

Accor's commitment against child sex tourism



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Presentation



Accor's commitment mainly consists in **training staff on how to prevent this risk and raising customer awareness**. The group works alongside **ECPAT**, (End Child Prostitution, Pornography and Trafficking of Children for Sexual Purposes) an international NGO which includes a network of 77 organizations in more than 70 countries. The Group **makes its commitment official** by signing the "**Code of Conduct** for the protection of children against sexual exploitation in tourism". This document, written by ECPAT/WTO, sets the principles for an active policy against sexual exploitation of children in tourism. In March 2008, Accor was nominated member of the Executive Committee.

The Code of Conduct is now signed in **34 countries**: Cambodia, Indonesia, Laos, Thailand, Vietnam, the Philippines, Romania, Brazil, Argentina, Chile, Colombia, Ecuador, Peru, Uruguay, Dominican Republic, Mexico, Switzerland, Russia, Austria, Hungary, France (French Minister of Tourism Charter), and all sub-Saharan countries where the Group is located: Senegal, Burkina Faso, Chad, Benin, Togo, Cameroon, Madagascar, South Africa, Ivory Coast, Ghana, Nigeria, Equatorial Guinea, and Guinea Conakry.

Implementation and results

Staff training

Since 2002, thousands of employees have been trained. In 2009 only, **13,000 employees have been trained in Asia, Europe, South America, and Sub-Saharan Africa** in order to detect suspicious behaviors and know how to react.

Guest awareness

Most hotels in the countries that have signed the Code of Conduct inform their guests of Accor's commitment by relaying ECPAT campaigns (films, flyers, posters and other communication tools).

Other initiatives

In Asia, Accor regularly organizes fund raising actions in favor of ECPAT educational projects. In 2009, for Earth Guest day, **Accor Thailand** employees organized a big bowling tournament. Through the ticket sales and prizes for the winners, Accor collected funds for ECPAT. This money was transferred to a centre run by YMCA, one of ECPAT's key-partner. This centre deals with children who are victims of sexual exploitation, on the long range.

Examples of best practices in 2009

In Morocco, training sessions are currently given to managers and employees to fight against child sex tourism. All staff in Marrakech, Agadir and now Casablanca attended these raising-awareness sessions organized by the Human Resources department in partnership with the NGO Acting for life. The hotels are now sharing their commitment with their guests by displaying posters and flyers.

In Brazil, the Accor Academy created a kit in order to train the hotel managers to fight against child sex tourism. Thanks to this kit, the managers were able to train their employees on how to recognize the risks of child sex tourism and how to face it. More than 4,600 employees were trained in 2009. The hotels also received flyers in order to sensitize their guests.



"Say no to child sex tourism" Poster

Outlook

The objective is to spread **Accor's commitment country by country** (especially in Europe and Asia), "in-bound" as well as "outbound" destinations, by strengthening staff training programs and customer awareness.