



MEGA SPORTS EVENTS AND THE RIGHTS OF CHILDREN AND ADOLESCENTS

REFERENCE GUIDE FOR
MEDIA COVERAGE

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MEDIA COVERAGE

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CONTENTS

INTRODUCTION	4
CHAPTER 1 BRAZIL IN 2014 - A BRIEF PROFILE	7
A DEMOCRACY IN THE PROCESS OF CONSOLIDATION	9
TACKLING INEQUALITIES	11
IMPROVEMENTS IN INCOME AND QUALITY OF LIFE	14
OVERCOMING POVERTY	15
WHAT DOES THE HDI SAY ABOUT BRAZIL?	17
CHILDREN AND ADOLESCENTS IN BRAZIL TODAY	19
CHAPTER 2 THE WORLD CUP IN BRAZIL - CHALLENGES AND OPPORTUNITIES	22
THE LEGACY FOR CHILDHOOD AND ADOLESCENCE.....	31
CHAPTER 3 CHILDREN'S RIGHTS- CONVERGENCE AGENDA	37
LEGAL BACKGROUND	42
PROTECTION AND PROMOTION OF RIGHTS	45
VULNERABILITIES AND THE WORLD CUP	47
CHAPTER 4 CHILDREN AND THE WORLD CUP - VULNERABILITIES AND SOLUTIONS	58
SEXUAL EXPLOITATION	62
HUMAN TRAFFICKING	68
CHILD LABOR	74
DISPLACEMENT IMPACTS	78
ALCOHOL AND OTHER DRUGS	80
GUIDE TO SOURCES OF INFORMATION	83
REFERENCES	92

INTRODUCTION

Brazil will host a World Cup for the second time. The excitement and expectations are comparable to 1950, when the country hosted the international event for the first time and disputed the title with Uruguay at the Maracana stadium in Rio de Janeiro. However, Brazil and Brazilians are not the same as they were 54 years ago.

The country is now an emerging power in the international arena, displaying important social progress, especially in the last two decades, when there was a significant reduction of poverty and indicators, especially in health and education, improved substantially. These improvements are clearly associated with the process of consolidation of its democracy.

Just like Brazil, the World Cup 2014 will be different from the one held in 1950. In the first World Cup held in the country there were 13 teams competing in 22 matches in six different stadiums and a total of 1.04 million spectators.

In World Cup 2014, 32 teams will play a total of 64 matches in stadiums in 12 different cities across Brazil, with an expected number of 2.6 million foreign and Brazilian spectators. An event of this proportion has impacts that go beyond the economic dimension, affecting,

in many ways, the life of distinct population groups - among these, children and teenagers.

There are many direct and indirect benefits that can be generated by a World Cup when younger age segments are focused: encouragement to practice sports, contact with different cultures, enhancement of national self-esteem and improved urban mobility, among other aspects that can constitute the so-called social legacy of the World Cup.

But it will be in protecting vulnerable children and adolescents that Brazil has a greater opportunity to advance. The serious violations of rights that threaten these groups - such as sexual violence and child labor - have been an issue of concern for authorities, experts and social movements in face of the larger risks during mega events.

For this reason, these segments have built an important mechanism of articulation: The Agenda of Convergence Protect Brazil. Bringing together representatives of the Government, civil society, the business sector and of international cooperation, the collective has contributed to consolidate a positive legacy for Brazilian boys and girls, from a set of integrated and intersectional actions that reach the 12 cities hosting the competition.

This publication was edited by ANDI - Communication and Rights, in partnership with the Human Rights Secretariat of the Presidency (SDH/PR), the National Secretariat for the Promotion of Children's

and Adolescents Rights (SNPDC) and the National Council for the Rights of Children and Adolescents (Conanda) with the purpose of protecting these groups.

Based on the understanding that media is a key element for strengthening democracy, guaranteeing human rights and inclusive development, this Guide aims at drawing the attention of foreign and Brazilian journalists who will cover the World Cup not only to the risks, but also to the mechanisms of protection for children and adolescents.

Without ignoring the complexity of an event of this magnitude and the challenges for Brazilian society, the publication presents topics to help understand Brazil, the relevance of the 2014 World Cup for the country and the importance of the tournament to the maturing process of our democracy.

Good read!

