For children, their rights and equitable development

CHILDREN WIN
Changing the Game of Mega Sporting Events

A TASK FORCE FOR HUMAN RIGHTS IN MEGA SPORTING EVENTS

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Agenda

1. Introduction

2. The Children Win Campaign

3. A Task Force for Human Rights

4. Main Conclusion
1. Introduction: who is Terre des Hommes (TDH)?

- child rights organization active in 68 countries
- founded in 1960 in Switzerland
- leads the ‘Children Win’ campaign

A child defined by the United Nations is anyone under the age of 18.
Terre des Hommes
International Federation

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STRUCTURE OF TDHIF
2. The Children Win campaign

- **in** sport
  safeguarding, ethics, access, etc.

- **through** sport
  human development, life skills, gender equity, empowerment, peace-building, etc.

- **around** sport
  impact of Mega Sporting Events
Strategy and Activities

1. Knowledge / capitalisation
2. Public opinion (campaigning)
3. Alliances (united effort)
3. A Task Force for Human Rights

• Why?
• Who?
• Timeframe
4. Main Conclusion Points

Siloed approaches will only lead to siloed solutions.

It is time sport organizations live up to their values.
Thank you!

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