



AGENDA FOR CONVERGENCE

Mega sporting events and
child rights protection in Brazil

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PREFACE

In 2013 and 2014, the world looked to Brazil. The country was host to the 2013 FIFA Confederations Cup and the 2014 FIFA World Cup Brazil. In the 12 cities that hosted the games, municipalities, state governments, the Federal Government, NGOs and specialists got involved to protect child rights. The work was carried out under the Agenda for Convergence for Integrated Child Protection. In this publication, the Human Rights Secretariat (SDH) of the Ministry of Women, of Racial Equality and Human Rights; the United Nations Children's Fund (UNICEF); the Association of Researchers from Centres for Child Studies (NECA); the Child Rights Institute (INDICA) and many partners help to tell this story.

The Agenda for Convergence is the synthesis of a set of intersectorial, interinstitutional, and interfederation activities of the Federal Government, states and municipalities. The objective of the Agenda is to protect children and teenagers. Designed from studies on the potential negative effects of mega sporting events, the Agenda is an excellent model within the child rights guarantee system, either in mega events, in large economic enterprises, or in other activities where it is necessary to improve governance among the institutions that work for children's rights.

The development on the Agenda for Convergence began in 2011. It was the result of the process of joint coordination and mobilization of SDH and the National Networks for the Defence of Children's Rights, formed by the National Committee to Combat Sexual Violence Against Children and Adolescents, the National Association of Centres for the Defence of Children and Adolescents (ANCED), the National Forum for Children's Rights (Forum DCA), ECPAT Brazil and the National Forum for the Prevention and Elimination of Child Labour (PETI), in partnership with UNICEF, the International Labour Organization (ILO) and Childhood Brasil.

These institutions, alone or in partnership, developed studies and activities to protect children and teenagers and were planning or had interest in developing specific activities of special protection of children during the 2013 FIFA Confederations Cup and the 2014 FIFA World Cup.

Agenda for Convergence took shape and was invoked during the two world football mega events and was structured in the form of local committees. These committees provided services of multiple sectoral policies, particularly health and welfare. Care for children and adolescents was offered in three ways: integrated child care stations – bringing together professionals working in health, social welfare, education, human rights, public security and justice; outreach teams that worked in the regions of the cities most frequented by games; and child friendly spaces.

A national committee coordinated by the SDH united local committees who implemented the Agenda in each of the 12 host cities of the 2014 FIFA World Cup.

This series of activities, which brought together various institutions, entities and professionals, left a legacy: a methodological heritage for integrated child protection that can serve as a guideline to other events, projects and similar activities.

We feel it is important to share the history of the Agenda and present its mistakes, successes, challenges and, above all, our commitment to ensure all children and all teenagers, without exception, have the protection to which they are entitled, as governed by the Convention on the Rights of the Child, the Federal Constitution and the Statute of the Child and Adolescent. Our biggest challenge is to cater to the rights of boys and girls most historically excluded and vulnerable.

We dedicate this publication to Angelica Goulart, who headed the initiative, at the Human Rights Secretariat, and Tiana Sento Sé (in memoriam), who on behalf of ECPAT Brazil has been active in the coordination and convergence of this Agenda. Without them, Agenda for Convergence would not have achieved what it achieved.

Rodrigo Torres de Araujo Lima
Acting National Secretary for Promoting Children's Rights

Casimira Bengé
Chief of Child Protection Programme, UNICEF

1. INTRODUCTION

In Brazil it is said that behind every ball there comes a child. Therefore, drivers need to be careful when they are driving and suddenly see a ball bounce across the street. It is important to slow down because, behind the ball, there certainly comes one, two, three children, equally quickly, who are distracted from traffic while chasing the ball – their toy and simple source of joy.

No matter the scale, the logic repeats itself in street games, in city festivals and in mega sporting events. If there is play, there are children. If little, the children are taken by the hands of their parents; if older, they arrive talking profusely; teenagers come in groups. Sports attract children. When a country accepts the responsibility of hosting a mega sporting event, it accepts the task that children can take full advantage of the event but it also must take on the responsibility to ensure that children are fully protected.

This was the case when Brazil was chosen to host some of the largest and most complex sporting events on the global agenda. In association with the International Federation of Association Football (FIFA), Brazil hosted the 2013 FIFA Confederations Cup in 2013 (a preparatory event for the World Cup), and the 2014 FIFA World Cup. In association with the International Olympic Committee, Brazil will host the 2016 Olympic and Paralympic Games.

The movement for defending children's rights in the country brought together networks of rights defence organizations, social movements, civil society organizations, experts and activists, international bodies. These groups initiated a broad coalition so that these mega sporting events provided Brazil with an opportunity to enforce in practice Article 227 of the Brazilian Federal Constitution which states that children and adolescents are of the highest priority and it is the duty of the family, the state and society to protect their rights.

For mega sporting events, the network of collective practice for integrated child protection should be equally large. For the first two football events a broad process of dialogue and work with civil society was established. This included academics and representatives from the private sector and the Federal Government, which, in turn, also sought to coordinate efforts of various entities of the central government and state and local governments.

As in a ball game, all organizations have one common goal: guaranteeing children's rights against violence, exploitation and discrimination. The Agenda for Convergence emerged from this concept of working together towards a common goal.

More than 2,500 people and hundreds of institutions around the country were mobilized via child protection campaigns.¹ They implemented training sessions for professionals who work with human rights and formed a child protection network, from integrated support services, guidance, sheltering and care.¹

The Brazilian football team won the Confederations Cup but did not win the FIFA World Cup. But as in the best lessons of in sport, Brazil braced itself diligently, developed team spirit, revealed talents, promoted innovation, worked hard, made mistakes, and, above all, learned a lot about child rights. The main legacy of the 2014 FIFA World Cup was the development of policies that promote, protect and defend children's rights when mega sports events are held.

If mega events are like busy streets, the country tried to be attentive and protective, complying with Federal Constitution guidelines. As in the popular saying, after a ball there always comes a child! This is the experience that we share here.

¹ Proteja Brasil. Integrated child protection during mega sporting events: an Agenda for Convergence in Brazil (Document Summary). Brasilia, 2015.



2. AGENDA FOR CONVERGENCE: A WIN-WIN GAME

It was well known when the ball would roll for the first time in the 2014 FIFA World Cup Brazil: it was 12 June 2014. This was a happy coincidence, since 12 June is the World Day Against Child Labour. Governments, civil society organizations and international bodies made it clear that it would be fundamental to form a collective effort to protect children and adolescents during the World Cup and other major sporting events that Brazil was to host.

In the first half of 2012, some initiatives were already underway, but they were fragmented and disjointed. Childhood Brasil prepared a comprehensive map of actions and discussions undertaken by federal, state and municipal governments and civil society for the protection of children and adolescents during the 2014 FIFA World Cup. The central focus of the work was coping with sexual violence. They presented this map to childhood and adolescence rights organizations.

In 2010, the Human Rights Secretariat of the Presidency of the Republic of Brazil (SDH) started to finance activities in some of the cities which would host the World Cup games (host cities) through the National Committee for Combating Sexual Violence Against Children in the Brazilian territory (PAIR).² In 2012, the plan was to diagnose existing public policies oriented to the prevention and fighting of sexual violence and other issues relating to children's rights.

Other organizations were also involved. In 2010, Itaú Social Foundation, for example, began to prepare for the FIFA World Cup. Itaú was a sponsor of the World Cup and of the Brazilian team. The objective of Itaú was to train the municipal child rights councils to cope with sexual exploitation. The organization included several partners in the work, such as the United Nations Children's Fund (UNICEF), the National Child Rights Council (CONANDA) and other private foundations.

The National Evangelical Social Welfare Network (RENAS) also had been working since 2010 with a focus on fighting against the sexual exploitation of boys and girls during the World Cup. The project, *Ball in the Net – a Goal for Children's Rights*, involved children and their families and mobilized churches and their congregations throughout Brazil.

World Vision believed that the World Cup could open up opportunities and infrastructure investments. They saw the event as a time to talk about sports, citizenship, gender and rights. It was a time to train children and adolescents so they could recognize violence and act and make decisions accordingly.

On 18 May 2012 civil society organizations and international bodies assembled for the celebration of the National Day for Combatting Sexual Violence. It was understood that the FIFA World Cup was the theme of work of many of these institutions, and that it was necessary to coordinate and optimize efforts.

The Human Rights Secretariat (SDH) was responsible for coordinating efforts of various government bodies to ensure full protection to girls and boys during these sporting events. SDH received requests from society, gathered suggestions, helped to map out what was already being done and proposed what was still to be done, especially with the host cities. Civil society was crucial in this work of social mobilization.

In September 2012, the Agenda for Convergence³ was launched. The initiative embraced three challenges. The first was to have ample joint interinstitutional capacity, i.e. being capable of coordinating institutions of different levels of government (federal, state and municipal). It also was meant to be intersectorial and bring together institutions of various sectors including child protection, social welfare, health, education, labour and human rights. These institutions have shared and complementary responsibilities and act in accordance to the traditional paradigm for structuring social policies (health, education, social welfare). In other words, each sector is only responsible for its own field to work.

² In September 2015, the Secretariat was attached to other Secretaries in the structure of the Ministry of Women, Racial Equality and Human Rights.

³ Throughout this document, the 'Agenda for Convergence' may be referred to simply as the 'Agenda'.



The second challenge of Agenda was to ensure that the coordinated efforts of civil society and governments were translated into actions in the streets, arenas and squares of the 12 host cities so that an efficient network of protection for girls and boys could be created.

The third challenge was to create a work flow which encouraged the exchange of experiences and information between the national committee and the local committees and among the people and organizations involved. The exchange would help to generate knowledge and mobilize society for the protection of children and adolescents.

12 CITIES HOSTED THE 2014 FIFA WORLD CUP

Solving the first challenge: joint collaboration

The Agenda for Convergence was launched two years before the start of the 2014 FIFA World Cup. Its first task was to help mobilize a network of organizations that could strengthen the capacity of children and adolescent protection systems in the cities. The goal was to add capabilities and optimize efforts and resources.

The Agenda brought together initiatives of the Executive Power at all three levels of government (federal, state and municipal), the justice system, civil society (NGOs, rights councils, guardianship councils), companies, corporate foundations and international agencies. The groups joined by the Agenda had a common goal: prevent and intervene in situations of threats or concrete breaches of the of child rights during mega sporting events.

The Agenda was built on a framework revolving around interinstitutional, interfederation and intersectorial coordination. At no time was the Agenda thought to become an institution; it was to act as a mediator to bring institutions and policies together.

Hence the decision to work with committees. A national committee, which helped to form 12 local committees in each of the 12 host cities of the World Cup FIFA (more about these local committees below) was created. This approach allowed those involved with the Agenda to remain autonomous and complementary among themselves and to be able to mobilize resources locally, design strategies and methods, and, above all, develop actions child protection strategies, considering the local situations and specificities. Another goal was to promote the exchange of experiences. Twelve Federative Units were involved (11 States and the Federal District). The capital city of each Unit served as a host. Those cities with more experience in hosting events – and with successful experiences in child protection – provided technical support to other States.

