

Terre des Hommes
International Federation

For children, their rights and equitable development



CHILDREN WIN

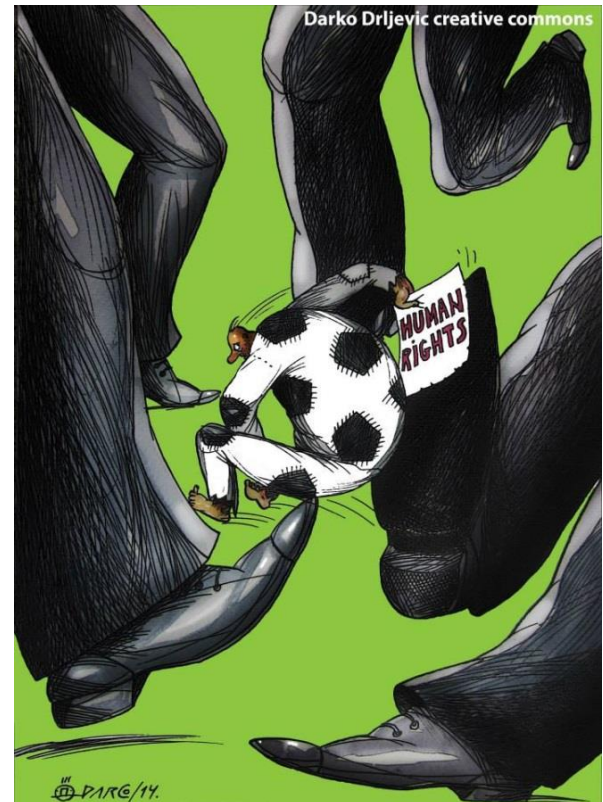
Changing the Game of Mega Sporting Events

A TASK FORCE FOR HUMAN RIGHTS IN MEGA SPORTING EVENTS

Andrea Florence

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.

STRUCTURE OF TDHIF



2. The Children Win campaign



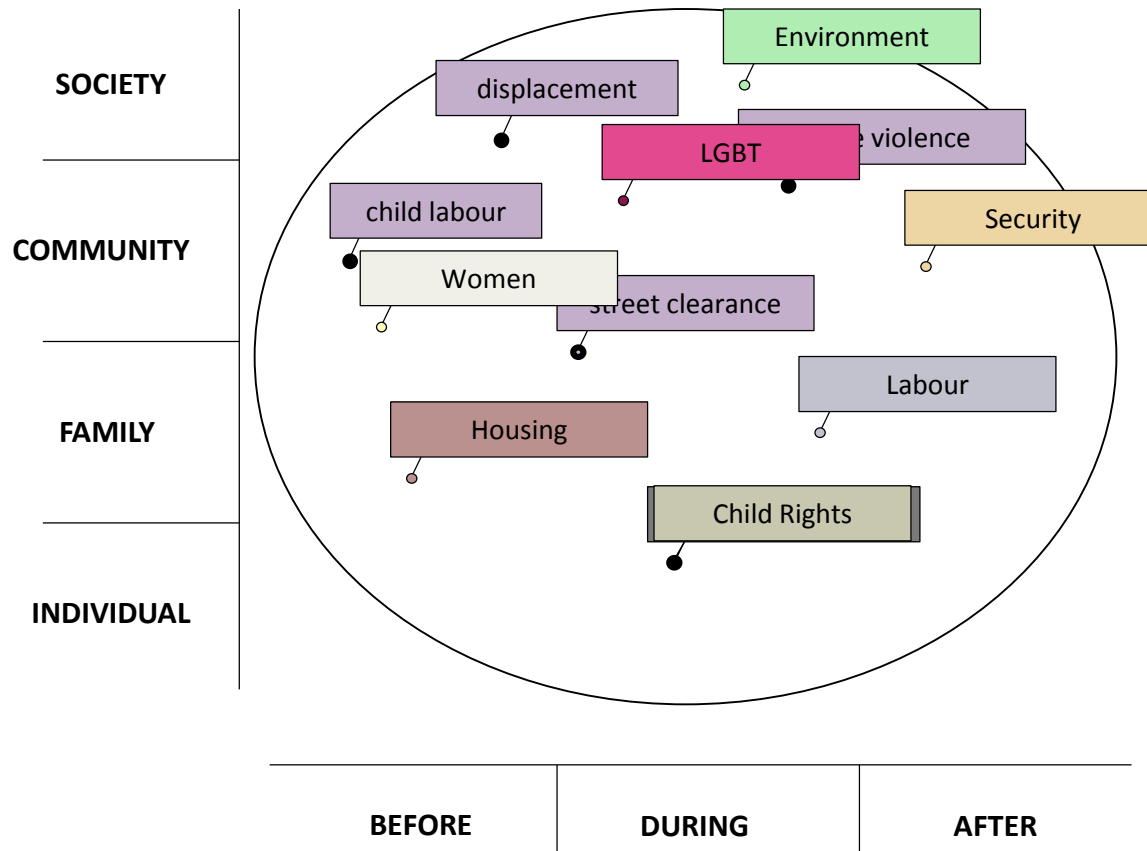
- **in** sport
safeguarding, ethics, access, etc.
- **through** sport
human development, life skills, gender equity,
empowerment, peace-building, etc.
- **around** sport
impact of Mega Sporting Events

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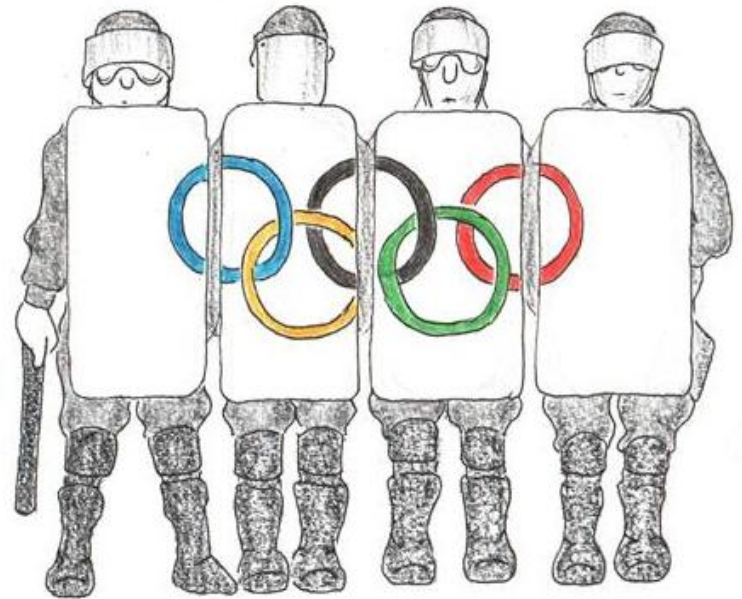
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AROUND SPORTS



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.

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Thank you!

Andrea Florence
childrenwin.org