http://www.interpol.int/Public/ICPO/PressReleases/PR2011/News20110407.asp>

One of the largest online child protection taskforces has welcomed another new member. Chair of the Virtual Global Taskforce (VGT), Australian Federal Police (AFP) Assistant Commissioner Neil Gaughan, officially welcomed Europol to the VGT during VGT meetings held in Abu Dhabi.



Europol is the European Union law enforcement Agency that handles criminal intelligence. Its mission is to assist the law enforcement authorities of Member States in their fight against serious forms of organised crime

The VGT now consists of nine international law enforcement agencies providing an even stronger presence world-wide and greater global reach to combat online child sexual exploitation. "I welcome Europol to the VGT and I look forward to working together with this agency to eradicate online child abuse worldwide. Their membership further enhances the VGT strategic direction and with their assistance, the worldwide law enforcement presence and efforts online will continue to go from strength to strength.

"Expanding our membership to Europol should send a clear message to the predators lurking in cyberspace that there is a large police presence in the online realm. We are very serious about tracking you down and holding you to account, no matter where you are in the world," Assistant

Commissioner Gaughan said. Director of Europol Rob Wainwright says that the partnership will strengthen the fight against online child abuse. "Europol looks forward to making a valuable contribution to the work of the Virtual Global Taskforce, relying on its unique capabilities as the EU law enforcement agency. "For many years it has pioneered an effective response in Europe to the problem of child sexual abuse online. Combining this with the excellent work of the Virtual Global Taskforce will deliver a serious impact against the activities of child sex offenders everywhere," Rob Wainwright said.

The VGT shares information and intelligence to run joint international law enforcement operations. By joining the VGT, Europol have made a commitment to cooperate with other VGT countries across international borders to tackle online child sexual exploitation crimes on a global scale. Other members of the VGT include the AFP, the Child Exploitation and Online Protection Centre (UK), the National Child Exploitation Coordination Centre (Royal Canadian Mounted Police), the U.S. Immigration and Customs Enforcement, the Italian Postal and Communication Police Service, INTERPOL, Ministry of Interior for the United Arab Emirates and the New Zealand Police. Six of the nine VGT member agencies were recently involved in Operation Rescue, which targeted 670 offenders and resulted in 230 children being safeguarded and 184 offenders being arrested across the globe. Information gathered during the operation has now been shared with INTERPOL for comparison against its International Child Sexual Exploitation image database (ICSE), a powerful intelligence and investigative tool which allows victim identification specialists around the world to share data for analysis with a view to identifying and locating abused children. Backed by the G8 and funded by the European Commission, ICSE is accessible to victim identification specialists through INTERPOL's secure I-24/7 global police communications system, and uses sophisticated image comparison software to make connections between victims and places, and has already assisted in the identification and rescue of 2,162 victims in 40 countries and the arrest of 1,217 offenders.

### ● **Code Secretariat on leave June-Oct 2011: interim contact Michelle Guelbart**

The Code Secretariat Coordinator, Dr. Camelia Tepelus, will be on maternity leave June through October 2011. During this period, the Code Secretariat tasks will be covered on a part time basis (1-2 days/week) by

**Michelle Guelbart, ECPAT-USA Private Sector Project Coordinator, reachable at [michelle@ecpatusa.org](mailto:michelle@ecpatusa.org), phone +1 718 935 9192, fax +1 718 035 9173.**

The Code thanks ECPAT USA and Michelle for the support!

## 2. Belize Tourism Board

Raymond Mossiah, Sustainable Tourism Officer, May 27, 2011

### ● Belize Tourism Board keeps implementing the Code

The Belize Tourism Board, the chief marketing arm and regulator of the Belize Tourism Industry, had, in August 2006, signed on to the Code of Conduct for the Prevention of the Commercial Sexual Exploitation of Children in Tourism (CSEC), and since then has incorporated the CSEC message into all its local awareness campaigns and training programs held throughout the country.



Trainings on CSEC to Cayo Tour Guide Trainees, to Belize City Tour Guide trainees, to National Youth Cadet Corps; to St.John's College secondary school and to St.John's College VI Form.

Having fully partnered with the Code, the BTB has taken a sense of ownership as it pertains to the circulating the message and has fully incorporated it into its local Tourism Public Campaigns and presentations that are delivered to students and faculty members of educational institutions countrywide.

Employing a straightforward and relatively contemporary approach, the BTB continues to present the message in such a way that makes it understandable to all students regardless of their age or academic level, be it primary, secondary or tertiary.

While shaping the minds of the young remains at the top of the list, the BTB, insistent that the message is far reaching, has taken it a step further by making it an integral part of the curriculum for Belize's National Tour Guide Training Program. This course takes the trainees through sessions that cover a host of tourism-related topics. However, with the intent to have the principles of the Code adequately disseminated throughout the entire Belize Tourism Industry, the BTB has conspicuously weaved it into the training program. With this recent addition, the course now takes the trainees through a wide range of key topics, such as the supply and demand side of exploitation, penalties imposed, logos used by paedophiles, understanding how businesses and

individuals can join the campaign, and of course tourism's roles in offsetting this most heinous reality, to name a few.

