

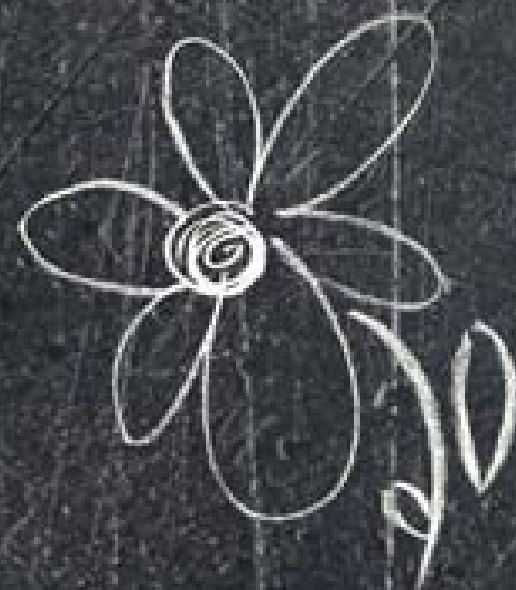
The protection of children
in tourism - a shared
responsibility.

MATTHIAS LEISINGER

**VICE-PRESIDENT CORPORATE RESPONSIBILITY
KUONI TRAVEL HOLDING LTD.**

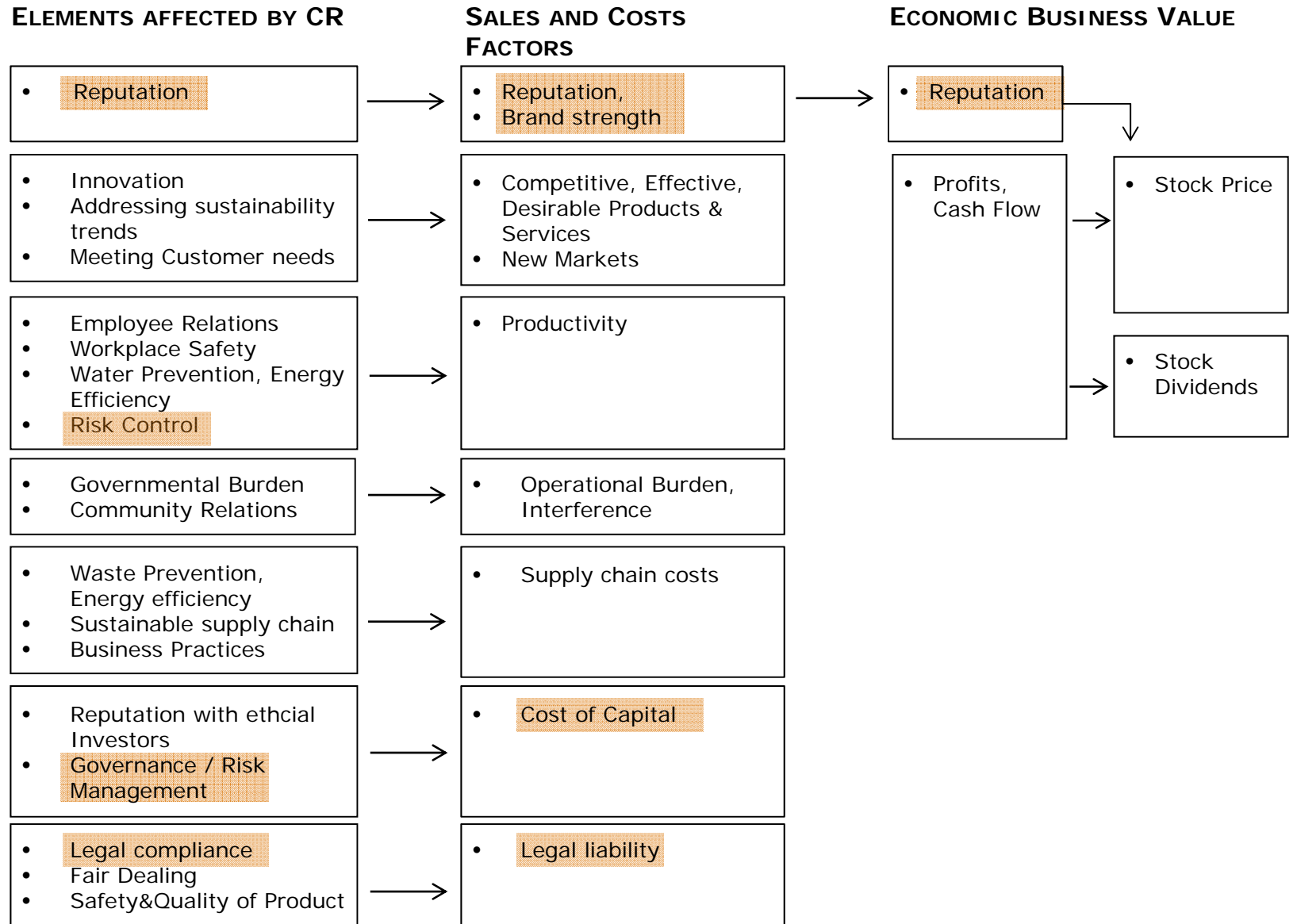
**CHAIRMAN
THE TOURISM CHILD PROTECTION CODE**

