

Terre Des Hommes is Official Partner at Soccerex 2014 Global Convention

- **Terre Des Hommes presents a limited-edition sticker album of outstanding football stars.**
- **Italian football star Gianfranco Zola on a panel organized by Terre Des Hommes.**
- **Terre Des Hommes releases short film ‘The Artist’.**

Manchester/UK, September 8, 2014 – This year the Soccerex Global Convention is held in Manchester where Terre des Hommes is an official partner of the first ever Corporate Social Opportunity Zone. The Soccerex Global Convention is the football industry’s leading business event that attracts over 4’500 of football’s most senior decision makers for five days of networking, learning and business.

Children Win, a project of the Terre Des Hommes International Federation (TDHIF), was launched to document and increase global awareness of the positive and negative effects of Mega Sporting Events on children. Exclusively for Soccerex, Children Win produced a sticker album featuring outstanding football stars and social issues designed by international artists. Terre Des Hommes furthermore organises a discussion panel with the Italian football star Gianfranco Zola at the CSO Zone. Another highlight is the official film release of ‘The Artist’ on the 2014 World Cup’s™ Effects on Children in Brazil.

Children Win has partnered with the Swiss NGO ‘tschuttiheftli’ which combines the passion for football with creativity presenting the ‘Collector’s Album’ BE A HERO. This limited-edition sticker album created for the Soccerex 2014 Global Convention presents outstanding football stars as well as effects of Mega Sporting Events on children designed by international artists. Soccerex participants visiting Terre Des Hommes at the CSO Zone have the opportunity to get football stickers for free as well as have on-site artist portray them to complete the sticker album.

There is also an online contest going on at www.childrenwin.org. The winner will receive an exclusively signed sticker album with all the teams that participated in the 2014 FIFA World Cup™ in Brazil.

“It is an honour to partner with TDH to combine three things I am passionate about: children thriving, football and art. We hope that by doing this we’ll engage new voices to care about the effects of this beautiful sport on children,” – Silvan Glanzmann, Illustrator and Art Director tschuttiheftli.

The opening of the CSO Zone will be followed by a panel discussion led by Terre Des Hommes featuring the Italian football legend Gianfranco Zola and Jeremy Weeks who will both address effects for children linked to Mega Sporting Events. Jeremy Weeks ran the Paralympic football at London 2012 and is tournament director for the upcoming Cerebral Palsy World Cup and also works with the Premier League.

Terre Des Hommes commits to listening to and sharing the voices of children. For this purpose, the documentary film 'The Artist' by FireWorx Media is released at the Soccerex opening day. This short film features the young girl Jessica with her reflections on what Brazil's 2014 World Cup™ has meant to her and her family. 'The Artist', alongside the other previously released film 'The Parking Lot', is available for free at www.childrenwin.org.

"Terre Des Hommes is proud to be an official partner of Soccerex and to actively shape the first ever CSO Zone. We look forward to engaging with participants in Manchester to better understand what they know and think about both the positive and negative effects of Mega Sporting Events and what should be done," Ignacio Packer, Secretary General of TDHIF.

Terre des Hommes is seeking to engage in a collaborative dialogue with those responsible for commissioning and staging Mega Sporting Events. Some of the documented negative effects include forced eviction and displacement of children and their families; the worst forms of child labour; police violence towards children; sexual exploitation, harassment and trafficking of children; and insufficient allocation of funds. However, positive effects can also bring new infrastructure, increase sport activities for children, promote a sense of pride and belonging and enhance open-mindedness and solidarity by encouraging people with different socio-cultural backgrounds to meet and learn from each other.

Children Win project wants more positive effects and stop the negative ones.

Terre des Hommes proposes to include child rights criteria into the bidding process and contracts with countries or cities hosting future Mega Sporting Events and the monitoring of the implementation of these criteria.

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Children Win project

www.childrenwin.org
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Terre des Hommes International Federation

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*The **Terre des Hommes International Federation (TDHIF)** is a network of **10 national organizations** working for the rights of children and to promote equitable development without racial, religious, political, cultural or gender-based discrimination.*

*To this end, TDH supports and implements 840 development and humanitarian aid projects in **68 countries** designed to improve the living conditions of disadvantaged children, of their families and communities. The **Convention on the Rights of the Child** is the conceptual framework guiding the activities of TDH.*