As testament to the degree of gravity that is being placed on the message's distribution, BTB CSEC Trainer, Raymond James Mossiah, launched an aggressive CSEC training and awareness campaign. Since March 17, 2011, he has effectively shared the CSEC message with over one hundred fifty (150) individuals. Throughout the month of March and April, Mr. Mossiah visited and presented the message to students, faculty members and counsellors from key groups and institutions such as the Belize City and Cayo Tour Guide Trainees, the National Youth Cadet Corps, students of Escuela Mexico, and students of Saint John's College.

Along with the Ministry of Tourism and its private sector partner, the Belize Tourism Industry Association, the Belize Tourism Board remains committed to the Global Code of Ethics for Tourism and to the United Nations Convention on the Rights of Children. As it continues to be the leader in setting the direction for tourism in Belize, the BTB will ensure that CSEC remains at the forefront of its tourism agenda.

### 3. IBCR, Canada

Nadja Pollaert, May 9, 2011

#### ● IBCR goes West – Vancouver Forum

IBCR is delighted to announce the successful completion of our third **Forum for the Protection of Children and Adolescents in Travel and Tourism** that was held in collaboration with fellow leading child rights NGOs OneChild and Plan Canada, and hosted by Air Canada, in Vancouver, British Columbia on April 13, 2011.

We welcomed participants from the B.C. tourism and travel industry including travel agents (The Travel Group, CAL Travel), tour operators (UNIGLOBE, Pro Tours), government officials (RCMP, Canada Border Services Agency), and an educational institution specialized in travel and tourism (Eton College). These stakeholders were brought together with the purpose of introducing them to the first national Canadian campaign against child sex tourism, to present the scope of child sex tourism, including the legal and social consequences, and to familiarize them with some best practices from other travel and tourism companies that have been actively involved in the prevention of the sexual exploitation of children in their sectors of activity.

We were able to welcome guest speakers with impressive professional expertise and credentials in the field, who volunteered their time to speak on behalf of the issue. Our guest speakers included:

Brendan McCabe, Crown Prosecutor, who spoke about the prosecution of Canadian abusers under the extraterritorial laws, and illustrated the challenges of prosecution with his most recent case, Kenneth Klassen, who got the highest sentence (11 years) in Canada to this date.

Rosalind Currie, Director of the B.C. Office to Combat Trafficking in Persons, who spoke about the link between human trafficking and child sex tourism.

Brian McConaghy, Former RCMP officer who founded Ratanak International, a non-profit organization committed to helping the people of Cambodia. He spoke about NewSong, his rehabilitation center for children in Cambodia, and the process of rehabilitation and reintegration of victims of sexual exploitation.

*“The staff always know when a new girl arrives, because all you hear is screaming and laughing from the others excited to welcome her.” (Brian McConaghy, on NewSong rehabilitation centre.)*

We also had the privilege of having Cheryl Perera, founder of OneChild, give a powerful presentation about the profound impact of sexual exploitation on the lives of children and adolescents, providing touching testimonies from the victims of this terrible crime in Southern Asia.

Plan Canada gave a poignant speech about the situation of children and adolescents who are sexually exploited in the touristic city of Cartagena, Colombia, where Plan is carrying out an important project to ensure the adequate protection and reintegration of these victims.

IBCR Programme Manager, Marco Sotelo, also gave an encouraging speech on best practices implemented by leading travel and tourism companies around the world and the specific ways in which the private sector can integrate these initiatives to prevent child sex tourism. In particular, he presented on staff training, the production of informative materials (such as brochures, etc) and the Code of Conduct implementation.



*“Many different tourism companies around the world have developed interesting strategies and innovative practices to prevent the sexual exploitation of children. Canadian companies should not be absent from all these global efforts. Simple practices such as training staff about the issue or disseminating warning messages to travelers could have a powerful impact in preventing this terrible violation of children’s rights” (Marco Sotelo on best practices of the private sector)*



Images from the Vancouver Forum and the poster display.

After a fruitful discussion with the forum participants about their ideas, questions, and comments, we left the forum filled with new suggestions on how to take the next steps and move further on this cause. After all, Canada ranks second on the international list of source countries of child sex tourists.

One of the most promising outcomes of the Forum was the suggestion of the RCMP for it to train travel and tourism companies in BC on how to report child sex tourism incidents and collaborate with the Police.

Also, the coalition formed by the OneChild, Plan Canada and the IBCR is planning to more actively promote the Cybertip website and include relevant information on prosecution in their campaign materials.

Vancouver marks our third forum, following forums held in both Montreal and Toronto, extending our campaign from Quebec to Western Canada. We have now raised awareness in the three most important cities of the country and their surrounding areas. This is significant as these cities are the most important departure points of Canadians travelling to popular destinations where CST has been reported.