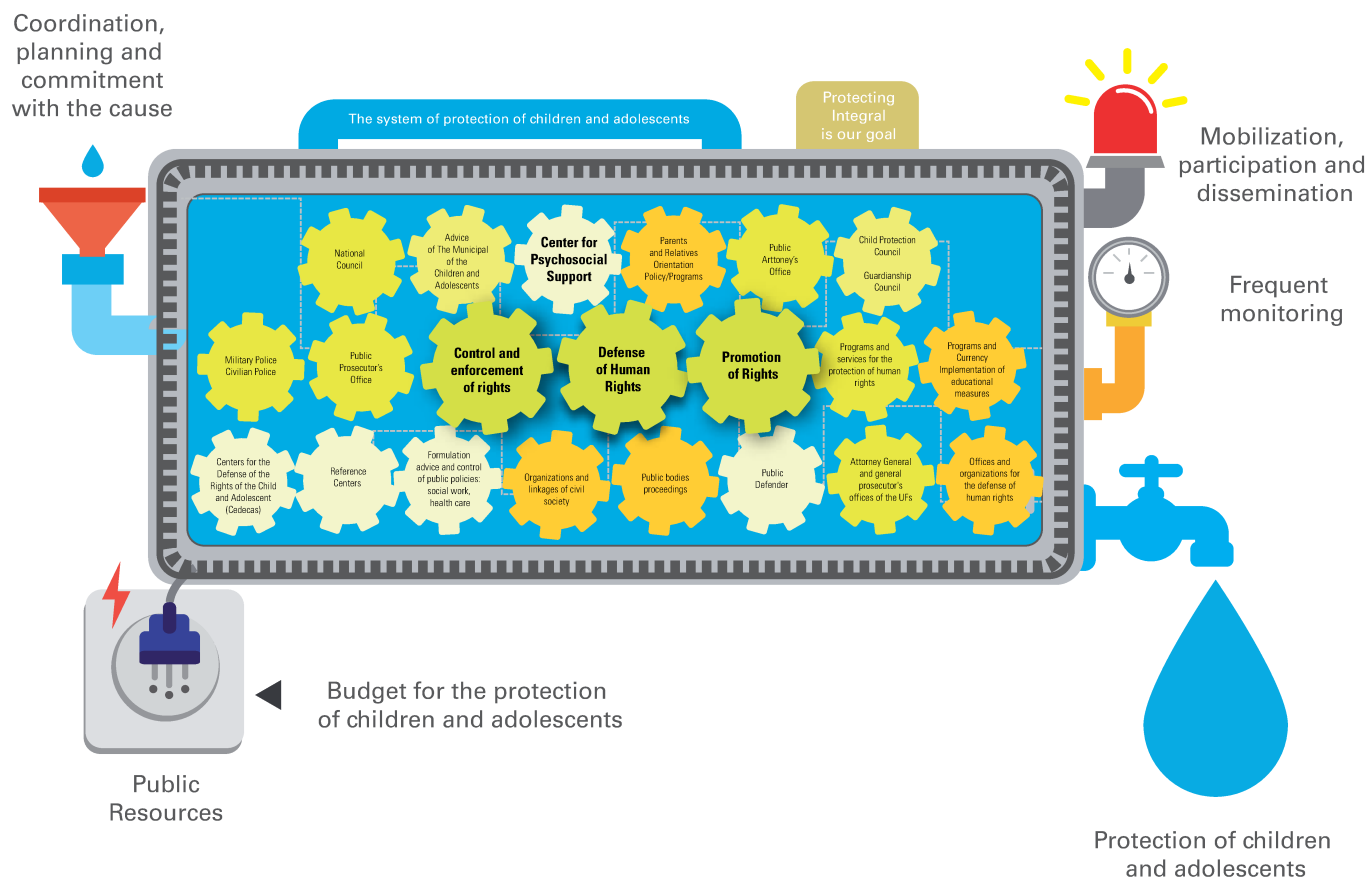
The second challenge: an joint *modus operandi*

The debate and discussion at the committee level help to design services and programmes so that the Agenda could become a reality for the 2014 FIFA World Cup. These services were to use – and they actually did – the so-called rights guarantee system, provided for by the Statute of the Child and Adolescent and the Brazilian childhood protection network. The committees were inspired by the experiences of other countries that had hosted mega sporting events, such as South Africa, who hosted the 2010 FIFA World Cup.

Many Brazilian and international experts feel that Brazil's rights protection system is good. Nonetheless, in practice, the implementation of this system still requires some improvements. The division of tasks and responsibilities of social policies between the Federal Government, the 26 States and the Federal District and the 5,570 Brazilian municipalities is extremely complex, both between the spheres of governance and between areas, such as health, education, social welfare, and public security. The chart on the following page illustrates the child rights guarantee system.

In this drawing of governance, at the federal level, the Human Rights Secretariat has the responsibility for coordinating the system, but the SDH does not determine which states or

THE SYSTEM OF GUARANTEE OF RIGHTS*



*Dr. Murilo Digiacomio (donated by the author for use by UNICEF)

municipalities comply with an action. It is always necessary to have an agreement, a meeting of interests in which all gain, especially children and adolescents.

The federal, state and municipal governments may have different ways of dealing with the same goal. In the case of the Agenda, the goal is to prevent and intervene in situations of threat or specific concrete breaches of child rights. That is why the establishment of partnerships was not a simple task. Each local committee had the task of structuring itself in order to respond to the challenges and needs of the city, based on the pact with the SDH. The Human Rights Secretariat was responsible for these joint efforts and other complementary initiatives, which converged upon the Agenda.

Based on this collaboration and the exchange of information and experiences a child rights protection network was built for deployment during mega events. The network would ultimately strengthen the entities that compose Brazil's child rights guarantee system.

Third challenge: flows and exchanges

Once the Agenda had an integrated child protection network in place it then focussed attention on developing a system for the exchange of experiences, knowledge and resources in a dynamic environment.

Guidelines on child care during the mega events were prepared based on the experiences of some local committees. The committees of Brasília (DF), Porto Alegre (RS), Recife (PE) and Salvador (BA), for example, systemized the flows that were to be followed for the referral of children and adolescents exposed to vulnerable situations during the 2014 FIFA World Cup. These materials were used as a basis for the Agenda's national committee to propose work flows to all local committees. These work flows were directed at situations such as prejudice and discrimination based ethnicity, race, gender or sexual orientation; neglect and ill-treatment; abusive use of psychoactive substances; formal and informal child labour; homelessness; temporary disappearances; sexual violence; adolescents in conflict with the law; cases of excessive use of force by public agents; and lack of facilities for people with disabilities.

In addition, information and mobilization campaigns were developed by bringing together governments, NGOs, international organizations and personalities. Materials and information were shared in the context of the Agenda and gained social networks, the media and the streets, creating an atmosphere of attention and care for children and adolescents.

Agenda for Convergence also gave rise to a social innovation: the Proteja Brasil application. The app allows anyone with a tablet or smartphone to report child rights violations in a simple and anonymous way. It also provided a medium to access data and information on the children and adolescents' rights guarantee system.



A publication of the Centre for Child Advocacy of Bahia (CEDECA-Bahia), *Flows of Protection of Children and Adolescents in Mega Events* consolidated these paths of protection and was shared with all committees, having served as the basis for various local adaptations. The document is available for free at <http://bit.ly/2aBrDLA>

3. IN THE FIELD: THE ACTORS OF THE AGENDA FOR CONVERGENCE

Operating a rights protection network like the Agenda for Convergence requires people and institutions, but it also requires the meeting of minds, skills and commitment and overcoming the difficulties imposed by the model of governance of the child rights guarantee system.

Born of a demand and mobilization of civil society, the Agenda had a national committee.⁴ Created in 2012, the national committee was comprised of 34 ministries, non-governmental organizations, committees and national forums, universities, companies and international organizations.

At the local level, 12 committees were created, one in each host city of the 2014 World Cup. The committees were created in 2013 in the six cities that had hosted games of the Confederations Cup, the event-test of FIFA in June/July 2013. These cities were Belo Horizonte, Brasília, Fortaleza, Recife, Salvador and Rio de Janeiro. In 2014 committees were formed in the other six host cities: Cuiabá, Curitiba, Manaus, Natal, Porto Alegre, and São Paulo). These committees were formed as a result of actions of mobilization at both the local and national level.

The committees brought together representatives of municipal and state governments, state and municipal councils on child rights and civil society organizations, such as the National NGO Forum for the Defence of Child Rights (Forum Nacional DCA).

These teams worked with FIFA, local organizing committees (COLs) for the World Cup and special departments of municipal and state governments, which SECOPA established temporarily for the organization of the Confederations Cup and the World Cup.

The national committee and local committees had their own composition, powers and coordination requirements.

⁴ This publication refers to the period until the end of the 2014 FIFA World Cup. The National Committee of the Agenda is still in operation on the publication date of this document.

The National Committee

The role of the national committee of the Agenda for Convergence was to promote the convergence of objectives and coordinate the collective efforts of the full protection team.

34 INSTITUTIONS AND ORGANIZATIONS FORMED THE AGENDA FOR CONVERGENCE NATIONAL COMMITTEE

In a sports analogy, the national committee was to be the technical team. Among its tasks were the coordination of the 12 host cities; the follow-up, systematization, exchange of experience between the local committees; mobilization of authorities and organizations in states and municipalities to form the local committees; support for training professionals who worked in integrated child care stations, and; the formulation of methodologies and flows of referrals of children and adolescents.

The national committee was also in charge of developing communication and social mobilization campaigns, scheduling the national media, and distributing support material, such as banners and folders.

An action plan, composed of six goals and 17 short-term objectives, summarize all the actions performed by the national committee and by local committees.

The national committee also promoted meetings and seminars for awareness raising and mobilization of national and international authorities and members of the network for the protection and movement for the defence of child rights. There were 11 meetings, which promoted exchanges, training, definition of collective strategies of action, sharing of successful experiences, coping challenges and evaluation of experiences and legacies of the Agenda for policies aimed at children and adolescents.



11 NATIONAL MEETINGS WERE HELD IN TWO YEARS BY THE AGENDA FOR CONVERGENCE

The coordination of the national committee was under the National Secretariat for Promoting Children's Rights (SNPDCA), linked to the SDH. An executive coordination conducted and involved the members of the committee for the implementation of tasks, the executive secretariat shared information, sent invitations to the meetings, recorded the meetings and supported technically the host cities where necessary.



In order to support the creation and the work of local committees, the national committee published a reference guide for integrated child protection committees in cities hosting the 2014 FIFA World Cup and major events.⁵

⁵ Available at <http://bit.ly/2aFLOvC>

Local Committees

The local committees were formed by a diverse and comprehensive range of public bodies (with a strong presence of components of social welfare, health, human rights and protection of children and adolescents), non-governmental organizations, and social movements. In all, 363 institutions were brought together in 12 cities.

The local committees coordinated the efforts to prevent child rights violations and effectively implement integrated child protection, before, during and after the events (either the FIFA Confederations Cup, the event-test, in June 2013, or the FIFA World Cup, in July 2014). With the experience of the Confederations Cup in six of the host cities, some local committees helped to create and empower other local committees, sharing their experiences in the design of work flows.

**363 INSTITUTIONS
CAME TOGETHER TO FORM
THE 12 LOCAL COMMITTEES
OF THE AGENDA**

The local committees were also responsible for the actions of mobilization and empowerment of care teams in the cities, most of the time with the support of the national committee and others involved with the Agenda.

The performance of the 12 committees was based on the so-called integrated protection plans. The plans included the actions to be undertaken, the relationship of the equipment and network services available, the list of professionals who would act and their respective responsibilities and timetable.

These plans were based on the mappings made of the situation of the child rights guarantee system in the host cities, a UNICEF initiative, the National Committee for Combating Sexual Violence Against Children and the National Forum for the Prevention and Eradication of Child Labour (FNPETI). These mappings identified the institutional capacities for the implementation of public policies for child protection and response to possible child rights violations during the 2014 World Cup. They also provided a preliminary database on children and adolescents in the host cities to help the state and municipal governments and society to improve the care and protection of child rights.





Service flows were also implemented to ensure the proper functioning and performance on the days of games, adapted from shared experiences in the context of Agenda, such as the publication of Cedeca in Bahia, as we have seen above.

Each committee was created and formalized in different ways: legal guidelines, the joint resolution of the state and municipal governments, by signing the terms of cooperation of the municipalities of host cities with the Human Rights Secretariat.

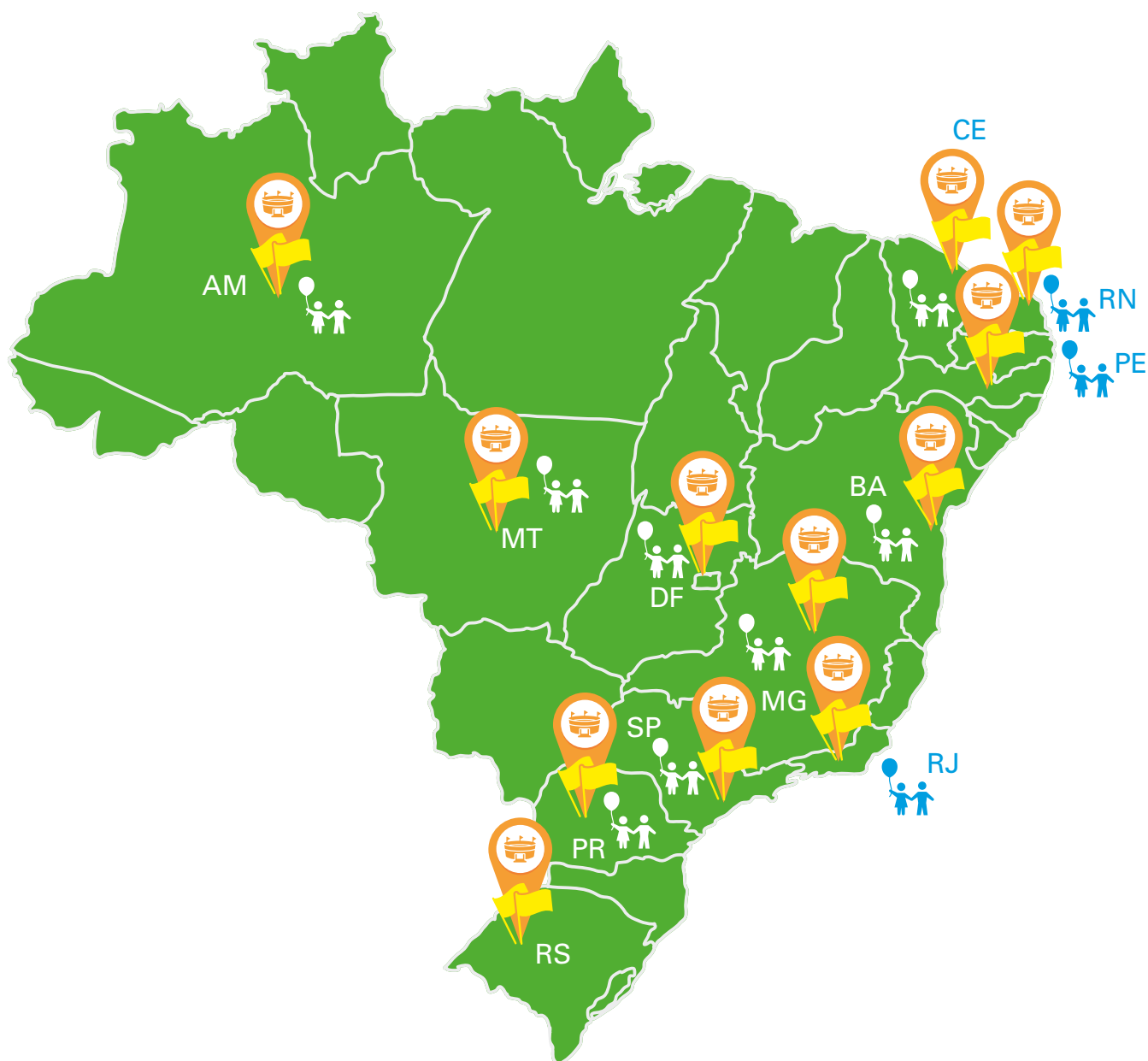
All committees had an instance of joint coordination, composed of institutions of the municipalities and the state governments or the Federal District. In the 12 cities, 25 institutions were responsible for coordinating such committees. Most of this coordination was composed by social welfare managers from the State and the municipality and human rights bodies. On a smaller scale, agencies specialized in policies for childhood and adolescence and joint bodies for the promotion of children's rights, such as the rights councils⁶, also participated.

