

## 6 STEPS TO PROTECT CHILDREN

The Code is an industry-driven responsible tourism initiative which provides awareness, tools and support to tourism companies in order to prevent the sexual exploitation of children.

Member companies implement the six criteria of The Code into their everyday operations to turn child protection principles into concrete actions that will help protect children:




- 1 TO ESTABLISH A POLICY AND PROCEDURES** against sexual exploitation of children.
- 2 TRAIN EMPLOYEES** in children's rights, the prevention of sexual exploitation and how to report suspected cases.
- 3 INCLUDE A CLAUSE IN CONTRACTS** throughout the value chain stating a common repudiation and zero tolerance policy of sexual exploitation of children.
- 4 PROVIDE INFORMATION TO TRAVELERS** on children's rights, the prevention of sexual exploitation of children and how to report suspected cases.
- 5 SUPPORT, COLLABORATE & ENGAGE STAKEHOLDERS** in the prevention of sexual exploitation of children.
- 6 REPORT ANNUALLY** on your implementation of The Code.




## JOIN THE CODE TODAY

Travel is a voyage of discovery. As tourism professionals, we rely on local communities to welcome guests with the freedom to experience culture, hospitality, romance, luxury and adventure.

By becoming a Member of The Code your business will gain full access to The Code's suite of Corporate Social Responsibility tools and services to help you protect communities from the exploitation of children in travel and tourism

Please visit [www.thecode.org/join](http://www.thecode.org/join) to join or contact us at [info@thecode.org](mailto:info@thecode.org) for more information.

 [www.thecode.org](http://www.thecode.org)  
 +662 215 3388  
 [info@thecode.org](mailto:info@thecode.org)

 TheCodeofConduct  
 @TheCodeOrg  
 The Code

Be a  
responsible  
brand.

join **The Code**



**PROUDLY SUPPORTED BY:**



## YOUR BUSINESS DESERVES ANOTHER STAR



**HELP PREVENT  
CHILD SEXUAL EXPLOITATION  
IN TRAVEL AND TOURISM  
JOIN THE CODE**



## KEEPING CHILDREN SAFE

We dream of a world where children are safe and free. Where no child is abused by tourists.

Sadly, today many children are victims of sexual exploitation through tourism. The United Nations estimates that 150 million girls and 73 million boys under 18 years of age experience sexual exploitation or other forms of sexual violence. These crimes happen in every country and across all social groups.

Tourism is not the cause of these crimes, yet many offenders travel to commit abuse. This means **tourism professionals like you have the unique opportunity to help stop the sexual exploitation of children in travel and tourism.** If one of your staff suspects abuse and reports it, offenders can be prosecuted and more children will be safe.



**By joining The Code, your company will send a clear message that it does not accept or tolerate sexual crimes against children.**

## BENEFITS OF JOINING

When you join The Code your company will be helping to keep children safe. Your business will also benefit in a number of important ways:



### GET TOOLS & SUPPORT

You will gain 24/7 access to online tools to help you protect children, including a personalized membership portal, best practice guides, and free online staff training available in 10 languages.



### BE KNOWN AS A RESPONSIBLE BRAND

Many travelers consider social responsibility practices when they make purchase decisions. That's why, when you take inspiring action to protect children, your company will be celebrated through The Code's online media, press releases, and at industry events as a leading responsible tourism brand. You also receive an annual membership certificate to display.



### REDUCE YOUR RISK

Joining The Code is the best step your business can take to prevent heinous crimes against children being committed in connection with your business.



### CONNECT WITH OTHER TOURISM INDUSTRY LEADERS

You join a growing network of hundreds of companies around the world who have chosen to take a stand to end the sexual exploitation of children.

## JOIN THE CODE TODAY

As a tourism professional, you are in a unique position to help keep children safe. Your company can make a difference today by joining The Code and implementing the six child protection criteria into your day-to-day business.

Any tourism company or business can join The Code in a few simple steps. **Please visit [www.thecode.org/join](http://www.thecode.org/join) and apply today.**

You can apply online in less than 5 minutes. Once your membership fee is paid you will have access to the member portal, online training, and implementation support. When your membership is approved you will be featured as a member on our website

## HELPING YOU HELP CHILDREN

The Code's friendly, professional team will provide the extra support you need to take effective action for children.

## MEMBERSHIP FEE

Membership fees range from €50 to €2,000 per year, based on your company's total annual revenue.

## JOIN TODAY

Please visit [www.thecode.org/join](http://www.thecode.org/join) or call +66 (0)2 215 3388 to join The Code today.

