



Together, protecting children.

CHILDSAFE NETWORK



To involve local and international communities in protecting marginalized urban children and youth from all forms of abuse.



一緒に、子どもを守ろう!



Juntos, protegiendo niños.



Gemeinsam Kinder schützen



一起，保护儿童。



Ensemble, protégeons les enfants.

SUMMARY

- ChildSafe now established for 10 years and operational in 10 countries (6 Departure Countries: France, Germany, Switzerland, USA, UK, Japan and 4 Arrival Countries: Cambodia, Laos, Thailand, Indonesia)
- 5,856 ChildSafe Members are certified to protect children from all form of abuse
- ChildSafe Members protected 4,531 Children and young people
- Child protection information, ChildSafe Traveler 7 Tips, reached 28 Million international travelers in 2014
- 11 ChildSafe hotlines responding to the needs of children, young people and families across Asia, 24 hours / 7 days
- Most Inspiring Responsible Tourism Initiative 2014 Wild Asia Responsible Tourism Awards

STATISTICS

ChildSafe Certified Members

Members	Cambodia	Thailand	Indonesia	Philippines	Laos	2014	2013
Hotel	108	7	-	1	-	116	104
Hotel staff	3,733	53	-	18		3,804	2,821
Travel Agency	24	3	-	-		27	24
Travel Agency staff	269	41	-	-		310	282
Driver (Remorque/TukTuk and Motor dup)	924	50	-	-		974	983
ChildSafe Community (Local Authority, CCWC, Parent, Seller, Police, etc.)	235	29	-	-	361	625	756
Total	5,293	183	0	19	175	5,856	4,970

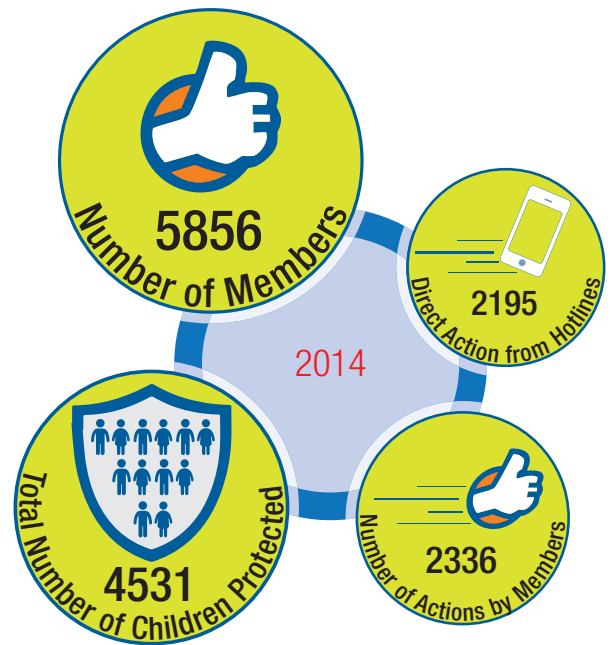
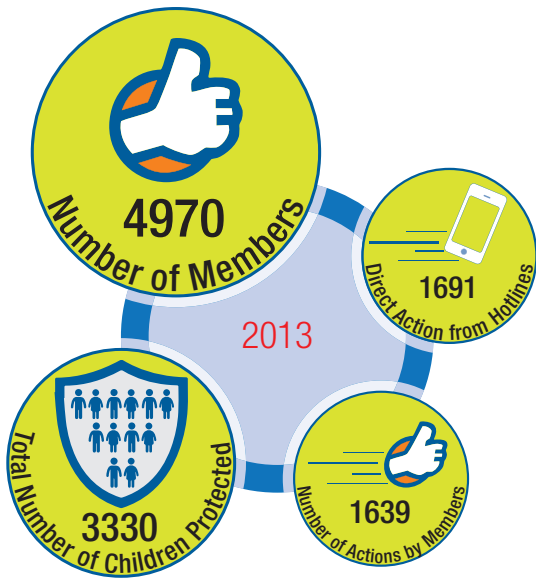
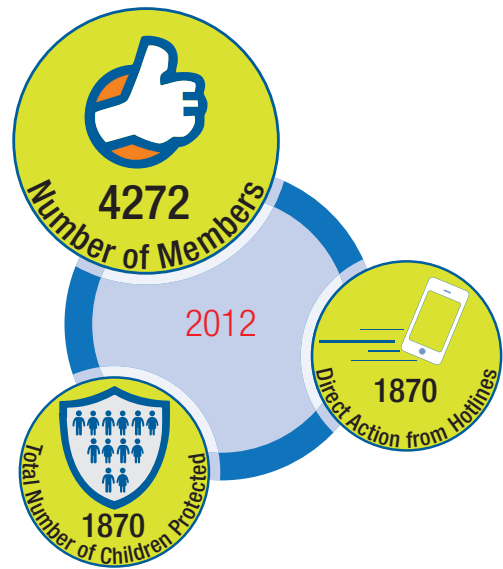
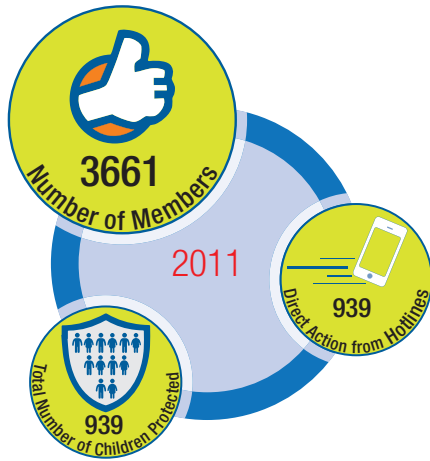
Total ChildSafe trained persons

