

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

**GOVERNMENTS, POLICE, TOURISM INDUSTRY AND
NGOs**

IN AUSTRIA, GERMANY AND SWITZERLAND

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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

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

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



SECCO
Kinderschutz Schweiz (ECPAT)
FEDPOL
SRV

Stakeholders

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.



SWITZERLAND

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

