

# The Code

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



**We protect  
children from  
sex tourism.**

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

- The Code is an industry-driven, multi-stakeholder initiative with a mission to provide tools and support to the industry;
- Currently have 1,200+ signatories over 46 countries;
- The Code helps tourism companies and business integrate child protection into their operations through the implementation of the six criteria.



Any tourism company or business can join  
The Code in a few simple steps.

JOIN THE CODE



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

# Six Criteria of The Code

## Part I

- 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;**



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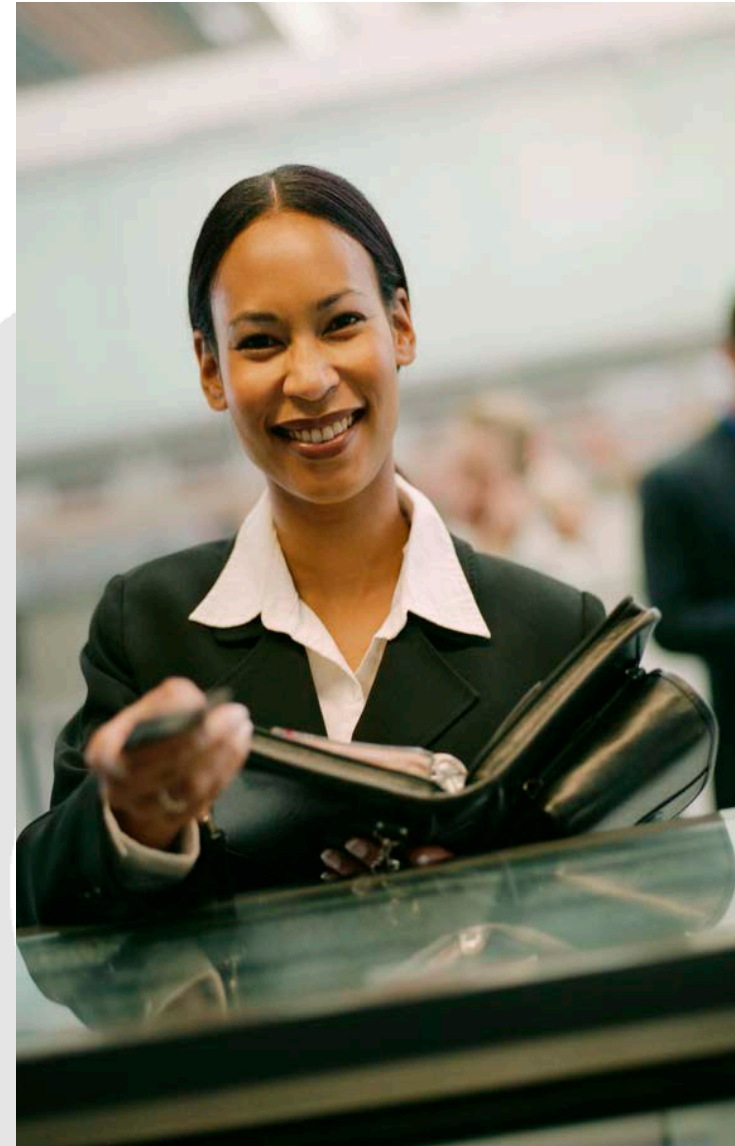
# Six Criteria of The Code

## Part II



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- 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.



# Board Members of The Code

## 5 Industry Seats

1. Matthias Leisinger, Kuoni Holdings
2. Brenda Schultz, Carlson Rezidor
3. Andreas Muselear, DRV Germany
4. Bernhard Wegscheider, SKAL International
5. Shahinoor Visram, Sun'n'Sand Resort, Kenya

## 4 Non-Industry Seats

1. Mark Capaldi, ECPAT International
2. Jennifer Seif, Fair Trade Tourism South Africa
3. Theo Noten, ECPAT Netherlands
4. Lotta Sands, Travel Education Centre

