

## WHAT YOU CAN DO



Visit our website: [www.childrenwin.org](http://www.childrenwin.org)  
and discover children's stories.



Mega Sporting Events should be safe and fair  
for children.

Make a difference and share their voices.  
**#ChildrenWin @ChildrenWin**



**SUPPORT OUR ACTIONS**

Contact us at [info@childrenwin.org](mailto:info@childrenwin.org)

## CHILDREN WIN IS A CAMPAIGN LED BY TERRE DES HOMMES, A CHILD RIGHTS ORGANISATION ACTIVE IN 68 COUNTRIES

Terre des Hommes is part of the **Sport and Rights Alliance**, a group of non-governmental organizations (NGOs), sports groups and trade unions working together to call on international sport organizations to take an ethical approach within their work, i.e. to ensure that human rights, children's rights, labour standards, respect for the environment, transparency and accountability are at the heart of decision-making in sport, notably with regard to Mega Sporting Events.

# CHILDREN WIN

## CHANGING THE GAME OF MEGA SPORTING EVENTS

**This international campaign...**

...increases the positive and stops the negative effects of Mega Sporting Events on children: before, during, and after.

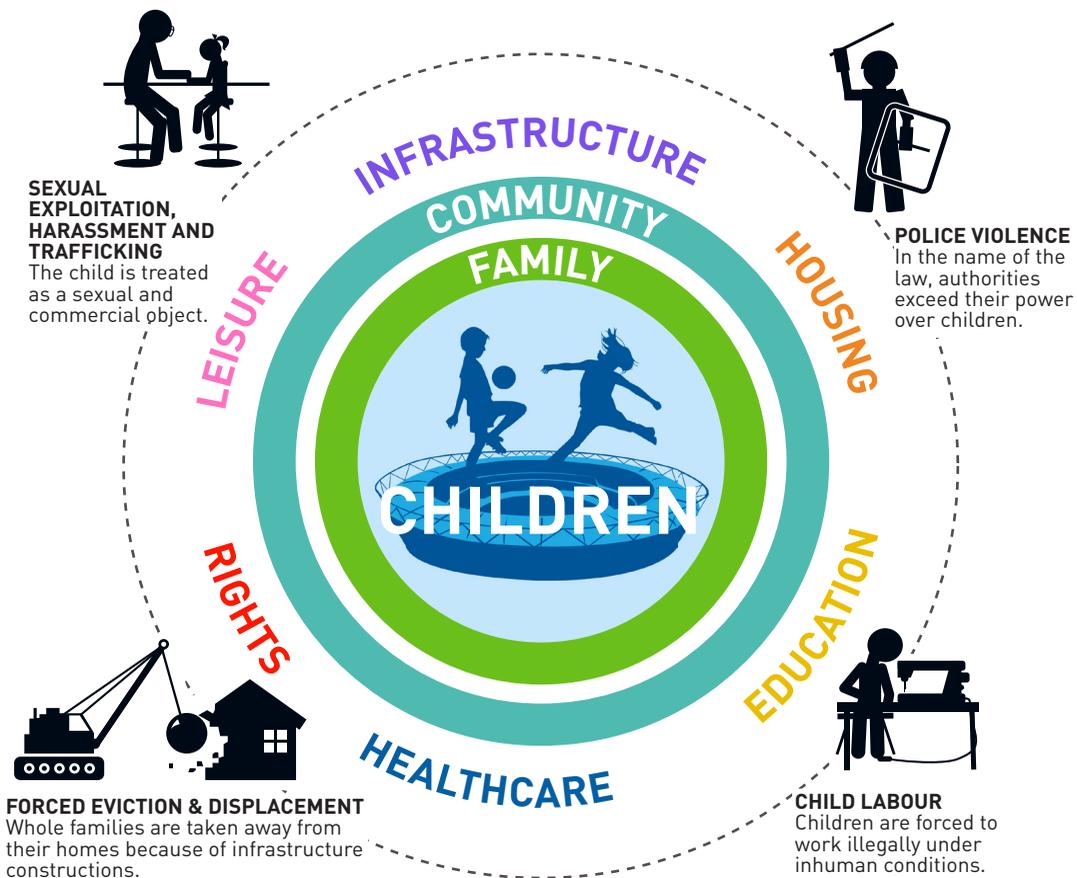
...calls on major sport-related actors - including host and bidding cities/countries - to prevent human and especially child rights violations.

...collaborates with allies and those responsible for commissioning and staging Mega Sporting Events.

...shares children's voices and raises awareness.

# RISKS AND OPPORTUNITIES FOR CHILDREN

A child defined by the United Nations is anyone under the age of 18.



# WHAT HAPPENS TO CHILDREN WHEN COUNTRIES HOST A MEGA SPORTING EVENT?

In Rio, it is estimated 12,275 people in 24 communities have been displaced due to projects directly linked to the World Cup and the Olympics. Children are the most affected by these violations.

Source : "Megaeventos e Violações dos Direitos Humanos no Rio de Janeiro", Comitê Popular da Copa e Olimpíadas do Rio de Janeiro, 2014

## LISTEN TO THEM



«There were evictions in South Africa before the World Cup. I don't know where the next World Cup will be but I hope they don't evict people from their homes.»  
Felipe, Brazil - The Parking Lot - 2014

«We were playing when the army guys appeared, they started shooting and shot me in the arm.»  
Gabriel, Brazil - The Bullet - 2014



«The first time I heard about the Olympic Games was when the Rio's Mayor told us that our community will be evicted.»  
Naomy, Brazil - The Fighter - 2015