	Cambodia	Thailand	Indonesia	Philippines	Laos	2014	2013
CS Certified Members	5,293	183	0	19	361	5,856	4,970
CS participants (Communities)	18,447	0	300	0	4,577	23,324	3,287
CS Citizens	9,875	0	0	0	0	9,875	919
CS Travelers						28,095,893	3,328,004

Hotlines calls

	Cambodia	Thailand	Laos	Total
Number of Call	2,193	68	19	2,280
Number of Case	2,108	68	19	2,195

Note: the direct action taken by Members could not be measured before 2013 when a new tool was designed



NARRATIVE

1. Quality: ChildSafe Network operates as a best practice training and awareness program directly through the Friends Programs or its implementing partners.

Strategic Plan 2014-2018

Charter and contracts are updated as required, fully implemented and respected

Standards of Procedures / IEC are updated as required and implemented throughout the Network

Visuals and tagline finalized and registered

Results 2014

The Charter was developed and is in the process of approval

Contracts and policies for hotels and tour agencies were revised and shared with Implementing Partners M'Lop Tapang, Kaliyan Mith Siem Reap (Cambodia), Peuan Peuan (Thailand) and Bahay Tuluyan (Philippines)

The Guidebooks for ChildSafe Members was updated to include the newly developed monitoring tool "Actions Taken by Members" and was translated into Khmer and Thai

- The Guidebook for ChildSafe Citizen was developed and shared with all implementing countries.
- Work on the artwork (icons) is slow as all needs to be tested before finalization (launch Q1 2015)

A specific IEC was designed for Siem Reap to address the issue of "Milk Scam" by beggars with babies. Siem Reap Members were trained specifically on this topic

The elements of the training curriculum for communities that were added at the request of a donor were assessed and will be simplified (were perceived as too theoretical and the format too "institutional")

The IEC for the ChildSafe Community training was adapted for Laos (and translated), Thailand and initiated in Indonesia.

