



Press release

10 Years Don't Look Away Campaign against Sexual Exploitation of Children in

Travel and Tourism

02nd March 2020 EXPERT MEETING of the ALERT ACTORS PROJECT in Berlin

2nd of March 2020, Berlin, Germany – Representatives from governments, police, the travel and tourism industry as well as the civil society from 7 European countries (Sweden, Norway, the Netherlands, Austria, Belgium, France and Germany) came together to celebrate the 10th anniversary of the Don't Look Away Campaign during an international Expert Meeting of the EU-Project "Alert Actors Report" to end sexual exploitation of children in travel and tourism.

The Don't Look Away Campaign was initiated 10 years ago in 2010. The governments of Germany, Austria and Switzerland in cooperation with the national members of the ECPAT Network for ending sexual exploitation and trafficking of children for sexual purposes launched together with the tourism sector a campaign to increase awareness and to support reporting mechanisms for sexual exploitation of children in travel and tourism. Later, other EU-countries like France and the Netherlands have joined this great multi-stakeholder-campaign.

This year's Expert Meeting was a milestone to review the Don't Look Away Campaign after 10 years of existence and to consider future activities to fit with digital transformation in the tourism industry. Key stakeholders strengthened their cooperation and took the opportunity to decide on further joint steps to raise awareness for sexual exploitation in the digital tourism environment. The participants of the meeting agreed on an Action Plan about further common activities. Main topics of the Action Plan are enhancing online reporting mechanisms and an improved usage of the existing mechanisms.

Heart of the international multi-stakeholder-campaign is the [Don't Look Away](#) reporting platform, which enables individuals to report suspected cases of child sexual exploitation even if they are abroad through providing links to existing national online reporting mechanisms. Where no national reporting mechanism exists, this website will provide alternative information on how to report. The reporting platform is accompanied by various actions like flash mobs on airports or informative movies in planes to raise awareness for the exploitation of children.

Further information about the Don't Look Away-Campaign:

Josephine Hamann
Project Coordinator Alert Actors Report

ECPAT Deutschland e.V.
Alfred-Döblin-Platz 1
D-79100 Freiburg
Tel. +49 (0)761 / 887 926 3-0
Mobil: +49 (0)176 702 431 65
hamann@ecpat.de
www.ecpat.de

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