

Africa Cup of Nations 2006 (Egypt)

An ILO campaign to fight child labour; calling for the progressive elimination of child labour and its worst, most hazardous forms as an urgent priority

1- Goals and scope:

- ✘ Raise awareness about the need to fight child labour, through direct contact with the general public and the media.
- ✘ Popularize the ILO message on child labour.
- ✘ Encourage ILO constituents (Governments, Employers' and Workers' organizations), local authorities, civil society, community leaders, youth, children and their families to take action.
- ✘ Involve the world of sports, of the arts, of education.
- ✘ Create an Egyptian and an African movement centred around the fight against child labour, and contribute to the global movement.



Mrs. Suzanne Mubarak,
First lady of Egypt

2- Why football, and why a "Red Card"?

- ✘ Football shares the same values as ILO's International Programme on the Elimination of Child Labour (IPEC): unity and team play, fairness, constructing victory through relentless effort, demanding the support of the broad public, solidarity among countries, within countries and between generations.
- ✘ Foul play; actions that are dangerous to players and penalizing to their team are sanctioned with a "Red Card".
- ✘ Football is the most popular sport (250 million football club affiliates in the world).
- ✘ International football competitions are among the most mobilizing events, covered by a dense network of media and followed by a huge public.



Mr. Joseph Blatter,
President of the FIFA

3- Background information:

✘ The first Red Card Campaign was launched in 2002, with the partnership of the FIFA and the CAF, at the Africa Cup of Nations, held in Mali. It received considerable support, and reached some one billion people worldwide.

✘ In 2002, the CAF signed a Memorandum of Understanding with ILO on child labour.

✘ In 2003, FIFA and ILO issued a joint media release, expressing their will to unite efforts to fight child labour, including through Red Card Campaigns.

✘ Other Red Card Campaigns have subsequently been organized in other national and international football competitions, in Africa, Asia, Europe, Latin America, North America

✘ The "Red Card" symbol has been used in a number of artistic events such as concerts; and has been placed in a variety of public facilities, such as school books and public transportation.

✘ Numerous world leaders and celebrities from the world of sports and the arts have been actively supporting the Campaign, among others coming forward to hold publicly the Red Card.

✘ A song, "Red card to child labour", was composed in French and has been translated into English, and for the CAN 2006 Campaign in Arabic too.

✘ A video spot has been produced, that is available in English, French, and for the CAN 2006 in Arabic too.



Mr. Issa Hayatou,
President of the African
Confederation of Football



4- Organizers, partnerships and support:

This Red Card Campaign to Child Labour" at the ACN 2006 (Egypt) is organized by the ILO in close partnership with Egypt's National Council for Childhood and Motherhood (NCCM).

It is being launched under the auspices of Egypt's First Lady, Mrs. Suzanne Mubarak, who presides NCCM's Technical Advisory Committee.

The FIFA and the CAF are, in this Red Card Campaign too, active partners, facilitating in particular activities held in the stadiums.

A well renowned Egyptian actor, Mr. Ahmed Ezz, who has recently become Friend of ILO's Sub-regional Office for North Africa, is putting his charisma and talent at the service of this Campaign and a number of its activities.

A number of national and international NGOs, groups of NGOs, Associations and UN agencies have come together to lend practical support to this Campaign, by establishing strategic contacts, mobilizing media, personalities in civil society, developing ideas for and organizing sensitization events in communities and in their projects, providing volunteers to help carry out the various initiatives. Among these organizations:



- . AFICS
- . Caritas
- . CEOSS
- . ETUF
- . FEDA
- . Football Clubs
- . Egyptian Youth Exporters Association
- . NGO Support Centre
- . Red Crescent
- . Scouts
- . Sekem
- . SFD
- . Terre des Hommes



5- Publicity materials:

✘ A Red Card, available in English, French and Arabic, also appearing on a series of gadgets (flags, T shirts, caps, backbags, key chains, pins, footballs, balloons), posters with Egyptian personalities holding this Card, and large banners.

✘ A leaflet, available in English, French and Arabic, presenting some basic facts and figures about child labour, ILO/IPEC work on this issue, the origin of the Red Card Campaign and a selection of personalities supporting it.

✘ Slogans and short statements calling to fight child labour and to seek alternatives for working children and their parents, reiterated in the media.

✘ A song entitled 'Red Card', sung in English, French and Arabic (sung in Arabic by a famous Egyptian singer, Khaled Selim).

✘ A TV spot in English, French and Arabic (with a voice over in its Arabic version by a famous Egyptian actor, Ahmed Ezz).



Mr. Ahmed Ezz, actor, Egypt

6- Campaign activities:

A broad spectrum of initiatives will take place in and around football stadiums throughout Egypt on the Opening and Closing ceremonies, as well as during ACN matches; in national and international Media; in public facilities; and in communities throughout the country.

The network of ILO offices in Africa and ILO/IPEC country projects will help relay the message more broadly on the continent; and ILO/IPEC at ILO's headquarters in Geneva will relay it more globally.



Mrs. Nane Annan, Wife of the UN Secretary-General

In stadiums

In stadiums, at least the following activities are envisaged:

- ✗ Displaying of posters of the Campaign at stadium entrances.
- ✗ Briefing of journalists at press centres and distribution to them of Red Cards, the Campaign leaflet, pins and other gadgets.
- ✗ Handing out of publicity materials and gadgets in the VIP podium.
- ✗ Handing out of Red cards, leaflets and small flags to the public.
- ✗ Display of Red Card large banners.
- ✗ Electronic display of the "Red Card to Child Labour" message.
- ✗ Short presentation of the Campaign by the stadium official speaker.
- ✗ Playing of the video spot of the Campaign.
- ✗ Playing of the song "Red Card"



France and Brazil team Captains,
Women's World Cup, USA 2003



Out of stadiums

- ✗ Launching of the Red Card to Child Labour Campaign at CAN 2006, on 19 January.
- ✗ Airing of the video spot in Cairo metro stations.
- ✗ Airing of the video spot on Egyptian national TV, and international TVs.
- ✗ Broadcasting of the song "Red Card" by the Radio station Al Shabab wal Reyada, several times a day, including short statements by personalities .
- ✗ Interviews with Campaign's organizers and other personalities, appearing on TV and the Press.
- ✗ Display of posters of the Campaign in key locations throughout Egypt.
- ✗ Organization of mobilization initiatives in communities, including activities involving children: choirs singing the Red Card song, poetry and drawing contests, mock football tournaments, etc.



Mr. Juan Somavia,
Director-General of the International
Labour Office



Mr. Roger Milla, football player,
Cameroon

7- Follow up to the campaign:

An analysis of the achievements of the campaign will allow identifying the most appropriate follow up activities which would allow taking advantage of the momentum created by the Red Card Campaign at CAN 2006. In all likelihood these activities will include

✘ Formalization into a Child Labour Forum of the group of national and international NGOs, associations and international agencies which are collaborating on this Campaign.

✘ Undertaking of further sensitization initiatives, at national, governorate and community levels, among policy makers, entrepreneurs, workers organizations, children, teachers, families and other key actors in the fight against child labour.

✘ Capacity building of decision makers, judges, local authorities, labour inspectors, teachers and other key actors in the fight against child labour.

✘ Identification and dissemination of best practices in the fight to child labour.

✘ Identification and implementation of realistic alternatives to child labour for children, their families and entrepreneurs.



Mr. Luiz Inacio Lula da Silva,
President of the Federative Republic of
Brazil



Mrs. Pierrette Adems, author and singer of
"Carton Rouge au travail des enfants"

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