Campaigns were designed as a coordinated effort (in collaboration/support with the Ministry of Social Affairs in Cambodia, UNICEF and USAID) to address the issue of orphanages and child protection, including the development of:

- Campaign to donors (international)
- Campaign to communities (Cambodia)
- Citizen 7Tips

Initiate collaboration with the Phnom Penh Municipality to launch a campaign to address the issue of begging children by addressing the behavior of giving ("Think before giving")

ChildSafe logo registrations:

- Finalized in Cambodia
- Renewed in France
- Initiated in Thailand, Laos and Indonesia

Adjustments to the logo were carried out:

- ChildSafe Product collection logo
- Supporter logo

ChildSafe implementing teams are trained and operational

New material was designed to reflect the update in the ChildSafe structure:

- Orientation training updated
- Advance training in process

Monitoring evaluation of ChildSafe carried out regularly

Tool for measuring the action of Members was designed and piloted in Cambodia

Actions of other ChildSafe actors (participants, communities) are more complicated and initial discussions took place.

Tracking tools to measure ChildSafe Citizen campaign was developed

The monitoring of the training to Travelers (in person training) was reinforced by developing a stronger engagement (and not by a specific survey at this time)

Develop ChildSafe Business 7 Tips

A pilot project was started:

- Initial material was created
- Training was designed
- System for protection was established: child protection company representative (2 or 3 persons in the business that staff will report an issue to), and training for staff at higher risk of witnessing abuse
- To be finalized: the promotional aspect to “sell” to businesses

Ezecom Cambodia was certified as the first Business 7 member in October

2. Sustainability: ChildSafe functions as a social enterprise with solid structures (as an FI Program) and steady independent income that functions as a social enterprise with solid structures (as an FI Program) and a steady independent income

ChildSafe Coordination team is fully operational

The Coordination team was reinforced with a full-time person in Europe (Switzerland Office)

- Currently the International Coordinator is sharing information gathered
- Technical Advisors and Country Program Directors share informally
- Some Technical Advisors support the ChildSafe Program when traveling to Country Programs.

ChildSafe is a recognized international brand through public and professional recognition

The new ChildSafe website is not yet live, however:

- Structure was finalized
- The design was created
- The text is being finalized

ChildSafe received various international recognitions:

- Wild Asia Responsible Tourism Industry Award
- AGFund prize for child protection
- C10 Award for Child Protection

ChildSafe joined various international conferences / working groups:

- International Tourism Board – Berlin
- Better Volunteering workshop – UK
- Training in conjunction with Lumos – UK
- CSO Summit on combatting trafficking persons
- UNA-NCA Resource Fair for organizations fighting human trafficking

New videos were created and posted:

- One general presentation video
- One “Join The Movement” video

ChildSafe Ambassadors were identified:

- 16 University students in Cambodia
- 2 famous Cambodian actors (Sokea and San Sana)
- Deborah Quigley was asked to be the ChildSafe Child Protection Advocate, and represented ChildSafe at 2 events on fighting human trafficking

ChildSafe is recognized and supported by Governments in countries of operations

MoU were signed/renewed

- Ministry of Tourism of the Philippines
- Municipality of Phnom Penh
- Department of Tourism in Thailand
- Cambodia and Laos not yet

Collaboration with the tourism industry is developed and efficient.

Collaboration with airports:

- Siem Reap: on-going
- Discussion with JFK Airport (USA)
- Discussion with Geneva Airport (Switzerland)

Collaboration with Travel Agencies:

- Spanish Tour Agency, based in Cambodia, supported by assisting in translations and promotes 7 Tips (in Spanish) to their networks and clients in Spain and Cambodia.
- Buffalo Tours: distributed 7Tips in Chiang Mai (Thailand)
- 5 new travel agencies started collaboration in Switzerland

Collaboration with Hotels:

- Cambodia's leading hotel members continue to be strong supporters with materials to their customers, and proudly express their membership in the greater hotel association community
 - Cambodia Hotel Association: collaboration initiated
 - InterContinental Hotel: on-going support
 - Pavilion Group: on-going support
- Contacts established with potential new partners in Thailand and Laos

Collaboration with guidebooks and online travel forums:

Collaboration was maintained with Trip Advisor, Lonely Planet, Guide du Routard, Reise-Know-How etc.

