

**CHILD
WELFARE
AND THE
TRAVEL
INDUSTRY**

**GLOBAL GOOD PRACTICE
GUIDELINES**



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The guidelines and the related materials presented in this document are to be interpreted in a spirit of transparency and common sense. The examples featured are adapted from actual field work/research examples with the names changed or kept anonymous to protect the identity of participants.

If you have questions or doubts, or you would like to contribute ideas on how we can better ensure child welfare, please share them with the ChildSafe Movement, which will work with relevant partners to include your suggestions and provide targeted support.

These guidelines cannot be used as justification for applying standards below national legislation or to condone any instance of child abuse.

For more information, please contact ChildSafe Movement at info@thinkchildsafe.org

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ABOUT THE GUIDELINES

The *Child Welfare and the Travel Industry: Global Good Practice Guidelines* have been developed to provide a common understanding of child welfare issues throughout the travel industry and to provide all travel businesses with guidance to prevent all forms of exploitation and abuse of children that could be related to travelers and the tourism industry.

Developed in conjunction with key global stakeholders and aligned with the Sustainable Development Goals (SDGs), the guidelines have been purposefully designed so that any tourism business should be able to implement them. All businesses operating in the tourism sector can use this document as a practical working tool to better understand the main risks they may face by not upholding child welfare practices and the subsequent impacts on children and communities. This tool will help businesses understand what key actions need to be taken to mitigate these risks and provide helpful guidance on how to uphold child welfare across all areas of business, including the supply chain. It also includes some useful real world examples and 7 Tips for initial implementation.

There are 15 guidelines organized under four sections to offer businesses a structured approach for implementation. The four sections are as follows:

1. Guidelines to ensure your company is able to prevent and respond to child abuse arising from tourism interactions
2. Guidelines for your products and services to have the best impact on children
3. Guidelines to ensure your Corporate Social Responsibility (CSR) initiatives are reinforcing child welfare
4. Guidelines for implementation

Businesses are encouraged to seek assistance from tourism and child welfare specialists and to utilize the widely available industry tools and supports referenced throughout this document and annexes.

It is important to note that the Global Good Practice Guidelines have been developed to specifically address the welfare of children living in communities where tourism activities are occurring, and does not delve deeply into the welfare of children traveling as clients. Basic guidance has been provided on this subject; however, it is recommended that travel companies that frequently provide services to children as clients should reference the strong body of work already existing on this topic and integrate good practice into their operations alongside those laid out in this publication.

“Your clients
are your
business.”





“ For example, do your clients know that giving money to (or buying gifts from) a begging child is harmful? ”

THE NEED FOR GOOD PRACTICE GUIDELINES

There has been a perception over the years when discussing child welfare in the tourism industry that this issue solely refers to the possible sexual exploitation and/or abuse of children. We have all seen explicit media reports of incidences of sexual abuse of children by tourists and travelers, and are aware of the reputation certain global destinations have gained in this regard. It is crucial that the sexual exploitation of children in travel and tourism is addressed by the industry¹, and one which engenders a strong emotional response in the public; however, it is only one of the many risks children can face from poorly managed tourism.

We all have a responsibility to protect children, and this responsibility extends from family members to individual citizens, communities, governments, and to the business sector. It is irresponsible to assume that only businesses that have direct contact with children — or whose products focus on children — are those that need to ensure they are protective of children in their operations. If we

look at the tourism industry, numerous interactions with children are taking place, from children traveling with their parents to the children in the destination towns, cities, and communities with whom tourists and travelers are interacting. The common factor uniting these children is that they are all susceptible to risks.

¹ *Offenders on the move: Global study on sexual exploitation of children in travel and tourism, 2016*

These risks vary depending on the environment in which the interaction takes place. Some may be obvious, such as safety requirements for children traveling as clients, while others may be less obvious, such as having fair wages and working conditions for employees to adequately care for their children, and educating travelers on how to react to children in impoverished communities. For example, do your clients know that giving money to (or buying gifts from) a begging child is harmful?

As the demand for experiential travel and social, cultural, and community-based tourism grows, so do the risk factors for children. The children selling souvenirs in and around cultural destinations, the children in villages where homestays are taking place, those shining shoes at busy intersections, and those in residential care and schools, all need effective protection systems in place to ensure their safety. They need businesses and the tourism industry to adopt approaches that not only recognize their vulnerability, but also seek to mitigate risks.

These guidelines are intended to assist travel companies in reinforcing and implementing good practices in child welfare both within and outside your business, to ensure that you are not only protecting children at all interaction points, but also protecting your staff and reputation. They will enable your business to respond in an appropriate and timely way to any child protection issue that may arise and will provide outcomes that will always be in the best interests of the child.

In short, they will enable you to do more good through your business.



DEFINITIONS FOR THE PURPOSE OF THESE GUIDELINES

WHAT IS A CHILD?

A child is a person who is under 18 years of age² except if the national law of the concerned country states otherwise.

In these guidelines we refer to “children and young people” to make sure adolescents and young adults (persons aged between 12 and 17 years of age) are clearly covered by the guidelines. This aims to maximize security and reduce risk for the implementers.

² Definition used by the United Nations Convention on the Rights of the Child.



WHAT IS CHILD WELFARE?

For the purpose of these guidelines, the broad term “child welfare” refers to ensuring the protection, safety and well-being of children. By linking the term child welfare to include child abuse and child exploitation, we go one step further and show our ambition to not only ensure children are safe from abuse, but also contribute to building environments where children can develop emotionally, physically, cognitively, and socially.

Other terms used within these guidelines:

Child safety is making sure that children are safe from abuse and harm.

Child abuse is a general term describing any situation when someone, or an event, intentionally or unintentionally disrupts the healthy development of children and negatively affects their well-being. Child abuse can be one or a combination of physical, verbal, emotional, or sexual abuse.

Child exploitation is a specific type of child abuse that refers to the deliberate maltreatment, manipulation or abuse of power and control over a child for personal gain. Child labor, for instance, is both a form of child abuse and exploitation as it prevents a child from accessing education in good conditions, poses a threat to his/her physical development, and is driven by the intent of personal or commercial gain.

OBJECTIVE

The *Global Good Practice Guidelines* publication has been designed to enable the tourism industry to be at the forefront of child welfare. The goal of this publication is to ensure the industry and its clients never create unintended harm to children, their families and their communities through any visit or interaction.

The guidelines are to be used to:

- Provide guidance for tourism businesses of all sizes to ensure child welfare
- Assist businesses applying the guidelines to promote their child protection efforts
- Help the general public and the media to identify and recognize tourism businesses adhering to good child welfare practices
- Offer governmental, non-governmental, and private sector programs a starting point for developing tailored programs

“When we are talking about children, they are our own children, the children of our employees and suppliers, the children who are traveling through our services, and the children in the communities where we work and visit.”



IMPLICATIONS OF THE GUIDELINES

Implementing these guidelines requires the commitment of senior management and active involvement from all departments as part of an organized approach.

The guidelines positively impact on three core areas:



Operations - through the integration of child welfare elements in existing products/services, potentially resulting in the closure/alteration of existing products/services or the development of new products/services



Talent and Human Resources - through refinements in ethical codes, staff recruitment, training and the creation of learning resources for frontline employees



Communications and Marketing - through the integration of child welfare elements and the requirement for committed companies to report on achievements and challenges in regards to implementing the guidelines

“ With the economic growth, job creation and development opportunities that tourism brings, comes the challenge of its possible detrimental impacts on the communities and the environment. This is particularly true for the more vulnerable groups of society such as children and youth in those cases when the industry’s facilities are used for nefarious purposes such as exploitation.³ ”

*Dr. Taleb Rifai
Former Secretary General of the UNWTO*

³ *Offenders on the move: Global study on sexual exploitation of children in travel and tourism, 2016 page 26.*



FOR THE COMPANY	FOR THE CHILDREN AS CLIENTS	FOR THE CHILDREN INTERACTING WITH CLIENTS
Your company and staff are safeguarded from reputational risks.	All of the children and their parents who come into contact with your company know that the company and its employees are committed to their safety and know what to do if they feel unsafe.	Children are safe when they interact with travelers using your travel services.
Good examples are set for your suppliers, business partners and peer organizations to follow. Efforts are made to engage your supply chain in practices that ensure child welfare.	All travelers who utilize your services and tours know that you are committed to child welfare and will take action if they (travelers) witness situations that do not adhere to this commitment.	
Systems are established that prevent abuse from happening within your company, services and supply chain.		All communities and children who come in contact with your company and services know you are committed to their safety and what to do if they feel unsafe.
Systems are implemented with relevant stakeholders to respond to any incident appropriately and in a timely manner, to protect the child and your business.		Your stakeholders understand that your community initiatives always look out for the best interests of children.

SOURCES

The Good Practice Guidelines are based upon a number of existing policy documents and guidelines, in particular:

- Global Sustainable Tourism Council (GSTC) Industry Criteria (Version 3, December 2016)
- Children's Rights and Business Principles (UNICEF, Global Compact, Save the Children)
- UN Guiding Principles on Business and Human Rights
- G Adventures' Core Values and Traveler Conduct Policy
- ChildSafe Movement 7 Standards for Businesses
- ChildHope Child Safeguarding Policy (2014)
- International Voluntourism Guidelines for Commercial Tour Operators, The International Ecotourism Society and Planeterra Foundation
- The International Labor Organization (ILO) Convention Article 3 (d) concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labor

Refer to Annex 5: Useful Resources for a complete list of sources.



“Travel and tourism is globally one of the most significant sectors, economically and is highlighted in three of the Sustainable Development Goals. To achieve the sustainability potential of the sector, a concerted effort by industry bodies and individual companies is needed to understand how children are affected - positively and negatively - by their business operations and value chains. Complementing the Children's Rights and Business Principles, these Guidelines provide an essential, practical resource for all tourism companies.”

*Beth Verhey, Senior Advisor –
Children's Rights and Business, UNICEF*

1

GUIDELINES TO ENSURE YOUR COMPANY PREVENTS AND RESPONDS TO CHILD ABUSE⁴

⁴ These guidelines ensure travel companies are aligned with the ChildSafe Movement Business Standards 1, 2, 3 and 4, with the Global Sustainable Tourism Council (GSTC) Criteria A4, B1, B2, B5, B6, and B7 and with the UN Children's Rights and Business Principles 1, 2, 3, 4 and 6.



GUIDELINE 1.1: Include child welfare elements in procedures for Human Resources for all company representatives⁵

MAIN RISKS

- Children suffering abuse or harm
- Contributing to the demand for tourism-based child exploitative practices
- Facilitating situations of poverty by breaching children's basic rights and development
- Business operations negatively impacting on children and disrupting their welfare
- Legal action, financial loss, or negative PR resulting from the misconduct of company representatives or clients toward children
- Operating without clear procedures may invalidate insurance coverage through "negligence"

KEY ACTIONS

1 Make sure a Child Welfare Code of Conduct is agreed upon by all company representatives.

Behaviors and actions of company representatives toward children (those that are encouraged and those that are not accepted) are clearly indicated and formally agreed upon by all company representatives. This can be done through the creation of a specific Child Welfare Code of Conduct or the integration of specific child welfare elements in existing documents (contracts, code of ethics, etc.). Any new or revised Code of Conduct or relevant document should be signed by all persons employed by or under contract with the company.

Minimum specifications of company representatives' behaviors and actions in relation to children are detailed in Annex 1.

2 Make sure a Child Welfare Code of Conduct is presented and promoted to all travelers/clients.

Behaviors and actions of travelers toward children (those that are encouraged and those that are not accepted) are clearly outlined and formally shared with all travelers/clients.

⁵ Company representatives are all persons under contract or having any formal relation with the company: staff members, interns, board members, trustees, consultants, volunteers, etc.