# Membership Fee

<b>Revenue of Company per Year</b>	<b>Membership Fee per year</b>
Revenue under 500,000 Euro/year	50 Euro/year
Revenue between 500,000 – 2.5 million Euro/year	300 Euro/year
Revenue between 2.5 – 50 million Euro/year	800 Euro/year
Revenue over 50 million Euro/year	2,000 Euro/year

- The purpose of the membership fee is to provide a way for Code members to further support the organization in developing tools and services for its members as well as promoting the child protection cause within the travel and tourism industry.
- Important to note that 20% of the membership fee goes to the Local Code Representatives, local NGOs or organizations that help support The Code and its members at the national level, base on the agreement signed with The Code Secretariat and its jurisdiction.
- The membership fees can be paid securely on-line via PayPal.

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# Benefits of Joining The Code



We protect children from sex tourism.

1

- **Community Engagement:** Come join The Code's **strong network** of tourism professionals that are taking a stand against the commercial sexual exploitation of children.

2

- **Risk Mitigation:** Sexual violence against children occurs in every country. The Code represents a **prevention tool** that will allow your company to **mitigate risk and reduce costs** by taking the **right action** ahead of time.

3

- **Competitive Edge:** Joining The Code provides your company with the opportunity to join the leaders implementing responsible tourism. With The Code being internationally recognized as the tool for child protection for the tourism industry, current members are enjoying the benefits.

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# Additional Member Benefits

## Personalized Member Portal (online Action Plan):

Each Code member gets access to our brand new personalized member portal.

This portal guides you through the implementation process at your organization from writing your staff policy through to completing your annual report.

It also provides detailed reporting facilities, making it easy for you to share your Code progress within your organization.

## Member portal



Track your membership level anytime



Update your information



Guided implementation





# Additional Member Benefits



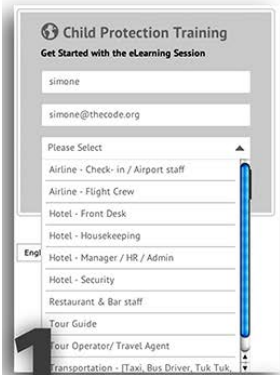
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## On-line Interactive Training:

As part of your membership package you will also be sent a personalized access code for our suite of e-learning modules covering the signs of child sex tourism.

All employees within your organization will be able to access this training whilst you remain a member of The Code.

These **short, focused on-line modules** are based on real cases of child sex tourism and they focus **on how employees in your organization have a unique opportunity to spot the signs of a child in potential danger and how to report possible cases.**



1

Role specific training



## E-learning steps

2

Realistic Scenarios



4

Achieve Recognition



3

Understand how to identify and report



# Additional Member Benefits



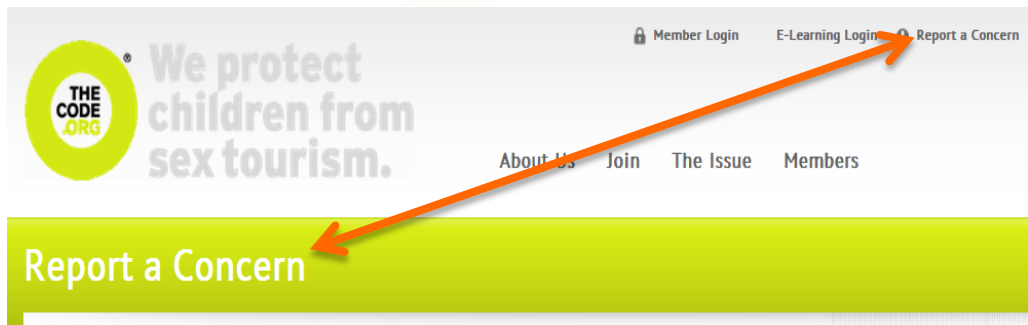
We protect children from sex tourism.

The Code recognizes the challenges that goes with 'reporting' of possible cases of child sex tourism; it is not an easy task.

The Code will try to provide support through its relationships with various law enforcement, such as INTERPOL and many national police units.

The Code is a member of the Virtual Global Task Force [VGT].

