

PRESS RELEASE

## **FIFA World Cup™ in Brazil What social impact on children?**

**Terre des Hommes announces  
“Children WIN - Changing the Game of Mega Sporting Events”**

**Release: a guide for journalists to keep children safe in media work and a 60 seconds teaser announcing a documentary film on the effects of the FIFA World Cup™ through the eyes of children**

*Geneva, 11<sup>th</sup> June 2014* - The 2014 FIFA World Cup's™ kick-off is just around the corner. International press is increasingly reporting on FIFA's scandals and on social tensions in Brazil. The impact of the 2014 FIFA World Cup™ on poor children in Brazil is not properly documented nor duly reported. To address this, Terre des Hommes is launching Children WIN, a project about the social impact on children of Mega Sporting Events, and an appeal to listen to the voices of Brazilian children around the FIFA World Cup™. From Brazil, Terre des Hommes releases investigative journalism, documentaries and a guide for journalists on how to keep children safe in media work. All housed at the new website: [www.childrenwin.org](http://www.childrenwin.org)

*“News on the FIFA World Cup™ are increasingly reporting on scandals. Social tensions, violent repression in favelas and street demonstrations in Brazil are having daily attention in international press headlines. Yet, the social impact of the Brazilian Mundial on children has neither met much media attention nor has it been properly documented and reported”, stated Ignacio Packer, Secretary General of Terre des Hommes International Federation (TDHIF). “This goes far beyond the mere phenomenon of child prostitution or sexual tourism. Violence, forced displacements, child labour, further marginalization of poor community and many forms of exploitation can be seen as direct or indirect consequences of Mega Sporting Events like the FIFA World Cup™. On the other side, Mega Sporting Events also bring obvious positive aspects for children. This is what we will show with Children Win a public campaign aimed at Changing the Game of Mega Sporting Events in the benefit of children”, he concluded.*

### **Children WIN: a project to document the impact on children of Mega Sporting Events**

Based on a recently published report by the Brunel University, London, and its long-term community work in FIFA World Cup™ host countries such as Brazil and South Africa, Terre des Hommes is launching 'Children WIN, a project supported by the Oak Foundation. With [www.childrenwin.org](http://www.childrenwin.org), Terre des Hommes is documenting and telling stories of children on the positive and negative effects of Mega Sporting Events such as FIFA World Cups™. [www.childrenwin.org](http://www.childrenwin.org) is releasing news, social investigative journalism, analysis, expertise and ready-to-use awareness material on Mega Sporting Events' impact on children. From Brazil, a pool of journalists are bringing children's voices into the public sphere and documenting the impact of the 2014 FIFA World Cup™ on children.

### **From South Africa 2010 to Brazil 2014: A Documentary Film Project**

In a teaser and a series of upcoming short films on the FIFA World Cup™ in South Africa and Brazil, children voice the effects around these events. Children express their appeal of being heard when they share their views on the negative impact of forced eviction and displacement on them and their

families; the police violence towards children; the sexual exploitation, harassment and trafficking of children or the deviation of public funds. **Will you listen to us?**” is the appeal made by children affected by what should be a joyful event for all, leaving no one behind.

### **A guide for journalists to keep children safe in media work**

Terre des Hommes also encourages journalists, filmmakers and photographers – whether professionals or amateurs – to engage with children during and around the World Cup™ to give them a voice. However, this work needs to be done in a safe way by all means: *“A specific guide for the World Cup™ in Brazil has been developed by Keeping Children Safe and Terre des Hommes. It will help journalists to interview and record children’s opinions in a safe and professional way, while adhering to Keeping Children Safe’s child safeguarding standards.”* **Corinne Davey**, Director, Keeping Children Safe.

### **Mega Sporting Events must include child rights criteria**

With [www.childrenwin.org](http://www.childrenwin.org), Terre des Hommes is seeking to engage in a collaborative dialogue with those responsible for commissioning and staging Mega Sporting Events. To prevent further negative effects and to enhance opportunities for children, Terre des Hommes proposes to include child rights criteria into the bidding process and contracts with countries or cities hosting future Mega Sporting Events. Moreover, Terre des Hommes suggests a monitoring of the implementation of these criteria.

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### **Children Win project**

[www.childrenwin.org](http://www.childrenwin.org)

Twitter: @ChildrenWin

Mega sporting events should be safe for children Share their voices **#childrenwin**

### **Terre des Hommes International Federation**

[www.terredeshommes.org](http://www.terredeshommes.org)

Twitter: @TerredesHommesI

The Terre des Hommes International Federation (TDHIF) is a network of 10 national organizations working for the rights of children and to promote equitable development without racial, religious, political, cultural or gender-based discrimination. To this end, TDH supports and implements 840 development and humanitarian aid projects in 68 countries designed to improve the living conditions of disadvantaged children, of their families and communities. The Convention on the Rights of the Child is the conceptual framework guiding the activities of TDH.