

What are the **six criteria** of The Code?

No country is immune to the sexual exploitation of children in travel and tourism and everyone has a role to play in ending this crime. As members, companies adhere to the six criteria of The Code. These criteria are practical steps that companies can take to fulfill their commitment to protecting children and creating a socially responsible business.

- 1 Establish a policy and procedures against sexual exploitation of children**
A written client-facing policy makes it clear to staff, customers and the general public that a company will not tolerate exploitation and abuse. It includes clear processes and procedures to prevent, respond and report exploitation and abuse and details how this policy will be communicated to staff.
- 2 Train employees in children's rights, the prevention of sexual exploitation and how to report suspected cases**
With the right skills and training staff can learn to recognize the signs of exploitation and report suspected cases, directly preventing a crime from being committed. Members of The Code gain access to free online training for frontline staff.
- 3 Include a clause in contracts throughout the value chain stating a common repudiation and zero tolerance policy of sexual exploitation of children**
A clause in contracts makes sure that all contractors are to take appropriate measures to prevent and respond to sexual exploitation or abuse by its employees or any other persons engaged by the contractor to perform any services under the contract.
- 4 Provide information to travellers on children's rights, the prevention of sexual exploitation of children and how to report suspected cases**
Travellers are an essential extra set of eyes and ears on the ground and with the right information they can learn how to report suspected cases of exploitation and make responsible and child safe choices.
- 5 Support, collaborate and engage stakeholders in the prevention of sexual exploitation of children**
Supporting, collaborating and engaging stakeholders can strengthen a company's child rights processes and broader sustainability practices and partnerships to end the sexual exploitation of children.
- 6 Report annually on the implementation of the six criteria of The Code**
Members of The Code submit an annual report each year against their progress in implementing the first five criteria of The Code. This is an important way to share best practice and promote accountability and transparency.

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