GUIDELINES FOR TRAVELERS TO BEHAVE SAFELY AND AVOID BEING IN A RISKY SITUATION

Specifications regarding behaviors and actions should, at a minimum, include the following:

DO

- Do treat and communicate with children and young people with respect – just like you would at home
- Do ask permission before taking pictures. Do not take pictures if people are clearly uncomfortable or if it does not respect their rights and privacy
- Do be aware that how you use and share photographs of children should be protective of their rights and privacy
- Do raise concerns or suspicions you have regarding the welfare of children to your tour operator or to the local authorities. Do not confront the person you are suspicious about and never question the child involved
- Do be aware of (or ask your travel company) the emergency contacts, local child helplines or child help organizations in the countries you're traveling in
- Do respect local laws and traditions. Be aware that your actions are bound by both the laws of your country of residence and destination country, and you may be prosecuted by both when breaking laws. Never believe that you are above or not bound to local laws
- Do ask yourself: "Would I be allowed to do this in my own country?"
- Do donate to reputable child-friendly organizations instead of donating directly to children, their families or children centers

DON'T

- Don't share or exchange any personal contact details with children or young people, such as address, phone number, social media details, or email address
- Don't stay alone with a child where no one else can see what you are doing. Don't take a child to your home, hotel, or to other private spaces where you can easily put yourself at risk
- Don't give assistance in aspects of personal care or hygiene to children you may encounter, as it may put you at risk of accusations of abuse
- Don't act in a way that is, or could be interpreted as, inappropriate, threatening or sexually provocative, and keep in mind many countries may be more conservative than your home country
- Don't raise expectations by discussing, offering, or agreeing to support a child or a family. Refer any such question to your travel company
- Don't encourage close attachments with individual children – your visit is temporary, and you cannot maintain contact beyond the visit
- Don't give money or offer gifts to children. If providing a gift is appropriate, it should be given to parents/caregivers in a public setting or through a reputable organization with prior agreement about what is needed. "Gifts" such as candy, or other wasteful items, or items brought from home, are not encouraged
- Don't give to children (including children with an adult) who are begging, as it keeps them out of school and encourages an increase in begging at the destination
- Don't ask children to pose for photographs for money, food, or gifts
- Don't hit or physically abuse a child or any person
- Don't develop any form of romantic/sexual relationship with children or young people, whether physical, verbal, or online
- Don't take pictures of naked or partially naked children or children in distress under any circumstances
- Don't take pictures of children depicting sexually explicit behaviors or positions
- Don't put photos of children online with details about their identity. Avoid names, location, personal history, etc.
- Don't visit sites, download material, or send emails with content that is pornographic, discriminatory, intimidating, violent, or criminal in relation to children
- Don't believe "it could never happen to me"

Page 59, see the [ChildSafe 7 Tips for Travelers](#), a user-friendly resource enabling Travelers to take positive actions to protect children





KEY ACTIONS (CONTINUED)

3 Make sure Child Welfare is integrated into your hiring processes.

Include a Child Welfare Statement on all job announcements. Inform applicants during job interviews that your company has a Child Welfare Policy in place and successful applicants will be expected to comply with it.

For example, use wording such as: “Candidates will be expected to comply with the company’s Child Welfare policy and other policies as applicable.”

Carry out reference checks, including questions on child welfare, for all positions in which the person will be expected to work at a community level or in any settings where they may interact with children. Where applicable, seek police background checks⁶.

Ensure any persons working with communities or directly with children meet national laws for working with children. In some countries, a specialized permit or license may be required.

⁶ If that is not possible we use self-declaration standard forms (See example in Annex 4)

IMPLEMENTATION TIP

Consider holding refresher training sessions that address feedback from your clients and employees on child welfare and any changes in the industry.

4 Do not accept child labor and provide decent working conditions for all personnel to be able to look after their own children.

Ensure no children below the minimum working age, as defined by national law, are engaged to work at your company.

Ensure that young workers above the minimum working age are protected from work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety, or morals of children⁷.

Where national legislation permits children to participate in light work, such as in family businesses or homestays, ensure your company is protective of the safety, rights, and freedoms of those children.

5 Provide working conditions that allow workers, both women and men, to fulfill their roles as parents and/or caregivers.

As a minimum, your company should meet laws relating to fair wages, maternity, and paternity leave and offer flexible working hours to accommodate for pregnancy and child care needs. This may include breastfeeding, attending pre-natal care appointments or being at home with their children after school or at night.

6 Provide internships and training programs to local youth, potentially leading to career opportunities.

7 Integrate child welfare components in staff training systems.

Through training, you can ensure company representatives gain and maintain a basic understanding and practical knowledge of:

- Children’s rights
- Common concerns and child welfare risks company representatives and clients may encounter
- Functioning child protection hotlines/helplines in their countries of residence and in their countries of work⁸
- Your company’s Child Welfare Code of Conduct and protocols for responding to questionable behavior (for example, using your company’s incident reporting system). This may include common tourist-child interactions that may not be appropriate, as well as more serious forms of child abuse and exploitation or activities in contravention of these guidelines

⁷ Hazardous work, as defined by the Article 3 (d) of the ILO Convention concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labor, 1999 (No. 182)

⁸ Use <http://thinkchildsafe.org/report/> as a helpline reference points for your front-line employees who may encounter children.

A STORY FROM THE FIELD

A director of two small travel companies from the UK and her partner related one revelatory experience of interacting with children during their travels. They had been dining at an outdoor restaurant in Asia in the evening when they were approached by a young girl selling flowers. They were charmed by her sales pitch, which revolved around “you buy from me, I can go to school tomorrow” and bought flowers from her, gave her extra money, and took some “selfies” with her. Many other customers did the same. The next day they were surprised to see her in another tourist area of the city, selling books. When they asked her about her schooling, she at first was defensive, claiming not to know them, then became aggressive when the other child book sellers started calling her a liar. A fight broke out as a result, there was police intervention and the couple was asked to give the children money to calm them down, which they did. Discussing this later the couple realized that giving money was not a solution, and reflected on how they had failed to recognize the risks these children were facing working late at night to earn tourist dollars, something that appeared so small and well-intentioned created a negative impact and was actually restricting the girl’s access to education. On a greater scale, how her life was surrounded by external and internal (peer group) risks as a result of her tourist-supported lifestyle, was fueled by belief that each traveler was “doing good.”

Insights from this story:

- Travel companies and people within the industry are vulnerable to engaging in child exploitative practices as they might not be able to identify the issue at hand and respond appropriately, particularly during their personal time
- Simple actions with good intentions can lead to unpredictable consequences for children
- Children repeatedly target popular tourist areas giving responders a good chance of identifying the child in question and taking positive action if a report was made
- In some communities, local authorities may not react in the best long-term interests of vulnerable children. It’s important to know and contact local child helplines
- The Child Welfare Code of Conduct sets out good behaviors that are applicable in both a personal and professional context for all company representatives

See Annex 1.



GUIDELINE 1.2: Include child welfare elements in procedures for communication and marketing

MAIN RISKS

- Misrepresenting vulnerable children and invading their rights and privacy
- Re-exploiting and stigmatizing vulnerable children through inappropriate media practices
- Legal action, financial loss or negative PR following inappropriate media and communication activities

KEY ACTIONS

1 Ensure all company communication and marketing respects the rights of children.

It's essential that the fundamental rights of the child including privacy, safety and protection are recognized in all the incoming and outgoing communications between your company and its stakeholders.

Your company should not use imagery of children without informed consent from a parent or guardian, including product promotion.

Imagery should not depict children in vulnerable or abusive situations, situations that insinuate sadness, poverty, hunger, or any situations with sexualized references. Similarly, any messaging accompanying an image must present children in a dignified manner to prevent sensationalism and secondary exploitation.

Individual children should not be the focus of a photograph or readily identifiable, unless they are in a safe situation with their parent/guardian, where the photo is depicting typical residents of a destination that travelers may encounter in a positive manner and with informed consent.



2 Integrate marketing and communication standards into your company's standard operating procedures.

Within your company's internal policies and procedures, there should be child protection measures in place to ensure the creation or sharing of sensitive or abusive images or material relating to children is prohibited.

These standards can be integrated into an existing policy or developed as a separate media and communications policy and shared with all stakeholders, including the media. You can base your standards on the Communication Guidelines in *Annex 2*.

3 Promoting good practice.

EMPLOYEES

Ensure all employees are aware of, sign, and abide by your communication and media policy at all times. Frontline employees, such as tour guides, should be in a position to inform travelers of appropriate ways to photograph and video children in communities in accordance to your policy and intervene if required. This can be integrated into an existing code of conduct or you can create contracts employees must sign during their onboarding process.

CLIENTS

Educate your clients on your policy and how to behave appropriately when submitting content for communication and marketing purposes. Stipulate that clients must always gain informed consent for photography, ensure children are portrayed in a dignified manner, and are not readily identifiable as stated above. This can be done by including information on your website, in tour itineraries, and can be reinforced by the tour guide. It is important that both adult and children clients are aware of appropriate photo and video conduct.

MEDIA

If engaging with the media, it's important that the media representatives are briefed on, and agree to, your policy, and that any children involved in media activities are adequately supervised and understand their rights, particularly their right to opt-out at any time. Likewise, any content or imagery supplied to the media should meet the appropriate protective guidelines.



A STORY FROM THE FIELD

A fundraising media event organized by a tour operator in collaboration with an NGO held in the USA to support actions against child trafficking ran into severe criticism after featuring young victims of trafficking talking about their experiences in a live forum. Whilst the organization in question actually did have child protection guidelines in place, these had not been recognized or implemented by the organization's fundraising committee who were organizing the event. The lack of coordination and understanding of the company's policy resulted in a traumatic experience for the featured children and negative impacts to the organization.

See Annex 2. Communications Guidelines Template

Insights from this story:

- Child welfare policies and procedures should be implemented under an organized approach where each company representative understands how it impacts their work
- Showing distressed children for financial gain, no matter how noble the cause (fundraising event) is child exploitation
- Travel companies and their partners should look for alternative fundraising tactics that do not rely on the pity or vulnerability of children
- Any promotional activity relating to or involving children should be properly vetted against company policy and practices. The vetting process should be clearly defined, to avoid loss of resources and negative PR from inappropriate promotional activities
- Subcontractors (i.e. advertising companies, event managers) must be informed and follow your guidelines

IMPLEMENTATION TIP

Policies and procedures are only as good as their implementation. Consider face-to-face training and having a defined approval process to avoid making mistakes.

GUIDELINE 1.3: Establish and use procedures for responding to suspicions and disclosures of abuse

MAIN RISKS



- Responding to child abuse in an incorrect manner without clear processes in line with good practices puts children at greater risk, as well as your company and representatives
- Damaging your company's reputation by not responding to reports of abuse or exploitation
- Facilitating situations of abuse or exploitation within the tourism industry by not intervening or reporting when required

KEY ACTIONS



1 In every destination, your company representatives should be able to readily identify and contact the appropriate local authorities / local partner to react quickly and appropriately in any suspected case of child abuse.

All travel companies should have a list of relevant local authorities and locals partners readily available to report any suspicions or disclosures of abuse. **ChildSafe Movement offers a comprehensive list of organizations by region at: <http://thinkchildsafe.org/report/>**

If the authorities are not able to effectively support you, we recommend establishing relationships with local organizations that protect and support children⁹ in your company's destinations. For companies operating in multiple countries, we recommend establishing relationships and/or collaboration agreements with one or more international organizations that protect and support children to collaborate with if faced with suspicious situations.

⁹ Contact details of local child protection organizations can be provided by UNICEF or the ChildSafe Movement.

2 Designate an existing or new employee to be the internal Child Welfare Officer (Child Protection Officer) for your company.

This person will act as the point of contact on all matters related to Child Welfare within your company. They will liaise with any international or local child protection organizations you work with. Going one step further, you could establish a Child Welfare Task Force to oversee the implementation of the guidelines and any child welfare issues within your company. This Task Force would be led by the Child Welfare Officer. For additional information, see the 7 Tips for Initial Implementation.

3 Establish a standardized reaction system to respond to any incidents.

Ensure all company representatives are able to respond promptly and objectively to reports indicating child abuse or risk. You can choose to integrate child abuse incidents into your existing reaction systems or adopt one from readily available industry tools and resources.

See Annex 3 for Reaction Chart examples

4 Ensure your incident report and reaction system is easily accessible.

Establish a mechanism for travelers and communities to report any child welfare incidents and/or concerns. When dealing with child welfare incident reports ensure:

- The physical and emotional well-being of the concerned child(ren) is the main priority. Make sure the child(ren) is/are in a safe and protective environment and collaborate with the local authorities or your local partner
- All information collected on the incident is compiled and shared on a “need to know basis” with great confidentiality

In situations where those reporting the incident are themselves involved, the report needs to be taken to higher management. If higher management is involved or inadequate action has been taken, then the incident must be referred to the Board of Directors, relevant authorities or a local/international partner for immediate action.

CHILD WELFARE REACTION CHART | OPTION 1

1. I IDENTIFY A POSSIBLE CHILD ABUSE SITUATION

I see, hear of, or suspect a situation where a child is abused or at risk of being abused

2. I THINK: IS THE ABUSE IMMEDIATE?

If so, how can I contribute to the child's safety?

3. I REPORT THE INCIDENT

Details of local child helpline / child protection agency or company's incident report system

Abuse and abusers come in many shapes and forms

Recognizing the signs of abusive behavior is complex, and there is no simple checklist for easy recognition. There are potential warning signs that you can be aware of, but they should be assessed with care. It should not be automatically assumed that abuse is occurring. However, it is equally important not to dismiss your concerns or ignore any signs of abuse. These should be discussed with your company's Child Welfare Officer as soon as possible to decide on the most appropriate course of action.

Breaching the company's Code of Conduct or Behavioral Guidelines is an immediate concern.

