

JOIN  
THE CODE  
TODAY

→ [thecode.org](http://thecode.org) | [ecpat.org](http://ecpat.org)

→ [info@thecode.org](mailto:info@thecode.org)



## WHY JOIN THE CODE

- Identify and reduce risks
- Protect children and communities
- Build trust and business integrity
- Access training, tools, and expert support
- Join a global network of like-minded industry leaders

Joining **The Code** signals your proactive commitment to child protection. It's not a reflection of past issues—it's a step toward **risk reduction, brand integrity, and sustainable leadership.**

It is a **positive labelling** that unites customers around brands committed to ensuring travel and tourism benefit children.

BE PART OF THE  
SOLUTION – JOIN A  
GLOBAL COMMUNITY OF  
BUSINESSES PROTECTING  
CHILDREN!

**“Without safe children and communities, there is no sustainable tourism”**

Hear children living in tourism destinations. You have the power to make a real impact.

**Responsible tourism starts with you.**

By taking action, you help create a safer, more ethical, and sustainable industry.



We protect children in travel and tourism



THE  
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JOIN A  
**GLOBAL  
NETWORK  
OF BUSINESSES  
COMMITTED TO  
CHILD  
PROTECTION**

“Sustainable means being green, inclusive, respecting local cultures and empowering communities. It also means protecting children and giving them opportunities.”<sup>1</sup>

Children account for nearly **40% of trafficking victims worldwide**.<sup>2</sup> Many more suffer from sexual exploitation and abuse in silence, with children often being manipulated by people in a position of trust or power. This devastating and underreported crime often relies on the misuse of travel and tourism networks and digital platforms to operate undetected.

## SEXUAL EXPLOITATION AND ABUSE OF CHILDREN CAN BE PREVENTED.

The travel and tourism industry has a **powerful role to play** in protecting children and accelerating sustainable development.

Whether you're in accommodation, retail, transport, booking platforms, entertainment, finance or destination management—your role matters. **Children are nearly always in contact with the travel and tourism services and experiences** that offer a broad range of opportunities, as well as risks that must be acted upon and mitigated.

<sup>1</sup> A global call for robust child protection structures in travel and tourism. Dr. Najat Maalla M'jid, the United Nations Special Representative of the Secretary-General on Violence against Children (SRSG VAC).

<sup>2</sup> Human Rights Council: Significant increase in child victims of trafficking, March 2025.




## THE CODE

The Code (short for The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism) is a multi-stakeholder initiative with a growing **membership** of responsible companies that take tangible measures to protect children.

 [info@thecode.org](mailto:info@thecode.org)

 [www.thecode.org](http://www.thecode.org)  
[www.ecpat.org](http://www.ecpat.org)

 [the-code-tourism-child-protection-code-of-conduct](https://www.linkedin.com/company/the-code-tourism-child-protection-code-of-conduct)

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## 6 STEPS TO PROTECT CHILDREN

When you become a **member of The Code**, we support your business to **identify risks and impacts** on children, and integrate **child protection measures** into your operations and services by implementing **six clear criteria**:

- 1** Establish a **child protection policy and procedures**, including regulation of voluntourism involving children.
- 2** **Train staff** to understand children's rights, prevent sexual exploitation of children and report suspected cases.
- 3** Integrate **zero-tolerance clauses into contracts** across your value chain.
- 4** **Inform** customers and travellers on child protection and how to report concerns.
- 5** **Engage with stakeholders** to prevent child exploitation.
- 6** **Report annually and communicate** on your progress against these commitments.