

Terms of Reference

Expansion of the Adoption of the Code of Conduct for the Protection of Children against Sexual Exploitation in the United States

Client: ECPAT-USA (End Child Prostitution, Child Pornography, and Trafficking of Children for Sexual Purposes)

Client Contact: Carol Smolenski, Executive Director

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I. Background:

Commercial sexual exploitation of children has become an increasing global phenomenon in the travel and tourism industry. As a result of this, ECPAT Sweden created a Code of Conduct in 1998 for the purpose of protecting children from sexual exploitation in travel and tourism. The Code of Conduct has been signed by more than 800 companies around the world, but only five U.S. travel and tourism companies have signed the Code of Conduct. There is a need to increase the number of partners in the Code of Conduct who are in the U.S. travel and tourism industry, as well as to expand partnership to companies not in the travel industry.

II. The Purpose of the Project:

To design a workable strategy for reaching out to and promoting the Code of Conduct within the travel and tourism industries in the United States. In addition, we will adapt the Code of Conduct and create a strategy for companies not in the travel industry. Through research of existing strategies around the world and interviews with members of the targeted industries, we will develop a step by step action plan that ECPAT-USA can use to successfully approach U.S. companies.

III. Objectives:

- a) To have a better understanding of how other codes of conduct initiatives were promoted and to identify both successful and unsuccessful strategies to approach U.S tourism and non-tourism industry.
 - i) Activities: Identify and research the efforts to implement other codes of conduct such as the Kimberly Process, Fair Trade Agreements, etc. Research will look into how the various codes were promoted, who promoted them, and how companies were convinced to sign.

- b) To identify potential companies who are unaware of ECPAT and the Code of Conduct, and to gain a better understanding of their willingness to adopt the Code of Conduct.
 - i) Activity: Create a comprehensive database of the US travel industry, hotels, airlines, tour operators. Research their CEOs and Board Members who might have an interest in the Code, and other areas that might serve as a point of entry for ECPAT.
 - ii) Activity: Contact potential companies to whom the ECPAT Code of Conduct might apply.
 - iii) Activity: Develop a questionnaire for potential Code partners based on our research.
 - iv) Activity: If possible, set up an interview for further discussion.

- c) To draft a strategy for reaching out and promoting the Code of Conduct with travel and tourism companies in the U.S.
 - i) Activities: Review the data collected, and write an outline of the strategy. This will include how to increase the visibility of ECPAT and the Code of Conduct (website, brochures, etc).

- d) To draft a strategy for reaching out and promoting the Code of Conduct to companies outside the travel industry.
 - i) Activities: Modify the language of the Code to suit non travel and tourism international companies. Review the data collected, and write an outline of the strategy.

- e) Develop communications material to introduce ECPAT and the Code of Conduct to companies.
 - i) Activity: Based on research, determine how communications material would most efficiently be used (would it be sent to companies, donors, consumers, etc.)
 - ii) Activity: Develop suggestions for the ECPAT website, brochures, events and other promotional material and activities.

- f) Identify how ECPAT can finance the implementation of the strategy.
 - i) Activity: Estimate a budget for the proposed strategy, including a staff person to implement the strategy, promotional and communications material, and related activities.
 - ii) Activity: Develop a fundraising strategy that may include applying for grants, planning events, TassaTag project, and other creative ideas.

| IV. TIMELINE | | | | | | | | | | | | | | | | | |
|---|-------------------------|----------|-----------|-----------|-----------|-----------|------------|-------------|---------------|----------------|---------------|-------------|---------------|-------------|-----------|------------|-------------|
| ACTIVITY | Sep-08 | | | | | Oct-08 | | | | | Nov-08 | | | | Dec-08 | | |
| | 9/1-9/6 | 9/7-9/14 | 9/15-9/21 | 9/22-9/28 | 9/29-9/30 | 10/1-10/5 | 10/6-10/12 | 10/13-10/19 | 10/20-10/26 | 10/27-10/31 | 11/1-11/9 | 11/10-11/16 | 11/17-11/23 | 11/24-11/30 | 12/1-12/7 | 12/8-12/14 | 12/15-12/21 |
| Overall Project | | | | | | | | | | | | | | | | | |
| First meeting with client | | 10-Sep | | | | | | | | | | | | | | | |
| Draft Terms of Reference (ToR) and memo on client | | | 15-Sep | | | | | | | | | | | | | | |
| Submit ToR to client and project coordinator | | | 22-Sep | | | | | | | | | | | | | | |
| Meeting with client (tentative) | | | | | 30-Sep | | TBA | | | TBA | | | TBA | | | | |
| Objective A | | | | | | | | | | | | | | | | | |
| <i>Activity 1: In depth research on other codes of conduct initiatives</i> | Starting 09/15 to 10/26 | | | | | | | | | | | | | | | | |
| Objective B | | | | | | | | | | | | | | | | | |
| <i>Activity 1: Create a comprehensive database of U.S. travel and tourism industry</i> | Starting 09/15 to 10/26 | | | | | | | | | | | | | | | | |
| <i>Activity 2: Contact potential companies to whom the ECPAT Code of Conduct might apply</i> | | | | | | | | | 10/6 to 10/19 | | | | | | | | |
| <i>Activity 3: Develop a questionnaire</i> | | | | | | | | | 10/6 to 10/19 | | | | | | | | |
| <i>Activity 4: Set up interviews</i> | | | | | | | | | | 10/20 to 10/26 | | | | | | | |
| Objective C | | | | | | | | | | | | | | | | | |
| <i>Activity 1: Review data and write an outline of the strategy for tourism industry</i> | | | | | | | | | | | | | 11/1 to 11/16 | | | | |
| Objective D | | | | | | | | | | | | | | | | | |
| <i>Activity 1: Review data, modify the language and write an outline of the strategy for non-tourism industry</i> | | | | | | | | | | | | | 11/1 to 11/16 | | | | |
| Objective E | | | | | | | | | | | | | | | | | |
| <i>Activity 1: Conduct research on best ways to utilize communications material</i> | | | | | | | | | | 10/20 to 10/26 | | | | | | | |
| <i>Activity 2: Develop suggestions for communications material</i> | | | | | | | | | | | | | 11/1 to 11/16 | | | | |
| Objective F | | | | | | | | | | | | | | | | | |
| <i>Activity 1: Estimate a budget for the proposed strategy</i> | | | | | | | | | | | 10/27 to 11/9 | | | | | | |
| <i>Activity 2: Develop a fundraising strategy</i> | | | | | | | | | | | | | 11/1 to 11/16 | | | | |
| Draft completed for internal review with project coordinator | | | | | | | | | | | | | 16-Nov | | | | |
| Submit draft report to client | | | | | | | | | | | | | 18-Nov | | | | |
| Incorporate client feedback into the report | | | | | | | | | | | | | | 2-Dec | | | |
| Final report completed and prepare for presentation | | | | | | | | | | | | | | | 9-Dec | | |
| Final presentation | | | | | | | | | | | | | | | | 16-Dec | |

V. Deliverables

- A written strategy detailing the step by step implementation plan for the increase participation of the Code of Conduct in U.S. travel industries and international companies not in the tourism industry.
- Based on our research and contacts with companies, develop a database of potential signatories and contact information for companies and organizations that are sympathetic to ECPAT-USA and its mission.
- Communications package and related material.

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