CHISINAU, 21 MARCH 2012



WHY IS ACTION IMPORTANT?

- Sexual acts with minors under 18 years are illegal
 - Abuse of human rights and dignity
 - Mental and physical damage
 - Continue having „good“ clients at tourism destination
 - Keep economic benefit from tourism
 - Reputational risk for Tour Operators as well as Destinations
-
- It is our Moral obligation to protect the weakest of our society.
 - Children are our future and need particular protection.
 - “Good” tourists do not seek these activities and will select good companies and destinations (business case!)



KUONI

Negative coverage affecting our brand image and reputation

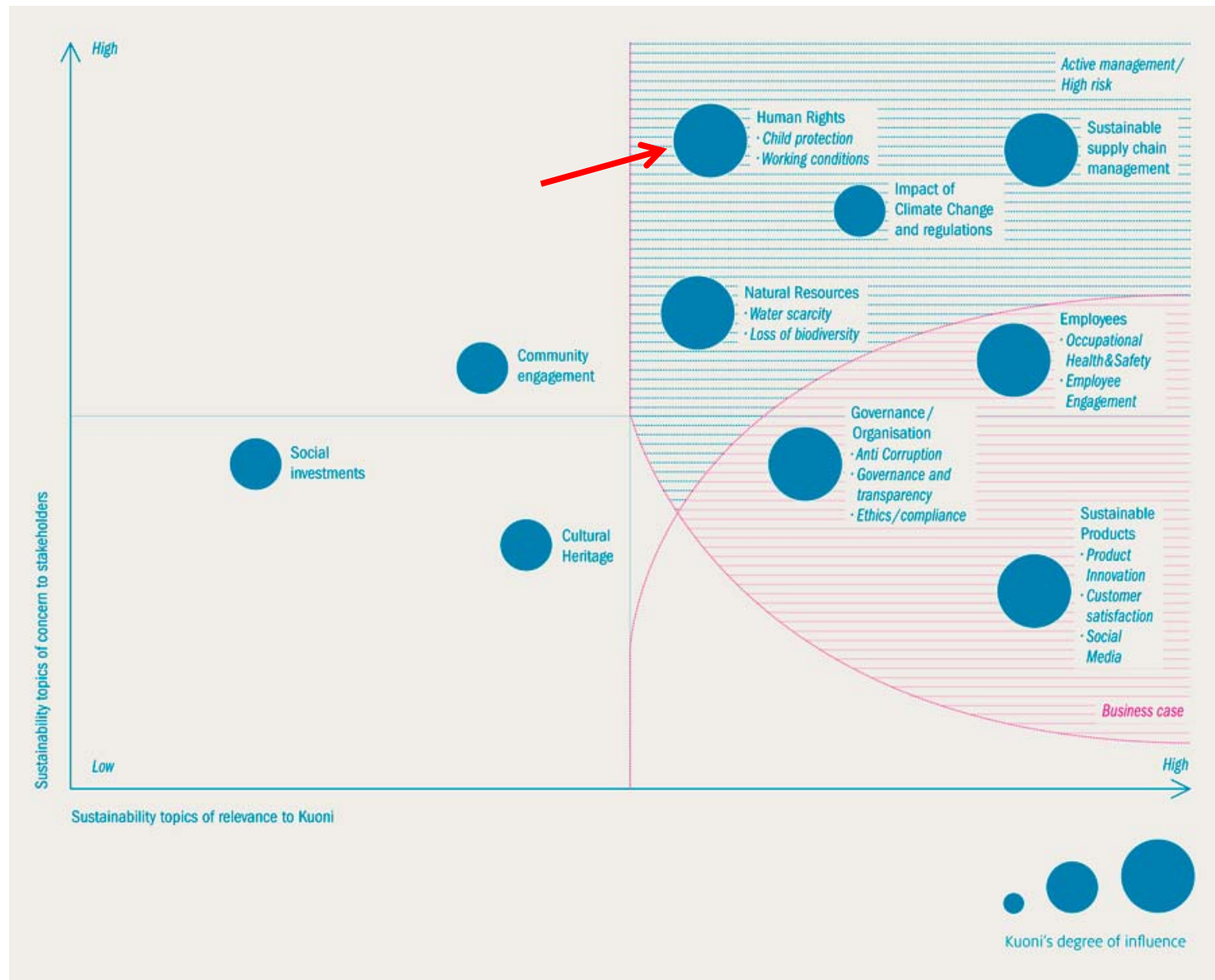
(stories in Thailand and Kenya)