Collaboration with wider corporate sector for promotion of ChildSafe messages

Cross-branding advertisement:

Artwork was created

No member/partner were approached this year

Adecco (Geneva HQ) contributed three visiting volunteers from Japan, New Zealand and India to support learning and feedback to campaigns and ChildSafe communications

The expansion will take place next year through the Business7 initiative (Ezecom and new partners)

Develop funding streams for ChildSafe, including consultancy, hotel fundraising, membership, private donor stream, etc.)

ChildSafe was promoted through presentations to International Schools (Cambodia mainly):

- 10 visits by us to national schools/Universities (RUPP,ISPP,ICAN, CIA, Northbridge)
- 20 visits from International/National schools / Universities to FI including Charleston USA, Hawaii, ICAN,NU Singapore, Bangkok University, Stamford)
- 2 interactive events with DISL Group (Universities/Think Tank) held, including focus group sessions with marketing involved
- 10 presentations to tour groups at Romdeng
- Deakin University Melbourne exploring links to FI/ChildSafe for strong advocacy program anti-orphanage volunteering

Design and sell a ChildSafe product line

After design and testing, the design direction was changed to a more conservative style.

Samples were created based on a full product line to be launched in 2015

All FI Programs understand and know about ChildSafe Network

Training on the new ChildSafe system was presented to Friends-International teams:

- Cambodia done in Q2
- Thailand done in Q3
- Indonesia done in Q2
- Laos: not yet due to lack of funding

Information / training about the ChildSafe Citizen campaign to teams in Cambodia (where the launch will take place initially in Q1 2015)

All FI staff & volunteers, trained and certified as ChildSafe Members

- The Introduction training was updated with the new organization of ChildSafe
- Basic Training and “Friends Introduction” with ChildSafe description delivered to all new staff

Certification of all Friends staff was not yet carried out due to the turn-over among trainers

Improve support of FISO to ChildSafe

Friends Switzerland developed its activities with a ChildSafe focus – presentation and material were shared

3. Replication: ChildSafe is implemented through a network of implementing partners globally

Collaboration with CYTI for effective expansion is on-going

Collaboration with CYTI was continued with:

- 23 implementing Partners total (13 non Friends affiliated)
- 2 new CYTI Members were identified and 1 became a new Implementing Partner (Bahay Tuluyan, Philippines)
- 1 Partner (DoMore) stopped its operations and ChildSafe was put on hold (Yogyakarta, Indonesia)

The ChildSafe Network is operational in 18 countries by 2017

ChildSafe is operational in 8 countries:

- Cambodia
- Thailand
- Lao PDR
- Indonesia
- Philippines
- France
- Germany
- Switzerland

Expansion in new areas in existing countries:

- Thailand (Phuket, Pattaya, Chang Mai)
- Cambodia (Kampong Cham)
- Laos (Luang Prabang)

Expansion in new countries: initial contacts were established in:

- Myanmar
- Vietnam
- Egypt

Active network maintained through meetings, workshops and information exchange.

Annual Sharing Meetings were organized for ChildSafe Members in Cambodia (Phnom Penh, Siem Reap and Sihanoukville) – an important time for Members to share, learn and be recognized/celebrated for their actions and involvement

Sharing Meeting for Hotels was not organized due to the staff turnover that reduced the interactions with Hotels this year

Expansion with activities driven from FISO offices expanding campaign reach and business, industry connections.