The following are examples of common signs that inappropriate behavior or abuse may have occurred:

- A person's presence significantly changes the behavior of a child, such as becoming withdrawn, fearful, distressed or agitated
- A person asking a child to lie or keep secrets
- A person initiating private contact with a child in person, online, or by telephone

You can become a member of The Code (The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism) a multi-stakeholder initiative with the mission to provide awareness, tools and support to the tourism industry to prevent the sexual exploitation of children.

www.thecode.org

GUIDELINE 1.4: Emergency response and relief

Emergencies significantly increase risks for all persons, particularly children who might be separated from their families and are more susceptible to exploitation and violence. It's important that all travel companies have processes in place to protect children and respond in a timely and organized manner in the event of an emergency or natural disaster. Additional measures should also be considered for companies operating in areas or offering products and services that may increase risks for travelers, such as outdoor adventure activities.¹⁰

MAIN RISKS

- Inadequate emergency response leading to devastating consequences to children, such as grave injury, loss of life, or loss of parent/caregiver
- Not providing adequate duty of care for children
- Financial loss, legal action, or negative PR following improper emergency response protocols or absence of procedures

KEY ACTIONS

1 Ensure children are included as key stakeholders and their interests are considered when developing emergency or disaster contingency plans.

This includes taking special consideration for children with special needs, such as children with disabilities, medical needs and gender needs, such as feminine hygiene products.

2 Know the functioning emergency and disaster hotlines/response services in countries of operation.

3 Ensure any required emergency devices or equipment (life jackets, for example) are suitable for children and are maintained properly.

4 If contributing to relief efforts during disasters, coordinate efforts with local authorities and other organizations under a defined approach.¹¹

¹⁰ UNICEF provides businesses with multiple resources to integrate child welfare in business: <https://www.unicef.org/csr/tools.html>

¹¹ Children's rights in impact assessments: a guide for integrating children rights into impact assessments and taking action for children, UNICEF 2013





GUIDELINE 1.5: Influence business partners to implement child welfare guidelines

SUPPLY CHAIN IMPLICATIONS

It is very important that your commitment to child welfare is mirrored across your entire supply chain to ensure your clients receive safe, high-quality experiences and to avoid negative impacts from the misconduct of a supplier or contractor. Children could easily be harmed by negligence or unknowing participation in child exploitative practices on behalf of your suppliers. To uphold child welfare in all your products and services, your suppliers also need to act in the best interests of children.

MAIN RISKS

- Children experiencing abuse or harm
- Child exploitation or abuse occurring in your supply chain
- Damage of company reputation from association with abusive or exploitative businesses
- Potentially infringing on product manufacturing and supply chain laws resulting in potential legal action and damaged company reputation¹²
- Risk of legal action, client injury, negative PR or financial loss resulting from subcontractors or suppliers behaving in a manner that contravenes your company's Code of Conduct and the Global Good Practice Guidelines

KEY ACTIONS

1 Ask all suppliers to sign contracts with your company which highlight their commitment to the following minimum child welfare measures:

Not to employ children under the age of employment as by defined national law or International Labor Organization (ILO) Convention No 138*.

- to respect national labor laws, including maternity leave and working conditions for pregnant women
- to fight against exploitation of children
- not to tolerate child sexual exploitation under their premises and facilities or through their services and communications

**Labor laws and definitions of work vary from country to country. Ensure you're aware of and abide by the labor laws in every country you operate. If in doubt, follow the ILO Convention.*

¹² Modern Slavery: an introduction, Liberty Asia

2 Encourage all your suppliers to endorse the Global Good Practice Guidelines to ensure child welfare and consequently adapt their policies and core contractual tools.

You can choose to implement an entirely new policy/contract for your suppliers or update existing ones with the required child welfare elements. It's important all suppliers and partners are aware of your policies and the consequences of breaching them. All existing and new supply chain members should read and agree to your revised policies.

If you provide gifts to your customers or other branded products, are you able to ensure that no children were harmed during any part of the production process?



A STORY FROM THE FIELD

A subcontractor breaches company policy for personal gain

A multi-national travel company contracts local tour operators to deliver community-based tourism experiences worldwide. As a “responsible travel company”, the tour experience excludes any visits to child centers; however, one of the contractors promotes orphanage tourism as a “must do activity” during travelers’ free time and offers to organize orphanage trips for a small fee. The interested travelers are given a tour of a local orphanage where they directly interact with the children and watch a traditional dance. Some travelers were compelled to give on-the-spot donations to assist with the children’s schooling, while others buy gifts for the contracted local tour operator to pass on to the orphanage.

The travel company discovered this breach through a traveler’s trip review and launched a regional investigation where they took corrective measures to re-educate subcontractors on the harms of orphanage tourism and reinforce their stance on visiting child centers.

Insights from this story:

- The contracted local tour operator acted in their own interests, blatantly breaching the company’s Code of Conduct
- The travel company unknowingly facilitated tourism activities proven harmful to children and against their brand values
- Sound monitoring and control measures should be in place to ensure subcontractors are not behaving in a manner that places your company at risk and to ensure your clients receive the experiences you are promoting
- Travelers lacked awareness on the issues associated with orphanage tourism. If better informed, the travelers could have reported the incident, allowing the company to take corrective actions sooner
- Travelers were exploited for the subcontractor’s personal gain

“ I get tired having to smile and dance every night, and they take so many pictures. I wish I did not have to dance every night. ”

Sreyno, 7 years old



GUIDELINES FOR YOUR COMPANY PRODUCTS/SERVICES TO HAVE THE BEST IMPACT ON CHILDREN¹³

The way you operate and the example you set for your clients can significantly impact the well-being of children who are directly or indirectly in contact with your company. It's important you have measures in place to protect children across all interaction points and that your clients are aware of how their behaviors impact child welfare.

For example, do you have a child risk-assessment process in place when developing new products?

Do your clients know that buying from child street vendors is harmful to their development? Or that 80% of children living in orphanages are not orphans, and that some orphanages are set up to profit from tourism¹⁴?

This section will help you navigate these issues to identify the direct and indirect risks to children that may exist in your current products, and how to take effective, corrective action.

¹³ These guidelines ensure travel companies are aligned with the ChildSafe Movement Standards 1, 2, 4 and 5 with the Global Sustainable Tourism Council (GSTC) Criteria A4, B1, B2 and B5 and with the UN Children's Rights and Business Principles 1, 2, 4, 5, 6, 7, 8 and 10.

¹⁴ Keeping Children out of Harmful Institutions: Why we should be investing in family-based care, Save the Children (2009) p 3.



GUIDELINE 2.1:

Always identify and manage risks for children in areas visited by travelers

MAIN RISKS



- Placing local children at risk from the harmful conduct of travelers and/or inappropriate products and services offered by the company
- Fuelling hostility and poor reputation from host communities towards the tourism industry as a result of improper conduct
- Encouraging the cycle of poverty through donations and gifts that disrupt children's education or development

KEY ACTIONS



1 Establish a procedure when designing new products and services to identify potential risks for children in communities.

Consult child welfare organizations to determine whether your products might lead to school dropout, family relocation, or situations where children have to spend time outside their regular care (family or other). Pay particular attention to situations where this occurs in evenings or overnight, such as performances that include children.

Tourism products involving children, such as orphanage or school classroom visits, have been proven harmful to children and are discussed in detail in *Guideline 2.3*.

2 Establish a child welfare risk-management plan.

Work with child welfare organizations to take an active role in ensuring the identified risks are mitigated and documented in a risk-management plan or matrix.



3 Inform travelers about the correct ways of interacting with children in rural communities and when confronted with children begging or selling goods/services.

Brief travelers on appropriate and inappropriate interactions with children as stated in *Guideline 1.1*, including but not limited to: giving candy or gifts to begging children, taking photographs with and/or of children, entering private areas without invitation, spending time alone with a child or children and physical contact. *Page 59, see the ChildSafe 7 Tips for Travelers, a user-friendly resource enabling travelers to take positive actions to protect children.*

4 Establish mechanisms for communities and children to provide grievances or complaints against a tourist or tourism activities.

Collaborate with key community stakeholders and child welfare organizations to ensure children and their communities can voice complaints or grievances against a tourist or tourism activities. These mechanisms should be easily accessible, in their local language and promoted to community members and your company's management/subcontractors.

5 Promoting good practice.

Community grievance and complaint mechanisms should be introduced at the very beginning of any new product or service development. This will encourage a positive relationship between your company and the community by letting community members know they are welcome (without fear or damage to the business relationship) to provide honest feedback, and report on any unacceptable behavior from your clients or company representatives.

A STORY FROM THE FIELD

Children are not tourist attractions

School classrooms are meant to be safe and nurturing environments for child development. One teacher from a school in the Mekong Sub-Region voiced her concerns about the disruptive nature of tourist visits:

"The tourists bring us gifts and money, and they all want to take pictures with the children. In the high season that is every day of the week, sometimes several times a day, so it means we can only do 'show' lessons for the visitors. Then of course we have to do our 'performance' for them and show our gratitude. It really affects their education and even when it is not so busy the children are very distracted, as a visitor could come at any time."

Insights from this story:

- Tourism is a highly competitive industry often providing frequently replicated experiences to travelers. When conducting a risk assessment, consider the compounded effects on children and communities. If you're doing it, there's a high chance others are too or that others will soon copy you
- Frequent, obtrusive tourist visits can effectively transform schools into tourist attractions
- Tourism activities can seed unhealthy behaviors that hinder child development
- Local community stakeholders may have concerns about tourism activities

“I learned the school projects I am involved in are not promoting sustainable help, but more voluntourism.”

International school volunteer coordinator

GUIDELINE 2.2: Establish specific measures to ensure child welfare in homestay products

MAIN RISKS



- Children are exposed to abuse or exploitative practices
- Facilitating travelers with harmful intentions or behaviors who use homestay products to have inappropriate contact with children including post-visit contact via ICT.*
- Exposing homestay communities and their children to culturally offensive behaviors
- Legal and emotional trouble for travelers who had physical relations with minors whom the travelers did not perceive as “children”
- Disrupting child development by creating an environment where children drop out of school and/or leave their families to accompany travelers (as tour guides or “fixers”, for example)
- Exposing children to bad practices such as, taking photos without consent, post-visit use of image, gift giving, inappropriate assistance, or physical contact.
- Children-as-clients may be exposed to inappropriate interactions
- Children-as-clients may engage in inappropriate behavior with local children

*Information Communication Technology (ICT)
See page 51

KEY ACTIONS



1 Homestays are informed of and agree to your company’s Child Welfare Guidelines.

- Establish a set of operational practices for homestay providers that address the welfare of homestay families and children in the community, and the welfare of children-as-clients
- Screen, select and continuously monitor homestay providers using these operational practices
- Inform hosts and communities of your Code of Conduct and expectations
- Under no circumstances are travelers to share rooms with children, unless they are the child’s parent or legal guardian

2 When travelers lodge at homestays, hosts are informed about your company’s behavioral guidelines for travelers.

- Hosts are informed of the company’s behavioral guidelines for travelers and how to report inappropriate behavior
- Communities and hosts are informed that child welfare is a key concern for your company
- Your company should encourage host communities to inform travelers of cultural sensitivities and good behavior guidelines should be made available in pre-trip communications and/or tour guide notes

3 Travelers and children-as-clients are informed of cultural sensitivities and appropriate behaviors.

Roughhousing, hugging and other types of physical contact that may feel normal for travelers and/or for children-as-clients could be culturally inappropriate, or lead to unhealthy relationships or high-risk situations. Tour guides should brief travelers and children-as-clients on appropriate behaviors. Refer to *Guideline 1.1* and *Annex 1* for further information. If you are unsure about what is appropriate, consult a local partner or your homestay provider.

4 Monitoring of child welfare of all children involved in homestay products must follow a particularly strict process.

Homestay monitoring processes should address the welfare of children-as-clients, children of host families and children living in host communities. To do this, your company should actively engage host providers, community leaders, child representatives, local child organizations and travelers. Host providers and community stakeholders should be given the ability to freely express themselves in the local language and be encouraged to do so. Your company may need to appoint a local representative as a Community Child Welfare Officer to achieve this.





A STORY FROM THE FIELD

Training homestay partners on risks

When the Planeterra Foundation set out to create a homestay experience in the Ngadas community of Java, Indonesia, in 2016, their desire was to give travelers insight into the lives of the local Tenggerese people and their culture. Working closely with an Indigenous population and an NGO partner, special attention was made to respect local customs and traditions in planning the activities at the homestay.

It was important to Planeterra that no activity exploited or utilized children as tourist attractions, and that institutions housing children, such as schools or orphanages, were exempt from tourism activities. With this in mind, child welfare training with the homestay providers was carried out and information regarding the risks of accepting travelers into the community's homes was discussed at that time.

Instead of offering activities such as school visits, English lessons, or dance demonstrations, activities that celebrate the history of the area were instead chosen. This included an investment into the clearing and re-opening of an ancient community hiking trail, which had been closed due to disrepair. Focus was put on creating authentic meal experiences, comfortable accommodations, and economic empowerment for the community.

Insights from this story:

- Community members were actively involved in the development of the homestay experience
- Homestay providers and community members were informed on the risks of tourism and on appropriate traveler behavior
- The homestay experience was specifically designed in the best interests of children by offering tourism experiences that did not disrupt child development
- A decision to focus on activities related to cultural sites and heritage led to the economic empowerment of the community

“At G Adventures we're committed to protecting the places we travel to, and the protection of people - particularly children - is just as important. We're proud to build on the important child protection work that has been done in the tourism space, and urge other travel companies to join us.”