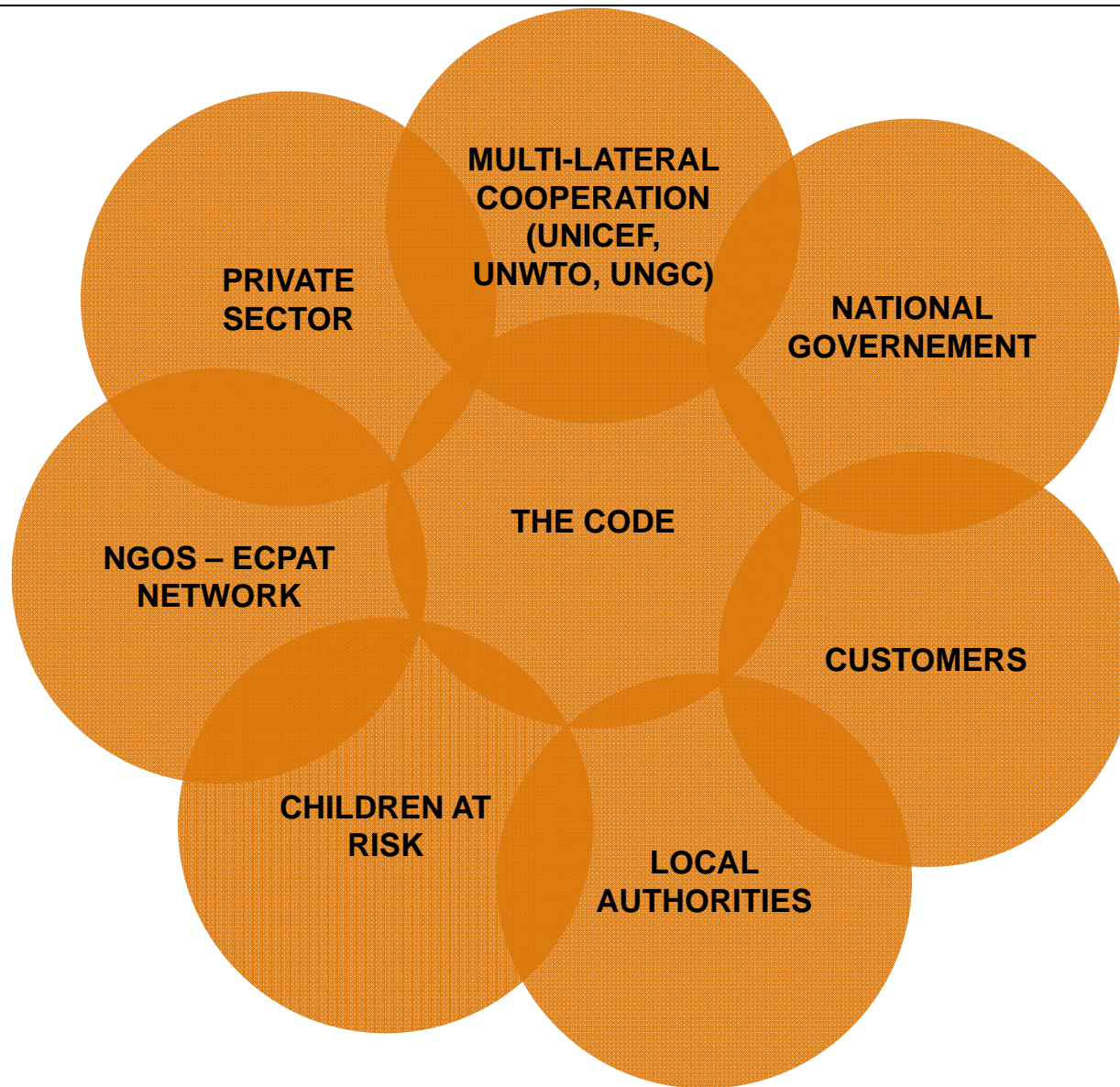


"End Human Trafficking Now" by BBC

"End Human Trafficking Now" by BBC







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How do we
contribute?



$$13 - 8 = 5$$
$$22 + 4 = 26$$

► KUONI'S CORPORATE RESPONSIBILITY

THE CODE IS

- › an instrument of self-regulation and corporate social responsibility,
- › which provides increased protection to children from sexual exploitation in travel and tourism.
- › We as signatories of the Code implement six overarching measures.

THE CODE IS AN INDUSTRY DRIVEN CORPORATE RESPONSIBILITY TOOL TO CONDUCT CHILD PROTECTION MEASURES IN A STRUCTURED AND COMPREHENSIVE WAY.



KUONI The Code – a successful industry driven CSR initiative

- THE CODE IS SIGNED BY OVER 900 COMPANIES IN 41 COUNTRIES IN EUROPE, CENTRAL AND SOUTH AMERICA, ASIA AND AFRICA REACHING MILLIONS OF CUSTOMERS EVERY YEAR.
- 80 % OF SCANDINAVIAN TOUR OPERATING MARKET SIGNED THE CODE
- TOUR OPERATORS AND TRAVEL AGENCIES ASSOCIATIONS: GERMANY, AUSTRIA, ITALIA, USA, SWITZERLAND
- LARGE HOTEL CHAINS SIGNED THE CODE (ACCOR, WYNDHAM, HILTON)
- WORKING CLOSELY WITH UNWTO AND UNICEF



CARLSONSM



KUONI



WHAT DO WE TO FULFIL THE CRITERIA OF THE CODE?

1. Establish an ethical policy regarding commercial sexual exploitation of children
2. Train the employees – newsletter, intranet, workshops
3. Introduce a clause in contracts with service providers/suppliers
4. Provide information to travellers
5. Provide information to local “key persons” at the destinations
6. Report annually

ETHICAL BEHAVIOUR GUIDELINES FOR THE KUONI GROUP

The Kuoni Code of Conduct lays down the binding general principles of ethical behaviour for the management and staff of the Kuoni Group.

The values underlying these principles may be regarded as the 'common sense' of everyone working at Kuoni.



**Szenario**[Inhalt](#) [Dokumente](#) [Glossar](#) [Impressum](#) [Hilfe](#) [Schließen](#)

Sollte Sandra ihm die Reise verkaufen und danach die Personenangaben an die Polizei weiterleiten?

- Ja.
- Nein.

Das ist völlig richtig. Obwohl der Kunde der stereotypen Beschreibung entspricht, könnte sich Sandra irren. Davon abgesehen gibt es nicht genügend Beweise, um Ermittlungen aufzunehmen.



