



Main partners: Plan Nederland, ECPAT Nederland and TUI Nederland. The project is sponsored by the Dutch Postcode Lottery (Nationale Postcode Loterij).
Budget: € 1,480,105
Period: July 1, 2010 to June 30, 2013

Brazil is a popular holiday destination. This provides many jobs in tourism and thus income for the local population, but it also causes problems such as prostitution with minors. TUI Nederland and Plan Nederland stand up for these girls and ensure that they receive an education. In the beginning of July 2010 they signed a three year partnership.

What is the problem?

Many girls from the poorer social classes of the population in the northeast of Brazil are not or not well educated. For this reason employers in the tourism industry are looking for qualified staff from other parts of Brazil. Poverty, unemployment and hopelessness contribute to the fact that girls end up in the informal economy of prostitution. This can harm popular holiday destinations.

What is the project about?

In order to give girls a chance for a brighter future, the child-orientated organizations Plan and ECPAT, together with TUI Nederland, launched a major project in and around Natal and Recife in Brazil.

The project focuses broadly on three areas:

- The main focus is on setting up training programmes for minors and young adults so they can get training and access to the local, formal labour market. Accommodations are involved by offering internships. This gives 240 young people the opportunity for a tourism training with job guarantee.
- Many children from disadvantaged neighbourhoods are exposed to drugs and (sexual) violence at a young age. The project helps children, adolescents and their parents in local communities to strengthen their defensibility with the aim to prevent and combat sexual exploitation. The partners try to reach 7,000 children and young people so they know what to do to combat violence.
- The project also focuses on encouraging Brazilian companies and Dutch travel agencies to sign the Child Protection Code. Moreover, attention is paid to improve public policy for the prevention of sexual exploitation of minors.

Why focussing on girls?

Tjipke Bergsma, director of Plan Netherlands:

"Our organization calls for the attention of girls with the 'Because I am a Girl' campaign. Worldwide the rights of girls are being violated. At the same time it is a cruel irony that girls have an incredible potential to solve the problem of poverty. That sounds unbelievable, but more and more studies give these results. For example, if girls have the opportunity to go to school, they can get a better job and earn more in the future. Educated mothers have healthier children and ensure their children to attend school. This creates a snowball effect and the spiral of poverty can be broken. So, if you invest in girls, the whole world receives the benefits. The project with TUI complements our campaign for girls."



Why the support of TUI Nederland?

Elise Allart, Manager Sustainable Tourism

"It is no surprise that TUI has started a collaboration with Plan and ECPAT. In 2003 we were the first travel company in the Netherlands that signed the Child Protection Code together with ECPAT. This is a code of conduct to protect children and young people against sexual exploitation in tourist destinations. Over the years, we have already taken several measures to raise awareness towards colleagues, customers and local partners. The project in Brazil will allow us to address the problem at the base in local communities and to offer education to young people. The lessons learnt we can use for the protection of children in other destinations."

What does TUI Netherlands?

"We take this opportunity to inform our customers about www.meldkindersekstoerisme.nl, where suspicions of sexual exploitation of minors by Dutch citizens can be reported. Employees who are in contact with customers are being trained; other colleagues get more general information. We also hope to involve everyone in an entertaining way, for example by organizing a dance marathon or a charity walk. Moreover, we focus on our local Brazilian partners and other Dutch tour operators. We want to involve them by providing information and support them in establishing contacts with children's organizations. The latter is done in close collaboration with the Dutch tour operator association ANVR."

Accomplished activities

- In July 2010 the project started, after the Dutch Postcode Lottery enabled the funding and TUI Nederland and Plan Nederland signed a cooperation agreement.
- In August 2010 RESPOSTA has begun an investigation into the current situation of girls in Tibau do Sul. Accommodations are interviewed about their view on sexual exploitation in their surroundings, the Child Protection Code and their need for qualified personnel from the region.
- Near Porto de Galinhas in Pernambuco, this analysis is already done by Childhood Foundation. The selection of a hundred young people for courses started in 2011, the cooperation with hotels has been formalized and contracts with training institutions are being completed.
- In October 2010 TUI signed a Memorandum of Understanding with ECPAT and Plan, ANVR and the travel organisations Travel Counsellors and Fly Brazil, in which partners express their commitment to take steps for improving opportunities for girls and combat sexual exploitation.



Who are the partners?

Plan Nederland was founded in 1976 as part of Plan International, a global child-centered development organization that helps over a half million children. Plan International consists of seventeen organizations and 48 field offices in 48 developing countries. Plan Brazil is located in the northeast of Brazil.

ECPAT Nederland stands for End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes. ECPAT is an international organization dedicated to protecting children and young people against sexual exploitation.

The partners in Brazil are: Plan Brazil, Childhood Foundation Brazil, RESPOSTA and the Brazilian Ministry of Tourism.

