

# Child protection



**According to UNICEF, 3 million minors are victims of sexual exploitation every year.** This plague is causing great harm to new generations. Concerned through its hotel activity, Accor wants to fight child sex tourism by increasing awareness among its guests and by training its employees.

More than a half million children are affected in Thailand and Brazil alone. The sexual exploitation of minors affects countries in all regions of the world. **Accor relies thus on its international network to relay campaigns that raise awareness of this issue.**

## Accor 2010 objectives

1 - Commit the hotels in Africa to sign the Code of Conduct developed by the WTO and the NGO ECPAT.

2009 year-end indicator: Accor signed the Code of Conduct for the 17 countries of Sub-Saharan Africa where the Group operates.

2 - Increase the number of hotels in Europe that have signed this Code of Conduct.

2009 year-end indicator: Since 2006, Accor has signed the Code in 4 new countries.

3 - Strengthen internal training for Group employees.

2009 year-end indicator: Over 10,000 employees are trained every year. 13,000 were trained in 2009.

## Achievements

- Accor has been committed since 2001 with the NGO ECPAT for the deployment of its awareness campaigns in the hotels.


[See the ECPAT website](#)

[See the 2009 ECPAT campaign flyer \(2.8M\)](#)


[Learn more about the partnership with ECPAT \(115k\)](#)

- In 2009, 13,000 employees were trained, of which more than 4,000 in Brazil. In Morocco, awareness sessions for team members were launched in partnership with the nongovernmental organization Acting for Life.

At the end of 2009, Accor was a signatory to the Code of Conduct developed by ECPAT and the WTO in 34 countries where the Group operates.

 Read the Code of Conduct (1.9M)

- Since 2008, Accor has held a seat on the executive committee of the Code organization. This international organization unites various partners from associations, in both the public and private sectors (tour operators, hotel groups).

 See the Code website