VEET VIVARTA

Executive Secretary
ANDI - Comunicação e Direitos

BRAZIL IN 2014

A BRIEF PROFILE



1

In two decades, Brazil ceased to be the “country of the future” to become an “exporter of social policies”, as defined by the director of the World Bank for the country, Deborah Wetzel. This change is due to the success of policies to reduce poverty that, in a context of economic stabilization, positively impacted the lives of thousands of Brazilians - especially the most vulnerable. During this period, there has been significant growth of household income, employment and an increase of consumption levels, average schooling has improved and there has been progress in important health indicators such as infant mortality. In the *Social Panorama of Latin America 2013*, the United Nations Economic Commission for Latin America and the Caribbean (ECLAC) registered a reduction of 2.3 percentage points in poverty in Brazil between 2011 and 2012, reaffirming a trend that has been observed over the last ten years. Since 2005, the decline in poverty in the country, according to ECLAC, was of 16.8 percentage points. In the same period, Brazil reduced extreme poverty rates by half.

A DEMOCRACY IN THE PROCESS OF CONSOLIDATION

Although very recent, the process of consolidation of democracy in the country has been advancing consistently since the end of the Military Dictatorship in 1985 and set the basis for the fight against poverty in Brazil.

Enacted in 1988, the Federal Constitution restored civil, political and social rights in Brazil 21 years after the coup and represents a milestone for the re-establishment of democracy.

Since 1985, Brazil held six direct elections for president strengthening the prospect of overcoming exclusion and citizenship.

BRAZIL IN NUMBERS



GDP (2013):
US\$ 2.253 trillion



Unemployment rate:
5.4% (2013)



HDI: **0.73** (85th place among 187 countries in 2012)



Illiteracy:
8.7% (2012)



Population of children and adolescents ages 0 - 17:
59 million (Brazilian Institute of Geography and Statistics (IBGE) - estimate 2013)



Child Mortality:
15.7 per 1.000 live births (2011)



Children and teenagers out of school ages 4-17:
3.36 million (7,4% of the total) (2011)



Children over-aged in the school system:

3.7 million in Elementary School (1st-5th grade) - 16.6% of students at this stage (2012)

5 million in High School (6th - 9th grade) - almost 28.2% of students at this stage (2012)

Sources: The United Nations Development Programme (UNDP), 2013; Brazilian Institute of Geography and Statistics (IBGE), 2013; EDUCATION FOR ALL MOVEMENT, 2013.

BRAZIL IS THE FIFTH MOST POPULOUS COUNTRY IN THE WORLD

5 GEOGRAPHIC
REGIONS

5.570 MUNICIPALITIES

27 UNITS OF
THE FEDERATION

(26 states and the Federal District, which is the country's capital, Brasilia)

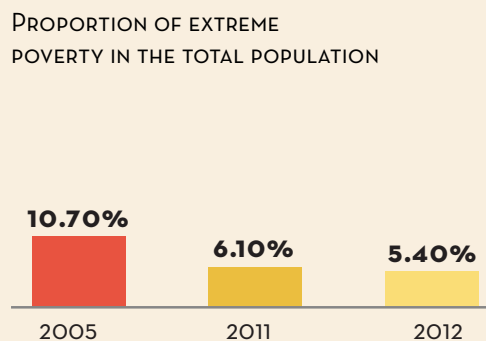
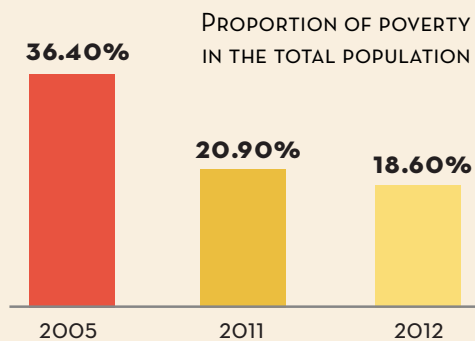


201 MILLION
INHABITANTS

(estimate for
the year 2013)



Source: IBGE, 2013



Source: The United Nations Economic Commission for Latin America and the Caribbean (ECLAC), 2013

TACKLING INEQUALITIES

The new conditions of life of the Brazilian people are due to the effort to erase the traces of a historical legacy of profound inequalities that still permeates social relations in the country. The policies of inclusion have enabled the gradual reduction of income disparities, but this social disparity is still a challenge to be overcome as pointed out by the Brazilian Institute of Geography and Statistics (IBGE), the total income of the richest is 39 times higher than the poorest¹.