The IBCR would like to extend a special thank you to Air Canada, for making all of this possible and for their consistent efforts and collaboration on this cause.

Cassandra Le Van et Kristina Ziaugra – [communications@ibcr.org](mailto:communications@ibcr.org) [www.ibcr.org](http://www.ibcr.org)



#### 4. Beyond Borders, Canada

Deborah Zanke, May 9, 2011

##### ● Transat A.T. Inc., Beyond Borders' partner, wins prestigious global award

Transat A.T. Inc., one of the world's largest tour operators and Canada's holiday travel leader, has received a prestigious World Travel Market Global Award in recognition of its efforts in sustainable development. The award was presented in London, England in November, 2010 by World Travel Market Chair Fiona Jeffery.

Transat has partnered with Beyond Borders in a three year project to fight child sex tourism through staff training and awareness raising. Michel Lemay, Transat’s Vice-President, Communications and Corporate Affairs, accepted the award and said: “Much remains to be done, but this prestigious award is remarkable recognition for our teams and encouragement to continue.”

##### **Beyond Borders president appointed to Order of Canada**

In a ceremony on May 27, Rosalind Prober was appointed to the Order of Canada. A successful advocate for change, she has worked extensively on legislative reform, including the Prober Amendment, which allows Canadian officials to prosecute Canadians in Canada who have committed child sex tourism crimes against children overseas.



Rosalind Prober, Beyond Borders Canada

## 5. ECPAT USA

Carol Smolenski, Michelle Guelbart, May 24, 2011



### ● Hilton Worldwide signs Tourism Code of Conduct, joins ECPAT-USA in the fight against child trafficking in the travel sector

#### *Leading Global Hospitality Chain to Help Combat Global Child Trafficking*

New York, NY (April 14, 2011) – Hilton Worldwide Inc., the leading global hospitality company, has become the latest hotel company to take a strong stand against the commercial sexual exploitation of children by signing the tourism Code of Conduct (The Code), ECPAT-USA announced today. 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 almost 1,000 travel industry members worldwide, Hilton Worldwide is the fourth U.S. company to agree to work with ECPAT-USA, a nonprofit organization that advocates for policies to protect sexually exploited children. Just last month, Delta Air Lines became the first U.S. air carrier and the third U.S. organization to sign.

As a subscriber to The Code, Hilton Worldwide will implement policies that condemn child trafficking and exploitation and provide training to help their employees identify and report illicit activities. Hilton Worldwide will also look for ways to raise awareness about ECPAT and the Code among customers and other stakeholders. The purpose of The Code is to prevent and mitigate child sex trafficking, as well as encourage a responsible, child-wise tourism industry, according to Carol Smolenski, Executive Director of ECPAT-USA.

“Hilton Worldwide believes strongly in ECPAT-USA’s important mission to protect children from sexual exploitation and to bring greater attention to the issues surrounding child trafficking,” said Chris Nassetta, president & CEO, Hilton Worldwide. “As part of our commitment, we will work with government, non-governmental organizations and others in our industry to address this issue.”



“Some companies fear that associating with the tragic reality of child sex tourism will hurt their corporate brands or public images. The actions of Hilton Worldwide and Delta demonstrate that in fact taking a strong stand against child exploitation and trafficking is good for business,” said Smolenski.

#### THE PROBLEM

UNICEF estimates that 1.2 million children are exploited every year, in the global child sex trade, through prostitution, pornography, and trafficking—with over 200,000 American children at risk. Our youth are strategically targeted and manipulated by pimps who use hotel rooms as venues to abuse children, knowing that systems are not in place to protect the victims. This is illegal and it must be stopped. You can help make it stop.

#### THE SOLUTION

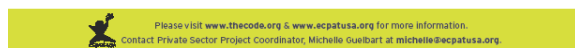
In response, the hospitality industry is mobilizing to implement steps that will effectively and visibly prevent commercial sexual exploitation of children on hotel properties. The voluntary solution is called “The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism,” on which ECPAT-USA can provide technical assistance and support.

The Code is the only internationally accepted set of guidelines that can help your company discourage the sexual exploitation of children. To date, over 1,000 of your peer companies, including Carlson Companies, Hilton Worldwide, and Delta Air Lines, have signed the Code and you could be the next to join them. Do not get left behind in the fight to protect children.

What signing the Code means for you:

- 1 Establish an ethical policy regarding commercial sexual exploitation of children.
- 2 Train the personnel in the country of origin and travel destinations.
- 3 Introduce a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children.
- 4 Provide information to travelers by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc.
- 5 Provide information to local “key persons” who will be informally supportive of the Code, at the travel destinations.
- 6 Report annually.

ECPAT-USA will partner with your company to tailor these steps to fit your operations. In time, we hope you will join your colleagues as an official signatory of the Code.



Other U.S. organizations that have signed The Code include Carlson Companies, which owns the Radisson Hotels, and Global Exchange’s Reality Tours.

Smolenski noted that Hilton Worldwide’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.

