

BUSINESS RESPONSE TO CHILD SEX TRAFFICKING

A multi-industry, multi-stakeholder approach.

The Problem

With the use of online classified ads, child trafficking has moved off the streets and behind the closed doors of local hotel rooms. Youth are targeted and manipulated by pimps who transport victims from city to city via U.S. owned airlines and buses.

Exploiters use hotel rooms as venues to abuse children, knowing that systems are not in place to identify and protect the victims. Air travel is also a primary means of transportation for child sex tourists—individuals who travel overseas to sexually exploit local children.

The Solution

In response, ECPAT-USA can work with your company to put in place programming to educate your staff about trafficking and inform your travel suppliers about their potential to address this problem. You can:

① **Include a clause in contracts with travel and accommodation suppliers recommending they sign the Tourism Child-Protection Code of Conduct (The Code).**

The Code is a voluntary set of guidelines travel and tourism companies can implement to prevent child sex tourism and trafficking of children. Signatories of **the Code** are supported by ECPAT-USA to create programs and policies that identify victims and traffickers so that staff can effectively react.

② **Train staff about commercial sexual exploitation of children and your corporate commitment to the issue, increasing the likelihood of identifying victims.**

④ **Inform the public of your work on your website and corporate responsibility reports.**

ECPAT-USA's Role in your Response

ECPAT can develop a work-plan outlining how your company can effectively address this issue. We can engage in strategic planning sessions on the best way to leverage your position to fight child trafficking:

- Develop corporate training on the topic.
- Develop consumer friendly copy on the topic.
- Available for speaking engagements on corporate responsibility, children's rights, etc.

Current Successes in Business

- **Wells Fargo** promotes the Code with accommodation suppliers and corporate travel peers.
- U.S. Department of State initiates the **Business Coalition Against Trafficking (BCAT)**. To date all travel members are Code signatories.
- **NPR's Marketplace** features the Code: <http://www.marketplace.org/topics/business/hotels-urged-help-fight-sex-trafficking>
- CNN launched the **CNN Freedom Project** where they report on activities to end modern day slavery, including business responses.



Please visit www.thecode.org & www.ecpatusa.org for more information.

Contact Private Sector Project Coordinator, Michelle Guelbart at michelle@ecpatusa.org.

Know the Code

Companies that sign the Code implement six steps:

- ① **Establish policies regarding commercial sexual exploitation of children.**
- ② **Train personnel in the country of origin and travel destinations.**
- ③ **Introduce a clause in contracts with suppliers, stating your policy against commercial sexual exploitation of children.**
- ④ **Provide information about Code membership to travelers.**
- ⑤ **Provide information to local “key persons” who can support the Code.**
- ⑥ **Report annually to the Code of Conduct Steering Committee.**

Successes in the Travel Sector

Current U.S.-based signatories of the Code include: **Carlson Companies, Delta Air Lines, Hilton Worldwide, Wyndham Worldwide Corporation, Sabre Holdings Corporation.**



THE CODE IS SUPPORTED BY:

U.S. Department of State
U.S. Department of Homeland Security

To learn more visit: ecpatusa.org/thecode & www.thecode.org

