

## Partnership with ECPAT

### Fighting child sex tourism



As part of its Earth Guest program and as a responsible actor in the tourist industry, Accor is actively committed to combating child sex tourism.

### Presentation of the initiative

Accor's initiative consists of **training its employees in preventing this risk and raising the awareness of its customers**. The Group works alongside **ECPAT** (*End Child Prostitution, Pornography and Trafficking of Children for Sexual Purposes*), an international NGO which brings together a network of 77 organizations based in more than 70 countries.

The Group is implementing action programs and **has made its commitment official** by signing the “**Code of Conduct** for the protection of children against sexual exploitation”. This document, drawn up by ECPAT and the World Tourism Organization, sets out the principles for an active policy to fight this scourge. In March 2008, Accor was appointed to the Executive Committee responsible for applying the Code.

The Group has signed the Code of Conduct in **38 countries**: Cambodia, Indonesia, Laos, Thailand, the Philippines, Vietnam, the Dominican Republic, Romania, Austria, Switzerland, Russia, Hungary, France (Ministry of Tourism Charter), Brazil, Argentina, Chile, Colombia, Ecuador, Peru, Uruguay, Mexico and all sub-Saharan countries where the Group has a presence: Mauritania, Senegal, Mali, Burkina Faso, Chad, Benin, Togo, Rwanda, Burundi, Cameroon, South Africa, Mozambique, Ivory Coast, Ghana, Nigeria, Equatorial Guinea and Guinea-Conakry.

### Major actions

#### Employee training

Thousands of employees have been trained since 2002. In 2008 alone, **11,000 were trained in Asia, Europe and sub-Saharan Africa** to identify and handle potential risk situations.



#### Raising customer awareness

- In France, Accor financed the distribution of 2 million information leaflets in Carlson Wagonlit Travel agencies between 2001 and 2005, and in the Club Med network in 2005.

- In Brazil, the Dominican Republic, Romania, Thailand and Indonesia, **posters** and **other communication tools** declare the Company's commitment in Sofitel, Novotel, Parthenon and Mercure hotels.

- The ECPAT campaign **film** is screened on televisions in the Novotel Bangna in Bangkok and the Sofitel Auberge de la Vieille Tour in Guadeloupe.

- The ECPAT France 2006 campaign is promoted in Group hotels in France, the Dominican Republic, the Czech Republic and Russia, as well as in the Accor magazine.

#### Other initiatives

- In Asia, Accor regularly organizes fund-raising activities on behalf of ECPAT, in the form of charity events or collections in the hotels. For Earth Guest Day on 22 April 2007, Accor Thailand organized the fifth annual “**Walk for Children**” in Bangkok. More than 750 people took



Annual Walk for Children (Thailand)

part in this event, which is open to all for an entry fee. Over 630,000 baht (\$18,000) was raised and passed to ECPAT for its Chiang Rai centre in the north of Thailand, which provides shelter for children who have suffered sexual abuse.

**Outlook**

Accor aims to **widen its commitment country by country**, whether those countries are “senders” or “receivers” of tourists, by strengthening its employee training and raising customer awareness...