In the first year of implementing the Code, Hilton will test the Code in two pilot cities: Washington DC and Seattle.

### ● One-pager leaflet promoting the Code

ECPAT-USA worked with US-based designer Christopher Sausto ([www.csaustodesign.com](http://www.csaustodesign.com)) to develop a one-pager to quickly and easily inform companies about the Code. Pictured above is the hotel specific one-pager.

### ● Introduction to ECPAT-USA’s travel and tourism staff member – Michelle Guelbart

ECPAT USA introduces a new staff member responsible for travel and tourism issues - Michelle Guelbart ([michelle@ecpatusa.org](mailto:michelle@ecpatusa.org)). Michelle’s strong CSR research and project management skills put her in the charge of ECPAT-USA’s division for the travel and tourism industry. As the Private Sector Project Coordinator, she manages relationships with major corporations, NGOs, and socially

responsible investors to promote, manage, and provide technical assistance on the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.

Before joining the ECPAT-USA team, Michelle worked as a reception and placement case manager at USCRI-Albany, where she assisted refugees during their first few months in the United States. In addition, she gained experience working in a government setting as a legislative assistant in the NYS Assembly. Michelle holds a master's degree from Columbia University's School of Social Work with a concentration in international social policy and a bachelor's degree from the University at Albany where she graduated with honors from the School of Social Work.

## ● ECPAT-USA attends conference about the role of transportation in trafficking



On May 11<sup>th</sup> and 12<sup>th</sup>, U.S. based Code staff member, Michelle Guelbart represented ECPAT-USA at the Bilateral Safety Corridor Coalition Conference: “Planes, Trains, Trucks, Boats, and Automobiles” in San Diego, California. The conference attendees comprised mostly of NGOs, law enforcement, and activists learned about routes and avenues traffickers use to illegally transport people all over the world and the ways NGOs are targeting this problem. Many conference presentations referenced the Code and Michelle took the time to explain ECPAT-USA’s work with responsible investors to promote the Code and addressed questions about the obstacles U.S. companies overcome during Code implementation.



Presentation by Ambassador Mark P. Lagon, Ph.D; One slide in Amb. Lagon’s presentation on the importance of responsible companies in the travel sector.

## ● Meeting of ECPAT USA and US Fund for UNICEF

ECPAT-USA met with the staff at the United States Fund for UNICEF to talk about future partnerships, where the U.S. Fund committed to work with ECPAT-USA on promoting the Code. This immediately led to a U.S. Fund for UNICEF blog post thanking Delta for signing the Code. ECPAT-USA looks forward to working with them in the future.

## ● CNN International highlighting TheCode

ECPAT-USA’s Executive Director Carol Smolenski spoke to CNN International’s Jim Clancy on “The Brief”. She talked about ECPAT-USA’s work to engage the U.S. travel and tourism industry in mobilizing to protect children with the Code.

A follow-up interview with CNN London Richard Quest highlighted the challenges the tourism private sector is facing in adopting the Code.

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**Field Notes** { BLOGGING ON UNICEF’S CHILD SURVIVAL WORK IN THE FIELD

**Delta Airlines takes a stand to protect child rights**

Mark Engman is in the Office of Public Policy & Advocacy of the U.S. Fund for UNICEF.

Delta Air Lines is a long-standing and strong partner with the U.S. Fund for UNICEF, helping raise funds for lifesaving UNICEF programs around the world. In March, Delta took another step forward as a leader in helping the world’s children: it became the first major airline in the world to enter the fight against the sexual exploitation of children by signing the “Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.”

At least 2 million children and youth around the world are victims of sexual exploitation every year. This violation of children’s rights leaves physical and psychological effects that can last a lifetime.

Sexual exploitation of children in travel and tourism is a serious problem. Tourists who exploit children often tell themselves that it is just a part of a foreign culture, so they can leave their morals at home. Some sex tourists even convince themselves that sexual exploitation actually helps the child by providing money for food.

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

**THE CODE**  
We protect children from sex tourism.



Richard Quest of CNN International interviewing ECPAT USA Carol Smolenski  
<http://edition.cnn.com/video/data/2.0/video/world/2011/05/26/qmb.cfp.fighting.exploitation.cnn.html>

**6. ECPAT Netherlands**

Celine Verheijen, April 22, 2011, May 9, 2011

**● Over 100 youngsters offer petition from ECPAT Netherlands and The Body Shop to Dutch Minister of Security and Justice**

On April 19<sup>th</sup>, over 100 youth, together with ECPAT Netherlands and The Body Shop handed over 173,000 signatures for the campaign petition to the Dutch Minister of Security and Justice. The minister responded, "I think the sexual exploitation of children is unacceptable."



The Body-Shop awareness raising campaign in the Netherlands

I see a central role for the government in combating it, in terms of repression, care, treatment and prevention. The signatures of so many Dutch civilians are a boost to take strong measures. I want to be kept to my words." Dutch actresses Liesbeth Kamerling and Noortje Herlaar, along with a hundred students of the ROC Mondriaan were in The Hague to bring attention to the petition handover.