Switzerland: became very active and a leader for the European activities:

- Led workshop on Pity Charity (Geneva Women's Conference)
- 2 Travel Agencies became ChildSafe supporters (provide 7Tips to customers)
- Media support: Le Temps (print and online) and the International's Institute for Children's Rights newsletter
- Joined 2 international conferences ("Better Volunteering, Better Care" and training on de-institutionalization in London)

France: inactive in 2014

	<p>Germany: inactive in 2014</p> <p>USA: NYC team organized an awareness raising event at the JFK airport, leading to a potential deeper collaboration for a campaign in 2015</p>
<p>Enhance communication of members to share in achievements and encourage more active participation.</p>	<p>A ChildSafe Newsletter was designed and shared with 900 Members – with a good review, the initiative will be carried out in 2015</p> <p>Annual Members’ Sharing Meetings were organized but only in Cambodia at this time (replicated next year in all countries/areas)</p>
<p>ChildSafe 7 Tips for Business</p>	<p>Consultative work-plans were developed and successfully trialed during pilot. This containing steps to review all elements of a business that may affect children’s wellbeing. Work-plans designed with the flexibility of adaption to any business model.</p>
<p>ChildSafe Community Project developed and implemented in 7 countries by 2017</p>	<p>The ChildSafe Community Project started: training material is being designed and adapted to each area (this will be on-going as adaptations are required for each community):</p> <ul style="list-style-type: none"> • Cambodia • Thailand • Lao PDR • Indonesia • Philippines, Myanmar and Vietnam could not be initiated this year due to lack of staff and Implementing Partners
<p>ChildSafe Citizen Project developed and implemented in 7 countries by 2017</p>	<p>The ChildSafe Citizen campaign was designed initially for Cambodia:</p> <ul style="list-style-type: none"> • The artwork is finalized • 16 youth ambassadors were trained • ChildSafe citizen Facebook page is active (8,546 following) with a “1 day-1 Tip” posting • The official launch was move to Q1 2015
<p>Hotlines with intervention teams are operational in 15 locations by 2017</p>	<p>Hotlines are operational in 11 locations:</p> <ul style="list-style-type: none"> • Phnom Penh (Mith Samlanh) • Siem Reap (Kaliyan Mith) • Sihanoukville (Mlop Tapang) • Bangkok (Peuan Peuan) • Aran (Peuan Peuan) • Vientiane (Peuan Mit) • Poipet (Damnok Toek) • Kampong Cham (DoSVY) • Battambang (Komar Rigkreay) • Neak Loeung (Damnok Toek) • Jakarta (Teman Baik)

ChildSafe Traveler Campaign is operational in 10 departure countries and 7 arrival countries by 2017

Promotion of the hotline continued:

- 70 Tuk Tuk's promoting ChildSafe Hotline in Phnom Penh
- 10 Tuk Tuk's in Siem Reap
- 4 ChildSafe hotline Community billboards
- 7000 hotline card and 500 community posters promoting to the community and children in Cambodia.
- Training of and promotion to volunteers from the Ministry of Tourism (200 persons)

The Coordination with National Hotlines and other Hotlines was continued to ensure complementarity:

- 1300 in Thailand
- Collaboration with ChildHelpLine Cambodia continued

The materials for the international campaign (including the 7Tips) are now available in 10 languages (English, Dutch, Korean, German, Arabic, Chinese, Japanese, Spanish, French and Russian)

The Campaign is directly active in:

- 6 Departure Countries (France, Germany, Switzerland, USA, UK, Japan)
- 4 Arrival Countries (Cambodia, Laos, Thailand, Indonesia)

Collaboration was initiated with UNICEF-Myanmar for the development of a Myanmar-specific information package using the "Children Are Not Tourist Attractions" campaign (co-branding)

Global:

The campaign was promoted globally through partnerships in the travel industry:

- **Airlines:**

- Air Asia: monthly ad (in rotation)
- Cathay Pacific: one ad
- Thomas Cook: 3 months ad
- Angkor Air: discussion started for placement in January 2015
- SilkAir: the partnership is currently "asleep"