25 INSTITUTIONS COORDINATED THE 12 LOCAL COMMITTEES

The majority of committees worked with commissions and working groups. The meetings were conducted depending on demand, but most committees met every two weeks.

⁶ The Statute of the Child and Adolescent determines that the municipalities should create and maintain municipal councils on child rights, which are governing bodies responsible for ensuring priority for childhood and adolescence, as established by the Federal Constitution. It is up to the councils to formulate and follow the guidelines for the policies for the promotion, protection and defence of the rights and the implementation of these policies of care for children and adolescents. The councils rely on the participation of the public and are not subject to the governments. Their deliberations, therefore, must be met by the municipal government. They also manage the resources of the Fund for Childhood and Adolescence. There is also advice of rights at the State, Federal District and national levels.

A GREAT TEAM



Host cities



Participation of
Children and adolescents



Local Committees

ADOLESCENTS FOR A SPORT THAT PROTECTS AND INCLUDES

Created in April 2011, the Network of Adolescents and Young People for the Right to Safe and Inclusive Sport (REJUPE), gathers teenagers and young adults from 13 units of the Federation to defend and promote safe and inclusive sports for all.

Members of the network exchange information and experiences and act together to demand policies that ensure that every child and teenager has the right to practice a sport. Children of Amazonas, Bahia, Ceará, Distrito Federal, Maranhão, Mato Grosso, Minas Gerais, Paraná, Pernambuco, Rio de Janeiro, Rio Grande do Norte, Rio Grande do Sul and São Paulo claim and propose social legacies of mega sporting events that Brazil has hosted since the network was created.

In preparation for the 2014 FIFA World Cup, the network organized several local meetings for the right to sport in the cities hosting the Cup. Participants of these meetings listened to ideas about public policies for the promotion of sport and taking these proposals to municipal administrators. The group also organized the campaign #ondeejogo, in which images were recorded and shared of spaces that they use to practice sports in their cities: streets, squares, fields. The children tried to draw attention to the sport practiced by children and adolescents, boys and girls with disabilities and in the outskirts of large cities. Additional themes, such as criminal age, education and protection against violence were also discussed by adolescents in the network, in different cycles of discussions, meetings and cultural activities in the cities.

UNICEF and the International Institute for the Development of Citizenship (IIDAC) support the initiative of those young people. You can learn more and follow the work

of the network through the website: www.rejupe.org.br



A SPECIAL TEAM: CHILDREN AND ADOLESCENTS

An initiative of the NGO Childhood Brasil, in partnership with the Oak Foundation, children developed communication and mobilization projects to promote child rights during the 2014 FIFA World Cup.

These children and adolescents took their projects to the streets, airports, hotels, Fan Fests and several other spaces related to the World Cup.

Belo Horizonte – *The Circus of Everyone for a World Cup for Everyone* relied on young people to hold workshops on various topics related to rights, a mobilizing spectacle for other young people.

Curitiba – In the *Cup Connection*, youth participated in training in human and child rights, photography, social networking, news and video workshops. The activities were organized in schools, youth communal areas and other venues.

Fortaleza – The project *ANA in Schools* took education in self-protection to municipal schools in the regions of greater social vulnerability. Meetings were held with teachers and students.

Manaus – Adolescents surveyed and discussed the risks of violence and sexual exploitation during the World Cup and created preventive actions based on the project *Mobilizing and Acting for Protection During World Cup 2014*.

Natal – Young people were able to share information with other young people about the prevention of sexual exploitation in the project *Changing the Game*.

Recife – Boys were trained by the project *Young Men Mobilized*, with strategies for the identification and prevention of sexual violence. Football was the motto for the awareness raising actions.



Young people of the project *Anonymous Soldier* parade along the shores of Rio de Janeiro, drawing the attention of residents and tourists to child rights.

Rio de Janeiro – The project *Anonymous Soldier – Voice for Heads* held urban interventions to educate locals and tourists about children's rights.

Salvador – The *On the Goal Line* project produced videos and audiovisual kiosks regarding the fight against the sexual exploitation of children and adolescents, which were disclosed at the airport

of Salvador, at the bus station and in Pelourinho.

São Paulo – In the *PIAR in Virtual Nest* project young people were trained as multipliers and created an educational booklet about youth. The project encouraged the use of social media as a tool for youth in promoting their rights. The booklet is available at <http://bit.ly/2bdwORr>.





BALL IN THE NET, AN INITIATIVE OF RELIGIOUS ORGANIZATIONS

In 2011, planning began for the Ball in the Net campaign. People, networks, churches and organizations joined the National Evangelical Network for Social Action (RENAS) with the aim of protecting Brazilian children against abuse and sexual exploitation during the FIFA World Cup.

Before and during the World Cup, RENAS promoted more than 200 activities to protect and mobilize children and adolescents in airports, parks and beaches: hiking, distribution of leaflets, theater plays, flash mobs, vigils, Bible Schools for the Cup (EBC) and the organization of 40 spaces for sheltering children and adolescents in 11 of the 12 cities hosting the World Cup. More than 100 churches promoted activities, always reminding the boys and girls and society that the Christian Bible shows, in various passages, how important children are and that they should be protected.

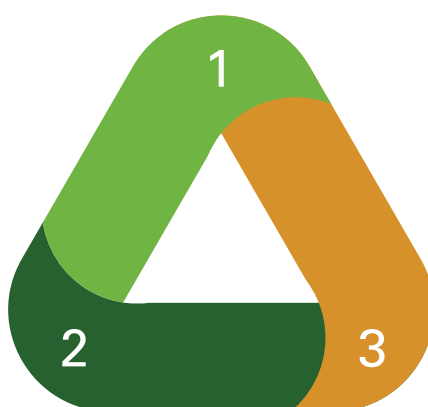
The activities of RENAS were not limited to the host cities. They were also carried out in cities like Coari, 194 kilometers from Manaus, and João Pessoa, capital of Paraíba. They also had volunteers from churches of neighboring countries, as in Porto Alegre, a RENAS partnership with the coordination of public policies for children and adolescents and the municipal committee for fighting violence and sexual exploitation of children and adolescents. The team responsible for children care received specific training for the work in mega events with speakers from Uruguay, Argentina, Chile and Peru. Evangelical athletes supported the campaign.

The Ball in the Net initiative had very good results and will remain active until 2016, when Rio de Janeiro hosts the Olympic Games.

4. A MODUS OPERANDI

With its work methodology defined, based on the action of committees, national and local authorities, and with a view to strengthening the local capacity for the protection of children and adolescents on the days of games, the network of institutions joined in the Agenda for Convergence decided to adopt an on-call model for assisting children and adolescents. The model was based on a tripod:

1. Integrated child care stations



2. Outreach teams

3. Child friendly spaces

The integrated child care stations were intended to function as one-stop shop. In other words, in one single location multidisciplinary teams gathered to prevent a child rights violation victim from being moved between different locations and institutions to receive health care, education and social welfare. The stations allowed helpers to expedite assistance to children, refer them to the child friendly spaces within the integrated assistance venue, return them to their family or include them in a protection network. The model was based on the experience of the World Cup in South Africa.

Most of the stations were set up near the Fan Fests. FIFA organized Fan Fests as official parties for fans during and immediately after the football matches for each of the competitions. A few child care stations were held next to the football arenas.

The outreach teams carried out active searches in the surroundings of the arenas and were able to prevent and identify human rights violations. Outreach teams forwarded children to child friendly spaces if necessary.

The child friendly spaces served as a support base for children while their particular situation was being addressed. In these havens they could watch games, play, eat, rest and engage in other playful and educational activities.

The strategy and the child protection model implemented during the 2014 FIFA World Cup were designed, tested and developed during three events leading up to the 2014 World Cup: the 2013 FIFA Confederations Cup, the 2013 World Youth Day held in Rio de Janeiro, and the carnival of 2014.



The following presents the *modus operandi* of the Agenda.

The integrated child care stations

The idea of setting up integrated child care stations came in response to the need to integrate all sectors, bodies, services and professionals as much as possible to fight child rights violations during the World Cup.

Models of child care stations

In each city and/or metropolitan region the assistance stations worked according to the local situation, the technical possibilities and policies. The model proposed by the Agenda for Convergence, based on integrated care centres, outreach teams, and child friendly spaces, worked with the meeting of various entities, particularly of social welfare, health and human rights, in seven of the 12 host cities (Belo Horizonte, Brasília, Cuiabá, Curitiba, Fortaleza, Manaus and Rio de Janeiro). In Brasília, Cuiabá, Curitiba and Belo Horizonte the three components of the integrated station acted in a concentrated manner in a common space. In the cities of Natal and Salvador this model was

partially implemented, with the exception of the child friendly spaces. On the other hand, in the cities of Porto Alegre, Recife and São Paulo, the child care stations and child friendly spaces acted in a decentralized manner.

Number of child care stations made

Thirty-three integrated child care stations in 12 cities hosting the World Cup were put in place. In the vast majority there was only one integrated child care station. The exceptions occurred in the cities of Porto Alegre, Recife, Rio de Janeiro and São Paulo, where the child care stations were decentralized. In Porto Alegre, there was a general coordination with decentralized units. In Recife, the teams developed decentralized child care stations in the capital and also in towns in the vicinity and in tourist destinations. In Rio de Janeiro three child care stations were implemented: one in Praça XI, bringing together the various services in a location closer to Maracanã and that worked only during games in that stadium, another one in the Copacabana Fan Fest, which worked every day matches took place, and a station in the Guardianship Council of the Vila Isabel district, which covered the area closer to the Maracana Stadium.

33 INTEGRATED CHILD CARE STATIONS WERE PLACED IN 12 HOST CITIES

The number of days on which the child care stations were set up varied to a great extent, city to city, depending on the number of Fan Fests. The highest concentration of child care stations was on the days of Cup games in the host city when Brazil played, regardless of place of occurrence, and during the Round of 16, quarter finals, semi-finals and finals of the World Cup. On average, 25 child care stations were set up in Rio de Janeiro, Cuiabá, Curitiba, Manaus, Natal, Recife and Rio de Janeiro. On the other hand, Belo Horizonte, Salvador and São Paulo had, on average, 14 child care stations each.

Location and hours of operation of the child care stations

The vast majority of child care stations were in spaces nearby, but outside the places where the Fan Fests were held. It was only in Brasília and Curitiba that the station venue was integrated within the space of the Fan Fest. The locations for operation of child care stations varied: public bodies associated with the assistance and/or special protection of children and adolescents (Belo Horizonte, Recife, Rio de Janeiro and Salvador); municipal schools (Curitiba, Natal and Fortaleza); stands or tents (Brasília and

Curitiba); and non-governmental organizations (Porto Alegre). In São Paulo, the composition of spaces was mixed: public municipal agency, school and NGOs.

