

The Code of Conduct project in Japan - Update

4 March 2008

Prepared by the Japan Committee for UNICEF (JCU)

1. Background – Why does JCU play the key role in running the Code project in Japan?

Since when, at the 1st World Congress against Commercial Sexual Exploitation of Children (CSEC) in Stockholm in 1996, Japan was accused of being a “sending” country and not doing anything to punish those who sexually exploit children, advocacy against commercial sexual exploitation of children has become one of JCU’s key advocacy activities. Prior to the launch of the Code project, JCU undertook the following major campaigns and activities in this field‡

- Six public events, including symposia, seminars and children’s events with thousands of people in attendance ('97, '98, '00, '03, '04)
- Five Stockholm follow-up meetings with members of the Diet ('97-'01)
- Three signature-collection campaigns advocating that the Japanese Government establish and/or amend the laws against commercial sexual exploitation of children ('98, '00, '03)
- High level dialogue with the Prime Minister by JCU senior management, accompanied by the JCU Goodwill Ambassador and the Swedish Ambassador to Japan. In that meeting, the Prime Minister promised to take all necessary actions to pass a law against commercial sexual exploitation of children which covered crimes committed overseas by Japanese nationals.
- Produced 30,000 posters, 600,000 leaflets and distributed ('96-'99)
- A public service announcement video featuring the JCU Goodwill Ambassador which was shown at the two Tokyo International Airports ('98, '04)
- Dialogue with the Japanese travel industry on protection of children from sexual exploitation in travel and tourism (since '96) !

2. Japan Launch of Code of Conduct – March 2005

Together with 62* travel and tourism enterprises, which cover some 90% of the tourists from Japan, JCU launched the Code project. The launching ceremony was held at the JCU auditorium with the honorable attendance of Princess Takamado.

*Current membership: 92

3. Major Activities to date

④! **Steering Committee**

In May 2005, JCU together with the Japan Travel Bureau (JTB) and ECPAT Japan formed a steering committee. The committee holds regular meetings to plan and review project-related activities.

④! **Logo and Web Site**

To promote the project and its purpose to the public, give project members a feeling of “ownership”, and provide project updates, a project logo and homepage were developed and opened in 2005.



コードプロジェクト参加企業・団体はこれらのロゴを使用しています。

④! **Introductory and Basic Training Package**

A Japanese version of the Code project book was produced in 2005. This book, together with an animation video/DVD on commercial sexual exploitation of children produced by JCU, was distributed to all member companies and is given to new members when they enter the project.

④! **Introductory and Basic Training Seminars**

This seminar, which provides basic understanding and tools to those who are responsible for the project at member companies, has been offered three times (July 2005, February 2006, and July 2007).

④! **Training by Member Companies**

Many member companies, especially those that run large-scale operations, have incorporated Code project subjects in their regular staff training packages, especially those targeted at new employees.

④! **Public Service Announcement (PSA) Video**

Following the experience of previous public service announcements against CSEC produced in '98, a new public service announcement which was produced by ECPAT France in 2006 was shown at the Kansai International Airport and on the Narita International Airport's web site.

⌚! **Supporting Members**

From 2006 to 2007, the two Japanese international airlines, Japan Airlines and All Nippon Airways, became supporting members of the Project. The airlines are helping us to promote the project through their in-flight magazines and home pages.

⌚! **Public Seminars and Articles**

To promote the project and to solicit new memberships, Steering Committee members attended public seminars and/or submitted articles to tourism (industry) societies.

4. Future Plans

⌚! **Immediate**

Reports on the activities in 2006-2007 will be submitted to the Code secretariat shortly. (n.b.: Report preparation was delayed due partly to the increased complexity and comprehensiveness of the reporting format. Many project members have said that they would prefer a much simpler reporting format.)

⌚! **Mid/Long-Term**

The Steering Committee plans to approach international hotel chains and overseas tourist board/bureau offices in Tokyo to seek their support to publicize the project to the public further.

5. Need for International Corporation

We wish to hear lessons learned and/or good/best practices from other sending countries. (End)

**Plan of Major Actions Toward
The 3rd International Congress Against
(Commercial) Sexual Exploitation of Children
Brazil, 25-28 November 2008**

As of 4 March 2008

Japan Committee for UNICEF (JCU)

1. Say "NO" to Child Pornography Campaign (March – November 2008)

JCU, together with ECPAT Japan and other partners, will run a "Say 'NO' to Child Pornography" Campaign to raise public awareness and call for amendment of the existing law so that it would ban the simple possession of child pornography, and animation, cartoons, and computer games showing scenes of sexual exploitation of children (the appeal document is attached).

The campaign will be launched at a JCU press conference on 11 March, with the presence of members of the Diet who support the campaign. An on-line sign-up campaign will then start to collect public support. The campaign will be supported by Yahoo!Japan, Microsoft Japan, and other individuals and bodies from both the public and private sectors, including TV and print media.

2. Seminar on the Legal Framework Defining Child Pornography in the G8 Countries (April – TBC)

As a part of the "Say 'NO' to Child Pornography" Campaign, a public seminar will be organized to give the Government of Japan, members of the Diet, and the public an opportunity to learn lessons from other G8 countries that already ban and/or criminalize simple possession and animation, cartoons, and computer games showing scenes of sexual exploitation of children. This aims to capture the growing public interest on G8 in Japan to highlight child pornography issues, following the meeting of the G8 Justice and Home Affairs Ministers held in Germany in May 2007, at which the Ministers declared G8's renewed commitment to implementing an international legal framework to combat and eliminate the production, distribution, and possession of child pornography.

3. Preparatory Meeting/Seminar for the 3rd International Congress (September/October)

Together with the Government of Japan, members of the Diet, and other partners from both the public and the private sectors, a preparatory meeting/seminar will be organized to take stock and assess progress made since the 2nd World Congress and to identify issues that need to be addressed further. (End)