Bruce Poon Tip, Founder, G Adventures

4 Promoting good practice.

Collect the opinions of host families and community members on the benefits and potential risks of the homestay and the lessons learned from hosting travelers. This can be done during contract renewal discussions or with tour guides over a certain period of time. Example questions may include:

- Over the past year (or other predetermined period of time), have there been any concerns about tourist behavior in the community?
- Has there been a drop in children attending school?
- Have school or cultural activities been interrupted by travelers?
- Is there any information that needs to be updated regarding rules or conduct in the community?

Seek feedback from travelers on their homestay experience, including their cultural and social immersion, whether their expectations were met, and what risks to children (their own, and locals') they might have identified.

When possible, collect experiences from host families who have hosted a significant number of travelers and share their recommendations to new travelers and other hosts.

GUIDELINE 2.3: Avoid visits to orphanages and other child centers, including school classrooms

¹⁵ Save the Children has released reports exposing the fact that the vast majority of children in institutional care have one or both living parents, including 'Keeping Children Out of Harmful Institutions' (2009)

MAIN RISKS

- Facilitating travelers with harmful intentions to access children
- Supporting and endorsing a flawed and often corrupt system that separates children from families¹⁵, creates psychological and physical trauma, and exploits children for profit (performing shows/taking photographs for money, etc.)
- Damaging company reputation, as orphanage tourism has been proven harmful and there is increasing global awareness on this issue
- Tourist visits to children's centers, including school classrooms, harms the protective and nurturing environment that children need in order to develop

KEY ACTIONS

1 Your company should avoid visits to orphanages and other centers that host children, including school classrooms.

Child centers are meant to be a safe place for children. Children are not tourist attractions. Visiting school classrooms and orphanages not only disrupts child development but can also put children at risk of emotional or physical harm through direct or indirect contact with travelers and inadequate supervision. This inappropriate behavior can also seed unhealthy child behaviors and encourage situations of exploitation. For example, children may become accustomed to strangers taking their photograph, or receiving money/gifts from travelers.

2 Discourage clients from donating to children directly.

Many well-intentioned clients may want to donate money or gifts to child centers, such as orphanages or schools, but this can do more harm than good, as some institutions exploit children for commercial gain. Recommend that your clients donate to a reputable, registered, child-friendly organization, or purchase from a business that benefits local children and the community at large.

3 Inform your clients and other stakeholders why visiting child centers, including school classrooms, is harmful.

4 Your company should not include teaching or facilitating learning activities as part of a product or service.

Children deserve more than good intentions. Teaching or facilitating development is a job for experts who know the local language, not for travelers seeking "culturally immersive activities." Engaging in such activities, even after school hours, can still disrupt development or put children at risk of abuse, as stated above. Children's needs and their right to healthy development should never be compromised for commercial gain.

5 Promoting good practice.

Communicate to travelers, media, and local authorities why your company is not including or offering visits to orphanages and other child centers, including school classrooms.

If you are currently offering tourist activities involving child centers, you should consult and partner with a reputable child welfare organization to develop an exit strategy and determine how to best repurpose the demand and income from orphanage tourism into community programs that keep families together and improve local social services. For further information, see *Guideline 2.6*.



CHILDREN ARE NOT TOURIST ATTRACTIONS

“ Imagine how disruptive it would have been to your school if busloads of tourists regularly visited. ”

Kalifa, 12 years old

In most countries where residential care institutions still operate there are very strict policies in place that prevent the public from entering them or interacting with the children there. This is for a good reason. Any institution properly operating according to internationally adopted standards will only allow qualified and vetted professionals to have contact with the children.



www.thinkchildsafe.org

Vocational training schools and businesses— A unique scenario

There are vocational training programs and businesses linked to the tourism industry that create educational and employment pathways for adolescents and young adults. Traveler visits to these can benefit youth who are building their futures by gaining crucial work experience in a business setting. Interacting with customers as part of a training restaurant, retail shop, beauty salon, as tour guides, or with cooking lessons can reinforce the curriculum and skill development of the students.

Such tourism activities should only be done in a protective manner with the following measures in place:

- Interaction with customers (tourists) is part of the curriculum
- Visits take place in a structured manner that reinforces vocational training and does not disrupt the teaching of students
- Travelers are informed of any codes of conduct for the community, which means dressing, speaking, and acting appropriately in front of the young adults
- The training program or vocational school has a Child Welfare Policy in place
- The visit or experience takes place in an area separate from where younger children not enrolled in the program may be learning
- Students are either adolescents or young adults in line with local laws (in most cases this means 16 years of age and older)





GUIDELINE 2.4: Ensure child welfare in corporate or individual voluntourism¹⁶

¹⁶ Voluntourism is defined by the Collins dictionary as “tourism in which travelers do voluntary work to help communities or the environment in the places they are visiting” - <https://www.collinsdictionary.com/dictionary/english/voluntourism>

MAIN RISKS

- Placing children in high-risk situations where they are vulnerable to abuse, exploitation, and emotional harm for the benefit of tourists acting as volunteers
- Public awareness of child welfare issues, including the trafficking of children, in connection with voluntourism is increasing globally, including the introduction of legislation banning orphanage volunteering. The global awareness of the potential harm to children in promoting this kind of tourism is growing too
- Jeopardizing child education and development by offering voluntourism products, such as teaching or child care positions, which requires local professionals who are qualified, speak the local language and are culturally aware
- Disempowering local communities by replacing local jobs with foreign aid
- Poor qualification of host organizations and placement criteria may put volunteers into situations out of their depth, and in some instances result in a traumatizing experience, which can damage the company’s reputation through negative PR and word-of-mouth

KEY ACTIONS

- 1 A travel company should never place volunteers or travelers in positions where they are responsible for caring for or teaching children.**
- 2 If your company promotes volunteering or provides placement services where your clients might be in contact with children, it should be under strict child welfare conditions:**
 - Voluntourism projects should be developed under the guidance of child welfare specialists to ensure the needs of the local children and community — rather than those of the travelers or the company— are the priority, and to ensure any voluntourism activities are carried out in a protective manner
 - A child welfare assessment must be conducted in collaboration with a child welfare organization before the volunteering product is integrated into a company’s portfolio
 - Specific guidelines for interactions between travelers and children are designed for each volunteering product
 - Travelers will receive a face-to-face briefing before participating in the volunteering project
 - Travelers can never be left to interact with children without the supervision of a well-trained staff member who speaks the local language and is well-known to the children
 - Interactions with children are limited in time and do not take place more than once a week
 - Children who might be in contact with travelers are in regular contact with their caretakers (they are not orphans, or other groups of children without parental care)
 - Look for alternatives to child-based voluntourism activities. The ChildSafe Movement is one organization that can help you identify such alternatives

3 If your company promotes volunteering, the impact of volunteers should be sustainable and bring tangible benefits to the selected community and to the children living in that community.

For instance, your volunteers may train local staff or provide organizational support to encourage sustainable impacts on children long after the volunteers have returned home. There are other examples of good practice volunteering at:

- The ChildSafe Movement website: <http://thinkchildsafe.org/volunteers/>
- The International Ecotourism Society and Planeterra Foundation International Voluntourism Guidelines: <https://planeterra.org/voluntourism-guidelines/>
- ABTA Volunteer Tourism Guidelines: <https://abta.com/abta-shop/abta-volunteer-tourism-guidelines>

4 Promoting good practice.

- When promoting your voluntourism or volunteer placement services, emphasize how the placement options were selected to benefit the community and children
- Support service-learning trips or volunteering where the purpose is to learn from the community, rather than promoting what the volunteer is 'doing for' the community
- Inform all stakeholders on your new positioning on volunteering with children, and actively promote any local child welfare organizations or programs you are supporting
- Seek assistance from a child welfare organization to assess the actual impacts of your voluntourism products, and how to implement an exit strategy or establish specific child welfare conditions
- Have sound monitoring and control measures in place with all volunteering hosts or contracted placement providers to ensure the integrity of the volunteering product

IMPLEMENTATION TIP

Consider partnering with a local child welfare organization to develop these good practices. You can use the traveler Do's and Don'ts* as a starting point for establishing positive interactions.

**See pages 13-14*

A STORY FROM THE FIELD

A traumatic volunteer experience

Two 17-year-old British female volunteers were alarmed upon discovering that their long-term Nepalese residential care placement (from a long-established U.K. placement organization) was in an orphanage where it was assumed by the staff that they would also carry out medical duties and dispense medicines donated by foreign donors. The Director of the orphanage explained that, as there was no doctor on site and many of the medicines were labeled in English, he had assumed the two volunteers would simply follow the instructions on the packets based upon what illness was suspected. The placement organization failed to provide overall adequate support to the volunteers throughout their time at the orphanage, and they were traumatized by their experience.

Insights from this story:

- Disparity of expectations and actual experience. Companies must have sound monitoring and control measures in place with all suppliers/partners to ensure the integrity of the product, as well as client and child well-being
- Sometimes volunteers are not equipped with the necessary skills or maturity to provide the required services of specialized placements
- Severe negligence places everyone involved at risk — the volunteers, children, placement organization and child center. This is an instance of a lose-lose-lose situation
- A needs assessment conducted by the placement organization would have identified the need for a medical professional and dispatched more appropriate volunteers

A tour operator takes corrective action

A Southeast Asian travel company prided itself on facilitating responsible volunteering. The company regularly sent volunteers to a center established by the local government to provide shelter and care for orphans, street children and the isolated elderly.

With a limited number of local resources and increasing number of children to care for, the company sent two volunteers every month to provide donations and assistance. Eventually, the travel company learned the volunteers' support was minimal. The English classes had limited impact on learning, and the center had become dependent on volunteer donations, leading many children to expect regular gifts.

Upon learning these facts and seeking support from a child welfare organization, the company stopped offering orphanage volunteering and now advocates against orphanage tourism.

Insights from this story:

- Having a government-established, registered or endorsed child center does not prevent the harmful impacts of volunteering with children
- The center became reliant on volunteers, which seeded unhealthy behaviors in children
- Short-term volunteering did not provide sustainable or positive impacts on child development
- The good intentions of volunteers incited negative behaviors among children
- Travel companies can become effective agents of change

GUIDELINE 2.5: Ensure child welfare and well-being of children traveling as clients

It's important that all travel businesses consider the unique needs of children traveling as clients and implement protective measures to uphold their personal welfare and encourage positive interactions with children in the communities visited. This section outlines some basic good practice guidance. However, there is already a strong body of work on this topic that you should reference and integrate alongside the *Global Good Practice Guidelines*.

MAIN RISKS



- Child abuse occurring in the tour group or host community. Abuse can be either child-to-child or adult-to-child
- Child abuse occurring at home also occurring on tour
- Children exposed to physical or emotional harm from inappropriate activities and/or services
- Inadequate supervision of children leading to at-risk situations
- Unforeseeable circumstances leaving company representatives to care for children-as-clients
- Damage to company reputation resulting from injury or harmful activity that could have been prevented

KEY ACTIONS



1 Conduct safety checks for transportation, lodging, and Information Communication Technology (ICT) services.

Companies should inspect, amongst others, safety belts and car seats, electric wiring, and sockets in rooms, check for the presence of glass, and inspect balcony safety-railing, cooking equipment, and furniture safety bumpers in rooms.

2 Ensure babysitting/hotel childcare options for traveling parents are carefully selected and vetted.

3 Ensure children can access age-appropriate play areas, including swimming pools that meet safety requirements.



4 Ensure children-as-clients are able to identify themselves if they get lost, especially in crowded areas, and inform the children and their caregiver of what to do in such an event.

5 Ensure children-as-clients are aware of appropriate and inappropriate behaviors.

6 Ensure relevant company representatives meet legal standards for working with children in all operating countries.

7 Establish a response system to uphold the well-being of children-as-clients in the event of an incident that incapacitates their parent/legal guardian.

This can include a client incurring serious physical harm or death, a client going missing, being neglectful, or subject to legal action.

8 Ensure emergency next of kin details are collected for every client and the contact person is contacted within a reasonable timeframe following an incident.

If the parent/caregiver is traveling with the child, seek alternative emergency contact details of a person who is not on the tour.



9 Train company representatives on your company's Child Welfare Policy/Code of Conduct and reaction systems.

10 Promoting good practice.

- Promote minimum ages for certain activities to help clients select products and services suitable for their children
- Gain consent from parents/legal guardians regarding your company's processes for caring for children-as-clients in the event they are incapacitated. This could be a statement in the customer agreement or a waiver to sign

Child Welfare and Information Communication Technology (ICT)

It's not uncommon for children to watch hotel television or use internet services while their parents are elsewhere while traveling. In these moments, children are highly susceptible to accessing harmful or adult content, and can be targeted through unmonitored, public internet connections.

It's important that travel companies and their suppliers, particularly accommodation providers, consider the ICT risks to children and implement safe search protocols for accessing the internet, television and other devices in public and private areas.