The Code also supports ECPAT International's e-reporting hotline: [protect@ecpat.net](mailto:protect@ecpat.net)



The one action that has the greatest impact against the sexual exploitation of children is reporting it to authorities.

**If you see a child in immediate danger, please call your local emergency number.** If you suspect the occurrence of commercial child sex exploitation (including child prostitution, child sex trafficking or child sex tourism), then you should also contact the relevant law enforcement agency or organisation in the country where the exploitation is taking place.

At present, there is no universal reporting hotline for the commercial sexual exploitation of children. As a result, we realize that many individuals may not be aware of how to report possible cases of child sex exploitation. This page was created in order to facilitate the reporting of such crimes.

Below, you will find a selection of law enforcement agencies across the globe. These agencies can be contacted by anyone who wants to report an instance of sexual exploitation of children.

Report a Concern



# How to Join The Code



We protect children from sex tourism.

A screenshot of the The Code .org website homepage. At the top, there is a navigation bar with links for 'Member Login', 'E-Learning', and 'Report a Concern', along with a search box. Below this is a main header with the text 'We protect children from sex tourism.' and navigation links for 'About Us', 'Join', 'The Issue', and 'Members'. The main content area features a large green banner with the text 'Be a Responsible Company' and a circular image of a child holding a paper airplane. Below the banner is a 'Join Now' button. A red arrow points from the 'Join Now' button to the 'Join' link in the navigation bar.

Joining The Code is made easier:

Online application at

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

EXPLORE MORE

Join Now

Code Members

SEE ALL NUMBERS IN

Get started with The Code by completing the short form below

## About You

Title

First Name \*

Last Name \*

Telephone \*

## About Your Organisation

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# Membership Process



We protect children from sex tourism.



Visit [www.thecode.org](http://www.thecode.org) for more information:

## 1. Apply

To apply you need to fill out the online application [to do so, please click '[join now](#)']. As soon as you have applied, you will get instant access to the online 'Member Portal' and can start to implement the six criteria of The Code.

## 2. Pay

You can pay the annual membership fee on-line when you are applying or choose to receive an e-invoice afterwards.

## 3. Approval

Once you have applied and paid the membership fee, your application is sent for final approval by The Code Board.

## 4. Signing

After being approved by The Code Board, you will receive a formal agreement form.

## 5. Membership

Once you have signed the agreement form, your company is officially a member of The Code and will be listed on the website. Your company can then add The Code's logo to your website and print a membership certificate.

## 6. Top Member

When you have successfully implemented all six criteria in your company following the easy steps in the Member Portal, you will earn 'Top Member' status and be listed as such with prominent display of your logo on The Code's website. Once achieved, your company can also add The Code's 'Top Member logo' to your website and receive a special certificate for your efforts to protect children from sex tourism.

# Tourism Professionals Talk The Code



Ms. Rika Jean-François: "We at ITB Berlin are persuaded that **The Code is the right instrument to fight against sexual exploitation of children in tourism.** We are happy to use our platform as the world's leading travel trade show to inform about the initiative."

"**The membership of The Code is not a 'financial obligation', it's a 'dedicated privilege'.** A dedicated privilege being able to help the world become a better place, through united commitment and caring of other people." Mr. Thomas Kjærgaard, Thomas Cooke Northern Europe





# MULTI-AWARD WINNING



# Some Members of The Code

# KUONI



# ACCOR

Open New Frontiers in Hospitality



**TOUR OPERATORS INITIATIVE**  
FOR SUSTAINABLE TOURISM DEVELOPMENT



# TUI Travel PLC

More than a smile



# Delta



# JATA

社団法人日本旅行業協会  
Japan Association of Travel Agents



# JTB



# JALPAK



# HIS

Love, Peace, TRAVEL



# RIU

Hotels & Resorts



# Sabre Holdings



# ÖVTA

Osterreichischer  
Verband für  
Touristik



# Thomas Cook

**Sabre** / Travel Network. **Sabre** / Airline Solutions. **Sabre** / Hospitality Solutions.  travelocity



# aurinko matkat



# WYNDHAM



# CARLSON



# The Code

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

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facebook.com/TheCodeofConduct



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