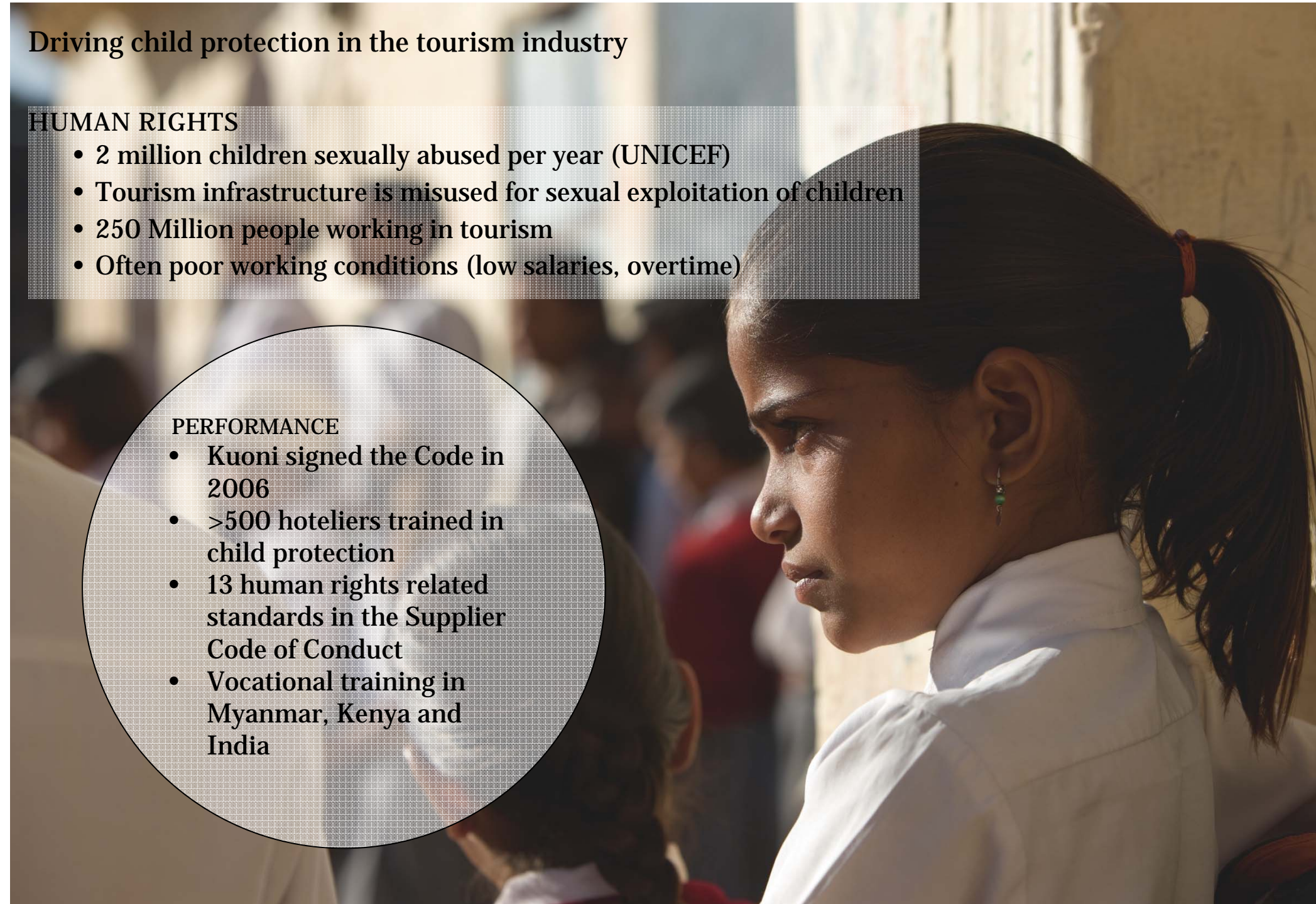
Driving child protection in the tourism industry

HUMAN RIGHTS

- 2 million children sexually abused per year (UNICEF)
- Tourism infrastructure is misused for sexual exploitation of children
- 250 Million people working in tourism
- Often poor working conditions (low salaries, overtime)

PERFORMANCE

- Kuoni signed the Code in 2006
- >500 hoteliers trained in child protection
- 13 human rights related standards in the Supplier Code of Conduct
- Vocational training in Myanmar, Kenya and India



