

# 'Give a red card to child abuse'

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**FAIR Trade in Tourism South Africa (FTTSA) yesterday pledged zero tolerance to practices that exploit children for labour and sexual gain.**

The FTTSA launched its code of conduct in Johannesburg and 14 companies in the hospitality and tourism industry have pledged their support.

FTTSA executive director Jennifer Seif said the high levels of poverty in South Africa made children vulnerable to various forms of exploitation.

The launch of the code of conduct was linked to Unicef's "Let's Give a Red Card to Child Exploitation" campaign, just in time for the 2010 Fifa World Cup.

The aim of the code is to raise awareness and to prevent the exploitation of children for commercial gain and sex tourism.

Seif said children were "easy targets" for those involved because they could not assert their own rights.

Seif said signatories to the code were compelled to report irresponsible behaviour that put the lives of children at risk.

Several organisations have pledged to intensify their campaigns against child trafficking in the build-up to kickoff on Friday.