RACIAL ISSUES

An important vector of inequalities is the racial factor. As detailed on the following page, the formation of the Brazilian society took pla-

¹ Brazilian Institute of Geography and Statistics (IBGE 2010).

INCOME

Although the Northeast is the most underprivileged region of Brazil, it has presented the largest income growth in recent years. Between 2009 and 2011, for example, the increase was of 10.7% compared to the national average of 8.3%.

Source: IBGE, 2011.

SOCIAL INEQUALITY, FOOTBALL AND RACISM

The social inequalities in Brazil are directly associated to the process of formation of its identity – that is, due to the context of slavery and racism.

To legitimate the domination of Africans and indigenous nations, European settlers have developed and/or spread pseudoscientific theories, claiming the existence of human races.

In the field - These theories linked intellectual and moral faculties of human groups with their physical or biological characteristics and gave rise to the phenomenon of negative discrimi-

mination, or racism.

Although these theories are now scientifically discredited, a racist mentality persists and manifests itself in different spheres - including soccer fields, a frequent stage of acts of racial intolerance against black players and referees.

And this mentality continues to create perverse effects on the lives of discriminated segments: negative social indicators are intertwined with racial factors, affecting especially Brazilian children and adolescents.

PROUNI

The University For All Program (ProUni) has significantly transformed access to education and vocational training for students from low-income populations - mainly blacks - who attended public school.

According to the Minister of Education, Aloízio Mercadante, "in 1997 only 2.2% of Afro-Brazilians attended higher education". Currently, there are more than 10%. With ProUni, of a total of 1.2 million contracts, more than 630,000 are black fellows. "In 2013, out of the total of 141,953 places offered in federal universities, 46,137 were for quota students."

ce under the auspices of colonization, slavery and racism, generating unfavorable socioeconomic conditions associated to physical, biological or ethnic characteristics, affecting notably the black population and indigenous nations.

Income is one of the indicators that show the socioeconomic disparity between whites and Afro-Brazilians. Although the poverty rates are decreasing, the majority of the poor and extremely poor people in the country (about 70%)² is composed of Afro-Descendants, who earn an average monthly income of US\$ 379.00, while whites receive US\$ 699.00.

The literacy rate is another thermometer of racial inequality. Although illiteracy is declining in the general population, the proportion of Afro-Brazilians who cannot read and write is more than two times higher than that of whites. Among the Indigenous peoples, the rate is nearly six times higher than among whites.

The unfavorable conditions of these groups in the educational process end up reflecting on other levels of education, such as higher education - a reality that is being overcome with policies of affirmative action, such as the successful *University for All Program* (see side notes about the issue).

THE REGIONAL FACTOR

Another factor of inequalities is associated to the process of regional colonization, that is, how the different regions of the territory were occupied and which models of economic growth were found adequate for each of these regions, resulting in, among other impacts, disparities in income and population distribution between the different regions in Brazil (see table).

² IBGE, 2010.

ETHNIC AND SKIN COLOR INEQUALITY

POPULATION
DISTRIBUTION (2010)

191 MILLION



WHITES - **47.7%**
 PARDOS - **43.1%**
 BLACK - **7.6%**
 ASIAN - **1.04%**
 INDIGENOUS - **0.42%**

AVERAGE MONTHLY INCOME (US\$)



WHITES - **699.00**
 PARDOS - **384.00**
 BLACKS - **379.00**
 INDIGENOUS - **334.00**

ILLITERACY (PEOPLE AGED
15 YEARS OR MORE)



WHITES - **5.9%**
 PARDOS - **13%**
 BLACKS - **14.40%**
 INDIGENOUS - **23.3%**

Source: IBGE, 2010.

The determinant vector of regional inequity was the original economic dynamics defined by the relation between foreign markets and the dominant regional product. “So, it was possible that the Southeast region was doing well because coffee was thriving in the international market, while the Northeast was languishing because sugar was unsuccessful” (Araujo, 2006).

But the regional factor only became an issue of political-administrative concern in Brazil in the twentieth century when the domestic market started to dictate the economic dynamic in the country making evident the differences between regions and the need to implement public policies to mitigate them.