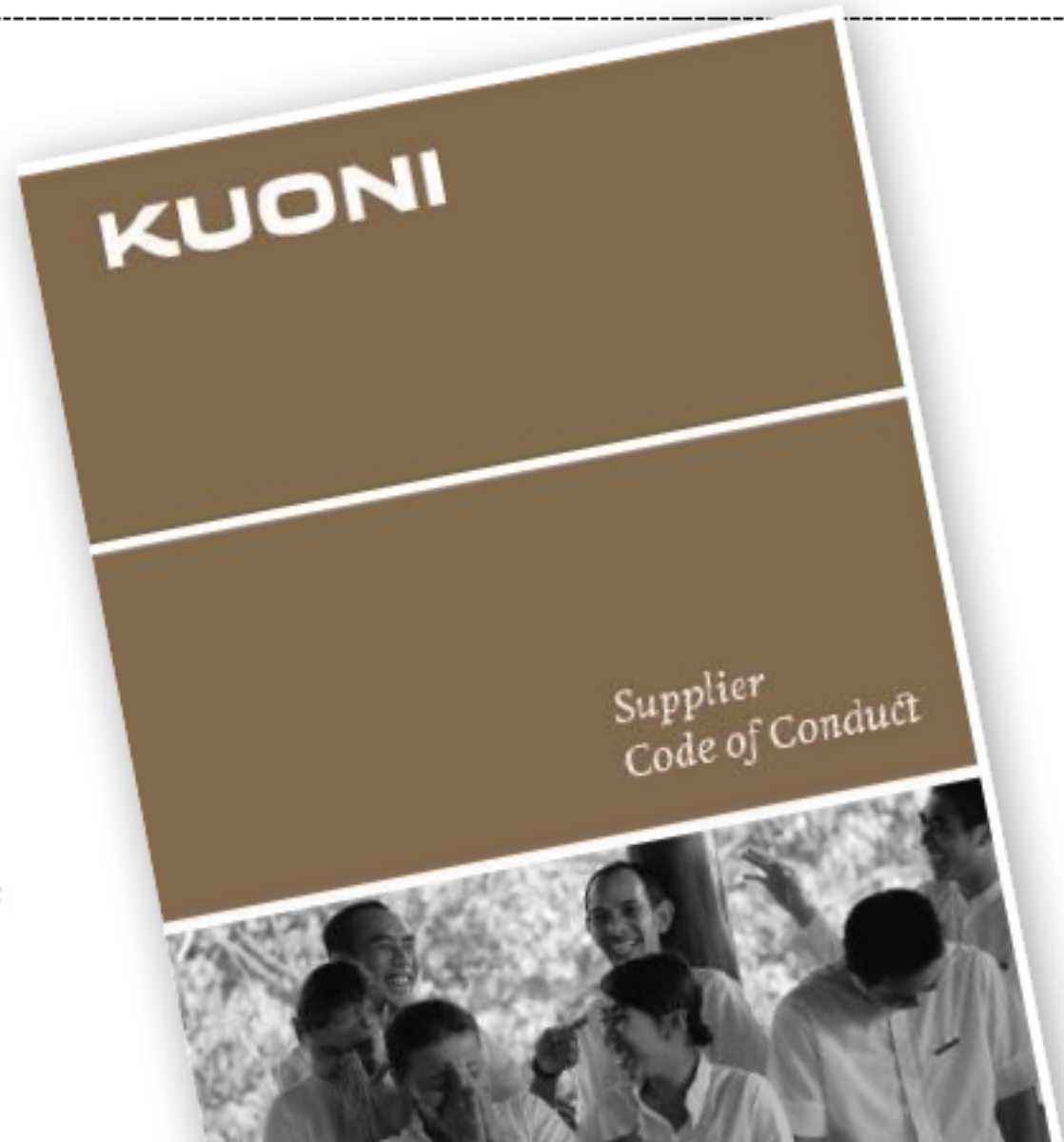
Ensuring minimal sustainable standards in supply chain

KUONI
EST. 1906

Supplier Code of Conduct

The Supplier Code of Conduct was established in 2007 and specifies minimum ethical requirements for all our suppliers regarding:

- ▶ *Compliance with applicable law in general*
- ▶ *Sexual exploitation of children and adolescents*
- ▶ *Human rights and labour conditions*
- ▶ *Environment*
- ▶ *Local sourcing and benefiting communities*
- ▶ *Monitoring and enforcement*



Kuoni expects its Suppliers to comply with all applicable international, national and local laws and regulations,

industry minimum standards and any other relevant statutory requirements whichever requirements are more stringent.

2. Sexual Exploitation of Children and Adolescents

2.1 POLICY

- The Supplier allows or tolerates no child prostitution at the Supplier's premises and facilities;
- Any suspicious behaviour from guests, employees, staff from suppliers of the Supplier or any other person on the Suppliers premises or during excursions must be reported to the local authorities by the Supplier.

