



## What happens with the funds resulting from the sales of Soft Hand-Kind Heart Hand Crème of The Body Shop the Netherlands?

### The Netherlands

ECPAT the Netherlands uses the funds resulting from the sales of Soft Hand-Kind Heart Hand Crème of The Body Shop the Netherlands to activate the Dutch travel industry and Dutch tourists in the fight against sexual exploitation of children in tourism, to support local ECPAT partners in Cambodia, Cameroon, Guatemala, The Gambia and Ukraine and to set up an ECPAT NL Children and Young People Advisory Council.

Within the project the following activities are done in the Netherlands:

1. Informing tourists by means of leaflets on child sex tourism.
2. Training of tourism personnel and future personnel on what they can do to prevent the sexual exploitation of children in tourism.
3. Encourage Dutch tour operators to sign the Child-Protection Code and assist in the implementation of the Code in the daily operations.
4. Set up an ECPAT NL Children and Young People Advisory Council to involve politically active young people, survivors, young people at risk and young professionals working with and for children.

See the following pages for the activities of the local ECPAT partners which are funded with financial support of The Body Shop the Netherlands. Each local partner received 7,000 euro from the first year of the project.



## Cambodia

Established in 1995, ECPAT Cambodia is a network of 26 national and international organisations and institutions working to combat the commercial sexual exploitation of children. It mobilises key stakeholders and promotes coordinated actions for the elimination of child prostitution, child pornography and trafficking in children for sexual purposes. The organisation's objectives are to advocate for appropriate legislation and effective implementation of support and protection policies, child protection mechanisms and prevention measures and to coordinate the exchange of information and best practices.

The general objective of The Body Shop-ECPAT project in Cambodia is to raise awareness among key stakeholders on the issue of child sex tourism and local demand for commercial sex.

The following activities are planned within The Body Shop-project:

1. Reproduction and distribution of leaflet on child sex tourism.
2. Survey on the effectiveness of the leaflet on child sex tourism.
3. Organize workshop on local demand for commercial sex with children.
4. Coordination of meeting for further research on local demand for commercial sex with children.
5. Organize capacity building training (1 day) on preventing child sex tourism for peer supporters and youth motivators.
6. Organize capacity building training (2 days) on basic counselling skills for peer supporters and youth motivators.
7. Organize network annual conference.



## Cameroon

ASSEJA (Association for children, young people and future) is an apolitical Cameroonian non-governmental organization (NGO) with non lucrative goal. ASSEJA works for the social and economic integration of children and young people in difficulties and supports the underprivileged populations.

One of the great achievements of ASSEJA intervention is the experience acquired through the chain of solidarity by the valuation of the concept of Productive and Training Workshops (With French acronym APA, i.e. Atelier Productif et d'Apprentissage). The aim of this chain of solidarity is to educate, train and support disadvantaged youth in order to socially and professionally rehabilitate them. Youth who has completed the training can in turn train other youths who are still in the same precarious situation, (in this case, other victims of sexual exploitation), giving them advice and serving as a role model for them.

ASSEJA has identified and trained many youth victims of exploitation. The trained youths are looking for opportunities to exercise as craftsmen. There is a need to create workshops. The young craftsmen working in the APA must:

- (1) save enough money in order to acquire the essential equipment they need, in other to create their own workshop;
- (2) be sufficiently prepared technically and morally to assume responsibility as head of a micro enterprise.

Some of the victims identified by ASSEJA have been trained in different crafts: garage, carpentry, tailoring, sporting materials, refrigerating and air-conditioning, silk-screen printing and agro pastoral activities, craft transformation of agricultural products, etc. Many of them have been trained in carpentry, therefore ASSEJA will use the funding of The Body Shop-ECPAT NL to create an APA in carpentry.



## Guatemala

ECPAT Guatemala's work focuses on child protection and the prevention of commercial sexual exploitation of children through training, coordinating programmes that provide direct care to child victims, research and promoting public policies on social and organisational protection and lobbying for legal reforms. ECPAT Guatemala promotes the Code of Conduct against child sex tourism in areas with the highest incidence and is involved in capacity-building and sensitisation activities and the distribution of information materials. ECPAT Guatemala supports initiatives to assist victims and combat trafficking of children. ECPAT Guatemala also promotes awareness radio campaigns at the borders with Mexico, El Salvador and Honduras; with the tourist sector and at the airports.