POPULATION

According to the IBGE, in some states, almost the entire population lives in urban areas. For example: in Rio de Janeiro (97%) and São Paulo (96%). In the Northeast, the average rate of urbanization is 73.1%. In the state of Maranhão, the percentage is significantly lower: 63.1%

Source: IBGE, 2010.

Finally, these factors - racial and regional - were historically built and they deserve attention in the context of mega events, since they are intrinsically associated to the degree of vulnerability of children and adolescents, threatening, notably blacks and indigenous people who inhabit the North and Northeast regions of the country.

IMPROVEMENTS IN INCOME AND QUALITY OF LIFE

Indicators related to income and living conditions advanced over the last decade due to the recovery of economic growth in the country.

Between 2000 and 2013, the Gross Domestic Product (GDP) has increased more than fourfold, jumping from US\$ 53 trillion to US\$ 2.253 trillion, according to the IBGE.

This performance has placed Brazil as the world's 7th largest economy, according to the International Monetary Fund (IMF) in the first quarter of 2014.

POPULATION DISTRIBUTION



NORTH
8.5%



NORTHEAST
27.8%



CENTRAL-WEST
7.5%



SOUTHEAST
42.0%



SOUTH
14.2%

Source: IBGE, 2013.

The increase in wealth had positive impacts in Brazil. On one hand, it enabled the strengthening of the country's presence in the international scenario - especially due to the alignment with emerging nations and with booming economies known as BRICs (Brazil, Russia, India and China).

Although it is not a formal economic bloc - such as the European Union or Mercosul, the BRICs occupy an important space in the international arena with increasing geopolitical influence associated with economic power - especially in a context in which the world's largest economies are facing persistent economic downturns.

On the other hand, internally, the wealth growth in Brazil increased employment and income levels. According to the Secretariat of Strategic Affairs of the Presidency of the Republic (SAE-PR) the monthly average income per capita of Brazilian families increased 3% per annum between 2001 and 2011, from US\$ 268 to R \$ 356.

OVERCOMING POVERTY

Besides the increase in formal employment, the emphasis on social cash transfer policies aimed at extreme poverty reduction had a significant impact on improving the living conditions of the most vulnerable population.

The Family Stipend (Bolsa Família), the main initiative of the Federal Government in this field, had an important impact on the reduction of extreme poverty in the country:

- In one decade (2002-2012), the proportion of Brazilians living on less than US\$ 70 - a level that defines extreme poverty - dropped from 8.8% to 3.6% (ie, 14.9 million to 6.5 million), according to the National Household Sample Survey undertaken by IPEA;

INCOME X ACCESS TO SERVICES

The Institute for Applied Economic Research (IPEA), linked to the Secretariat of Strategic Affairs of the Presidency, shows that from 1992 to 2012, income and access to consumer goods increased more than access to public services in Brazil.

During this period, there was an increase of 0.9% per year in the proportion of the population with access to essential public services (electricity, sewage, garbage collection, tap water). In 2012, 59.2% of Brazilians had access to these services.

However, access to basic durable goods increased 1.8% per year over the last two decades. In 2012, 46.6% of the population lived in households with telephone; color TV, stove with two or more burners, refrigerator, radio and washing machine.

Source: IPEA, 2013.

- The number of poor people (individuals whose income does not exceed US\$ 68 per month) decreased from approximately 23% to 8.2% of the population - which represents a reduction of 40.9 million to 15.7 million people during the same period of ten years³.

The impacts of the Family Stipend were not limited, however, to income. Studies have shown that the program is responsible, for example, for a 19.4% reduction in infant mortality in municipalities where the coverage of the program was high (data from the period between 2004 and 2009). Considering only the mortality from malnutrition of children under 5 years of age, the impact on the reduction of this rate was of 65%⁴.

³ IPEA, 2012.

⁴ RASELLA, 2013.

FALLING INEQUALITY

Although inequality between rich and poor is still a blemish on the Brazilian society, according to the Organization for Economic Cooperation and Development (OECD), Brazil was the only emerging country in which the Gini* rate dropped in the last two decades.

During this period, the indicator, which is used to measure the scale of income concentration, fell by 9.4%, reaching 0.55. According to this criterion the closer to 1 is the ratio, the greater the inequality. By comparison, China, in the same

period of time, registered an increase of the Gini rate of about 24.2% and holds the top rank of inequality among the BRICs.