You can find more information on child appropriate ICT resources at:

UNICEF

[https://www.unicef.org/csr/css/COP_Guidelines_English_\(5\).pdf](https://www.unicef.org/csr/css/COP_Guidelines_English_(5).pdf)

End Sexual Exploitation:

<http://endsexualexploitation.org/novacancy/>

GUIDELINE 2.6: Managing donations and community support in the best interest of children

MAIN RISKS

- Unknowingly supporting unscrupulous organizations that are involved in exploitative practices
- Encouraging situations of poverty via inappropriate gift giving and donations
- Negative media coverage of children missing school, or adults stopping their usual work, in order to participate in community initiatives developed by or for the tourism industry, to benefit travelers

KEY ACTIONS

1 Provide opportunities for travelers to purchase responsible souvenirs and handicrafts, or tourism services provided by social enterprises, rather than making direct donations.

Responsible souvenirs, which are made locally and without child labor, facilitate local employment and contribute to the social integration of vulnerable families. Purchasing locally made souvenirs and/or services provided by local social enterprises (meals, tours, accommodation, and/or transportation) should always be encouraged, as they are more supportive of the local economy.

2 Provide strategic support to existing community initiatives as part of your Corporate Social Responsibility (CSR) strategy, and encourage travelers to support those initiatives rather than developing isolated projects.

Similar to conducting a risk assessment for products and services, a plan for donations to sustainable projects should be in place to ensure your donations are going to reputable organizations that support children. See *Guideline 3.1*

3 In situations where travelers would like to make personal donations, discourage them from donating directly to children or orphanages.

Encourage your clients to donate to a reputable, pre-identified organization or person who is in a position to provide a formal receipt, and ensure the donation has a positive impact upon children.



GUIDELINES TO ENSURE CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES ARE REINFORCING CHILD WELFARE¹⁷



GUIDELINE 3.1:

Ensure community development initiatives are in the best interests of children

MAIN RISKS

- A shortage in the skills or expertise needed to deliver positive long-term results for children
- Negatively impacting the local community by not aligning with government plans and priorities
- Disempowering communities by using volunteers to complete jobs that are within the capacity of locals
- Wasting resources by investing in development projects that do not address community needs and are not adopted by community members
- Creating a reliance on foreign aid
- Duplication of existing initiatives and lack of monitoring, leading to money mismanagement

KEY ACTIONS

1 Recognize that you may not have the specific expertise required to ensure your projects have maximum impact.

Children deserve more than good intentions. Engage the services of development professionals to ensure your projects achieve maximum impact.

2 Make every effort to ensure your community initiatives are in the best interests of children.

This does not mean your community initiatives have to specifically target children. It means ensuring your community initiatives ultimately have a positive effect on the lives of children in the concerned communities and do not distract them from their education, do not lead to family separations, and do not contribute to increasing violence against children or among children.

3 Reinforce existing community and government efforts to ensure child welfare.

Collaborate with existing community structures or projects, and build upon their successes. Contact details of local child protection organizations can be provided by UNICEF or the ChildSafe Movement.

¹⁷ These guidelines ensure travel companies are aligned with the ChildSafe Movement standards 1, 4,5 and 7 with the Global Sustainable Tourism Council (GSTC) criteria A4, B1, B2, B5, B6, and B7 and with the UN Children's Rights and Business Principles 1, 4, 5, 6, 9 and 10.

4 Support a community development initiative only if it has been designed with community input and addresses a clear need identified by that community.

Make sure that key community representatives (including child representatives, where appropriate) and local social stakeholders familiar with children's issues are engaged and have full ownership of the community support initiative. In order to accomplish this, you may wish to:

- Conduct a recent situational assessment¹⁸ (or secure one) to understand if other community development initiatives have taken place, and to become aware of the challenges, successes and lessons learned
- Link to appropriate existing initiatives which have undergone due vetting processes
- Inform local authorities about the initiative and gain all relevant approvals or permits as required

5 Design and implement a regular participatory monitoring and evaluation plan.

Together with each stakeholder of the initiative, agree on how you will define success and how to measure the impact of the initiative. Generally, the stakeholders may include travelers, children and their families, local partners, community members, your company, and donors.

- Ensure you have structured an exit plan which allows the community to assume ownership of the initiative at an appropriate juncture.

6 Ensure a community grievance and complaint process is in place and is easily accessible to community members and child representatives (in collaboration with your local partner).

7 Ensure the initiative operates transparently and in accordance with local laws.

IMPLEMENTATION TIP

Consider engaging a third party to conduct regular monitoring and provide short reports on the development of the community initiative.

¹⁸ It is recommended to link with existing recognized initiatives to conduct situational assessments to ensure the process is effective, efficient and does not raise high expectations in the concerned community.



A STORY FROM THE FIELD

Children deserve more than good intentions

In one instance, a small group of individuals from a large corporation decided they would refurbish a school in a village they had visited on a few occasions during team building/volunteering exercises. Basing the refurbishments on their own experience and ideals of what a community school should be, the group raised funds and brought in other volunteers to lead the project with minimal dialogue with community members and leaders.

Without the involvement of the community, and with heavy reliance on largely unskilled, foreign, fly-in fly-out volunteers, dangerous pits were left unattended during the construction process, and fixtures and fittings that were unsuitable for remote, rural areas were installed. For example, bathrooms featured “air blade” hand-driers costing a small fortune, which many of the children were afraid to use, while others launched paper planes from them. The playground failed to include lights, and many of the materials used were sourced from large cities or abroad, and were too expensive or difficult for the community to replace. The situation was exacerbated by continual visits from colleagues and their friends and family to the school during and after construction.

Insights from this story:

- Community members, including children, were not consulted or treated as key project stakeholders, which resulted in an unsustainable, culturally inappropriate and unsuitable project
- The project disempowered community members through lack of collaboration and by bringing in foreign aid workers to complete jobs that locals could have performed
- Resources were wasted installing unsuitable and expensive fixtures
- Materials should be locally sourced and readily available to community members to ensure longevity
- Children were placed in situations of increased risk from poor construction management and a high frequency of short-term volunteers
- No clear handover of ownership of the school to the community
- Long-term disruption to the community from ongoing donor and volunteer visits



GUIDELINE 3.2: Educate travelers and promote responsible behaviors

MAIN RISKS

- Children suffering abuse or harm
- Increasing the demand for exploitative or abusive behaviors in the tourism industry
- Damaging company reputation if a client engages in abusive or exploitative practices while using your products/services

KEY ACTIONS

- 1 Regularly share practical tips for travelers that explain how to actively contribute to the protection of children.

One well-established available resource is the ChildSafe 7 Tips for Travelers¹⁹:

The 7 Tips for Travelers are promoted and used by thousands of partners within government programs, organizations, businesses, communities, and individuals across the world, and are also available on the website of the United Nation World Tourism Organization (UNWTO).

¹⁹Please contact ChildSafe Movement team for resources and links: info@thinkchildsafesafe.org

WHY 7 TIPS TO PROTECT CHILDREN?

During your travels, you will probably meet children at risk – perhaps begging at crossroads, selling postcards or fruit at tourist sites, or shining shoes in train stations. You want to help them, but you don't know how. You can really protect these children if you take the right actions. Follow these 7 Tips and travel ChildSafe!



JOIN THE MOVEMENT!

For more information
www.thinkchildsafemovement.org

TIP 1

THINK! Children are not tourist attractions – let's not treat them like they are.

Children living or studying in schools, orphanages or slums shouldn't be exposed to tourist visits. These places are not zoos. Imagine a bus full of foreigners visiting schools in your home country. Would you find this acceptable?

TRAVEL CHILDSAFE. Put child protection first and do not visit these places.

TIP 2

THINK! Volunteering with children feels good but could be harmful – look for better ways to help them.

Working with children in institutions such as orphanages is a job for local experts, not for travelers who are just passing through. Children deserve more than good intentions, they need experienced and skilled caretakers and teachers who know the local culture and language.

TRAVEL CHILDSAFE. Make sure your volunteering is a great experience and has the best impact possible. Do not work directly with children; instead, share your professional skills with local staff.

TIP 3

THINK! Children pay a price for your generosity – don't give to begging children.

When you give money, food or gifts to begging children or buy anything from them, you encourage them to continue begging. This prevents them from going to school and locks them into a cycle of poverty.

TRAVEL CHILDSAFE. There are better ways to support children and youth: use businesses with a social impact, such as training restaurants and shops, or donate to organizations supporting children and their families.



TIP 4

THINK! Professionals know best – call them if a child needs help.

Helping children directly can cause problems because you don't know the local culture and laws. For instance, never take a child back to your hotel room – it's dangerous for both you and the child.

TRAVEL CHILDSAFE. When you see a child in need, the best thing to do is to contact local professionals. Call a child protection hotline, contact a local organization or the police. You won't bother anyone – it is their job to check and help. Just call. You could save their life and give them a first chance to build their future.

TIP 5

THINK! Sex with children is a crime – report child sex tourism.

Sex tourism involving children is a devastating reality. It happens in hotels, in bars, etc. You may even be approached and offered sex with children.

TRAVEL CHILDSAFE. When you see such a situation, don't put yourself at risk. Call a child protection hotline, contact a local organization or the police, so immediate action can be taken to protect the child and investigate the situation.

TIP 6

THINK! Children should not be at work instead of school – report child labor.

Some children sell goods at tourist sites or offer their services as guides. Others are hired in tourism businesses like hotels or restaurants, and this is a problem when it hurts their education and development.

TRAVEL CHILDSAFE. Do not buy goods or use services offered by children. If you think that a business employs underage children and prevents them from going to school, call a child protection hotline, contact a local organization or the police.

TIP 7

THINK! Protect children – be a ChildSafe Traveler.

ChildSafe raises awareness about how you can help children during your trip. It also trains and certifies many businesses in the tourism industry (such as hotels, travel agencies, restaurants, and taxi services) to actively protect children.

TRAVEL CHILDSAFE. Use ChildSafe Certified Businesses when planning and throughout your trip to avoid being involved in harmful situations for children. Every action described in these Tips will make a big difference.



These seven tips can be used as a basis to develop your own tips for travelers and country-specific tips. Advice and tips for travelers should be developed with representative groups of travelers and should, at a minimum, include practical information covering:

- How and where to do research if one is interested in voluntourism or other community-based forms of tourism
- Why it is harmful to visit or donate/give gifts to orphanages
- Why it is harmful to give money, candy or gifts to children who we do not know
- Why it is important not to be alone with children
- Why and how to manage photographs/videos with children (including online sharing)
- The legal consequences of having a sexual relationship with a minor — whether online or in person
- How to report suspicions and direct disclosures of child abuse and exploitation
- How to report suspicions of child labor
- How to spread the word about child welfare in tourism

In these tips, your company should also promote hotels, travel agencies, restaurants, taxi services, and other businesses with child-welfare protection policies in place. Encouraging and supporting such businesses is a sustainable, high-impact method that helps promote child welfare within the service, travel and hospitality industries.

2 Provide travelers with online and printed means to share child welfare in tourism tips with other travelers and their communities back home.



75% of surveyed travelers didn't know that the majority of children in orphanages are not orphans; 60% didn't know that many orphanages are established for profit.²⁰

“ I wasn't aware of the problems that orphanages cause. Now I'm more aware of the situation. ”

Tom, 15 years old

95% of tourists that encountered local children in tourism areas reported that many interactions left them feeling sad, guilty, concerned and disappointed.²¹

“ I never really knew how to act towards a begging child, now I'm confident that I do know what I can do, and it is not giving them money. ”

Sarah, 17 years old

²⁰ International Volunteers' Perceptions of Children's Residential Care in Cambodia, 2015, Friends-International

²¹ World Vision, The Child Safe Traveller report, 2013

GUIDELINE 3.3: Develop synergies with other organizations committed to the Global Guidelines

Upholding child welfare in tourism requires the commitment and collaboration from all actors and businesses on a local and international level.

KEY ACTIONS

- 1 Collaborate with other local and global actors in the child protection and education sector with effective services and partnerships.
- 2 Use the services of other businesses that are committed to child welfare as much as possible.
- 3 Collaborate with other stakeholders in the tourism industry to share good practices and lessons learned.

This can include hotels, travel agencies, restaurants, and transportation services.

IMPLEMENTATION TIP

You can find local ChildSafe businesses to partner with, and free advocacy resources at www.thinkchildsafesafe.org

A STORY FROM THE FIELD

Protecting children together

When partners work together, effective change can and does happen. The ChildSafe Movement is a global child protection initiative established on the premises of developing synergies to maximize child protection outcomes globally. In 2005, the internationally recognized organization Friends-International founded the Movement with the understanding that effective social work and community engagement was not enough to bring sustainable change to at-risk children worldwide, due to resource limitations and the plethora of environmental influences (including tourism) outside of any one organization's reach. The organization concluded that a holistic solution needed to be implemented in order to empower international communities, individuals, and industries to protect children together on a local and global scale.

