3 COUNTRIES – 1 CAMPAIGN AGAINST SEXUAL EXPLOITATION OF CHILDREN IN TOURISM -

GOVERNMENTS, POLICE, TOURISM INDUSTRY AND NGOs IN AUSTRIA, GERMANY AND SWITZERLAND -

THE FIRST TRI-NATIONAL CAMPAIGN
Initiative

– BMWFJ (Ministry) in Austria in 2009
– First Step: 3 governments met in Vienna
– First decision:
  1. to cooperate with other stakeholder from the tourism industry and ngos
  2. to develop a campaign to raise awareness
  3. to run a two–day workshop in Vienna to design the campaign
Objectives:

– Awareness raising to protect children in travel and tourism
– Exchange between different countries and various stakeholders
– to learn from good practice in other countries
– Support activities for the child protection code
Key elements of the tri-national Campaign

- identification of existing activities in one of the three countries as common campaign measures
- cooperation of government, private sector and ngos
- creation of a communication strategy
based on the ongoing activities design and development of campaign elements and activities:

- in-flight spot
- leaflet
- reporting address
- an joint launch of the campaign with press-conferences
Challenges

Reporting address in Austria known as police hotline for reporting of child pornography
Reporting address not actively promoted by police in Austria and Germany
Weak engagement of tourism industry in Austria
Lack of budget/political will i.e. Media campaign in order to promote the reporting address in Austria
No involvement of railways and bus operators
Good start but weak in regard to create sustainable structure for ongoing campaign
Weakness in coordination and planning on the side of some of the involved Ministries
Austria
Film spot “Witness” aired on AUSTRIAN long-haul flights, public screens (underground-stations), screens in medical doctor offices, ACCOR Austria Flyers disseminated in trainings, at conferences and by cooperating partners
Reporting address meldestelle@interpol.at
Training and E-Learning

Switzerland
Film spot “Witness”, websites of tour operators, public screens, ACCOR Hotels in Switzerland Flyers disseminated in trainings, at conferences, tourism fairs and by cooperating partners
Reporting address www.stopchildsextourism.ch
Training and E-Learning

Germany
Film spot “Witness” aired on Condor, TUI Fly, websites of tour operators, ACCOR Hotels Germany Flyers disseminated in trainings, at conferences, Tourism Fairs (ITB) and by cooperating partners
Reporting address stopp-missbrauch@bka.de
Training and E-Learning
Stakeholders

SECCO
Kinderschutz Schweiz (ECPAT)
FEDPOL
SRV

BMWFJ, BMI, ECPAT, BKA, ÖRV

BMFSFJ, BMWI, BMI, ECPAT/Terre des Hommes, BKA, DRV
AUSTRIA

- Additional material produced by ECPAT with support of BMWFJ in order to promote the reporting address in 2011: flyers and banner.
GERMANY

- Additional material produced by ECPAT in order to promote the reporting address in 2011: flyers.

Ohne Sie geht es nicht!

stopp-missbrauch@bka.de
SWITZERLAND

- Additional material produced by Kinderschutz Schweiz/ECPAT in order to promote the reporting address in 2011: flyers.

[Image: Advertisement with the text "Ohne Sie geht es nicht!" and "www.stopchildsextourism.ch"]