



Red Pacto Mundial  
México

# Mobilising Collective Action: Principle V: México Experience

Diana Chavez  
GC Country Coordinator  
Local Networks Meeting  
10-21-2008, Bonn, Germany



## Red Pacto Mundial México

➤ What was the rationale for or the purpose of your activity?

### **Child Sexual Exploitation: Campaign in Cancun to:**

1. Prevent
  2. Denounce
- World: 2,000,000 Children (UNICEF)
  - Mexico: 20,000 Children
  - Sex Industry: most lucrative only after drugs & guns
  - Mexico: 40 web sites
  - Target audience:
    1. Local Population
    2. Tourism



## Red Pacto Mundial México

- What has worked well? And why?
  - Multi-Stakeholder
    - NGO
    - Local Government
    - Private Sector
  - Local Campaign
    - Local Actors



## Red Pacto Mundial México

- What are the lessons others might learn from it?
  - Strategic selection of stakeholders
  - Development of tools: hotline
  - Easy to understand campaign: language & content
  - Involve local community





## Red Pacto Mundial México




- What will it take to scale up these activities?
  - Strategic selection of stakeholders
  - Development of upgrading resources
  - Local law: change policies
  - Educated population



# Red Pacto Mundial México

**Jamás permitamos que se borre esta SONRISA** 






  

**UNIDOS CONTRA LA EXPLOTACIÓN SEXUAL COMERCIAL INFANTIL EN EL TURISMO.**

Que Cancún y la Riviera Maya no se conviertan en un destino de Turismo Sexual.

En Quintana Roo y México la explotación sexual de los niños, niñas y adolescentes **es un delito.**

**Tú puedes evitarlo. Tu DENUNCIA puede ser ANÓNIMA.**



Gracias a tu preferencia Delphinus puede apoyar esta causa.