Over the past decade, the ChildSafe Movement has partnered with hundreds of organizations, trained businesses, and empowered thousands of individuals to encourage positive behavior change from international communities and to enhance local response and emergency services.²²

Through these synergies, ChildSafe Movement provides a dynamic example of how, in practical terms, effective partnerships for the protection of children in travel and tourism can be forged between civil society organizations and the private sector.

Insights from this story:

- Through effective partnerships, companies can achieve outcomes that extend beyond their own resources
- There are free industry resources available for travel companies to implement to enhance child welfare in tourism
- Companies do not need to start from scratch to advocate for and effect positive change
- Including child protection as a keystone of the travel industry and sharing common good practice is an effective approach to enhancing child welfare

“ I will explain to my family the ChildSafe Movement. It might be helpful to them when planning our family trips. ”

Ruby, 15 years old

²² Find a list of ChildSafe Businesses at www.thinkchildsafesafe.org/travelers

4

GUIDELINES FOR IMPLEMENTATION

²³ UNICEF, *Children's Rights in Policies and Codes of Conduct*
UNICEF, *'Children's Rights in Impact Assessments'*
Practical guidance and criteria for companies assessing their impact on children's rights. Available at www.unicef.org/csr/156.htm

United Nations Global Compact Office and Office of the United Nations High Commissioner for Human Rights, *'A Guide for Business: How to develop a human rights policy'*, 2011

Available at www.ohchr.org/EN/Issues/Business/Pages/Tools.aspx

²⁴ UNICEF, *Children's Rights in Policies and Codes of Conduct*
UNICEF, *'Children's Rights in Impact Assessments'*
Practical guidance and criteria for companies assessing their impact on children's rights. Available at www.unicef.org/csr/156.htm

United Nations Global Compact Office and Office of the United Nations High Commissioner for Human Rights, *'A Guide for Business: How to develop a human rights policy'*, 2011

Available at www.ohchr.org/EN/Issues/Business/Pages/Tools.aspx

²⁵ *By being a supportive or a certified business you demonstrate a leading role in child protection- you emphasize that you are responsible to your customers and you contribute to a sustainable future for your staff, business and broader community.*
<https://thinkchilddsafe.org/businesses/>



The implementation of these guidelines will assist you in addressing child welfare risks by reinforcing and implementing good practices in child welfare both within and outside of your business. This will ensure you are not only protecting children at all interaction points, but also protecting your staff and your reputation.

This can be done to different degrees, and may vary from one company to the next according to size, the nature and scope of its services, the destinations it operates in and if any existing child welfare regulations are in place.

Internal analysis, solutions, impact assessment, monitoring and reporting frameworks can be integrated into your own structure and processes according to your resources and capacity.

There are tried and tested industry resources, procedures, and instruments that you can reference when implementing the *Global Good Practice Guidelines*, such as those provided by UNICEF²³, and the United Nations²⁴. See *Annex 5 for additional useful resources*.

To uphold the implementation and sustainability of the guidelines, a Child Welfare Task Force can be established, comprising of internal personnel and external consultants or specialists. Additionally, you could officially be part of the ChildSafe Movement to protect children by becoming a ChildSafe Supporter or ChildSafe Certified business²⁵.

“Your customers are increasingly demanding that their social footprint be as light as possible. Protecting children is at the top of their concerns. It is good business for the tourism industry to lead in that field, and these guidelines are their tool.”

Sebastien Marot, Executive Director, Friends-international

GUIDELINE 4.1: 7 Tips for initial implementation

For companies committed to applying the *Global Good Practice Guidelines*, but who may not have the adequate resources to develop company-specific policies and procedures yet.

1. MAKE YOUR COMMITMENT PUBLIC

Announce your commitment to enhancing child welfare in your operations via the Global Good Practice Guidelines both publicly and internally with reference to the Convention on the Rights of the Child and the Children's Rights and Business Principles and/or the ChildSafe Movement.

2. ESTABLISH POLICIES AND CODES OF CONDUCT

Incorporate child welfare elements into existing policies and codes of conduct. At a minimum, this should include:

- An explicit commitment to respecting children's rights
- Defining children's rights as those enshrined in the Convention on the Rights of the Child
- Specifications regarding company representatives' behaviors and actions in regards to children
See Annex 1.
- Prioritization of labor and non-labor children's rights issues, for inclusion in company policies to establish expectations for employees, suppliers, subcontractors, customers and other business partners
- Stipulated labor and non-labor children's rights issues in employee, supplier and other codes of conduct, which will depend on the nature of the business and the areas in which it operates and its specific impacts on children

3. DESIGNATE A CHILD WELFARE OFFICER

Designate an existing or new employee to be the internal Child Welfare Officer (or Child Protection Officer) for your company. This person will act as the point of contact on all matters related to child welfare within your company²⁶. They will liaise with any international or local child-protection organizations you work with. Should you choose to establish a Child Welfare Task Force within your company, this person would lead it.

²⁶ Contact the ChildSafe Movement for advice on training your child welfare officer and conducting awareness training for all staff members.

IMPLEMENTATION TIP

See *Annex 6* for a summary of key actions to help you plan your implementation and inform departments on their level of involvement.

4. ESTABLISH A CLEAR RESPONSE MECHANISM

Ensure all company representatives are able to respond promptly and objectively to reports indicating a child might be at risk, or has been abused. You can choose to integrate child abuse incidents into your existing reaction systems or adopt one from readily available industry tools and resources.

See Annex 3 for reaction chart examples

5. ASSESS YOUR PRODUCTS AND SERVICES

Assess existing and future products/services to identify potential risks for children, and systematically avoid visits to orphanages and other child centers, including school classroom visits and child performances.

6. ASSESS AND SET STANDARDS FOR MEDIA AND COMMUNICATIONS

Ensure children are portrayed with dignity in all marketing, media, and communications collateral, and that all representatives and clients are aware of and follow your guidelines. *See Annex 2*

7. PROMOTE GOOD PRACTICES

Encourage all your suppliers and partners to endorse the *Child Welfare and the Travel Industry: Global Good Practice Guidelines* so they can actively contribute to child welfare and to ensure all your clients are aware of how to best interact with and protect children. It will also help mitigate incidences of supplier negligence that may negatively impact your brand.

CHILD WELFARE: STAFF CODE OF CONDUCT

Minimum specifications regarding your company representatives' behaviors and actions

1. BE CHILD WELFARE PREPARED AND AVOID PUTTING YOURSELF, TRAVELERS AND YOUR COMPANY IN RISKY SITUATIONS

Do

- Make sure you are familiar with your company's Child Welfare Policy and the *Child Welfare and the Travel Industry: Global Good Practice Guidelines*
- Find out who is your company's Child Welfare Officer. You should approach them with any questions or concerns about child safety and well-being
- Be aware of the contact details of local authorities and emergency services for the countries in which you work

Don't

- Condone or participate in behavior that is illegal and/or unsafe
- Condone or participate in behavior that contravenes your company's Child Welfare Policy and the *Global Good Practice Guidelines*
- Believe "It could never happen to me"

2. IN CASE OF INTERACTIONS WITH CHILDREN

Do

- Always be an example of the good conduct you wish others to follow
- Treat all children equally and without discrimination on the basis of age, gender, disability, faith, sexuality, etc.
- Communicate with children and young people in a manner that is respectful, transparent and visible to other persons in the area
- Explain clearly and honestly what you intend to do at the start of any experience that involves being in contact with children or young people
- Share the correct ways to interact with children and take corrective action if you witness inappropriate behavior. This includes behavior relating to cultural sensitivities and photographing and videoing
- Take pictures of children only with informed consent, with a professional objective and in full respect of the company's Child Welfare Communications Guidelines.
- Ensure that children are aware of their right NOT to participate, and that they may withdraw from an experience/activity at any time
- Raise any concerns or suspicions you have regarding the safety or well-being of children to your company's Child Welfare Officer or to relevant national authorities or organizations (such as national child helplines or local child protection organizations). When making a report, collect as much information as you safely can. Avoid confronting the person about whom you are suspicious, and don't question the child involved, as this could put you at unnecessary personal risk and cause further harm to the child
- Respect local laws and traditions. Be aware that your actions are bound by both the laws of your country of residence and destination country, and you may be prosecuted by both when breaking laws. Never believe that you are above or not bound to local laws



Don't

- Initiate contact with a child. Hugging, holding a child on your lap, or even tapping a child on the shoulder may be considered inappropriate depending on the circumstances
- Take easily identifiable photos of individual children, or photos of you posing with a child or children. "Selfies" are not encouraged. These kinds of photos, especially when posted online, may pose an identification risk to the child, and it infringes on their right to control how their image is used
- Show favoritism towards or spend excessive time with one child
- Offer gifts to individual children. If providing a gift is appropriate, it should be given to parents/caregivers in a public setting or through a reputable organization with prior agreement about what is needed. "Gifts" such as candy, or other wasteful items, or items brought from home, are not encouraged
- Act or speak in any way that is, or could be interpreted as, inappropriate, threatening or sexually provocative
- Stay alone with a child where no one else can see what you are doing (in a closed room, for example)
- Take a child who is not under your guardianship to your home, hotel, or other private space
- Hit or physically abuse a child or any person
- Develop any form of romantic or sexual relationship with children or young people, whether physically, verbally or online
- Act or use language in a way that could shame, humiliate, or degrade a child
- Take pictures of naked children or children in distress under any circumstance
- Take pictures of children depicting or mimicking sexually explicit behaviors.
- Ask children to pose for photographs in exchange for money, food or gifts
- Visit websites, download material, or send emails that involve children in pornographic, sexual, discriminatory, intimidating, violent or criminal situations

PRODUCING AND DISTRIBUTING IMAGES AND STORIES

Images of children and their real stories can make engaging communication and marketing materials, particularly as your company is actively engaged in ensuring their safety and well-being.

The aim of these guidelines is to help you portray children with dignity in your company's high-level social practices while respecting the privacy and safety of the depicted children. These guidelines also aim to protect your communications representatives, the communities in which you operate, and your company as a whole.

When starting a new communication project, always ask yourself: "Could this communication or marketing project have potential negative consequences for any children?" If there is any doubt, review the project and make changes as appropriate.

1. GUIDELINES FOR THE PRODUCTION OF IMAGES AND STORIES

Focus on group images or stories rather than on individual ones that would single out a child and thus increase his/her vulnerability.

Inform children and their parents/caregivers/guardians about the purpose of filming, photography, or interviewing, and ask adults for their written consent. Consent is not needed for individuals in the background of a photo or video who are not readily identifiable, but as a general rule it is always recommended to ask people if they agree to a photograph being taken.

Children involved in photographs must always feel in control. Filming, photographing or interviewing must conclude immediately if the child wishes or appears uncomfortable or distressed. A child must be aware they can stop at any time.

Language used verbally or in written form must not degrade, victimize, exploit or shame a child and should not allow viewers to identify that child by name, location, etc.

In all forms of media, children should always be dressed appropriately and should never be depicted in any poses that could be interpreted as sexually provocative. Photos or footage of naked children should never be taken; if done so inadvertently, all copies must be immediately deleted.

File text, photo, and video materials with care to ensure the identities of children interviewed are protected.

External journalists, photographers or film crews must be given your Code of Conduct/Communications Guidelines and sign their commitment to it.



If you plan to conduct an interview:

- Children are not to be interviewed alone; they must be accompanied by a trusted adult of their choosing
- Discuss your questions with the child's parents/caregivers/guardians before asking them
- Avoid questions that risk causing distress, victimizing, or stigmatizing the child
- Children can participate in an interview only in their preferred language, which may require a local translator
- Conduct the interview in a place where the child feels familiar or comfortable, such as in their home
- No politically sensitive questions may be asked, as discussing such topics may place you, your team, and the interviewee at risk

2. GUIDELINES FOR THE DISTRIBUTION OF IMAGES AND STORIES

The portrayal of children must not be manipulated or sensationalized in any way. Images and stories should provide a balanced depiction of the child's life and circumstances, balancing any negatives with empowering images and/or a narrative showing the progress that children are making.

Avoid linking an image of an individual to a specific story; instead, you can use a group photo.

Make sure portraits do not mention the full name of the child and their exact location. An alias should be used, unless otherwise specifically requested by the child. Nobody should be able to trace a child to where he or she lives. External materials

should state: "Names of the children and their parents/caregivers/guardians have been changed, and photographs are not those of the children mentioned in the story. All children have given permission for (company name) to use and share their images and stories."

Whenever possible, send an example of the published materials to the local company representative so they can share it with the children and adults who have been portrayed.