2.2 DEFINITION

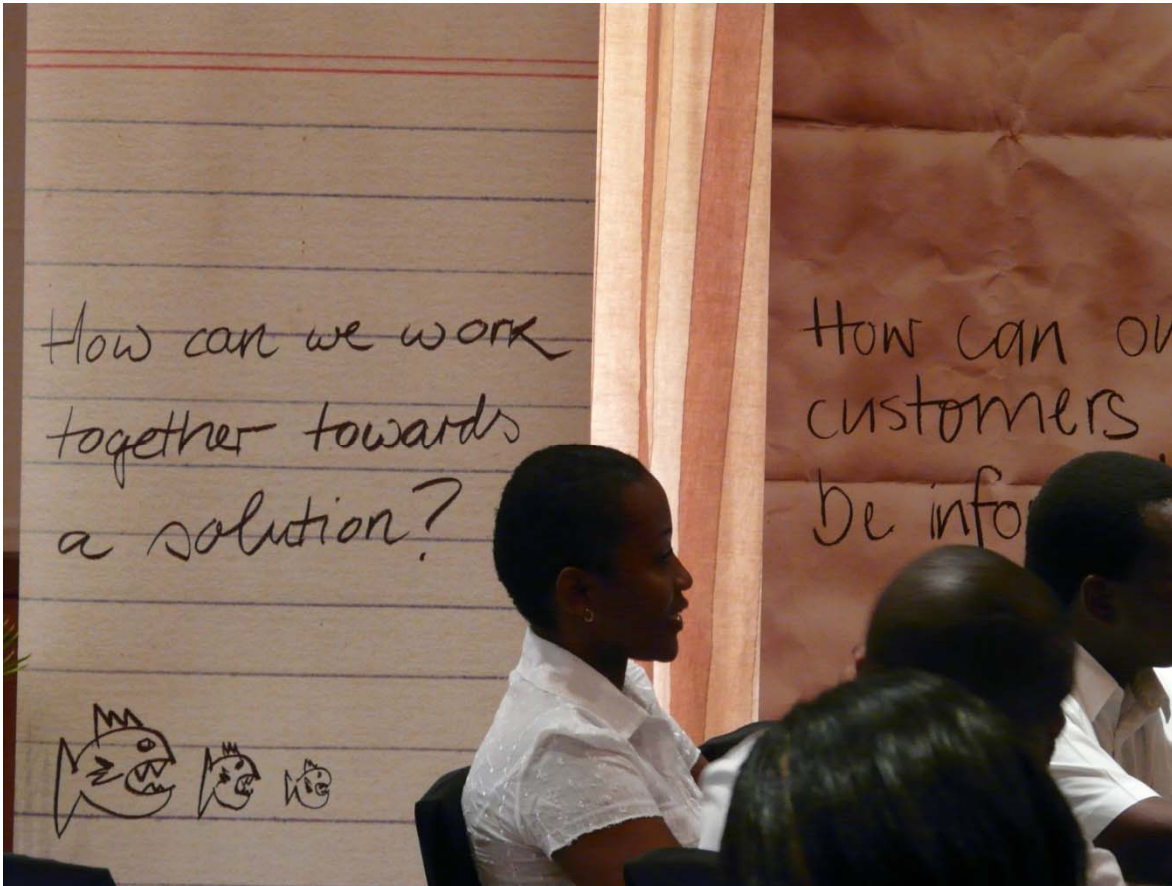
For the purpose of this section a 'child' is defined as a person younger than 18 years according to the UN Convention on the Rights of Child.

