WHY JOIN THE CODE

- Identify and reduce risks
- Protect children and communities
- Build trust and business integrity
- Access training, tools, and expert support
- O Join a global network of like-minded industry leaders

Joining The Code signals your proactive commitment to child protection. It's not a reflection of past issues—it's a step toward risk reduction, brand integrity, and sustainable leadership.

It is a **positive labelling** that unites customers around brands committed to ensuring travel and tourism benefit children.

BE PART OF THE SOLUTION - JOIN A GLOBAL COMMUNITY OF BUSINESSES PROTECTING CHILDREN!

JOIN

THE CODE TODAY

→ thecode.org | ecpat.org

info@thecode.org

"Without safe children and communities, there is no sustainable tourism"

Hear children living in tourism destinations. You have the power to make a real impact.

Responsible tourism starts with you.

By taking action, you help create a safer, more ethical, and sustainable industry.











THE

CODE



GLOBAL

NETWORK

"Sustainable means being green, inclusive, respecting local cultures and empowering communities. It also means protecting children and giving them opportunities."

Children account for nearly 40% of trafficking victims worldwide.2 Many more suffer from sexual exploitation and abuse in silence, with children often being manipulated by people in a position of trust or power. This devastating and underreported crime often relies on the misuse of travel and tourism networks and digital platforms to operate undetected.

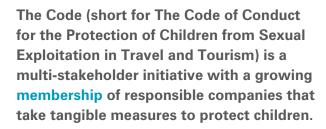
SEXUAL EXPLOITATION AND ABUSE OF CHILDREN CAN BE PREVENTED.

The travel and tourism industry has a powerful role to play in protecting children and accelerating sustainable development.

Whether you're in accommodation, retail, transport, booking platforms, entertainment, finance or destination management—your role matters. Children are nearly always in contact with the travel and tourism services and experiences that offer a broad range of opportunities, as well as risks that must be acted upon and mitigated.



THE CODE







the-code-tourism-child-protection-code-of-conduct

@TheCodeofConduct



6 STEPS TO **PROTECT CHILDREN**



When you become a member of The Code, we support your business to identify risks and impacts on children, and integrate child protection measures into your operations and services by implementing six clear criteria:

- Establish a child protection policy and procedures, including regulation of voluntourism involving children.
- **Train staff** to understand children's rights, prevent sexual exploitation of children and report suspected cases.
- Integrate zero-tolerance clauses into contracts across your value chain.
- Inform customers and travellers on child protection and how to report concerns.
- **Engage with stakeholders** to prevent child exploitation.
- Report annually and communicate on your progress against these commitments.











@thecode-org

n. Dr. Najat Maalla M'jid, the United Nations Special Representative of the Secretary-General on Violence against Children (SRSG VAC).

[.] March 2025.