



terre des  
hommes

**Help for Children in Distress**



## **The International Federation terre des hommes**

- **11 member organisations**
- **1215 development and humanitarian aid projects in 64 countries**
- **1028 local and national NGO partners**
- **377 paid employees at headquarters and more than 1500 staff (not including partners) in the field striving to make children's rights a reality**
- **Several thousands members and supporters, and more than 7500 volunteers, ensuring that Terre des Hommes is truly rooted in civil society**
- **A global budget of Euros 116'469'645 for 2005 (USD 137'844'992)**
- **On average, more than 73% of the global budget coming from private funding**





## **The International Federation terre des hommes – Our Mission**

- **We provide active support to children, without racial, religious, political, cultural or gender-based discrimination**
- **We develop and implement projects designed to improve the living conditions of disadvantaged children in their own environment**
- **The Convention on the Rights of the Child constitutes the conceptual framework guiding the activities of the Terre des Hommes organisations.**
- **In our own countries and regions, the Terre des Hommes organisations bring to the attention of the public, including children and young people, the causes of underdevelopment, together with the rights of the child. We mobilise political will and advocate appropriate governmental policies.**



## Background on the Inflight-spot project

- Since the beginning of the 1990s, terre des hommes is active in the fight against sexual exploitation of children in tourism in the countries of origin of the perpetrators.
- This with different measures (and in co-operation among others with the EU, German ministries and the UN-WTO):
- Measures included an inflight-spot, posters, flyers, a TV spot for young adults, a website [www.child-hood.com](http://www.child-hood.com) for travellers, tourism industry and organisations as well as press relations etc.
- The slogan of the communications campaign: Please disturb!

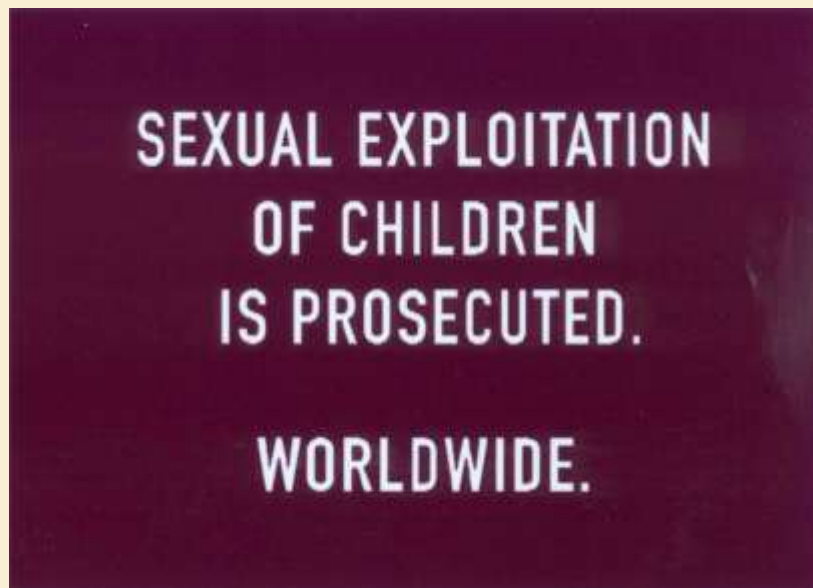
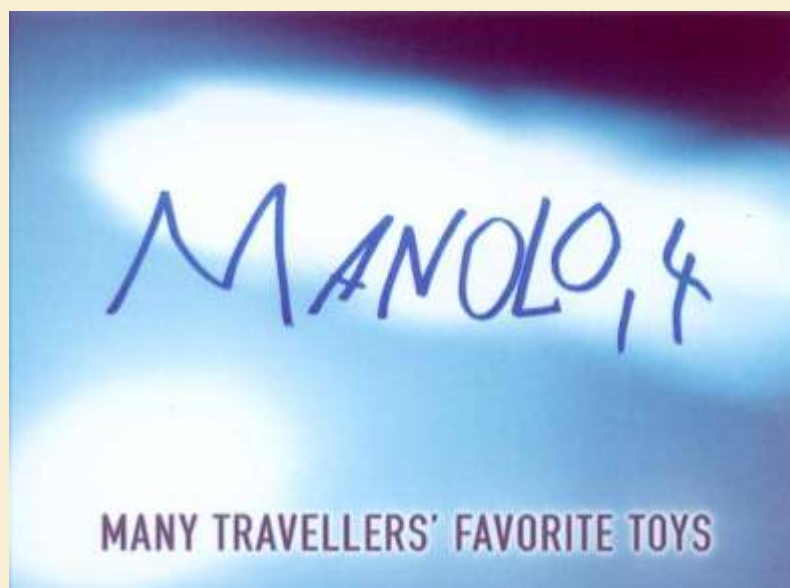




# Why a new Inflight-Spot in 2006?

- The first inflight-spot produced in 1998/99 had a clear aim: get the information accross that sexual exploitation of children is a crime worldwide – no matter which country you are travelling to.
- It was shown first by Lufthansa, further 7 airlines followed. Among others LTU, Sabena, Olympic Airways, Air Europe, Varig.