The operation hours also varied from city to city. More child care stations took place during daytime. They could also include dawn. Nine of the 12 host cities had their schedules stretched between 10 and 23 hours. For the majority of committees, each station lasted an average of 12 hours.

EACH CHILD CARE STATION LASTED 12 HOURS ON AVERAGE

Child friendly spaces

Child friendly spaces were safe places for children in situations of vulnerability, threat or violation of rights. They were areas for waiting while the child assistance agents took the protective measures required. These spaces also served as centres for leisure, sports, cultural activities, and for eating and viewing the games.

Thirty child friendly spaces were in operation during the 2014 FIFA World Cup. In some cities, there were two areas, in others, there were nine.



30 CHILD FRIENDLY SPACES WERE IN OPERATION DURING THE 2014 WORLD CUP

These child friendly spaces were set up in areas near or connected to the child care stations in six cities that hosted the Cup (Brasília, Cuiabá, Manaus, Natal, Porto Alegre and Rio de Janeiro). In Belo Horizonte, Curitiba, Fortaleza, Recife and São Paulo they operated in separate locations. In Fortaleza and São Paulo there were two types of experiences: child care stations integrated into the child friendly spaces and child care stations with child friendly spaces in different places.

In Salvador the child friendly space was open, but closed during the first days, because it was set up away from the circuit used by people during the World Cup, which precluded its use. On the other hand, in Natal, the space was open during the month of June in the same place as the integrated child care stations, but was disabled in July due to the low demand and because the staff was moved to assist families whose homes were destroyed by the rains that devastated the city at the time of the competition and significantly reduced the flow of people on the streets.

A CHALLENGE FOR PROTECTION AND CIVIL DEFENCE

On 15 June 2014, during the first part of the World Cup, the host city of Natal declared a state of emergency because of heavy rains.

This experience shows the need for future host cities to have a contingency plan and mitigation of possible emergencies. The plan would require an integration of the Civil Defence in social protection networks, with health, social care and education professionals.

The days of operation and the workload of the child friendly spaces followed, in general, the schedule of the integrated child care stations.

Outreach teams

It was the teams of professionals (mainly social educators, but not only) who performed active searches for children and adolescents in situations of threat or violation of rights in the area that formed the World Cup circuit in each of the 12 host cities.

In general, the route taken by the teams included the sites most frequented on the days of games, as the surroundings of stadiums and, especially, the Fan Fests. The searches were carried out in a continuous and programmed way in order to identify risk situations and prevent the violation of human rights. Another task of the outreach teams was to raise the awareness of the public at large. For this purpose, they distributed educational materials and campaign pamphlets (read more about the campaigns in chapter 6).

All in all, 37 outreach teams were active in the 12 host cities. Some cities had one team, others had six. In Curitiba, Ação Social Foundation implemented the *Curitiba Mais Proteção* project to intensify the supervision and assistance to children and adolescents in a situation of sexual violence, child labour or any other form of violation of rights. The Brasília committee used an existing service, *Serviço Especial de Abordagem/Cidade Acolhedora*, with two teams, each with five professionals. A team worked next to the Mané Garrincha Stadium on the days of games and another in the Fan Fest. The Recife committee integrated an action of the Government of Pernambuco and developed preventative work in coastal towns – important tourist destinations of the region – with the participation of about 50 teams, each with three educators.

Professionals involved and type of structure deployed

More than 2,500 professionals⁶ acted in the integrated child care station activities and were distributed between offices, outreach teams and

⁶ Proteja Brasil. Integrated child protection during mega sporting events: an Agenda for Convergence in Brazil (Document Summary). Brasília, 2015.



child friendly spaces. The child care stations were composed mostly by professionals from the areas of social welfare of Social Welfare Specialized Reference Centres (CREAS)⁷ and specific human rights agencies dedicated to child protection.

The teams were formed of social workers, psychologists and general service professionals. Health professionals also participated actively, and in an integrated manner, in the same physical space or in health units nearby, usually mobile units. These health units, in good part, attended not only children and adolescents, but the general public.

⁷ The Social Welfare Specialized Reference Centres (CREAS) offer specialized and continued services to families and individuals in a situation of threat or rights violation (physical, psychological, sexual, trafficking of persons, etc.). The focus of the work is on families. The centres may have both local (municipal or Federal District) and regional reach, covering, in this case, a number of municipalities.

The outreach teams were also composed of social educators, who generally were already experienced in street social education work.

In the child friendly spaces, the profile of the teams was similar to that of the integrated child care stations teams. Educational professionals and workshop instructors, professionals with specific skills to hold workshops in reading, theatre and music, also took part in this work.

Registration and statistics

The local committees used different instruments to record the child welfare data. Committees used different tools according to the type of service provided (child care station, outreach team and child friendly space). In general, the committees used a unified registration form, prepared by the national committee of Agenda for Convergence, called *Violations Observatory Data Collection Form – Agenda for Convergence - Proteja Brasil*.

FICHA DE COLETA DE DADOS DO OBSERVATÓRIO DE VIOLAÇÕES
AGENDA DE CONVERGÊNCIA 2014
Comitês locais de proteção integral

UF	
Município	
Nome do Comitê Local	
Data de preenchimento	
Nome do responsável pelo preenchimento	

1. Marco Situacional do Estado

Prevalência Violência de Direitos	
Composição do Fórum de Proteção à Infância	
Composição do Fórum para Atendimento da População em Situação de Rua	

2. Faça uma breve descrição e avaliação das ações desenvolvidas quanto:

Fortalecimento da Capacidade Institucional	
Estratégias de Comunicação/Campanha	
Capacitação	
Monitoração Social	
Fortalecimento dos Centros de Referência	
Elaborar VOA, Atribuição, outros	
Estratégias com o Comitê de Proteção em Situação de Rua	
Parceiros	

3. Plantão

Composição, integrantes e Função (Quantitativa)	
Localização	
Infraestrutura	

Diário e carga horária de funcionamento	
Coordenação	
Equipamentos (pelo)	
Documentos e fluxos de atendimento	
Participação e Integração dos Orgãos	
Registro de atendimentos	
Estratégias de encaminhamento	
Atuação com os municípios do entorno	
Atuação com o Comitê Organizador (caso de FFA/COB)	
Estratégias para garantia da presença de Adolescentes em conflito com a lei	

4. Equipes Itinerantes

Composição, integrantes e Função (Quantitativa)	
Estratégias de abordagem	
Relacionamento da Equipe Itinerante com o Plantão	
Registro de atendimentos	
Estratégias de encaminhamento	

5. Espaço de Convivência

Composição, integrantes e Função (Quantitativa)	
Localização	
Infraestrutura	
Diário e carga horária de funcionamento	
Coordenação	
Registro de atendimentos	

6. Sugestões

Mais atenção da rede de proteção	
Resolução de futuros problemas	

7. Legado

Quais foram os legados da realização da Copa do Mundo na Brasil para as crianças e adolescentes?	
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8. Orientações

Obrigado pela cooperação!
 O restante deve ser encaminhado para a Secretaria Nacional de Direitos Humanos aos cuidados de:

RECURSOS HUMANOS/ QUANTIDADE DE REPRESENTANTES

	Comitê	Plantão	Equipe Itinerante	Espaço Temporário	TOTAL
Estado					
Município/DF					
Conselho dos Direitos					
Conselho Tutelar					
MP					
MPT					
Defensoria					
Juiz					
Assistência social					
Saúde					
Educação					
Turismo					
Trabalho					
Esporte					
Outros					

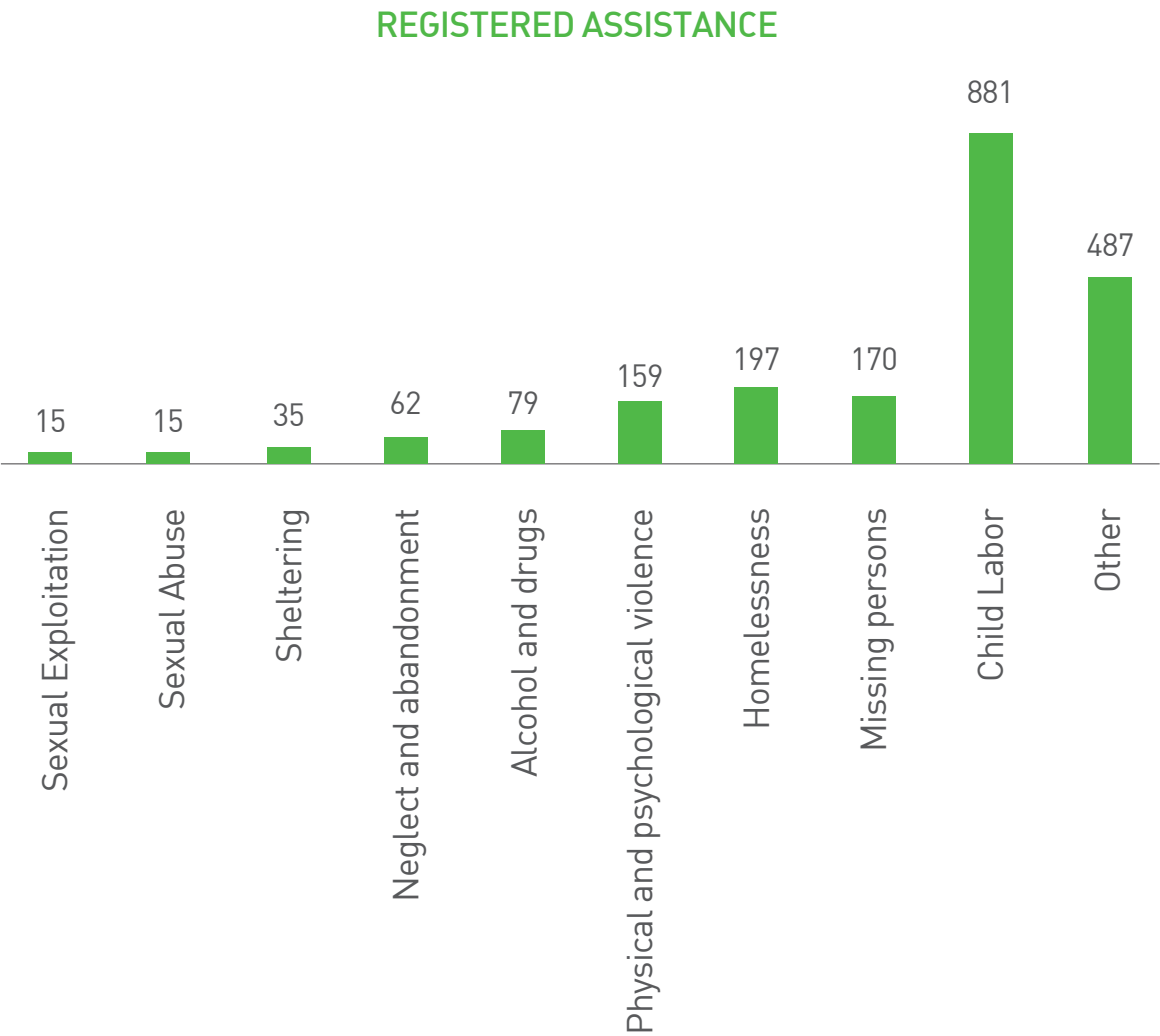
DADOS DE ATENDIMENTO/ QUANTIDADE

	Plantão	Equipe Itinerante	Espaço Temporário	TOTAL
Violência Sexual				
Trabalho Infantil				
Situação de Rua				
Uso de Alcool e Outras Drogas				
Crimes/Adolescentes Perdidos/ Desaparecidos				
Apreensão de Adolescentes em Conflito com a Lei				
Negligência/ Abandono				
Violência Policial				
Outras ocorrências de fatos relevantes				

Committees in action

In 12 host cities, the child care stations recorded 2,100 cases within 30 days of the games.⁸ A vast majority of cases dealt with child labour and the abusive use of psychoactive substances – particularly alcohol – followed by cases of young boys and girls gone missing.

⁸ Proteja Brasil. Integrated child protection during mega sporting events: an Agenda for Convergence in Brazil (Document Summary). Brasilia, 2015.



2,673
PROFESSIONALS⁹
WORKED IN CHILD
ASSISTANCE STATIONS

2,100
INTEGRATED CHILD
ASSISTANCE CASES IN 30 DAYS

⁹ Proteja Brasil. Comprehensive Protection of children and adolescents in the context of mega sporting events: a Agenda for Convergence in Brazil (Document Summary). Brasilia, 2015.

STRATEGIC LEVERAGING OF ACTIONS



Good practices of local committees

Some local committees stood out, extending their operations beyond the territorial limits of the host city. Belo Horizonte, Curitiba and Recife developed joint actions that also reached municipalities in the vicinity of these urban centres (cities of the metropolitan region, tourist towns), in an effort to raise awareness, planning the flow of assistance and coordination between municipalities.

