

The Child Protection Code of Conduct

Challenges and problems of putting it into practice

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**We protect
children from
sex tourism.**

**THE
CODE
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Protecting children from sexual exploitation in tourism

WHY IS ACTION IMPORTANT?

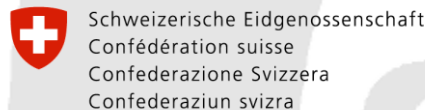
- Sexual acts with minors under 18 years are illegal
 - Abuse of human rights and dignity
 - Mental and physical damage
 - Reputational risk for Tour Operators as well as for destinations
-
- It is our Moral obligation to protect the weakest of our society.
 - “Good” tourists do not seek these activities and will select good companies and destinations

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The Child Protection Code – a successful industry driven CSR initiative

The Code is an industry driven Corporate Social Responsibility tool to conduct child protection measures in a structured and comprehensive way.

- The Child Protection Code is signed by over 1000 companies in 41 countries in Europe, Central and South America, Asia and Africa - reaching millions of customers every year.
- The Child Protection Code is an instrument of self-regulation and corporate social responsibility,

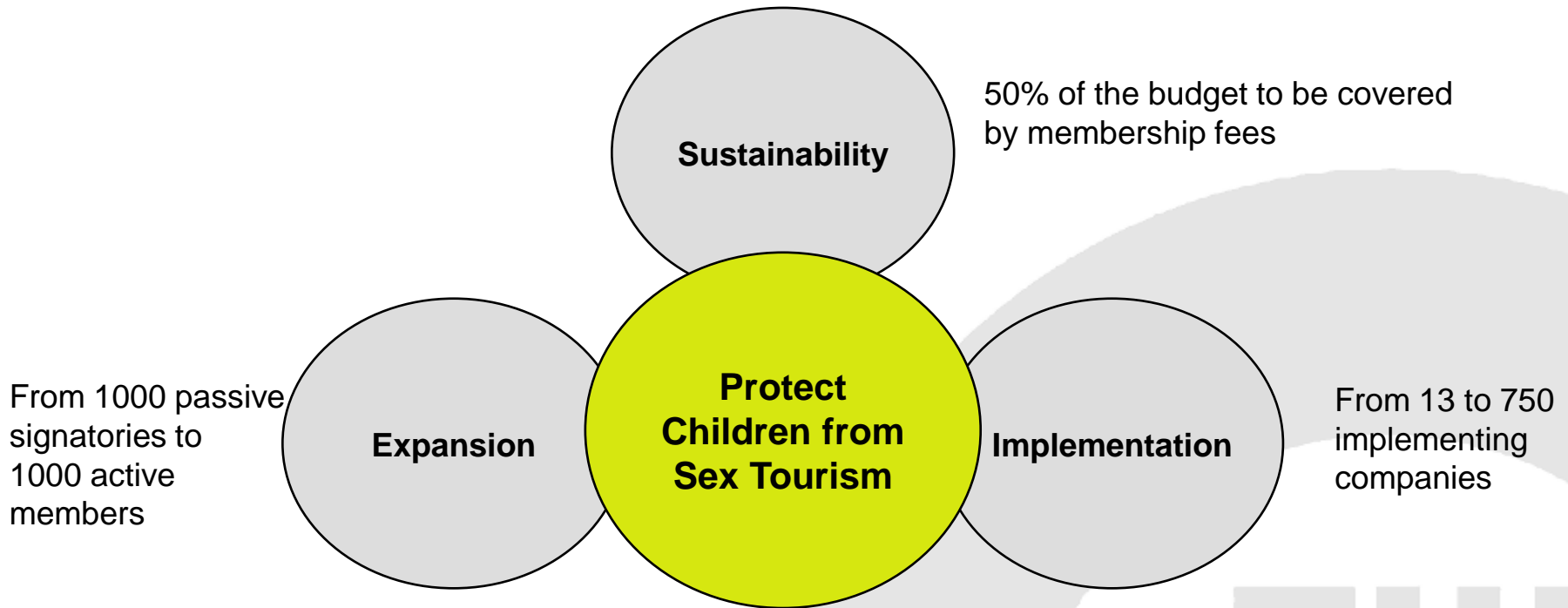


Implementing the six criteria of The Code

Signatories to The Child Protection Code are committed to respect and support children's rights in the following way:

1. To establish a ***policy and procedures*** against sexual exploitation of children.
2. To ***train employees*** in children's rights, the prevention of sexual exploitation and how to report suspected cases.
3. To include a ***clause in contracts throughout the value chain*** stating a common repudiation and ***zero tolerance policy*** of sexual exploitation of children.
4. To ***provide information to travelers*** on children's rights, the prevention of sexual exploitation of children and how to report suspected cases
5. To ***support, collaborate and engage stakeholders*** in the prevention of sexual exploitation of children
6. To ***report annually*** on their implementation of Code related activities.

STRATEGIC PRIORITIES AND CHALLENGES



AMBITION: build a true industry-driven and sustainable organization with paying and implementing members so as to unleash the full potential of The Code and provide awareness, tools and support to the tourism industry in order to prevent the sexual exploitation of children in contexts related to travel and tourism

... more challenges

- Awareness of stakeholders (private sector in sending and receiving countries, government and tourism authorities etc.)
- «Scope» of responsibility
- Impact measurement
- Structural changes in Tourism Sector



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Be a Responsible Company

The Code welcomes all business and companies linked to the travel and tourism industry as members.

By becoming a member of The Code, your business/company joins industry 'leaders' when it comes to responsible tourism.

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