ECPAT Guatemala uses the funds of The Body Shop-ECPAT NL to realize the following activities:

1. To provide options for technical training to 15 adolescents who are victims and/or at risk of trafficking of persons and commercial sexual exploitation.
2. To provide non-reimbursable seed capital to the 15 adolescents for developing income-generating activities.

As this project will complement the protection and integral care for boys, girls and adolescents who are victims and/or at risk of trafficking of persons and commercial sexual exploitation in Guatemala and, thus, these persons have already been detected and have an individual plan, the training interests will easily be established. Institutional resources where such training can be given will be sought.

Once the training is complete, guidance on the use of the seed capital will be given to the persons trained, including processes of quoting, establishing costs and profits, and managing funds and investments.

Permanent support and accompaniment will be given to each adolescent by means of visits and interviews and group meetings in order to have them share their experiences.



## The Gambia

Child Protection Alliance (CPA) is the ECPAT affiliate in The Gambia. CPA was formed in 2001 and was the first inter-agency collaborative institution on child protection in The Gambia. It currently has 63 member organisations, including UN agencies, bilateral institutions, NGOs, civil society organisations, child and youth organisations and government departments. Its objectives include: awareness raising on child abuse and exploitation in order to break the culture of silence surrounding it, building national and institutional capacity to prevent child abuse and exploitation and protect victims, promote networking and alliance building among agencies involved in child protection and empower children with skills and knowledge and encourage their participation in decision making.

The general objective of The Body Shop-ECPAT project in The Gambia is to sensitise and raise awareness amongst the general public on the existence of child trafficking and child sexual exploitation and build capacity of tourism personnel, law enforcers and child protection professionals to be able to protect child victims of trafficking and sexual exploitation.

To fulfil this goal the following activities are planned:

1. Training of police prosecutors and investigators, police child welfare officers and immigration officers on techniques to detect child trafficking incidents.
2. Development of communication materials on child trafficking.
3. Training of staff of shelter for children, child care and the hotline/ helpline (of the department of social welfare) on protection of child victims of trafficking.
4. Public sensitisation through radio programs.
5. Sensitisation of small-medium scale stakeholders and tourism security guides on the tourism Child-Protection Code and child sex tourism.

**Children's participation** will be an integral part in all aspects of the implementation of the planned activities with the view to strengthen understanding of democratic principles amongst children, improve the quality of the project and to ensure that children's views are properly reflected in all decision-making processes affecting their lives, in homes, schools, communities and at national level.



## Ukraine

The 'All-Ukrainian Network against Commercial Sexual Exploitation of Children' comprises of 20 member organizations from the government, non-governmental and private sectors and works on the prevention of commercial sexual exploitation of children and child trafficking as well as the protection, rehabilitation and reintegration of child victims of commercial sexual exploitation. The Network is an affiliate group of the ECPAT International. La Strada is the leading group within the network. The All-Ukrainian Network works to raise awareness on child trafficking by taking a participatory approach and encouraging the involvement of youth in the development and implementation of programmes.

Lack of systematic, targeted identification of children-victims of sexual exploitation and trafficking is one of the most urgent problems in Ukraine. Unidentified children often left alone with their own problems and do not receive appropriate assistance and support. According to the Ministry for Family, Youth and Sports of Ukraine, specialists of social services lack knowledge and also methodical support. There is a need to provide training for specialists of social services and criminal police on issues of identification and referral mechanisms.

Therefore 'All-Ukrainian Network against Commercial Sexual Exploitation of Children' uses the funds of The Body Shop-ECPAT NL to realize the following activities:

1. National training on child sex tourism and identification of victims for NGOs of the network.

The aim of the training is to form a team conducting prevention work against child sex tourism and trafficking, as well as provide trainings on identification of victims of child sex tourism and trafficking for state services.

2. Regional trainings for social services and criminal police.

Specialists of transit detention centres will be trained to identify victims of trafficking and sexual exploitation of children using the best practices developed and existed in Ukraine and internationally. They will be trained with new knowledge on the issues of commercial sexual exploitation of children, trafficking in children, psychological damages caused to children abused, methods of identification, interviews with children, including "child friendly" procedures.

3. Training manual on identification and assistance to children victims of sexual exploitation and trafficking.

In order to widen the experience in other regions of Ukraine and to strengthen the capacities of NGOs and social services in providing trainings for social workers and criminal police a training manual will be published. A thousand copies of the training manual will be published within the project.