In Minas Gerais, the work of the Belo Horizonte Committee reached 42 municipalities in the metropolitan region, which has a population of about 5.8 million people. In the case of Pernambuco, the State Secretariat of Child and Youth took advantage of the network of the existing *Atenção redobrada* programme to sensitize these cities to redouble their attention to a potential increase in violations of children's rights during the 2014 FIFA World

Cup. The programme developed and supported actions to prevent and fight child labour, sexual exploitation, consumption of alcoholic beverages, homelessness and other children's rights violations, in a joint effort of the State and the municipalities.

It is essential to remember, however, that the assistance stations were an important part of the work of committees. In each of the 12 host cities, a great effort was made to prevent child rights violations. Each of the 12 local committees used different degrees of coordination and ability to remind the community of children's rights. They promoted a feeling of shared responsibility – as provided for in the Federal Constitution – and engaged the members of local committees to provide rapid response capacity with the aim of protecting children.

5. PREPARATION AND PLANNING EFFORTS

As far as mega sporting events are concerned, the analogy between the preparation for an integrated child protection network and the plans for training athletes is inevitable. Like athletes preparing for a competition, the participants of the events of the Agenda for Convergence established timetables and goals and committed themselves to planning, coordination and action efforts. It was intense work that unfolded over two years.

The Agenda can be divided into five steps:

1. The pre-FIFA Confederations Cup
2. The period during the FIFA Confederations Cup
3. The post-FIFA Confederations Cup and prior to the FIFA World Cup
4. The period during the World Cup
5. The period after the World Cup

The period that precedes the FIFA Confederations Cup, held in July 2013, began in August 2012, two years prior to the FIFA World Cup in Brazil. It is at this stage that the local committees were formed in six cities that hosted the Confederations Cup games.

The second stage of the Agenda goes from 15 to 30 June 2013, when Brazil hosted the FIFA Confederations Cup, a test event for the World Cup.

Because of the demonstrations held in some cities, such as Belo Horizonte, the actions of local committees had to be suspended. Even at this stage, soon after the Confederations Cup, Rio de Janeiro put child protection practices in place through its local committee, the Integrated Child Protection Committee, for the mega events in Rio de Janeiro. During the World Youth Day, held at the end of July 2013, the joint efforts continued in place.



#+RIGHTS

In this period, popular demonstrations were held in the streets of several Brazilian cities with demands for more and better policies for health, education and urban mobility. The majority of the hundreds of thousands of demonstrators were young people. The protests began after announcements of increases in urban transport fares in some cities. A few days later, the demonstrators questioned the use of public resources in the organization of mega sporting events.



The third stage begins when the FIFA Confederations Cup and, in the case of Rio de Janeiro, the World Youth Day, end. Once the street protests had cooled down, the individuals and entities involved with the Agenda for Convergence committed themselves to consolidating the lessons learned thus far.

A review of the actions performed during the FIFA Confederations Cup was shared in August 2013, during the 4th Agenda National Meeting. Representatives of the six host cities for the Confederations Cup and representatives of the other six cities that hosted the games of the 2014 FIFA World Cup – São Paulo, Porto Alegre, Belo Horizonte, Cuiabá, Natal and Curitiba – began to structure their local committees, based on the lessons already learned and shared.

The focus of the Agenda was readjusted. Initially aimed at the protection of children and adolescents against sexual violence, the institutions mobilized under the Agenda noticed, during the FIFA Confederations Cup, a larger array of situations: negligence and other types of violence, child

labour, temporary disappearance of children and adolescents, the use and abuse of alcohol and other psychoactive substances, commission of offenses by adolescents and situations of abuse of force by State agents.

The areas of intervention addressed by the Agenda were then expanded. In addition to the 12 cities and venues for the 2014 World Cup, the Agenda was to consider and focus attention on dry ports, maritime and inland ports and municipalities bordering other countries. A great deal of attention was directed to a massive displacement of visitors from neighbouring countries who crossed Brazilian land borders.

The audience of the Agenda for Convergence was also enlarged. In addition to children and adolescents, the defence of the rights of the homeless population and the follow-up of cases of violation of rights involving people with disabilities and the LGBT population (Lesbians, Gays, Bisexuals, Transvestites, Transsexuals and Transgenders) were incorporated into the Agenda.

A WIDER PERSPECTIVE

Following the example of what had been done regarding children and adolescents, in future mega events a mapping is recommended of the risks that may affect population groups such as LGBT people, people with disabilities and homeless populations. A mapping of risks includes:

- i. The location of vulnerable groups;
- ii. The understanding of what are the vulnerabilities and challenges so that they can be handled;
- iii. The identification of the installed assistance capacities;
- iv. The preparation of a detailed responsibility matrix: which organizations and instances are responsible for policies and actions;
- v. The identification of decision-makers and the assistance flows;
- vi. Careful and accurate monitoring of cases of violations;
- vii. The monitoring of the answers already handled, which in turn help to identify needs for institutional strengthening, capacity building, dialogue with the security and justice sectors;
- viii. The design of a programme or project that is planned and has integrated actions.

In general, programmes that rely on risks mapping allow:

- i. The detection of persons on the verge of being affected;
- ii. The monitoring of the situation;
- iii. Ability to report situations both of vulnerability and rights violation;
- iv. The implementation of actions that ensure the rights of all people;
- v. Greater integration of actions and policies.

272,000

**TOURISTS IN BRAZIL DURING THE
CONFEDERATIONS CUP**

3.7 MILLION

**CATHOLICS IN
RIO DE JANEIRO FOR THE
WORLD YOUTH DAY**

The individuals and entities gathered in the Agenda for Convergence sought to intensify the dialogue with the World Cup Executive Group in the Federal Government (formed by eight ministries) and the committees of FIFA.

The initiative began to take on a more institutional character.

The Agenda national committee defined and made public its strategic action plan for the 2014 World Cup, which summed the actions performed by all committees:

- a)** Intersectorial, multi-institutional teamwork to coordinate the societal efforts;
- b)** Implementation of educational campaigns;
- c)** Development of training activities aimed at preventing child rights violations and guiding rights operators and society in general;
- d)** Strengthening the institutional capacity of the components of the system guaranteeing children's rights;
- e)** Implementation of interinstitutional and multi-institutional coordinated activities in locations close to the mega sporting events areas, as well as cultural actions and sporting activities with children and adolescents in schools and community centres;
- f)** Documentation, monitoring and evaluation of the activities undertaken.

During the carnival, a new test was conducted for integrated child protection activities. The cities of Fortaleza, Recife, Rio de Janeiro and Salvador put the Agenda's strategic action plan into practice.

At the national level, the Department of Human Rights and the Ministry of Tourism intensified the mobilization of the Proteja Brasil campaign, with the goal of addressing violence and sexual exploitation of boys and girls.

17 SHORT-TERM GOALS MADE UP THE ACTION PLAN OF THE AGENDA FOR CONVERGENCE NATIONAL COMMITTEE

The principle of convergence and coordination gained attention in the *Reference Guide for Integrated Child Protection Committees in Host Cities of the 2014 FIFA World Cup and Mega Events*. The document contained technical information and guidance for the work of the 12 local committees.¹⁰

During the pre-World Cup period, the last local committees were established. The design of the Agenda and its methodology of child care and welfare was tested, shared, and coordinated at the international, national and local levels.

Then came the most important moment: the time to, effectively, enter the field. The FIFA World Cup started on Thursday, 12 June 2014.

The Agenda came into operation in 12 host cities. Some challenges for child protection were overcome during the Confederations Cup and the World Cup. Other challenges, however, persisted – for example, children working as street vendors, often accompanying their parents, who were also vendors. This violation is still persistent in Brazil: the labour of boys and girls accompanying their parents or helping to supplement their family income in activities in the informal market. It is important to remember that the days on which the World Cup games were held were declared holidays in the host cities. Schools were closed and some families took their children with them to work in the streets, due to the lack of safe spaces for leaving the children and adolescents.

¹⁰ The document is available on the website of The Human Rights Secretariat of the Presidency of the Republic: <http://bit.ly/1zejwb5>

1 MILLION FOREIGN TOURISTS VISITED BRAZIL DURING THE WORLD CUP

The reduction of child labour was one of the great achievements of Brazil in the past 25 years¹¹. Between 1992 and 2013, the number of children and adolescents from 5 to 15 years working in the country dropped from 5.4 million to 1.3 million (PNAD), a 76% drop in the child labour rate for this age group (from 13.6% to 3.3%).

Currently, there are almost no children between the ages of 5 to 9 years working in Brazil. However, there are children in the age group of 10–15 who are working. Most of the victims are black boys in urban areas. The rates have declined since 1992, especially in the Northeast Region, with a 75% drop (PNAD). Most of those children perform paid work. The number of girls involved in household chores is significant. Many are either out of school or lagging behind.

Child labour laws were included in Article 7 of the 1988 Constitution and in a specific section of the Statute of the Child and Adolescent. In 1998, the International Labour Organization (ILO) announced the Convention 182 which dealt with the worst forms of child labour. Brazil approved Constitutional Amendment No. 20, which raised the minimum age from 14 to 16 years, except in the cases of apprenticeships.

The legal frameworks were accompanied by a large mobilization of civil society for the reduction of child labour. Brazil became an international reference in the fight against child labour exploitation.

3 MILLION DOMESTIC TOURISTS TRAVELLED AROUND COUNTRY

One of the main causes of the problem is the economic situation of households, so in 1996 the Program for the Eradication of Child Labour (PETI) was created. The programme was in force until 2005 and then it was integrated into the *Bolsa Família* programme. From then on, the families who received the PETI benefit also had to fulfil requirements of education and health of the new programme, which currently reaches 11.1 million families.

Along with economic barriers, there are political, social and cultural issues which hinder the elimination of child labour. A lack of opportunities is one of the factors that lead children and adolescents to start working prematurely. Education is fundamental to this debate.

Child labour affects academic performance. Among boys and girls who work, school performance is lower to that of children who only study, as shown by the data of the Evaluation System of Basic Education (SAEB): the performance in Portuguese and Mathematics of those children that work is poorer than the performance of those who do not. Consequently, grade retention rates, abandonment and school dropout are higher among working children, a cycle that increases the vulnerability of children.

It is essential to ensure permanence and learning so that the child labour statistics continue to improve.

¹¹ Contents adapted from #ECA 25anos – ESTATUTO DA CRIANÇA E DO ADOLESCENTE, Avanços e desafios para a infância e a adolescência no Brasil. Brasília, UNICEF, 2015.

PLAN AND PRACTICE

There is always a gap between what is imagined, what is planned and what is actually implemented. This was no different in the case of the national and local committees involved with the Agenda for Convergence. Throughout the work, practice proved to be different from what had been expected, but the Agenda's work model allowed those involved to learn from these surprises and, above all, to improve planning and actions. It was of utmost importance to have tested this work model during the Confederations Cup in 2013.

The table below briefly summarizes some of the points in which practice helped to adapt responses and actions.

PLAN	PRACTICE
The 12 local committees had some degree of coordination and engagement, in addition to similar budgets	There were important differences in the maturing of the joint efforts, the formalization of the committees, the commitment to the agenda for children and adolescents, and in the budget made available for implementing the necessary actions
Temporary child care stations bringing together all the child protection groups in one single space	This could not be done in all of the cities. A recurrent action model was that of decentralized child care stations: the social welfare, health and child protection bodies came together in one single space or worked in the close vicinity of the World Cup events, while the security and justice institutions carried out coordinated efforts in spaces other than those of the social welfare stations.
Exclusive child welfare	The actions of the Agenda for Convergence also supported the services offered to the homeless adult population and were implemented in cases of emergencies/disasters, as, for example, in Natal, in the state of Rio Grande do Norte, which was affected by heavy rains during the World Cup: 100 families had no shelter because of the floods
Cases of sexual violation against children, especially those related to the tourism sector, were the most important source of worries for the entities concerned with the child rights protection became an important focus of interest on the part of the national and international media	Cases of child labour, temporary disappearances, and children and adolescents in situations of homelessness were the most recurrent cases handled
Communication actions were to be scheduled over time and would be the object of specific planning	The mobilization, coordination, communication, and training actions were carried out, most often, independently and simultaneously by each of the local committees.

In the fifth and final stage of the Agenda, it was time to assess the initiative, the systematization of the numbers and legacies and to review the recommendations.

In August 2014, the 10th National Meeting of the Agenda for Convergence was the forum for a broad evaluation of the initiative. Five months later, in the 11th Agenda National Meeting, the document *Agenda for Convergence for integrated child and homeless people protection during mega sports events* was shared with those who worked to make the Agenda a reality.

After the World Cup, Brazil followed the discussion of strategies for continuing the work of the Agenda for Convergence. The foci were the implementation of the management of a continued comprehensive policy in the country and the strengthening of the child rights guarantee system, provided for in the Statute of the Child and Adolescent, as well as the challenges of reflecting on the transversality of human rights policies in Brazil.