**● Dutch Tourism Association signs the Child Protection Code**

The Tourism Association ANVR is the newest Dutch member of the Child Protection Code. Since the nineties ANVR supports ECPAT's work actively in the fight against child sex tourism, but wants to make further efforts against sexual exploitation of children by signing the Code.



The ANVR will encourage her members (travel agents and tour operators) to also become a member of the Code and will provide its members regularly with information about child sex tourism. Before signing the Code, the ANVR already had rules for its members concerning the protection of children against sexual exploitation which match the criteria of the Code:

- ANVR members are expelled when they are involved with child sex tourism;
- ANVR members are obligated to ensure that contracts with hotels can be terminated if a hotel facilitates the sexual exploitation of children;
- ANVR members should inform their employees and customers about the issue.



Signature of the Code Agreement by ANVR and ECPAT Netherlands

## 7. Dutch Sustainable Trade Initiative

Marieke Abcouwer, Coordinator Child Labour Platform  
May 3, 2011



### Objective

The objective of the Child Labour Platform (CLP) is to facilitate companies from different sectors to exchange knowledge and experiences regarding the eradication of child labour from their production chain. The CLP answers the need that was expressed during the Global Child Labour Conference in May 2010. The CLP uses a four step approach:

Step 1: **Quick scan:** survey of child labour eradication practices among the participants in the CLP.

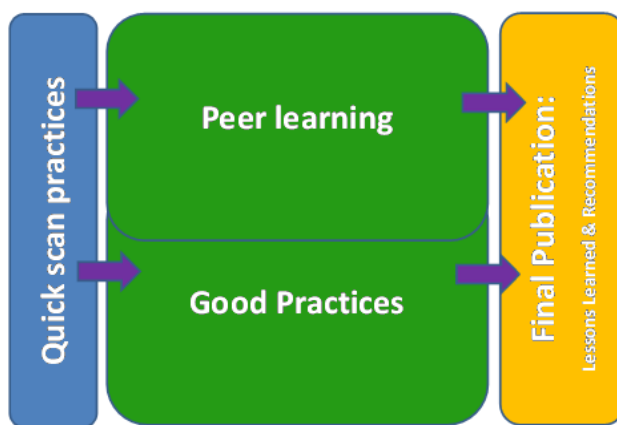
Step 2: **Peer learning:** identify gaps and share lessons learned from all practices.

Step 3: **Good practices:** identification and documentation of practices which are considered *good*.

Step 4: **Final Publication:** overview of lessons learned & recommendations.

### Output

All steps will be looked at through the lens of the **UN Framework for Business and Human Rights** (see Background document). This framework is one of the globally most recognized international due diligence standards regarding the responsibility of companies to respect human rights. The final output of the CLP will consist of:



1. Detailed description of 10 good practices of CLP members.
2. An interactive map showing policies & practices on the eradication of child labour among the members of the CLP.
3. Compact and practically useable overview of lessons learned and recommendations for business on how to (improve strategies to) eradicate child labour and recommendations on ethical sourcing and investment for government and investing companies.

All output will be published on the UN Global Compact website.

### Expectations and benefits for participants

Companies of all sizes, active in the cocoa, cotton, garments/textile, mining and tourism sectors, from all nationalities and with varying degrees of experience regarding the eradication of child labour are welcome to participate in the CLP. This offers a **unique opportunity for learning** within and between sectors.

Participants are offered participation in a full day of peer-learning activities through workshops and discussions in June for which they need to fill in an online survey in advance (app. 30 minutes). After June, they are expected to be available for one or two conference calls to provide feedback on draft output related to their area of expertise. They are also invited to engage in two meetings (two half days) to discuss draft output and further the discussion on lessons learned.

Direct **benefits** for participants are the opportunity to 1) benchmark their policy & practices to the globally most recognized international due diligence standard (UN Framework for Business and Human Rights), 2) learn from other companies' strategies and expertise, 3) receive practical lessons learned and recommendations to further improve strategies internally, 4) become more aligned with government sourcing and investing companies' selection criteria.

## 8. Fair Trade in Tourism South Africa

Julia Kandzia, May 23, 2011



### ● The Code at Africa's biggest Tourism Trade Show Indaba

Fair Trade in Tourism South Africa (FTTSA), the local representative for the Code in South Africa, hosted a stand for the Tourism Child Protection Code of Conduct (The Code) at the [Indaba Travel Show](#) in Durban, southern Africa's most important tourism fair.

#### The Stand

[The Code stand](#) (ICCE020) was very well located in the convention centre's main hall and received a lot of visitors, who were provided with information on the purpose of the Code, its progress in South Africa and worldwide, as well as its signatories and supporters.

The collateral displayed at the stand included standard information brochures, our [red card awareness material](#), implementation examples and two large pull-up banners: one displaying the six criteria of the Code and the other showing all logos of the South African Code signatories and supporters. Especially the latter drew a lot of attention from passer-bys and raised interest from some other major players in the industry (e.g. Best Western, Hertz, Thebe Tourism).