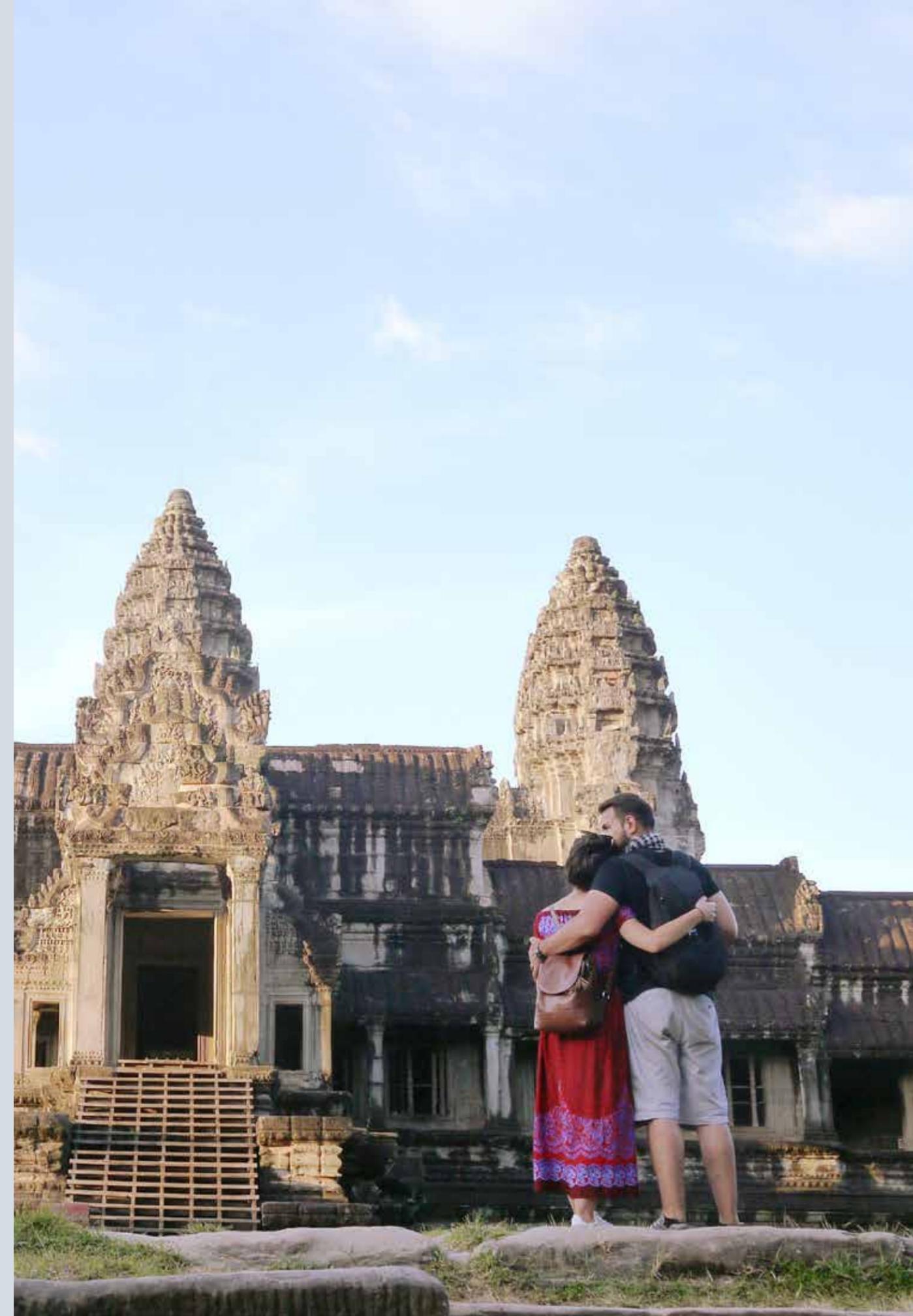
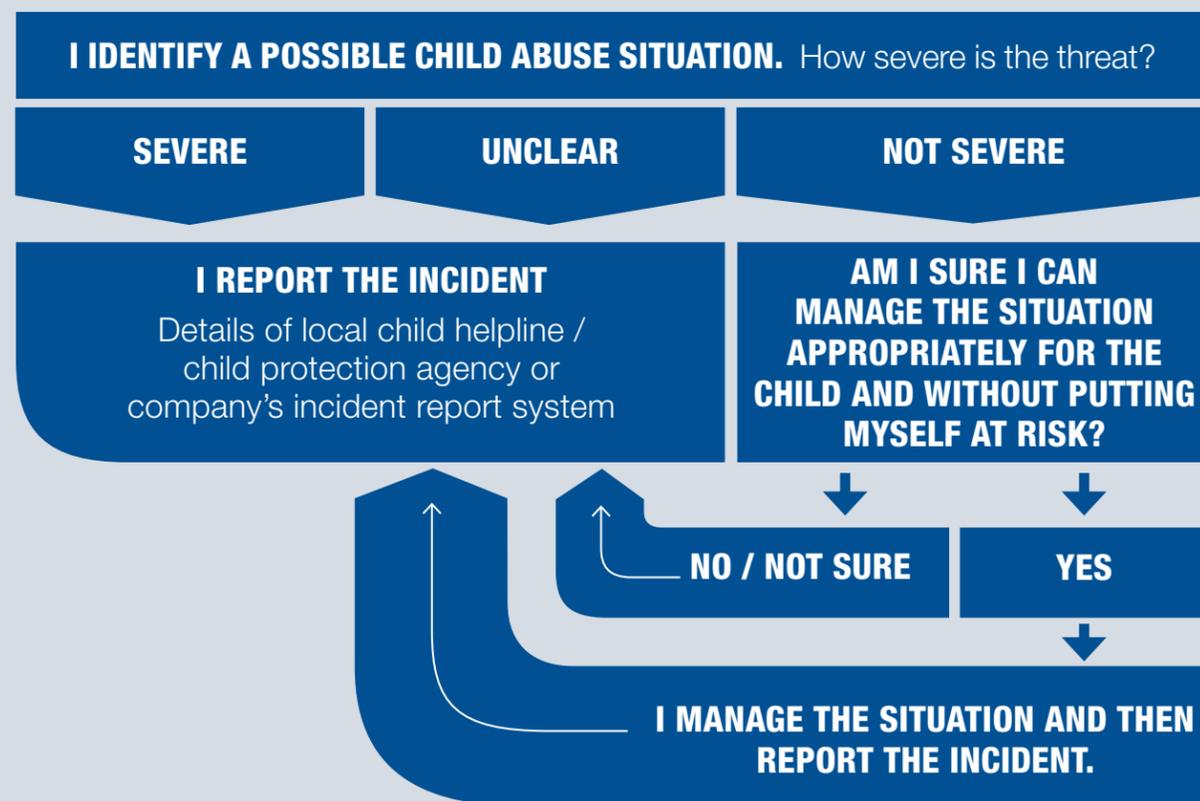
If an image is used that is not connected with the story being published, make sure to use a disclaimer. This applies to photos/footage that you or your team personally take as well as stock photos/footage.

ANNEX REACTION CHART

CHILD WELFARE REACTION CHART | OPTION 1



CHILD WELFARE REACTION CHART | OPTION 2



ANNEX 4

CHILD WELFARE SELF-DECLARATION FORM TEMPLATE

Part of the Child Welfare and the Travel Industry:
Global Good Practice Guidelines.

All information in this document is confidential. As required by our Child Welfare Policy, the purpose of this form is to determine whether your application represents a potential risk for the welfare of children traveling with us and the children living in the communities that our travelers are visiting. This self-declaration may not be used totally or partially for any other purpose.

Full Name: Date:

1. Have you ever been personally warned or cautioned by a former employer, social services, or any other structure in relation to a child welfare issue?

NO

YES - If yes, please indicate:

Country and city:

Description of the issue:

.....

.....

2. Were you involved in or convicted of any criminal offense, including an offense of or relating to child abuse, exploitation or child pornography?

NO

YES - If yes, please indicate:

Country and city:

Description of offense:

.....

.....

Status at date:

3. Have you been charged with any offense that is incomplete or awaiting legal action, or are you aware of any investigation that has the potential to lead to charges against yourself relating to child abuse, exploitation or child pornography?

NO

YES - If yes, please indicate:

Country and city:

Description:

.....

.....

Status at date:

I hereby declare and represent that, except for as disclosed above, I have not at any time, whether in my country of residence or abroad, been found guilty and sentenced by a court for ANY criminal offense.

I give my consent to (business name) requesting references for the purposes of verifying the replies given in this declaration, including enquiries of any relevant authority.

I agree to inform (business name) if I am convicted of an offense after I take up an employment with the company. I understand that failure to do so may lead to the immediate suspension of my work with the organization and possible referral to relevant authorities.

SIGNATURE DATE

USEFUL RESOURCES

Part of the *Child Welfare and the Travel Industry: Global Good Practice Guidelines*

Below is a list of useful resources used to develop these guidelines, which your company can use to better understand the child welfare issues discussed in this publication and to access industry resources and tools to action child welfare measures in your operations.

STANDARDS AND PRINCIPLES

- The United Nations Convention on the Rights of the Child, available at <http://www.ohchr.or>
- Global Sustainable Tourism Council (GSTC) Criteria (Version 3, December 2016), available at <https://www.gstcouncil.org>
- UN Children's Rights and Business Principles, available at <http://childrenandbusiness.org>
- UN Global Compact Principles, available at <https://www.unglobalcompact.org>
- The ChildSafe Movement 7 Business Standards, available at www.thinkchildsafe.org
- Child Safeguarding Policy, ChildHope (2017), available at <https://www.childhope.org.uk/>
- Child Protection Policy, Friends-International (2008) available at <https://friends-international.org/resources>
- Global Code of Ethics for Tourism (GCET), World Tourism Organization (UNWTO), available at <http://ethics.unwto.org>
- Children's rights in impact assessments: A guide for integrating children's rights into impact assessments and taking action for children, UNICEF (2013), available at <http://www.unicef.org/csr>
- Children's Rights in Policies and Codes of Conduct, UNICEF(2013), available at <http://www.unicef.org/csr>
- A Guide for Business: How to develop a human rights policy', UNICEF (2011), available at <http://www.unicef.org/csr>
- Children are everyone's business: Workbook 2.0, UNICEF available at <http://www.unicef.org/csr>
- Human Rights in Tourism: An Implementation Guideline for Tour Operators, available at https://www.unicef.org/csr/travel_guidance.html
- Certification for Sustainable Tour Operators, Travelife, available at <http://www.travelife.org>
- Every Child Everywhere online training available at <http://www.everychildeverywhere.com/>

SEXUAL EXPLOITATION OF CHILDREN IN TOURISM

- Expert Paper: International Volunteering and Child Sexual Abuse, Better Volunteering Better Care (2016), available at <http://globalstudysect.org>
- The Global Study in Sexual Exploitation of Children in Travel and Tourism, ECPAT, available at <https://www.europol.europa.eu>
- The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code), available at <http://www.thecode.org>
- Offenders on the move: Global study on sexual exploitation of children in travel and tourism, ECPAT International jointly with Defense for Children-ECPAT Netherlands (2016), available at <http://globalstudysect.org/global-report/>

CHILDREN IN RESIDENTIAL CARE AND ORPHANAGE TOURISM

- Keeping Children out of Harmful institutions, Save the Children, (2009), available at www.savethechildren.org.uk
- Guidelines for the Alternative Care of Children by the UN General Assembly, UNICEF (2010), available at https://www.unicef.org/protection/alternative_care_Guidelines-English.pdf
- The Nature and Scope of the Foreign Child Beggar Issue (especially as related to Cambodian Child Beggars) in Bangkok , Friends-International (2006), available at <http://www.friends-international.org/resources>
- National Estimation of Children in Residential Care Institutions in Cambodia: A Modeling Study. Authored by Lindsay Stark Beth L Rubenstein, Kimchoeun Pak, Sok Kosal (2017), available at <http://bmjopen.bmj.com/content/7/1/e013888>
- Factsheet: Residential Care in Cambodia, UNICEF (2011), available at http://www.unicef.org/cambodia/Fact_sheet_-_residential_care_Cambodia.pdf
- State of the World's Children in Numbers: Every Child Counts, UNICEF (2014), available at <http://www.unicef.org/publications>
- Mapping of Residential Care Facilities in the Capital and 24 Provinces of the Kingdom of Cambodia, UNICEF & Royal Cambodia Government (2017), available at https://www.unicef.org/cambodia/Mapping_Report_English.pdf
- With the Best Intentions - Study of Attitudes Towards Residential Care in Cambodia, UNICEF & Royal Cambodia Government, available at http://www.unicef.org/cambodia/Study_Attitudes_towards_RC-English.pdf

VOLUNTOURISM

- International Voluntourism Guidelines for Commercial Tour Operators, The International Ecotourism Society and Planeterra Foundation, available at <https://planeterra.org/voluntourism-guidelines/>
- From Volunteering to Voluntourism Challenges for the Responsible Development of a Growing Travel Trend, ECPAT Germany, Tourism Watch, Bread for the World, Working Group (2015)
- The Paradox of Orphanage Volunteering, Next Generation Nepal (2014), available at <http://www.nextgenerationnepal.org/File/The-Paradox-of-Orphanage-Volunteering.pdf>
- Moves to Stop Volunteering at Overseas Orphanages, Probono News Australia (2017), available at <https://probonoaustralia.com.au>
- Overseas orphanages under scrutiny as Australians told to withdraw support, Sydney Morning Herald (2017), available at <http://www.smh.com.au/world/overseas-orphanages-under-scrutiny-as-australians-told-to-withdraw-support-20170816-gxxkqr.html>
- Push to end orphanage volunteering as World Challenge stops trips for students, ABC News (2017), available at <http://www.abc.net.au/news/2017-09-12/world-challenge-to-end-student-volunteer-trips-to-orphanages/8892142>
- Orphanage Volunteering – Why to say no, Better Volunteering, Better Care, available at <http://www.bettercarenetwork.org>
- International volunteers' perceptions of children's residential care in Cambodia, Friends-International (2015), available at <http://www.friends-international.org/resources>
- Voluntourism Guidelines, ABTA, available at <https://abta.com/services-for-business/abta-shop>

MARGINALIZED CHILDREN

- The Nature and Scope of the Foreign Child Beggar Issue (especially as related to Cambodian Child Beggars) in Bangkok, Friends-International (2006), available at <http://www.friends-international.org/resources>
- Street Children Profile Bangkok, Friends-International (2010), available at <http://www.friends-international.org/resources>
- Street Children Profile Cambodia, Friends-International (2015)), available at <http://www.friends-international.org/resources>

HOMESTAYS AND COMMUNITY-BASED TOURISM

- ASEAN Homestay Standard, ASEAN (2016), available at <http://www.asean.org>
- ASEAN Community Based Tourism Standard, ASEAN (2016), available at <http://www.asean.org>

SUMMARY OF ACTIONS AND RESOURCES

Below is a summary of the key actions outlined in the *Global Guidelines for Good Practice* that your company may use as a checklist with the 7 Tips for initial implementation to develop your own action plan.