# Why a new Inflight-Spot?

- **Enlarged knowledge among the target audience (due to several activities nearly everybody knows since then that it is a crime)**
- **To answer to the various requests – what to do and how to react**
- **To show more drastically that everybody could do something and should be aware and get engaged**
- **Requirements: Internationally understandable, not much spoken dialogue, not offending to children and families, no stereotypes in any form**





# The Inflight-Spot Witness

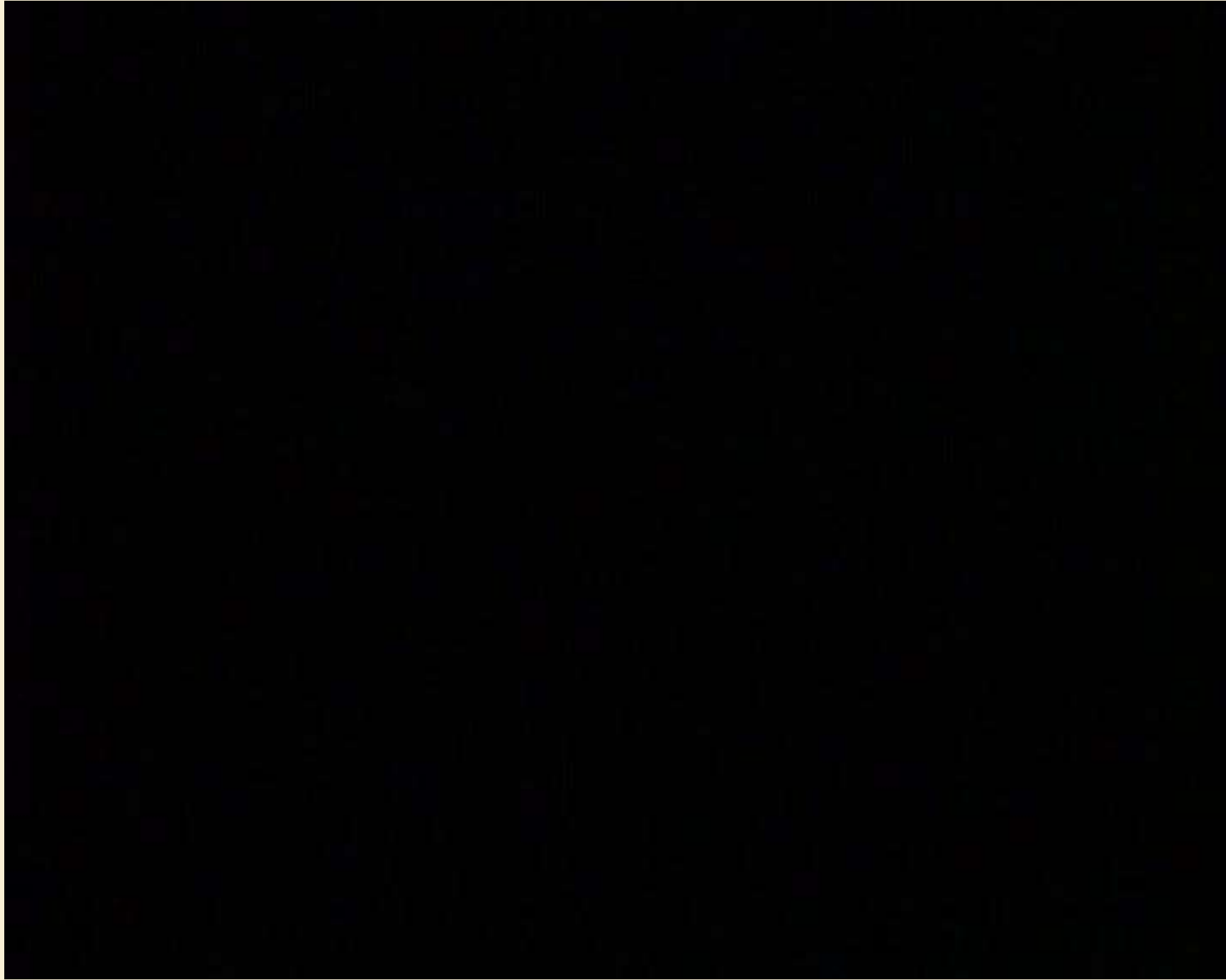
- The spot has a clear message: there are possibilities to get engaged and to hinder offenses involving children.
- The spot shows in a flashback how a child is approached by a tourist and taken to a hotel. This happens with quite some accidental witnesses. They all see the scenario and could get active before a sexual abuse happens.
- The film is a real flashback: it starts in the hotel and ends at the beach while showing different situations where people see, but not realise or get involved.
- The spoken message as well is reduced to the essence:

**There are so many chances to stop sexual exploitation of a child.**

The spot ends with the request: **Don't be blind.**







terre des hommes



## **Facts on „Witness“**

- **German LTU, one of germany's renowned airlines carrying more than 5.6 million passengers a year, is screening the spot since March 2006; Hapag Fly is going to screen it from next year on.**
- **Further German airlines are currently approached (e.g. TUI is currently reflecting on using it internationally**
- **International marketing of the spot is planned**
- **A German cinema version is currently produced**





terre des  
hommes

**Help for Children in Distress**

**Thanks for your attention!**