In October 2015, Brazil hosted the World Indigenous Games, which required special attention in the

adaptation of the Agenda methodology. In 2016, the country will host the Olympic and Paralympic Games. Months away from these mega events, an effort is made to enhance and expand the actions of the local committee of Rio de Janeiro, as well as mobilizing committees in other cities that will host some of the games.

Altogether, the challenge of guaranteeing children's rights continues to invite innovation, joint efforts, dialogue and action. To contribute to the construction of a global agenda of protection during mega sporting events, a report systematizing the experience of the Agenda for Convergence was delivered to the embassy of Russia in Brazil. Russia will host the next FIFA World Cup in 2018.

In November 2015, the methodology of the Agenda for Convergence was also presented by the Permanent Representative of Brazil in Geneva, at an event organized by Wilton Park (an agency related to the Ministry of Foreign Affairs of the United Kingdom), the mission of Switzerland in Geneva and by the Institute for Human Rights and Business on human rights and mega sporting events in Montreux, Switzerland.



THE CHALLENGE OF DOCUMENTING AND SYSTEMATIZING THE ACTIONS OF THE AGENDA FOR CONVERGENCE

The Agenda for Convergence is an experience that can help to define databases and references for other major events in Brazil and in the world. Therefore, the documentation and systematization, monitoring and evaluation of their actions was considered essential to ensure that the results of the Agenda – both the successes and difficulties, but mainly its process – could be shared.

The local committees were advised to seek ways to record processes and actions. These would be the basis for the monitoring and evaluation of local experiences and for an overview of all of the Agenda. For the management of this information three instruments were prepared and made available: a form to record the profile of local committees and planning activities that preceded the World Cup; registration forms, information on educational actions and of assistance forms; and the road map form for preparing the report of activities carried out by the Agenda for Convergence local committees during the 2014 FIFA World Cup.

However, the information documenting and management capacity proved to be an area that deserves more attention and, possibly, needs to be the object of specific training for all involved. During the work of the FIFA World Cup, only half of the local committees prepared reports with a description and evaluation of the activities developed. There were focal points for documentation of work in each of the host cities, in a monitoring effort promoted by SDH. Be that as it may, the information was not, largely, recorded consistently and systematically. After the completion of the World Cup, a work of consolidation of the Agenda allowed for the retrieval of a good part of the activities developed, mainly by means of reports of committees held during the 11 Agenda's national committee meetings.

IMPROVEMENTS BY MONITORING AND EVALUATION

In the upcoming networking initiatives, the monitoring and evaluation of actions can be improved. It is essential that all parties involved understand and engage themselves in the recording and generation of data and information that is accurate and well founded.

For many, the recording work can be seen as an additional demand, when, very often, there

is so much to be done. But it is important that everyone understands the more and the better information, gathered in an organized and systematic manner, the more robust the improvement process and formulation of public policies for the protection of human rights becomes, and the better the actions can effectively protect children, adolescents and other population groups.

THE STAGES OF THE GAME



30 October 2007 – FIFA officially announces Brazil as the host of the 2014 World Cup. The country hosts the competition for the second time in 64 years.



April 2011 – Network of Adolescents and Young People for the Right to Safe and Inclusive Sport (REJUPE) is created as a result of the meeting of girls and boys of 11 Brazilian States, organized by UNICEF and the International Institute for the Development of Citizenship (IIDAC).



August 2011 – Childhood Brasil offers a workshop to exchange experiences on child protection during mega events. The idea of an Agenda for Convergence between NGOs, universities, the private sector and public authorities for protection, prevention and coping with situations of sexual violence against children and adolescents arises during the workshop



August and September 2012 – Meeting with the South African NGO Child Welfare to assess the protection of children and adolescents in World Cup 2010, held in South Africa. Creation of the National Committee of the Agenda for Convergence, consisting of 34 organizations.



October 2012 (to 2014) – 10 meetings held by the national committees and local authorities with the objective of discussing the training of persons who would work on the events and corresponding activities.



March 2013 – Creation, in Recife, of the local committee for integrated child protection during major events held in the State of Pernambuco; and the creation, in Salvador, of the committee of integrated child protection during large events held in the State of Bahia.



April 2013 – Creation, in Belo Horizonte, of the Minas Gerais Committee for integrated child protection during major events; in Brasília, the Committee for the Protection of Children and Adolescents during major events held in the Federal District; and, in Rio de Janeiro, the creation of the Committee for the Protection of Children and Adolescents during Major Events held in the state of Rio de Janeiro.



May 18, 2013 – Launching of the Proteja Brasil campaign, an initiative of the Federal Government.



6 June 2013 – The first popular protests take to the streets of São Paulo and Rio de Janeiro. A week later, millions of people – especially young people – take to the streets of major cities in the country to demand more and better public policies for health, education and transport. Criticism of the resources destined for the World Cup is made in the protests, which get the attention of the national and international media. The police violently curb some of the protests.



23 to 28 July 2013 – Brazil hosts the World Youth Day, attended by Pope Francis and millions of Catholics in Rio de Janeiro. The local committee of Rio de Janeiro was active during the event.



August 2013 – Creation, in Porto Alegre, of the local committee for integrated child protection during major events – World Cup 2014.



15 June 2013 – The FIFA Confederations Cup begins in Brazil. Organized by FIFA, the event is a test for the World Cup. It was also a test for the local committees of six host cities that participated in the competition: Belo Horizonte, Brasília, Fortaleza, Recife, Rio de Janeiro and Salvador.



30 June 2013 – End of the Confederations Cup.



December 2013 – Creation, in Manaus, of the Local Pro World Cup Integrated Committee.



February 2014 – Creation of the local committee for integrated child protection during major events in Curitiba; and, in São Paulo, the Committee for the Full Protection of Children and Adolescents is created. Release of the *Reference Guide for Integrated Child Protection Committees in Host Cities of the 2014 FIFA World Cup and Mega Events*, published by SDH. The local committees of Fortaleza, Recife, Rio de Janeiro and Salvador test the Agenda's action plan during the Carnival.



March 2014 – Creation, in Cuiabá, of the Committee for the Comprehensive Protection of Children and Adolescents during the 2014 Major Events and, in Natal, the Committee for the Protection of Children and Adolescents in Mega Sporting Events and in the 2014 World Cup.



April 2014 – Creation of the local committee for integrated child protection during major events in Fortaleza.



18 May 2014 – As is the case every year, Brazil celebrates the National Day to Combat the Sexual Abuse of Children and Adolescents. UNICEF promotes the Proteja Brasil application, during an event with the player Tinga, who had been a victim of racism during a soccer match.



12 June 2014 – Opening of the 2014 FIFA World Cup. Brazil opens the competition in São Paulo and beats Croatian team. On that same day the Day to Combat Child Labour is celebrated.



28 June 2014 – Beginning of the Round of 16 of the World Cup.



8 July 2014 – Beginning of the World Cup semifinals.



13 July 2014 – The 2014 FIFA World Cup finals take place in the Maracanã Stadium in Rio de Janeiro. Germany beats Argentina by 1x0. The date marks the 24th anniversary of the adoption of the Statute of the Child and Adolescent.



August 2014 – Meeting for evaluation of actions of the Agenda.



15 to 16 December 2014 – The preliminary version of the document *Agenda for Convergence for Integrated Child Protection and the Homeless Population in the Context of Mega Sporting Events*, which tells Brazil's experience in the protection of children during the 2014 FIFA World Cup, is delivered to the representatives of the Russian Embassy in Brazil. Russia will host the FIFA World Cup in 2018.

6. INNOVATION IN INTEGRATED CHILD PROTECTION

Mega sporting events gain, at each edition, greater complexity and visibility. Connected by means of telecommunications to fourth-generation technologies, people follow these events in faster and more diverse ways. TVs, smartphones, tablets and social media are available. Similar to the integrated child protection network, there is a convergence of screens, technologies and content. People want to engage themselves and to feel they are part of the event. This scenario requires new forms of communication and participation.

The Proteja Brasil app was a response to the public's desire for innovation and interaction.

The Proteja Brasil app was developed for mobile devices and tablets facilitate the identification and notification of situations of child rights violations. It can be installed for free in devices that have the iOS and Android systems. From the location of the user, it indicates numbers, addresses and the best way to get to the offices specializing in child and youth protection, guardianship councils, juvenile courts and organizations that help to fight child violence in major Brazilian cities.

The user can also choose to send a complaint, by voice call directly to Disque 100, the main channel for complaints in the Federal Government, maintained by SDH. The calls are anonymous and free of charge and can be made 24 hours a day, seven days a week. Outside the country, the app displays the telephone numbers and addresses of embassies and consulates of Brazil.

The tool facilitates the identification of human rights violations in so far as its menu displays the most recurrent types of violations in Brazil: child labour, physical violence, psychological violence, sexual violence, discrimination, torture, human trafficking, neglect and abandonment. The person making the notification remains anonymous.

The application is a pioneering initiative in the georeferencing of public equipment aimed at integrated child protection. It uses the power of the universe of mobile devices to meet an urgent demand: preventing and combating child rights violations.

Its innovative character lies not only in the possibility of facilitating notifications, but also in encouraging the use of smartphones as a child protection tool.

When it was released, the app joined the Proteja Brasil campaign, of the Communications Secretary of the Presidency of the Republic, which also had as its objective to invite the public to be attentive and denounce all forms of child rights violations.

When the Human Rights Secretariat decided to give continuity to the campaign, UNICEF, Cedeca-Bahia, and IlhaSoft (developers) presented the tool for mobile phones and tablets. The Agenda for Convergence National Committee then decided to embrace the tool as one of the aspects of the campaign.

IN 2014 THE PROTEJA BRASIL APP HAD MORE THAN 40 THOUSAND DOWNLOADS

Its release had an extensive repercussion in the media and received public support on the part of authorities – including President Dilma Rousseff – human rights activists and celebrities. Technology magazines evaluated the application positively. Google also gave prominence to the app.

The Ministry of Education mobilized teachers so that they could download the application in their tablets and mobile phones. The advertising agency, Fermento, redesigned the application interface *pro bono*. In partnership with Fundação Telefônica, millions of SMS messages were sent to promote the campaign in May 2014.

The application was the main element of the *Está em Suas Mãos Proteger Nossas Crianças* campaign, developed by UNICEF internationally. Actors Lázaro Ramos and Danny Glover, UNICEF ambassadors, and Italian soccer player Alessandro Del Piero, ambassador of the International Centre for Sport Security (ICSS), helped to publicize the initiative.



975,000

TEACHERS RECEIVED
A MESSAGE FROM THE
MINISTRY OF EDUCA-
TION, ENCOURAGING
THEM TO DOWNLOAD
THE APPLICATION

20 MILLION

SMS MESSAGES
PUBLICIZING THE
CAMPAIGN WERE
SENT IN A
PARTNERSHIP
WITH TELEFÓNICA

276,000

PEOPLE PER DAY
WERE REACHED
BY A CAMPAIGN
VIA FACEBOOK
AND OTHER
SOCIAL NETWORKS

The application was considered by members of the Agenda as one of the most important legacies of the World Cup for child rights. The report of the local committee of the country's capital, Brasília, one of the host cities, states:

"The creation and dissemination of the Proteja Brasil app [is] one of the main legacies that the World Cup will leave for the country."

Now, the Proteja Brasil app inspires other countries willing to adopt similar tools to enhance their strategies for child protection. Its history

was recorded, as a case study, in the publication *Proteja Brasil App: Technology and Innovation in Child Rights Protection*.

**GOOGLE DISPLAYED THE
PROTEJA BRASIL APP IN
GOOGLE PLAY, ITS VIRTUAL
STORE**

7. EVERYONE UNITED, INFORMED AND ENGAGED: COMMUNICATION, SPORTS AND PROTECTION

Keeping society alert and engaged in integrated child protection required that members of the Agenda for Convergence conduct permanent social mobilization work.

Numerous communication activities were developed during the two years of preparation and action of the Agenda. Communication was organized in three coordinated and complementary strategies:

- i. Social mobilization campaigns
- ii. Media relations
- iii. Internal communication of the Agenda (between those involved in the network)

The campaigns

The participants of the Agenda developed – and continue to develop – social mobilization campaigns on children's rights in different formats and intensity. Some are more focused on specific themes, others are of a more general character. Thus, for the work of the Agenda and around the 2014 FIFA World Cup, these campaigns were intensified or adapted to this special moment in the country.

All in all, the individuals and entities involved with the Agenda developed 18 national, international, and local campaigns. The topics included the mobilization of foreign and domestic tourists regarding sexual abuse of children and adolescents, prevention and fight against child labour, HIV/AIDS prevention and other health care issues or even the concept of integrated child protection.

