OBJECTIVES AND SCOPE OF THE CAMPAIGN

The Campaign seizes the opportunity offered by the world of Sports to sensitize a large spectrum of the population about Child Labour and to promote the creation of an active world movement.

It is a worldwide campaign. It started in Africa and will continue in Latin America, Asia and Europe at the various sports events in the coming years.

The Red Card campaign against Child Labour was launched on 18th January 2002 in Bamako, at a Ceremony chaired by the Prime Minister and Minister of Integration of Mali. The ceremony was presided by the Minister of Employment and Professional education of Mali, in the presence of the Minister of Youth and Sports, the President of the African Confederation of Football (CAF) and the President of the FIFA, Mr. Joseph S. Blatter.

During the Ceremony, ILO and CAF signed a Cooperation agreement. ILO has also signed a partnership agreement with the organizing Committee of the CAN-COCAN.

At that ceremony the ILO was represented by Mr. Kari Tapiola, Executive Director, Mr. Ludovic Tou, President of the Governing Body, Mr. Guillaume Attigbé, Working member of Governing Body and representing the workers, and Mr. Ba of the Federation of Malian employers, representing the employers.

IMPACT OF THE CAMPAIGN

The publicity concept of the campaign rests on three elements: a red card, a song entitled ‘Red Card’ and a video in three different formats (30 seconds, two minutes and three minutes).

In most African countries the national radios and televisions agreed to broadcast the video and the song free of charge, before as well as during the CAN: In countries such as Rwanda and Ivory Coast they continued to broadcast it even after the event.

Due to the courtesy of the contribution of TVAfrica and Canal France International (CFI), African homes having televisions could watch the ‘Red Card’ video, which represents several hundred millions of viewers.

The publicity spot of 30 seconds was telecast on CNN Monde, where the viewers represent millions of television watchers.

The channel TV5 showed two programmes on the campaign, and the publicity spot in all the francophone countries of the world.

The European Union Radio – Television also played the publicity spot of the campaign. In this way it was accessible to 71 members, spread across 51 European countries and North Africa.

The BBC, United Nations Radio, L’Equipe Télévision and Voice of America broadcast interviews and images of the campaign.

Radio France International broadcast the song and featured the Campaign on their Spanish programmes. These were retransmitted in Latin America by 200 national radios.

About 150,000 «Red Cards », in French, English and Arabic were distributed in Africa and around the world, notably to the United Nations in Geneva and New York.

Two Airlines, Air France and Royal Air Maroc distributed the ‘Red Cards’ to their passengers during the entire CAN event. Royal Air Maroc even broadcast the video at the airport in Rabat.

The Red Card will be produced by the ILO in the form of pins, which will be distributed at the Special Session of the United Nations General Assembly on children (UNGASS, May 2002) and at the International Labour Conference (June 2002).
A number of Internet sites have echoed the campaign and have diffused information about its progress. The national media in African countries have widely publicized the campaign. For example, it is estimated that 12 million people have received the message in Kenya and 5 million in Zambia. The song ‘Red Card’ has at present been aired on most national African radios.

THE CAMPAIGN ITSELF

During the opening ceremony of the CAN, a minute of silence was observed for the calamities on the African continent, including child labour. The ‘Red Card’ video was shown and the song was played at this ceremony.

About twenty children dressed in the colours of the campaign performed a dance and displayed the ‘Red Card’.

During the 14 matches of CAN played in Bamako, the message ‘Red Card to Child Labour’ appeared frequently on the big screens of the stadium and the song ‘Red Card’ was played by the speakers, at least once in every match.

In stadiums elsewhere in the country groups of women and youth dressed in the campaign colours waved banners against child labour during the matches.

During the closing CAN ceremony, a message announcing the significance of the Campaign was followed by the screening of the video. The President of the Republic, the President of FIFA and the guests of the official tribune showed the ‘Red Card to Child Labour’.

At the opening and closing ceremonies some 2,500 women and a hundred youth displayed the colours and symbols of the ‘Red Card’, to ensure the visibility of the campaign.

All the referees of CAN agreed to publicly show the ‘Red Card to Child Labour’.

At an official gala of the CAN, transmitted live by African television, a well-known African humorist improvised on the theme ‘Red Card to Child Labour’.

PARTICIPATION

Many well known sports personalities and artists participated in the campaign video: Basile Boli, Salif Keita, Krimau, Hossam Hassan, Amy Mbacké Thiam, Alpha Blondy, Roger Milla.

The lyrics of the song ‘Red Card’ (in French, English and Lingala) were composed and interpreted by an African singer Pierrette Adams, on the music from the Ivorian Boncana Maiga.

Activities in the field

While the campaign was being conducted in Mali, ILO/IPEC offices simultaneously undertook information campaigns on the theme ‘Red Card in Child Labour’ in 21 African countries: Algeria, Benin, Burkina Faso, Cameroon, Democratic Republic of Congo, Ivory Coast, Egypt, Ethiopia, Gabon, Ghana, Kenya, Liberia, Mali, Morocco, Nigeria, Rwanda, Senegal, South Africa, Togo, Tunisia and Zambia.

A special effort was deployed to sensitise all segments of the population in the transmission of the message ‘Red Card to Child Labour’: authorities, officials, parliamentarians, employers, workers, journalists, teachers, women, academia, NGOs, churches... etc.

The campaign was also an occasion to give a chance to children, whether child labourers or not, to express themselves about their life and experiences in their own words.

Women played an important role in publicising the message. In Mali, the African coordinator of Feminine NGOs - CAFO, which consists of nearly 5,000 members, were instrumental in mobilizing support throughout the country.

FOLLOW UP TO THE CAMPAIGN

FIFA proposed to the ILO that the message ‘Red Card to Child Labour’ be displayed during the World Cup 2002, in Korea and Japan.

In some African countries the ‘Red Card’ campaign will henceforth be associated with many national or local football competitions, for example in Egypt and in Ghana.
In general, activities fostered by the campaign in the field will continue to use the slogan "Red Card to Child Labour" during sports and other public events.

The next important phase of the Campaign will be the Copa America to be held in Peru in 2003 and the Asian Cup of Nations.

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