The drop of the Gini rate in Brazil is directly related to the reduction in income inequality. The National Household Sample Survey (PNAD) indicates that between 2001 and 2011, per capita income of the richest 10% rose by 16.6%, while for the poorest 10%, it rose 91.2%.

*The Gini rate is a measure of inequality. It was developed by the Italian statistician Corrado Gini in 1912.

WHAT DOES THE HDI SAY ABOUT BRAZIL?

In 2012, the Human Development Index (HDI) in Brazil was 0.73 and is now in the group of countries with “high human development”. This indicator ranked the country in the 85th position among 187 nations. In 1990, Brazil’s HDI was only 0.59.

The progress of the indicator reflects the improvement, during the past decades, of the living conditions of the population in three evaluated dimensions (income, longevity and education). Brazil is still slightly below the average HDI for Latin America (0.74) and well behind countries like Chile, the 40th country in the overall ranking, and Argentina in the 45th position.

This position reflects, among other aspects, the inequalities that still persist in Brazil despite many advances registered during the period. The HDI measured in the different municipalities in Brazil reveals great disparities.

According to the United Nations Program for Development (UNDP), the agency responsible for calculating the indicator, the majority of municipalities in the South and Southeast regions, the richest in the country, is in the rank of high human development. 64.7% of

SOCIAL INVESTMENTS

Brazil is the 13th country in the world when it comes to combating poverty. The government invests about US\$ 4000 per capita a year in this type of program, according to report presented to the UN in 2013 by a British organization called Development Initiatives.

AVERAGE INCOME



NORTH
US\$ 500.00



NORTHEAST
US\$ 440.00



CENTRAL-WEST
US\$ 797.00



SOUTHEAST
US\$ 757.00



SOUTH
US\$ 727.00

Source: IBGE, 2013

ACHIEVING TARGETS

Reducing extreme poverty enabled the country to reach, before its target date, the United Nations' Millennium Goals. Target 1 aims at the eradication of poverty by 2015 and associated to this goal, Brazil proposed to reduce by 1/4 the percentage of extreme poverty verified in 1990. This target was achieved in 2008.

all municipalities in the South have high ranks, alongside 52.2% of the municipalities in the Southeast region. In the Central-West and Northern regions prevails municipalities with medium human development - respectively, 56.9% and 50.3% of the total.

Moreover, according to the study, the South, Southeast and Central-West regions do not have low human development municipalities. In contrast, the North and Northeast regions don't have any municipality ranked with a high HDI.

ANALYZING THE FEDERATION

The disparities are repeated in the federative state analysis: the Federal District, where the capital of the country, Brasília, is located has HDI of 0.82. At the other end, are the states of Alagoas and Maranhão, ranking 0.63. However, over the past two decades, there was a 25.5% reduction in the distance between the units of the federation with the highest and the lowest HDI, which demonstrates effective results in the fight against inequality.

FAMILY STIPEND

Launched in 2003, the Family Stipend is a program of transfer of income for families in poverty and extreme poverty, i.e., families with a monthly per capita income of US\$ 63.00.

To receive the benefit, families must keep their children's vaccine record up to date and make sure they attend school regularly. Benefi-

ciaries also have access to additional actions and programs, which aim at overcoming their social condition of vulnerability.

In 2013, about 13.8 million families were benefited by the program, representing 50 million Brazilians. That is, one in every four Brazilians is covered by the program.

Other indicators draw a similar scenario - improvement of living conditions and the tendency of reducing inequality, but major discrepancies between the regions.

CHILDREN AND ADOLESCENTS IN BRAZIL TODAY

Inequality particularly affects Brazilian children and adolescents. Although the aging of the country's population reduces the proportion of boys and girls, the age group between 0 and 17 corresponds to 59 million people - 28% of the nation's population in 2013.

In various parts of the country - in the poorest regions or in the urban peripheries - the precariousness of public services and inequities directly impact the quality of life of these groups. For example: in 2012, 47.3% of children under 14 lived in homes without, sewage, garbage or water supply.