Moreover, those who were willing to display them also received a stack of [red cards](#) to spread awareness to their visitors, clients and business partners. According to some of the establishments, interest in the cards was very high and one Signatory (Abang Africa) even came back to ask for more.

For establishments that were interested in signing the Code, all required application documents, as well as professional assistance from our team were available at the stand. FTTSA handed out CD's including the application material and other information and collected business cards from all contacts made (~50).

#### Signing Event

To raise media attention and exposure, FTTSA hosted a Signing Event at the stand on Sunday, 08 May, during which major representatives of the industry put their signature next to their establishment's logo to publicly re-emphasize their support of the Code.

Jennifer Seif, Executive Director of FTTSA, opened the event with a short speech, introducing the other two speakers Brett Dungan (FEDHASA) and Matthias Leisinger, chairperson of the Code International.

Says Leisinger: "South Africa, with the help of FTTSA, has done some tremendous work in terms of raising awareness about the issue sexual exploitation of children in tourism. The feedback from the private industry, as well as the support from government and associations, is extensive and once again proves South Africa to be a responsible tourism destination. On behalf of the Code International, I express my thanks to the South African Code Signatories and supporters and to FTTSA for helping to make this holiday destination a better, safer place for children."

A media release was sent out immediately after the event and a photographer of the Indaba Daily News was invited to ensure further exposure in the show's main information magazine. On Monday, 09 May, an [article](#) appeared on page 4 of the third edition of the magazine, featuring a group picture of the event and an article about the event, the Code and its supporters. The Media release was also published on the websites of [Tourism Update](#), [eTravel Blackboard](#) and [Fair Trade South Africa](#).

A photo gallery of the event is available on [facebook](#). FTTSA also sent out their second newsletter on the Code. Please send us an [email](#) to request it.



FTTSA stand at INDABA.



TheCode.org Chair, Matthias Leisinger (Kuoni Holding)



The FTTSA team at INDABA.

## 9. Sun'n'Sand, Kenya

Shahinoor Visram, May17, 2011

Source: <http://www.theismaili.org/cms/1193/mailshot>

### ● **Battling from the beach — an Ismaili couple is recognised for their efforts against human trafficking**

or Shahinoor and Mahmud Visram, the fight against human trafficking has been a focus of their lives for the past four decades. A modern form of slavery, human trafficking is the illegal trade in human beings for nefarious purposes, including forced labour and sexual exploitation. The International Labour Organization and the United Nations estimate that 2.5 million people are in forced labour as a result of being trafficked in 161 different countries. Children and women make up the largest proportion of victims.



Shahinoor M. Visram, Managing Trustee of the Sun n Sand Trust, greets children in the village of Kikambala, Kenya where the Visram family has made important contributions to combating human trafficking and improving quality of life in the local community.



Shahinoor M. Visram and Mahmud Visram participate in the signing of a Memorandum of Understanding for the Protection of Children between the Sun n Sand Beach Resort and UNICEF in December 2004.



Shahinoor M. Visram receives the 2010 Millennium Development Goals Award for Achieving Universal Primary Education at an award ceremony held on 10 September 2010 at the National Museum in Nairobi.

As owners of the Sun n Sand Beach Resort in Kenya's Coast Province, the Visram family maintains a firm belief in improving the lives of the local community. They have set up anti-human trafficking educational programmes to help people understand the real and present dangers of illegal human trafficking in their village. The programmes raise awareness of the threat of local traffickers among vulnerable workers, families and especially children.

“The main trigger of commercial sexual exploitation of children in tourism is poverty,” explained Shahinoor Visram. “We felt that the strongest tool or solution was education. We wanted to make sure that as many children [as possible] in the village make it to secondary school.” As such, an important focus of the programmes is on teaching students to understand their rights — particularly over their bodies — and to provide them with more options so they avoid pitfalls such as drugs and alcohol which can make them more susceptible to human trafficking rings.

The Visram family's efforts were spotlighted in December 2010 at the Luxor International Forum to Combat Human Trafficking. Part of the “End Human Trafficking Now!” campaign, the Forum brought together the United Nations Global Initiative to Fight Human Trafficking (UN.GIFT), the UN Global Compact and the business community to find solutions that will put an end to human trafficking.

A highlight of the Forum was the first-ever Business Leader's Award to Fight Human Trafficking, in which Shahinoor Visram was among a field of nominees that included representatives of The Body Shop, Microsoft and the Mayo Clinic. Mawlana Hazar Imam was one of the notable persons that sat on the award's seven-member international jury, and Shahinoor had an opportunity to address the gathering.