- **Guidebooks:**

- Guide du Routard
- Lonely Planet
- Reise-Know-How

- **Social Media:**

- Regular feature of the 7Tips on Twitter
- Vine videos
- Facebook: on-going activity (promoting the ChildSafe campaigns and supporting like-minded campaigns and partners)

Cambodia:

The presence was increased through:

- Increased distribution of the 7Tips (including at Siem Reap airport and in partner hotels)

- A push on the “Children Are Not Tourist Attractions” campaign
- Traveling exhibition in Siem Reap of the photo exhibition “THINK Before Giving to Begging Children” (replicated from the exhibition in Bangkok in 2013)
- Media coverage was increased with monthly ads in Asia Life

Laos:

- A review on most effective wording for Lao specific travelers was conducted
- The Lao specific 7Tips were reprinted in English. Other languages to follow.
- Work-plan developed for both campaign and ChildSafe network implementation across both cities

Thailand:

- A work-plan was developed in conjunction with the Department of Tourism. Volunteer staff of Tourism Assistance Centre received introductory training
- Development of 7 Tips commenced in collaboration with the Department of Tourism

Europe:

- The 7Tips were featured in an international magazine (Kreol Magazine)
- 7Tips were supported by 5 travel agents in Switzerland
- Mention in Swiss newspaper Le Temps

Singapore:

- Collaboration with SilkAir was slowed down this year

Japan:

- Trained 15 students from Kwansei Gakuin University

China:

- An initial team of volunteers shared information in Chinese and started working on ChildSafe 7Tips for China

Korea:

- The Siem Reap Korean business community expressed interest in supporting the 7Tips (now in Korean) and to translate the “Children Are Not Tourist Attractions” material

4. Impact: The ChildSafe Network impacts directly and effectively the lives of children and the behaviors of community, citizens and travelers

10 ChildSafe Implementing Partners by 2017.

Total: 23 Implementing Partners

6,000 ChildSafe Network Members are certified/recertified by 2017

Total: 5,856 (1,061 new) Certified Members

- Cambodia: 5,293 (770 new and 985 terminated)
- Thailand: 183
- Laos: 361 (186 new)
- Indonesia: No Members after the termination of Aceh activities
- Philippines: 19

The ChildSafe Participants Campaign reaches 50,000 (community people)

Total: 23,324

- Cambodia: 18,447
 - Mith Samlanh (Phnom Penh): 12,433 (57,236 services)
 - Kaliyan Mith (Siem Reap): 4,751
 - Mlop Tapang (Sihanoukville): 1,263
- Laos: 4,577
- Thailand: No activities
- Indonesia: 300

ChildSafe Business7 campaign with 10 companies

- Ezeecom was the first company trained and certified Business7
- Ezeecom nominated 2 Child Protection Company Representative and staff at higher risk of witnessing abuse (Ezeecom installation staff) were trained specifically.

ChildSafe Citizens campaign reaching 2,000,000 nationals

Cambodia:

Total: 9,875 community people were exposed to the ChildSafe Citizen 7 Tips through either direct training and via social media

- 136 Cambodian staff from Mith Samlanh, FI, Kaliyan Mith Siem Reap, Friends Chom Chao
- 403 ChildSafe Hotel and travel agency staff
- 18 youth ambassador and youth ambassador were certified and agreed to implement awareness raising in the community
- 8,432 people followed ChildSafe Citizen on social media
- 886 people visited Health & Love website on ChildSafe Citizen page.

Laos: not yet started

Thailand: not yet started

Indonesia: one event for a total of 300

15,000 children and youth receive direct support from ChildSafe Network per year

Total: 4,531 children were reported as receiving support from ChildSafe system:

- Cambodia:
 - Direct support from ChildSafe members: 2,336
 - Direct support from Hotline: 2,108
- Thailand:
 - Direct support from Hotline: 68
- Laos:
 - Direct protected from Hotline: 19

International behavior change campaign in place in target countries reaching 4,000,000 travelers per year (Traveler)

Total: 28,095,000 travelers reached