You are encouraged to seek consultation and advisory services from these industry specialists and resources for general assistance and quality assurance. Contact the ChildSafe Movement at info@thinkchildsafe.org to connect with a specialist or to request traveler, volunteer or orphanage tourism specific resources.

GUIDELINE	KEY ACTION	RESOURCES
1.1 INCLUDE CHILD WELFARE IN HR PROCESSES FOR ALL COMPANY REPRESENTATIVES	Design and implement a Child Welfare Code of Conduct.	<i>Annex 1. Staff Code of Conduct</i>
	Make sure a Child Welfare Code of Conduct is presented and promoted to all travelers/clients.	Friends-International: Child Protection Policy: https://friends-international.org/resources/
	Make sure child welfare is integrated into your hiring processes.	ChildHope Safeguarding Policy: https://www.childhope.org.uk/
	Do not accept child labor, and provide decent working conditions for all personnel, so they are able to look after their own children.	International Labor Organization: www.ilo.org
	Integrate child welfare components into staff training systems.	For additional tools and standards see <i>Annex 5. Useful Resources Annex 4. Self-Declaration Form</i>
		Every Child Everywhere Online Training https://abta.com/services-for-business/abta-shop
1.2 COMMUNICATIONS AND MARKETING	Ensure all company communication and marketing respects the rights of children.	<i>Annex 2. Communication Guidelines</i>
	Integrate marketing and communication standards into your company's standard operating procedures.	
1.3 ESTABLISH AND USE PROCEDURES TO RESPOND TO ABUSE	Know the contact details of local authorities / local partner in all countries of operation to react to any suspected case of child abuse.	Contact details of local child protection organizations can be provided by UNICEF or the ChildSafe Movement.
	Designate and train an employee or employees as internal Child Welfare Officer(s).	ChildSafe Movement and its implementing partners conduct awareness training and certification.
	Establish a standardized reaction system to report any incidents.	<i>Annex 3. Reaction charts</i>
	Ensure the reaction system is easily accessible to travelers and community members.	

GUIDELINE	KEY ACTION	RESOURCES
1.4 EMERGENCY RESPONSE AND RELIEF	Ensure children are included as key stakeholders and their interests are considered when developing emergency or disaster contingency plans.	UNICEF Business Workbook: https://www.unicef.org/csr/tools.html
	Know the functioning emergency and disaster hotlines/response services in countries of operation.	
	Ensure any required emergency devices or equipment are suitable for children and are maintained properly.	
	Coordinate any disaster relief efforts with local authorities and other organizations under a defined approach.	
1.5 INFLUENCE PARTNERS TO IMPLEMENT CHILD WELFARE	Ask all suppliers to sign contracts with your company in which they commit to minimum child welfare measures.	UNICEF Overview: Impact Areas in Global Supply Chains (2017) https://www.unicef.org/csr
	Encourage all your suppliers to endorse the <i>Global Good Practice Guidelines</i> to ensure child welfare and to consequently adapt their policies and core contractual tools.	
2.1 IDENTIFY AND MANAGE RISKS FOR CHILDREN IN AREAS VISITED BY TRAVELERS	Establish a procedure when designing new products and services to identify potential risks for children.	UNWTO Global Code of Ethics for Tourism (GCET) http://ethics.unwto.org
	Establish a child welfare risk management plan.	Human Rights in Tourism: An Implementation Guideline for Tour Operators
	Inform travelers on the correct ways of interacting with children in rural communities and when confronted with begging or selling children.	UNICEF Children's Rights Impact Assessment (2013) https://www.unicef.org/csr
	Establish mechanisms for communities and children to provide grievances or complaints against a tourist or tourism activities.	<i>Annex 1</i> can be adapted into a traveler Code of Conduct.
		Friends-International provides multiple resources relating to marginalized children and their interactions with travelers. For more information on these issues visit: https://friends-international.org/resources/
		<i>Annex 3</i> can be adapted to suit community needs with the support of a local partner.

GUIDELINE	KEY ACTION	RESOURCES	GUIDELINE	KEY ACTION	RESOURCES
2.2 ESTABLISH MEASURES TO ENSURE CHILD WELFARE IN HOMESTAY PRODUCTS	<ul style="list-style-type: none"> Establish homestay Guidelines for all homestay providers to agree, sign and uphold. Inform travelers about the company's behavioral guidelines for travelers staying in homestays and interacting with the homestay community. Inform travelers and children-as-clients of cultural sensitivities and how to interact with children living in homestay communities. Put in place a strict process to monitor the welfare of all children involved in homestay products. 	<p>ASEAN offers general selection criteria for homestay providers**: ASEAN Homestay Standard and Community Based Standards at http://www.asean.org</p> <p><i>*Child welfare elements are not included; seek additional assistance to ensure child welfare is included.</i></p> <p>Annex 1 can be adapted into a traveler Code of Conduct.</p>	2.5 (CONTINUED) ENSURE CHILD WELFARE AND WELL-BEING OF CHILDREN TRAVELING AS CLIENTS	<ul style="list-style-type: none"> Ensure children-as-clients are able to identify themselves if they get lost, especially in crowded areas, and teach them what to do or how to seek help in such an event. Ensure children-as-clients are aware of appropriate and inappropriate behaviors (interacting with others and others interacting with them). Ensure company representatives meet legal standards for working with children in all countries where you operate. Establish and train employees on a response system to uphold the well-being of children-as-clients in the event of an incident that incapacitates a parent/legal guardian's ability to care for their children-as-clients. Ensure emergency "next of kin" details are collected for every client and that the contact person is contacted within a reasonable time. Train company representatives on how to identify child abuse and follow reaction systems. 	<ul style="list-style-type: none"> UNWTO Global Code of Ethics for Tourism (GCET) http://ethics.unwto.org ChildSafe Movement and its implementing partners conduct awareness training and certification. Contact info@thinkchildsafe.org to connect with a local trainer.
2.3 AVOID VISITS TO ORPHANAGES AND OTHER CHILD CENTERS	<ul style="list-style-type: none"> Avoid visits to orphanages and other centers hosting children, including schools. Support family-orientated programs and organizations instead. Discourage clients from donating directly to child centers or children directly. Advise your clients on reputable child-friendly organizations to donate to instead. Inform your clients and other stakeholders why visiting children centers are harmful. Avoid including teaching or facilitating learning activities in a product or service. 	<ul style="list-style-type: none"> To learn more about orphanage tourism, see Annex 5. Useful Resources Free educational resources available at: www.thinkchildsafe.org/volunteers 	2.6 MANAGING DONATIONS AND COMMUNITY SUPPORT IN THE BEST INTEREST OF CHILDREN	<ul style="list-style-type: none"> Discourage travelers from donating to children or families directly. Provide travelers with opportunities to purchase responsible souvenirs and handicrafts and/or services from local social enterprises instead. Provide strategic support to existing community initiatives as part of your Corporate Social Responsibility (CSR) strategy, and encourage travelers to support those initiatives rather than developing isolated projects. 	<ul style="list-style-type: none"> UNICEF With the Best Intentions: Study of Attitudes Towards Residential Care in Cambodia (2011) http://www.unicef.org/cambodia/
2.4 ENSURE CHILD WELFARE IN INDIVIDUAL AND CORPORATE VOLUNTOURISM	<ul style="list-style-type: none"> Never place volunteers or travelers in positions where they are responsible for caring for or teaching children. If your company promotes volunteering or provides placement services where volunteers or travelers might be in contact with children, work with a child specialist to develop specific child welfare conditions. If your company promotes volunteering, put measures in place to bring tangible sustainable benefits to the selected community and the children living in that community. Work with a child welfare specialist to create these measures. 	<ul style="list-style-type: none"> To learn more about this issue, see Annex 5. Useful Resources The ChildSafe Movement website provides an example of child welfare volunteering tips: http://thinkchildsafe.org/volunteers/ Planeterra and The International Ecotourism Society International Voluntourism Guidelines https://planeterra.org/voluntourism-guidelines/ ABTA Volunteering Guidelines: https://abta.com 	3.1 ENSURE COMMUNITY DEVELOPMENT OR CSR PROJECTS ARE IN THE BEST INTEREST OF CHILDREN	<ul style="list-style-type: none"> Recognize your company's limitations in delivering development projects and seek the services of development professionals. Work with community leaders and local organizations to ensure your community initiatives or CSR programs are in the best interest of children. Collaborate with others to reinforce existing community structures and government efforts to ensure child welfare. Support initiatives that have been designed with community input and address a clear need identified by the community. 	<ul style="list-style-type: none"> UNICEF Business CSR Resources: https://www.unicef.org/csr Annex 3 can be adapted to a community grievance process with the support of a local partner Locate a local partner at www.thinkchildsafe.org/report
2.5 ENSURE CHILD WELFARE AND WELL-BEING OF CHILDREN TRAVELING AS CLIENTS	<ul style="list-style-type: none"> Conduct safety checks for transportation and lodging, including: safety belts and car seats, electric wiring and sockets in rooms, presence of glass, balcony safety-railing, cooking equipment or furniture safety bumpers in rooms. Ensure babysitting/hotel childcare options for traveling parents are carefully selected and vetted. Ensure children can access age-appropriate and safe play areas, including swimming pools. 	<ul style="list-style-type: none"> UNWTO Global Code of Ethics for Tourism (GCET) http://ethics.unwto.org <p><i>Section 2.5 Continues</i> →</p>	<p><i>Section 3.1 Continues</i> →</p>		

GUIDELINE	KEY ACTION	RESOURCES
3.1 <i>(CONTINUED)</i> ENSURE COMMUNITY DEVELOPMENT OR CSR PROJECTS ARE IN THE BEST INTEREST OF CHILDREN	<p>Design and implement a regular participatory monitoring and evaluation plan for all community initiatives.</p> <p>Put in place a community grievance and complaint process that is easily accessible to community members and representatives. This can be done in collaboration with your local partner.</p> <p>Ensure the initiative operates transparently and in accordance to local laws.</p>	<p>UNICEF Business CSR Resources: https://www.unicef.org/csr</p> <p><i>Annex 3</i> can be adapted to a community grievance process with the support of a local partner</p> <p>Locate a local partner at www.thinkchildsafe.org/report</p>
3.2 TRANSFORM TRAVELERS INTO AGENTS OF CHANGE	<p>Regularly inform stakeholders on how to actively contribute to the protection of children. For example, distributing 7 Tips for Travelers.</p> <p>Provide travelers with online and print means to share child welfare guidance with other travelers and their peers.</p>	<p>Contact ChildSafe Movement team for resources and links. info@thinkchildsafe.org</p>
3.3 DEVELOP SYNERGIES WITH OTHER ORGANIZATIONS	<p>Collaborate with other local and global actors in the child protection and education sector with effective services and partnerships</p> <p>Use the services of other ChildSafe businesses as much as possible (such as hotels, travel agencies, restaurants, taxi services etc.)</p> <p>Collaborate with other stakeholders in the tourism industry to share good practices and lessons learned.</p>	<p>Find a list of ChildSafe businesses at www.thinkchildsafe.org/travelers</p>
4.0 IMPLEMENTATION	<p>Follow the 7 Tips for Initial Implementation.</p> <p>Seek assistance from child welfare specialists and industry resources.</p>	<p>Annex 1. Staff Code of Conduct</p> <p>Annex 2. Communications Guidelines</p> <p>Annex 3. Reaction charts</p> <p>Annex 4. Self-Declaration form</p> <p>Annex 5: Useful resources</p> <p>Annex 6: Summary of actions and resources</p> <p>Annex 5. Useful Resources</p>