Shahinoor and Mahmud Visram's plight against human trafficking started in 1971, when Mahmud's parents (Roshan and the Late Amir Visram) purchased the Sun n Sand Beach Resort in the poverty ridden village of Kikambala, Kenya, home to more than 20 000 inhabitants. They understood that human trafficking was a complex and intricate problem that affects all levels of society, and saw

education as a means to provide the villagers with a way to defend themselves from trafficking agents who prey on the weak, ill-educated and impoverished. This led to creation of the Sun n Sand Trust, for which Shahinoor is the Managing Trustee. Through the Trust they have built a nursery school that has benefited more than 800 children, a primary health care centre that has served more than 40 000 patients and a place of worship. They have also provided clean water to the community. In addition, the Trust — whose administration costs are funded by the resort — has partnered with the Government of Kenya and Microsoft to create a full-fledged IT lab at a government primary school in the village.

Sun n Sand was the first organisation in Kenya to sign the Memorandum of Understanding with UNICEF towards the Protection of Children, and was appointed a Member of the Steering Committee of the Code of Conduct against Sexual Exploitation of Children in Travel and Tourism. It is now a Director of the Board, represented by Shahinoor Visram, who has also served as a member of Kenya's National Council for Children's Services and Kenya's Street Families' Rehabilitation Trust.

The Trust and its initiatives are far reaching, impacting numerous local groups who could potentially have an impact on the human trafficking trade. Shahinoor and Mahmud's desire to "sensitise the entire community and create awareness" has led to the establishment of regular information seminars held at the Sun n Sand Beach Resort for local bus and taxi drivers, nightclub owners, school-teachers at the school and other community groups who may benefit from education on how to best prevent illegal trafficking in their town. The Visram family sees their endeavour as a joint community effort, and have even included guests of the resort in the seminars, educating them through posters, forbidding any association with the trade and allowing them to directly donate to the Trust's programmes. Although the Visram family did not win the Business Leader's Award to Fight Human Trafficking, they felt humbled that their efforts were heralded amongst such impressive and internationally-known nominees, and are even more driven in their personal contribution to the world's fight against human trafficking.

## 9. Kenya – AllAfrica.com

- **Child prostitution irks leaders'** Source: AllAfrica.com, Ramadhan Rajab, 20 April 2011, <http://allafrica.com/stories/201104210034.html>

Leaders from the Coast have raised concern over growing child sex tourism in the region. They expressed anger over the government's inability to weed out the vice. The leaders accused the Tourism ministry of 'condoning' child prostitution to boost tourist numbers and money. "The government, especially the Minister for Tourism Najib Balala has failed the coastal people. He is celebrating the erosion, sinking of our values, as our children are turned to sex objects," Muhdhar Khitamy the SUPKEM Coast chairman said. Khitamy called for Balala's resignation for failing to stop child prostitution. "Balala has become a disgrace to us. We are even questioning his morals, integrity and interests in this illegal business of flesh," he said.

Hussein Khalid of the Muslims for Human Rights said they have documented evidence on resorts, clubs, casinos, saloons, massage parlors, hotels and the closely guarded secluded villas at the Kenyan coast where the illegal trade is dominant. "We have the information that we will hand to the government, and if no action will have been taken according to our ultimatum we will move to court to sue the government on behalf of the children and the community whose rights have been abused," Khalid said, pointing out Watamu, Mtwapa, Ukunda, Malindi and Lamu's Shela areas as the hotspots.

Khalid further called on parents at the Coast to exercise restraint and avoid pushing their children to the trade. "Wazazi wengine utawasikia hata wanawatoa watoto wao mashuleni wakisema wazungu wao wamefika ( some parents pull their children out of schools to attend to the white tourists who arrive at the Coast). This is a disgrace we need a shift as well, from the family level," he said. Khitamy said the civil society has intercepted numerous pornography videos where children are used.

Nominated MP and Council of Imams and Preachers of Kenya secretary general Mohamed Dor said sex tourism has gained ground at the coast because of weak judicial systems, uninterested government to enforce laws, and poverty that has exposed young children to sexual exploitation. "Young boys and girls are becoming the most sought items by paedophiles and porn actors. It is common place to see odd couples in the Coastal region; elderly white men with young girls, and boys with elderly white women old enough to be their grandmothers. They do it with impunity because nothing can be done to them even if they are caught courtesy of corrupt policemen who connive with villa owners. We are losing a whole generation to immorality," Dor said, calling on religious leaders in the region to assist in stemming the vice.