18 NATIONAL, INTERNATIONAL, AND LOCAL CAMPAIGNS WERE DEVELOPED BY INDIVIDUALS AND ENTITIES OF THE AGENDA

Different institutions also promoted those campaigns. International entities were responsible for two of them: UNICEF and UNAIDS. Agencies

in the Federal Government coordinated three of them: the Human Rights Secretariat, the Ministry of Health, and the Ministry of Tourism. The Federal Public Ministry of Labour participated in the coordination of another campaign. Childhood Brasil, Plan International Brazil, Itaú Social Foundation, National Alliance of Adolescents and the National Forum for the Prevention and Eradication of Child Labour, municipal governments, and the Federal District coordinated five campaigns.

"It should be noted that adherence to the campaigns on the part of national and international organizations, as, for example, the Proteja Brasil and Não Desvie o Olhar campaigns, in addition to saving resources, integrated, optimized and contributed to a greater responsiveness of the actions of the Committee, because from the access to material already published it was possible to coordinate its dissemination throughout the partnership network. (Report of the Brasília Committee, DF)

Three campaigns were able to successfully mobilize people and inspire local initiatives and are highlighted here.

The first one is the Proteja Brasil initiative, an umbrella campaign of the Agenda for Convergence. The objective of the initiative was to raise public awareness of the need to be alert to child rights violations, such as abuse, sexual exploitation, and child labour, and prevent and report them. The campaign also stresses a demand for people to denounce cases of child rights violations through Disque 100.¹²

Another campaign of greater visibility was the *Está em Suas Mãos Proteger Nossas Crianças* initiative, launched by UNICEF in Brazil and in other 30 countries, in partnership with the Save the Dream initiative, of the International Centre for Sports Security (read more about this initiative below).

¹² *Disque Direitos Humanos* is a toll-free help line which operates 24 hours a day, 7 days a week, receiving reports of human rights violation. It is maintained by the National Ombudsman for Human Rights.

Launched on 18 May 2014, the campaign aimed to prevent cases of violence and discrimination against children and adolescents and help decrease the tolerance of society with respect to child rights

In addition to face-to-face mobilization, it was possible to adapt and make use of campaign materials by downloading them at <http://www.naodesvieoolhar.org.br/>.



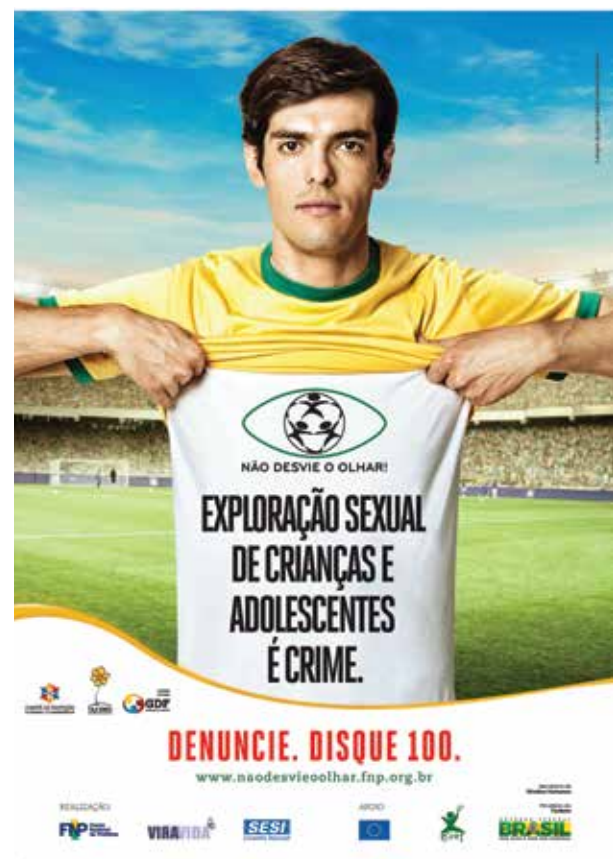
violations during the World Cup. The campaign materials presented the Proteja Brasil application to the public as an ally in the fight for children's rights on social networks.

The campaign had the support of football players, such as Kaká and Juninho Pernambucano, as well as other personalities and celebrities, which contributed to the materials being widely used by local committees.

The third campaign highlighted was *Não Desvie o Olhar*, an international initiative to raise awareness against the sexual abuse of children and adolescents, carried out in 16 countries in Europe and in the United States. The Brazilian version was coordinated by the Conselho Nacional do Serviço Social da Indústria (SESI), the Frente Nacional de Prefeitos (FNP) and by the ISCOS Piemonte, with support from the European Union and SDH. It was conducted in partnership with the 12 host cities of the World Cup, as well as public and private institutions.

The World Cup was the focus of the *Não Desvie o Olhar* initiative which informed the fans about the legal consequences of child sexual abuse in Brazil and the penalties applicable in the country. The public was also invited to learn about the child protection councils and report if and whenever they knew of cases of sexual abuse, by using the Disque 100 phone service.

The campaign material was distributed in travel agencies, airports, bus stations, airplanes, interstate buses, taxis, highways, hotels, bars, restaurants in the immediate vicinity of the stadiums, beach promenades and tourist spots.



THE CAMPAIGNS OF THE AGENDA FOR CONVERGENCE

Title	Scope	Coordinating organizations	Partners
Proteja Brasil	National	Human Rights Secretariat	Ministry of Tourism, UNICEF, and others
Está em Suas Mãos Proteger Nossas Crianças	International National	UNICEF	UNICEF, ICSS, Ogilvy
Não Desvie o Olhar	International National	Conselho Nacional do Serviço Social da Indústria (SESI/CN)	Frente Nacional de Prefeitos (FNP), the European Union, The Human Rights Secretariat of the Presidency of the Republic
Cartão Vermelho ao Trabalho Infantil	National	National Forum for the Prevention and Elimination of Child Labour (FNPETI), the International Labour Organization (ILO) and the Public Ministry of Labour (MPT)	Various
Trabalho Infantil Não é Legal	National	Public Ministry of Labour (MPT)	
Turismo Sustentável e Infância	National	Ministry of Tourism	Ministry of Education, Ministry of Social Development and Hunger Alleviation, state and municipal secretaries of tourism
Brasil na Defesa da Infância	International National	Childhood Brasil	
Entre em Campo pelos Direitos das Crianças e do Adolescentes	National	Fundação Itaú Social	Boards of Rights of Children and Adolescents
Proteja o Gol	International National	The Joint United Nations Program on HIV/AIDS (UNAIDS)	
11 pela Saúde	International National	Ministries of Health, International Federation of Association Football (FIFA)	The Ministry of Education and State departments and municipal counterparts

THE CAMPAIGNS OF THE AGENDA FOR CONVERGENCE

Title	Scope	Coordinating organizations	Partners
Copa das Meninas	International National	Plan Internacional Brasil	
Adolescentes Conect@s por uma Copa sem Violência Sexual	National	Aliança Nacional das Adolescentes	The Human Rights Secretariat of the Presidency of the Republic of Brazil, ECPAT Brasil, Comitê Nacional de Enfrentamento da Violência Sexual and Instituto C&A
Campanha de Proteção Integral (Diversão e Proteção Juntas e Juntos pela Proteção Integral de Crianças e Adolescentes)	District	Brasília (DF) Local Committee	Organizations participating in the District Committee
BH: Crianças e Adolescentes Protegidos	Municipal	Prefeitura de Belo Horizonte	All the organizations participating in the Local Committee
Dê uma Batida, Salve Todos	State	Secretaria Municipal de Desenvolvimento Social e Direitos Humanos da Prefeitura de Recife, PE	
Violência Sexual contra Crianças e Adolescentes: É Hora de Acabar com Essa História	Municipal	Prefeitura Municipal de Recife.	
O Melhor de Nós pelas Crianças e Adolescentes	Municipal	Secretaria de Assistência Social e Direitos Humanos da Prefeitura de Manaus	All the organizations participating in the Local Committee
Você Não Veio para Ficar Tanto Tempo, Veio?	Municipal	Instituto Brasileiro de Estudos, Pesquisa e Formação para a Inovação Social (IBEPSI)	Fórum Estadual de Erradicação do Trabalho Infantil, Aprendizagem e Proteção ao Adolescente (FOCA/RN), DKA-ÁUSTRIA, ECPAT Brasil, Assembleia Legislativa do RN/Selo Copa Legal e Câmara Municipal de Natal/Frente em Defesa dos Direitos das Crianças e dos Adolescentes

Obs.: Table drawn from meetings of the Agenda for Convergence, held in 2013 and 2014.

SPORT WITH SAFETY AND RIGHTS GUARANTEED

Headquartered in Doha, Qatar, the International Centre for Sport Security (ICSS) operates globally to ensure the integrity of sport and the fight against corruption. The centre has child rights as one of the main points of its action agenda, especially in the areas of education and protection against the trafficking of girls and boys.

The Save the Dream initiative promotes the principles of sport with children and young people to help protect sport against corruption, violence and discrimination. Launched in 2012, the project has won global support, with the adhesion of athletes and former athletes, international organizations and civil society movements.

Media relations

Thanks to their role in mediating information and the scheduling of discussions in society, the media were one of the special audiences chosen by the Agenda for Convergence. After all, it was essential that accurate information was accessible and could be shared by the authorities and society.

Each of the partners and participants of the Agenda developed relations with the media. The central work strategy of the Agenda was to train journalists about integrated child protection during mega sporting events in a well-informed and qualified manner. The goal established, then, was to identify, mobilize and guide 100 journalists about children's rights during the Confederations Cup and the FIFA World Cup. These media professionals were trained to learn and be able to better inform their audience about the risks of child rights violation, concepts of protection, the design of the rights guarantee system, data on childhood and adolescence in Brazil, reference projects and sources of information.

100 JOURNALISTS WERE INSTRUCTED ABOUT CHILDREN'S RIGHTS DURING THE WORLD CUP

The Agenda's communications committee was composed by the Human Rights Secretariat, the NGO News Agency for Children's Rights (ANDI), UNICEF, Itaú Social Foundation, Childhood Brasil and the staffs of communication of the organizations coordinating the local committees.

The committee held 18 training sessions for journalists. It also published the *Journalistic Coverage Reference Guide – Major Sport Events and Child Rights*, with information about the World Cup and the current status of childhood and adolescence in Brazil (with economic, social, and legal data).

18 TRAINING SESSIONS FOR JOURNALISTS WERE OFFERED BY THE AGENDA

The guide is available on the Internet¹³ and contains a brief report on the history of children's rights in Brazil. It also presents the Agenda for Convergence and explains details, the framework of the initiative and how it was to act during the tournament. It presents, in detail, the legal framework, data, services and reference projects on sexual abuse and exploitation, child labour and alcohol/drugs and tips on how to address these issues in news

¹³ <http://bit.ly/2b4Eflj>

stories. It also offers an extensive guide to sources on children's rights in 12 host cities, with contact information, websites and addresses of agencies and entities participating in the local committee or which were collaborating with the Agenda.

The publication was edited by News Agency for Children's Rights (ANDI), in a partnership with SDH/ SNPDCA and the National Council of Children's Rights.

Another important output with journalists was a special edition of the Tim Lopez Prize for Investigative Journalism. The contest is now in its seventh year.

This contest is organized by the News Agency for Children's Rights (ANDI), UNICEF and Childhood Brasil, with the support of the International Labour Organization (ILO), the National Federation of Journalists (FENAJ) and the Brazilian Association for Investigative Journalism (ABRAJI). It is a tribute to journalist Tim Lopes, one of the most important reporters in the Brazil who was murdered in 2002 when investigating cases of sexual exploitation in Rio de Janeiro.

The initiative has a different format from the more traditional awards for journalists. Instead of rewarding news stories already published or broadcast, the Tim Lopes Prize, created in 2002, recognizes the best guidelines for investigative journalism and supports the authors of the news idea in carrying out their investigations. In addition to offering financial resources and guidance, it acts as a kind of 'grant'. The theme of sexual exploitation of children and adolescents is always the focus of the initiative.

In 2013, within the framework of the Agenda, the Tim Lopes Prize recognized seven proposals for articles that would focus on children's rights in the context of the World Cup, among 30 topics of this edition.

SEVEN PROPOSALS WERE AMONG THE 30 FINALISTS OF THE 2013 TIM LOPES PRIZE



The journalists awarded were trained for two days (on the themes of integrated child protection and related data on childhood and adolescence in Brazil, sources to be heard, concepts of protection and rights guarantee), and received financial support and technical monitoring from ANDI, the organizer of the contest.

The award-winning reporting assignments were made available on radio, newspapers, magazines, TV and online media and can be accessed at <http://www.andi.org.br/timlopes/60830>.