3. Human Rights @ Labour conditions

3.1 BASIC RIGHTS

3.2 SAFE WORKPLACE

Collaboration with hotels and local stakeholders (#5)
Example: Workshop in Kenya

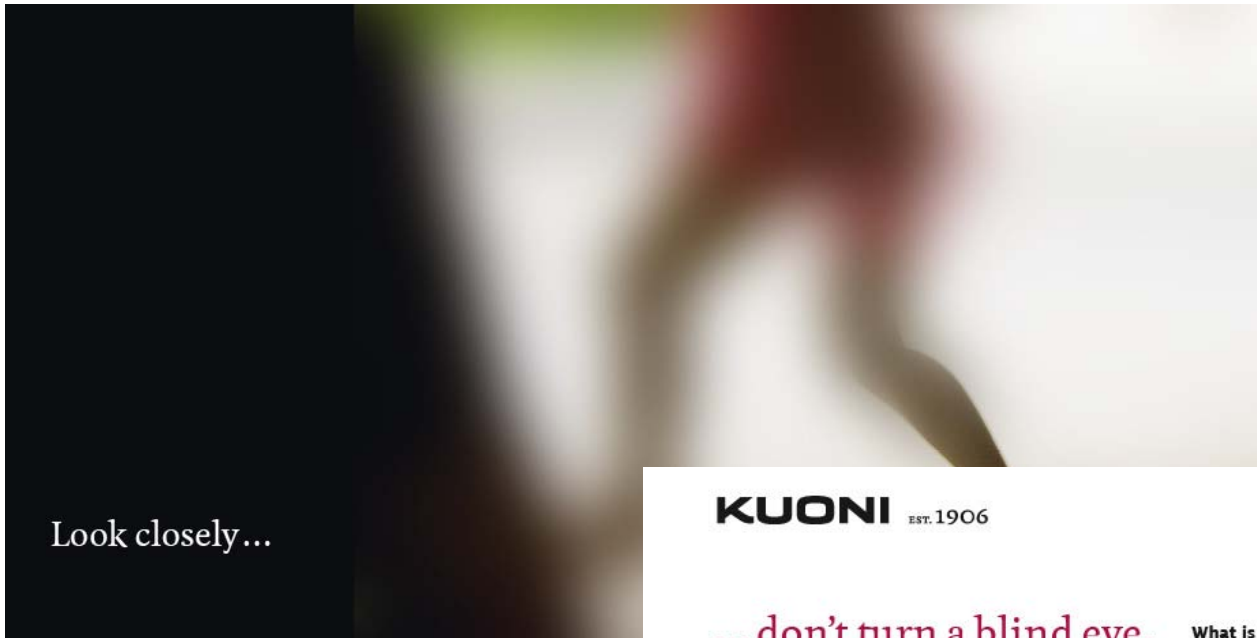


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How can our
customers
be informed?

▶ CUSTOMER AWARENESS & REPUTATION RISK





Look closely...

KUONI EST. 1906

... don't turn a blind eye.

Help protect children from sexual exploitation.

What is it about?

According to UNICEF, child trafficking, poverty and discrimination have forced over two million boys and girls into prostitution worldwide. The figure is rising. The sexual exploitation of children and adolescents often leaves its victims with severe and lasting physical, social and emotional scars.

What is Kuoni doing?

Since this crime can be committed by misusing tourist travel facilities, we – as one of the world's major tour operators – feel a direct responsibility to protect the children concerned. That is why Kuoni signed the Child Protection

Code (www.thecode.org) back in 2006. In doing so, we have committed ourselves to taking active steps to prevent child sex tourism – by informing our customers, by sensitising our employees and by working together with the people at our destinations to find solutions.


What can you do?

Don't look away! If you observe any interaction between adult visitors and local children that you find strange or suspicious, tell your Kuoni representative or the hotel's management, or contact the Swiss Federal Office of Police at:

www.stopchildsextourism.ch



We can't do it without you! Only if governments, the tourism sector, child protection organisations and especially you – the visitors – join forces to combat this crime can we truly protect children from sexual exploitation.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Administration admin.ch
Federal Department of Justice and Police
Federal Office of Police

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Reporting form

Suspicion of sex tourism involving minors

Have you been on vacation abroad and witnessed conduct by tourists that you think might have threatened or violated a child's sexual integrity? You have now the opportunity of reporting your observations. Just fill out this form, and the competent authorities can start to investigate.
Any information you provide will be treated strictly **confidential**.

A note on the use of the reporting form
Using this form abusively, especially by deliberately making false accusations (Art. 303 SPC), or with the intent of misleading the judicial authorities (Art. 304 SPC) is subject to punishment.
Information you provide may be passed on to the competent judicial authorities.

Your personal data may be used for police purposes (Art. 3Bste DSG).

I have read and understood the legal notice.

I agree to my personal data being processed as stated above.

Your particulars
The competent judicial authorities will may want to contact you.

* First name

* Last name

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Thank you

KUONI CORPORATE RESPONSIBILITY, WWW.KUONI-GROUP.COM/CORPORATE+RESPONSIBILITY,
CR@KUONI.COM