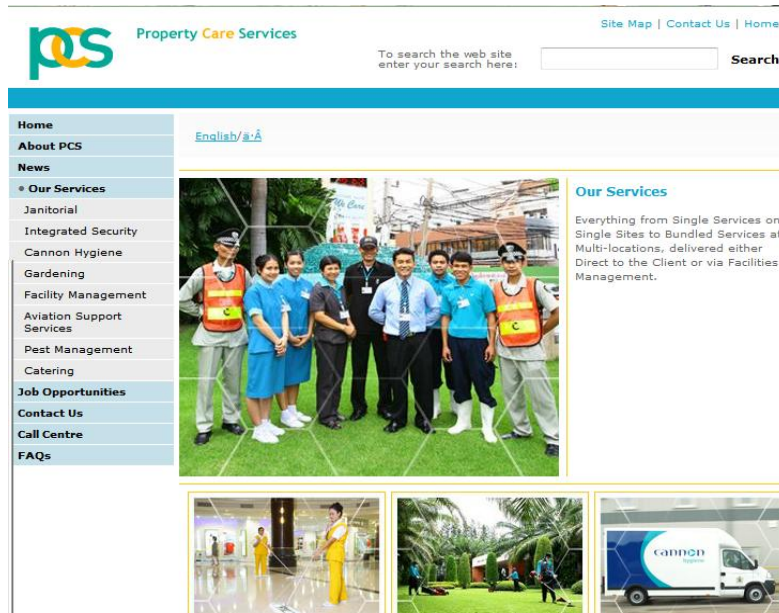


**10. ECPAT International**

Patchareeboon Sakulpitakphon, May 25, 2011

**ECPAT International Partners with PCS Thailand for Child Protection**

ECPAT International has been working with Property Care Services Thailand Ltd. [PCS Thailand] to establish a child protection foundation within the company since October 2010 as they provide numerous services to hotels and condominiums. PCS Thailand is the leading integrated property support services company in the country and is an associate company of the OCS Group, UK. PCS provides the following services: janitorial, gardening, cannon hygiene, integrated security, pest management, aviation support services, facility management, inventory audit and catering in Thailand. With over 20,000 in employees all over Thailand alone, the company also operates in Malaysia, Bangladesh and plans to expand to other Asia-Pacific countries.



In March 2011, after a series of meetings to set the partnership and clarify the objectives, ECPAT International had the opportunity to meet the International Board of Directors of PCS Thailand and was able to explain the possibilities of collaboration and achievements for protecting children.

The partnership was welcomed, which gave the green-light for PCS Thailand and ECPAT to start on the work at hand. From the meetings, one key challenge identified by PCS Thailand was the inability of the company to implement child protection initiatives despite having some workshops conducted by other NGOs in the past.

To counter this problem, ECPAT has found that past workshops only targeted certain individuals within the company, had no impact on the existing company policies and implementing staff were not aware of the issue. Thus, ECPAT has reviewed PCS Thailand’s current company policies relating to child protection, provided recommendations for a stronger framework and implementation by staff and will be planning a series of trainings for PCS Thailand management, human resources and trainers.

ECPAT International has also asked PCS Thailand to consider joining The Code of Conduct for the Protection of Children in Travel and Tourism as a member since many of the clients of PCS Thailand are tourism and travel-related companies. PCS Thailand has expressed their intention to sign The Code of Conduct after completion of revising the company policies and implementation of trainings for the staff. Trainings will start this June 2011 in Bangkok.

**11. ECPAT New Zealand**

Alan Bell, April 13, 2011



ECPAT Child ALERT is a registered charitable trust operating in New Zealand. We have recently become the Local Code Representative following training from ECPAT International. I believe this will make us the most southerly LCR in the world!

Our objective is to prevent the sexual exploitation of children – including child prostitution, child pornography and child trafficking for sexual purposes including child sex tourism.

New Zealand is a small country (4.5 million in total) isolated from most of the world and this makes us a somewhat unlikely location for people trafficking. However New Zealand is not exempt from child sexual exploitation and we have a concerning number of children engaged in the commercial sex industry and an alarming amount of activity regarding illegal child sex images being accessed on the Internet. Currently there is a first charge for a man promoting child sex tours from New Zealand to Asia.


Our neighbours include Australia and the Pacific region. The Pacific Islands number some 25 states spread out over a large area of ocean. Many of these locations are tourist destinations and there is concern for the increasing risk in this region. As well as tourism there is considerable commercial activity in the region from international fishing and logging concerns.

		
<p><b>PROJECTS</b>  <b>Whatever the project our aim is to make a difference »</b></p>	<p><b>NEWS</b>  <b>A call to Action for New Zealand Youth »</b></p>	<p><b>SUPPORT US</b>  <b>Visit The Body Shop to put your hand up against child trafficking »</b></p>


New Zealand will be hosting the Rugby World Cup in September 2011. This will bring some 80,000 overseas visitors to our shores – the largest single event in our history. The sports fans will enjoy the spectacle of keen competition in a number of locations around the country and many will follow the teams at the different venues. We are taking steps to minimize any risk associated with this large international event by creating awareness and educating people on possible increase in the commercial sex industry during that period.

We look forward to introducing The Code to New Zealand and hope to interest those involved in the tourism sector to become signatories.

Contact: Alan Bell, National Director, ECPAT Child ALERT, New Zealand; [ecpatnz09@yahoo.co.nz](mailto:ecpatnz09@yahoo.co.nz).



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**THANK YOU!**  
**INPUTS FOR THE NEXT ISSUE OF THIS NEWSLETTER ARE WELCOME BY**  
**Friday, September 23, 2011**  
 (please submit to [michelle@ecpatusa.org](mailto:michelle@ecpatusa.org))