Radio

Agenda: Cities hosting the World Cup, sports and rights of children/adolescents

Vehicle: Radios EBC (Radioagência Nacional, Nacional and MEC of Brasília, Rio de Janeiro, Amazon and Alto Solimões)

Journalist responsible: Juliana Cezar Nunes

Print Media

Agenda: The effects of the expropriations of FIFA 2014 on continuity of education of children and adolescents

Vehicle: Hoje em Dia

Journalist responsible: Bruno de Carvalho Moreno

Agenda: The ports of abandonment

Vehicle: Correio Braziliense

Journalist responsible: Helena Mader

Online, alternative and community media

Agenda: Beyond the World Cup

Vehicle: Portal W10/Jornal do Commercio

Journalist responsible: Mellyna Andrea Reis dos Santos

Special category 'sexual violence against children and adolescents during the 2014 World Cup'

Agenda: Foul Play: World Cup increases threat of child sexual abuse

Vehicle: Public Agency for Investigative Journalism

Journalist responsible: Andrea Di Profio Moretoni

Agenda: Boys on sale

Vehicle: Revista Brasileiros

Journalist responsible: Fernanda Cirenza

263 NEWS REPORTS RELATED THE UNIVERSE OF CHILDREN AND YOUNG PEOPLE DIRECTLY TO WORLD CUP

42 NEWS REPORTS EXPLICITLY QUOTED THE AGENDA FOR CONVERGENCE

Honorable Mention

Agenda: sexual exploitation of children and adolescents in the context of the 2014 World Cup

Vehicle: TV Brasil – Empresa Brasil de Comunicação

Journalist responsible: Bianca Vasconcellos

Another important action with the media was the dialogue of the Agenda's national committee and its members with the foreign media about the work of the integrated child protection network, including sending materials and data on childhood and adolescence and meetings for information exchange. Press conferences helped to put on the agenda the theme of children's rights in the context of the World Cup and to disseminate information about what was being done in favour of children in the weeks leading up to the World Cup.

On 13 June 2014, the then minister of Human Rights, Ideli Salvati, and the UNICEF Representative in Brazil, Gary Stahl, received journalists at the open media centre for the World Cup to remind them of the challenge of fighting child labour in Brazil. "Child labour cannot be transformed into a routine," recalled Stahl, asking citizens to "denounce this type of situation to the authorities." During the press conference, the Proteja Brasil application was presented to the journalists.

On 20 June, it was the turn of UNICEF and the ICSS to invite the media, especially the foreign correspondents in Brazil, for the presentation of the *Está em Nossas Mãos* campaign. The UNICEF Chief of Child Protection, Casimira Bengé, did an assessment of the actions to protect the children and adolescents already designed or planned for the World Cup in 12 host cities based on the Agenda for Convergence. Once more, the Proteja Brasil was presented to journalists as a tool of protection.



FIM DE HISTÓRIA – No Rio de Janeiro, menina observa operários derrubarem a casa onde morava, na Vila Autódromo, ao lado do Parque Olímpico

Educação para escanteio

• Obras para o Mundial de futebol e Olimpíadas deixaram milhares de jovens sem aula no país

PRIMEIRA DE UMA SÉRIE

Bruno Moreno
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Enquanto se questiona qual será o legado dos megaeventos no Brasil, em especial o da Copa do Mundo, o direito à educação de milhares de crianças e adolescentes foi colocado para escanteio e está sendo lesado. Desde 2010, entre 57,3 mil e 76,5 mil pessoas residentes em vilas e favelas, com idade entre 0 e 19 anos, foram afetadas diretamente e tiveram que mudar de escola ou creche em função das desapropriações ou remoções para as obras dos megaeventos.

O cálculo é feito com base no número de pessoas afetadas, aplicando-se o percentual de moradores dessa faixa

etária que residem em vilas e favelas no Brasil (38%), segundo o Censo de 2010, do IBGE.

Não há informações oficiais, apenas estimativas de quantas pessoas teriam sido desapropriadas ou removidas. Uma das mais confiáveis é a do Observatório das Metrópoles, núcleo nacional de pesquisadores das cidades.

De acordo com o coordenador da pesquisa "Metrópoles e Megaeventos: impactos da Copa do Mundo de 2014 e Olimpíadas de 2016 sobre as metrópoles brasileiras", Orlando Alves dos Santos Jr., é possível estimar entre 150 mil e 200 mil o número de pessoas (de todas as faixas etárias) que tiveram que deixar suas casas em função dessas obras. Foram utilizados dados de governos e dos Comitês dos Atingidos pela Copa de cada cidade.

MIGRAÇÃO

O processo migratório pelo qual o Brasil passou nos últimos cinco anos foi um dos maiores da história, se não o maior, em movimentação intraurbana – dentro da própria cidade. Geralmente, as famílias foram para mais longe da área central.

A ação, promovida pelo poder público, teve pouco ou nenhum suporte para que houvesse a continuidade da vida escolar das crianças e adolescentes afetados. Foi o que constatou o **Hoje em Dia** em visita a sete das 12 cidades-sede da Copa do Mundo, onde se concentraram maior número de remoções.

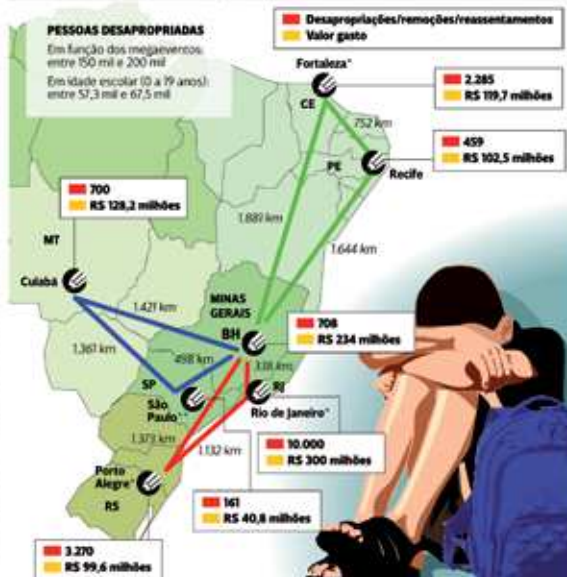
A série de reportagens que começa hoje mostrará casos de jovens que não se adaptaram à nova realidade ou não conseguiram vagas em escolas e largaram os estudos.

Há situações em que a ajuda de conhecidos e a sorte foram determinantes para que os jovens pudessem continuar a estudar, outras em que escolas comunitárias estão ameaçadas de fechar ou já pararam de funcionar.

Foram mais de 10 mil quilômetros percorridos, centenas de telefonemas e e-mails nos últimos três meses em busca dessas pessoas nas capitais Belo Horizonte, Curitiba, Fortaleza, Porto Alegre, Recife, Rio de Janeiro e São Paulo. •

ROTEIRO DA REPORTAGEM

Situação nas cidades visitadas



* Dados oficiais não repassados de forma completa

** O Metrô SP se recusou a responder à demanda. Os dados foram retirados do Ministério do Transporte e do site do Metrô SP, e podem estar desatualizados

Fontes: Governos locais, Ministério do Transporte, Observatório das Metrópoles, Defensoria Pública do Estado de Pernambuco e Comitês dos Atingidos pela Copa

SAÍRA MAIS

O projeto que deu origem a esta reportagem foi vencedor da Categoria Imprensa do VII Concurso Tim Lopes de Jornalismo Investigativo, realizado pela Andi, Childhood Brasil e o Unicef, com o apoio da OIT, da Fenaj e da Abraj.



Legislação precisa mudar no país

A defensora pública estadual de São Paulo Anaí Arantes Rodrigues, que acompanha processos de remoções e desapropriações na capital paulista,

avalia que a lei que trata do tema deveria ter sido atualizada há tempos.

"Nossa legislação tem que ser urgentemente reformulada e modernizada para, principalmente, reconhecer a posse em caso de desapropriação. Isso já resolveria boa parte dos problemas, porque as famílias receberiam uma indeniza-

ção mais justa", avalia.

Para ela, é preciso um pacto nacional. "É necessário um marco legal nacional que determine requisitos e premissas dessas desapropriações de comunidades. Como funciona, o que o Estado tem que garantir às famílias em caso de deslocamento forçado", diz. •



Integrating communication among the Agenda's participants

In order to disseminate to the media the idea of convergence that guided the Agenda, SDH created a specific page on its website for content integration and sharing of news produced by the local committees of the 12 cities hosting the games, by partners and by the Agenda's national committee.

Through video conferencing, a consensus was built for the integration of information on a single platform and the establishment of editorial and visual standards.

Thus, it was possible to enhance the communication of the Agenda on the child protection during the World Cup.

The local committees of Fortaleza, Manaus, Recife, Rio de Janeiro and Salvador, in addition to taking advantage of and/or adapting the national campaigns to their local situation, developed media events (with group or individual interviews and regularly sending press releases). In Salvador, a plan of support for the media and media relations was established: a focal

point of communication was responsible for making the connection with the Human Rights Secretariat of the Presidency of the Republic of Brazil and sending journalistic material of the integrated child care stations and the other staffs of communication in the organizations. In Recife, the wide coverage of communication vehicles of the launch of the local committee, held in March 2013, was noteworthy. At the time the *Não Desvie o Olhar* campaign was also presented. In Rio de Janeiro, members of the local child rights committee were interviewed after they sent out media releases.

Part of the impact generated by this work can be found in a survey of the materials published by media outlets. This was printed on news and institutional websites, between 1 March and 13 September 2014. In this period, the national committee gathered 263 texts that were directly related to children and young people to the World Cup. Among those, 42 cited the Agenda for Convergence nominally and several others described actions undertaken within the framework of the initiative. In general, the news stories addressed the protective actions, the approval of legislations to guarantee rights and campaigns to fight sexual abuse and other situations of human rights violations.

8. LESSONS AND RECOMMENDATIONS

As shown in this document, the Agenda for Convergence was an experience of development and coordination of programmes and services for the protection of children and adolescents before and during the execution of mega sporting events.

Despite the obstacles, the Agenda, developed in Brazil, is considered an advance in the development and coordination of activities for

child protection, which can be developed in other contexts, such as construction sites, large enterprises and regional events.

The work of the Agenda for Convergence left important legacies for those individuals and entities who work to protect children's rights on a daily basis, either nationally, in the States, or the municipalities, and who experienced the 2014 FIFA World Cup.

THREE MAJOR LEGACIES OF THE AGENDA FOR CONVERGENCE



FIRST: the development of a methodology for the coordination and integration of institutional and intersectorial efforts for integrated child protection during mega sporting events.



SECOND: strengthening the child rights guarantee system.



THIRD: the creation of the Proteja Brasil app and other materials and initiatives of social mobilization in favour of children and adolescents.

The perception of these legacies is registered in the accounts of the local committees who worked in the host cities:

→ *"In short, the legacy of the World Cup in Brazil for children and adolescents was the mobilization of all governmental and non-governmental organizations in networking for the planning and implementation of effective actions for the protection of this segment of the public." (Brasília)*

→ *"Adoption of a methodology that actually favours the integration of participants of the rights guarantee system and has resolution potential." (Salvador)*

As in a football team, in addition to those three major legacies, the Agenda leaves 11 lessons and results:

1 The training of professionals from different fields who work with different social policies – health , education, security , social welfare, human rights, public security, justice – in child protection strategies during major sporting events;

2 The establishment of work flows and integrated strategies for the care of children and adolescents in vulnerable situations in the context of major events using local protection networks;

3 The development, dissemination and engagement of the Proteja Brasil application, which offers the country an additional channel for reporting child rights violations;

4 The creation and dissemination of continuous education campaigns on the rights of children and youth, to remind people that it is the responsibility of everyone in society to protect children and adolescents;

5 The approach, in some States, of the public security system and the child rights guarantee system;

6 The regulatory advances, through the adoption of the Interministerial Directive Nº. 876, 2014, signed by the Ministry of Justice and the Human Rights Secretariat, which establishes guidelines for the prevention of entry into the country of persons convicted of child pornography or sexual exploitation of children and adolescents, to be applied by agents exercising border control and migratory surveillance at ports, international airports and land migration surveillance venues, and

Law 12,978, dated 21 May 2014, which classifies as a heinous crime the facilitation of prostitution or other forms of sexual abuse of children or adolescents;

7 The expansion of campaigns geared to the tourism sector to raise the awareness of participants therein regarding their role in the prevention and repression of the sexual exploitation of children and adolescents;

8 The achievement of some integrated and/or coordinated efforts of communication and mobilization, such as campaigns;

9 The integration and exchange of experience between different municipalities, States and the Federal District, through the Agenda for Convergence;

10 Increased public dissemination of the channels for denouncing cases of child rights violations, with an emphasis on Disque 100, by means of guardianship councils;

11 Debate on the conditions for involving children and adolescents with professional football and the risks and opportunities for children in football.

Protecting children and adolescents is a job that has no end. But, as in a game, we must gather talents and abilities and be willing to share. Therefore, we are certain that, by being shared, Agenda for Convergence can be adapted to other realities, in Brazil and in other countries. This is our contribution.



Secretaria Especial de
Direitos Humanos

Ministério das
**Mulheres, da Igualdade Racial
e dos Direitos Humanos**

