

6 CRITERIA OF THE CODE

0. INITIAL STEP: CONDUCT A RISK ASSESSMENT

The Code can provide companies that are in the process of becoming members, and current members, with an action-oriented guidance to help integrate children's right to protection from sexual exploitation into broader human rights risk analysis processes. The Code's guidance includes questions to identify these potential and actual negative risks linked to business and operations, including the value chain.

I. ESTABLISHING A POLICY AND PROCEDURES AGAINST SEXUAL EXPLOITATION OF CHILDREN, AND IF A COMPANY OFFERS VOLUNTOURISM PRODUCTS: REGULATION OF VOLUNTOURISM*

Create a clear **policy** expressing your company's commitment to child protection from sexual exploitation. Define and implement concrete **procedures** for prevention, response, and reporting of suspicious and confirmed situations. Your policy needs to include explicit measures and statements related to protecting children – girls, boys and teenagers, everyone under 18 years old.

*If you offer volunteering or voluntourism activities, ensure they comply with [The Code's Voluntourism Policy](#) and pose no risk to children.

II. TRAIN EMPLOYEES IN CHILDREN'S RIGHTS, PREVENTION OF SEXUAL EXPLOITATION AND HOW TO REPORT SUSPECTED CASES

Provide training on children's rights, prevention of sexual exploitation, and reporting procedures. Training should encompass knowledge, skills and attitudes needed to support employees in creating protective environments for children.

Training options include:

- Online courses offered by The Code
- E-learning modules that may be developed by the companies
- In-person sessions by Local Code Representatives (LCRs) or child-protection experts
- Training based on materials provided by LCRs or The Code Secretariat



III. INCLUDE A CHILD PROTECTION CLAUSE IN CONTRACTS THROUGH THE VALUE CHAIN STATING A COMMON REPUDIATION AND ZERO TOLERANCE POLICY ON SEXUAL EXPLOITATION OF CHILDREN

Ensure your operations, service and product providers commit to child protection. Including a clause that refers to your company's zero tolerance policy on the sexual exploitation of children.

This may take the form of:

- A contractual clause
- A supplier Code of Conduct / Code of Ethics binding contractors and subcontractors to child protection standards





IV. INFORM TRAVELLERS AND CUSTOMERS ON CHILDREN'S RIGHTS, THE PREVENTION OF SEXUAL EXPLOITATION OF CHILDREN AND HOW TO REPORT SUSPECTED CASES

Share and promote information on children's rights, prevention of sexual exploitation, and reporting channels. Demonstrate your commitment to responsible and sustainable tourism with child protection at its core.

Examples include:

- Displaying The Code's logo, child protection policy and reporting information
- Sharing tips on ethical and responsible travel
- Hotel lobby screens, room information sheets, vehicles, leaflets
- Stickers or posters on child protection, and reporting

V. SUPPORT, COLLABORATE AND ENGAGE STAKEHOLDERS

Consult and engage with stakeholders involved in, or having a key role in child protection, such as:

- Local Code Representatives, ECPAT International members, or other NGOs and civil society organizations. These organisations can also help inform your operations, products and services by voices and perspectives of children and young people living in destinations to protect them from sexual exploitation and offer them opportunities.
- Local authorities and child protection institutions
- Law enforcement and authorities
- Local communities where you operate

VI. REPORT ANNUALLY

Showcase your progress and action that transforms tourism and builds communities. Submit an annual report to The Code describing how your company has implemented the Code's criteria.

This can be done through:

- Completing the annual reporting form sent by The Code Secretariat at the beginning of each year, or
- Presenting your internal report (or any report you present to another entity/ certifying organisation) covering child protection measures implemented as part of The Code.

Contact and communication: info@thecode.org



We protect children in travel and tourism

THE CODE - SIX CRITERIA FOR PROTECTING CHILDREN IN TRAVEL AND TOURISM