According to the United Nations Fund for Children (UNICEF), children, especially African descent, are particularly vulnerable to poverty and inequality. Another example: 29% of the population lives in

BRAZIL WITHOUT EXTREME POVERTY

In order to overcome the inequalities that threaten Brazilian children, the Brazil without Extreme Poverty Plan was established. The goal is to get at least 2 million families out of extreme poverty by the end of 2014, articulating public policies that guarantee basic rights such as health and education. The Affectionate Brazil Plan and the Health in School Program are two of the strategies created for this purpose. To learn more about the subject, access: <http://www.brasilsemmiseria.gov.br/>

ILLITERACY



NORTH
10%



NORTHEAST
17.4%



CENTRAL-WEST
6.7%



SOUTHEAST
4.8%



SOUTH
4.4%

Source: IBGE (2013).

poor families, but among children, this proportion reaches 45.6%. Black children, however, have almost 70% more chance of living in poverty than white.

FOCUS ON EDUCATION

Access to education is another difficulty that indicates children and adolescents living in precarious situations. Although 98% of boys and girls between the ages of 6 to 14 are enrolled in schools (thus fulfilling the legal requirement of compulsory registration for this group), there are 3.36 million children and teenagers out of the school system, especially in the age group of 15-17.

INFANT MORTALITY

According to a UNICEF study, an important advance in Brazilian public policies is the reduction in infant mortality rates, which dropped 77% in two decades, reaching 15.7 per 1,000 live births in 2011. Nevertheless, inequalities persist: the index is four times higher among indigenous peoples than in the general population.

EPIDEMIC VIOLENCE IN LATIN AMERICA

In the first decade of the 21st century, Latin America experienced two important processes: on the one hand, economic growth and on the other, increased physical violence at epidemic proportions, according to an analysis of the World Health Organization (WHO).

The organization points out, in a study, that Latin America was the only region where physical violence increased between 2000 and 2010. In

11 countries of the region, there are more than 10 murders per 100 thousand inhabitants – a number considered as being epidemic by WHO.

The high rate is associated with crime and drug trafficking, constituting a threat to the stability of the region, in the view of the United Nations.

It is estimated that in the mentioned period, 1 million people have died in Latin America and the Caribbean as a result of criminal violence.

THE IMPACT OF VIOLENCE

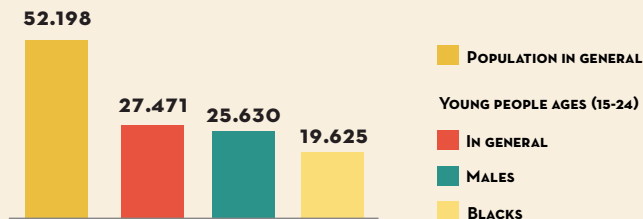
Violence is probably the extent to which the impacts of inequalities are most visible, especially towards racial groups: homicide is the leading cause of death for young people aged 15-29 in Brazil, threatening especially young black males, residents of outlying zones of large metropolitan areas and urban centers.

In 2011, over half of the 52,198 homicide victims were young. Of these, 71.4% were black (blacks and pardos) and 93.0% male. This data was revealed by SIM/Datasus in the study *Homicides and Youth in Brazil* carried out in partnership with the General Secretariat of the Presidency, National Youth Secretariat and the Secretariat for the Promotion of Racial Equality.

In 2010, the Youth Homicide Rates has pointed out that homicide is the leading cause of death for teenagers - particularly of African descent. The study indicates that 45.2% of teenage deaths in municipalities with over 100 thousand inhabitants are a result of homicides, and the risk is 12 times higher for boys, and three times higher for blacks compared with whites. ■

HOMICIDE RATES

NUMBER OF YOUNG HOMICIDE VICTIMS IN 2011 IN BRAZIL*



*For every 1,000 inhabitants (2011)
Source: SIM/SVS/MS, 2011.

TIPS

Resolution No. 8, December 20, 2012 provides for the abolition of generic names such as “acts of resistance” and “resistance followed by death” in different police records.

It aims at combating high mortality rates - including youth - due to acts committed by the military and civilian police.

Making agents comply with the provisions of this resolution contributes to strengthen the mechanism of defense of human rights within the complex arena of the government.

THE WORLD CUP IN BRAZIL

CHALLENGES AND
POSSIBILITIES



2

World Cup 2014 is an event of global proportions and its realization involves the mobilization of people and investments. Its repercussions and legacies aren't limited to the sports competition. It has significant positive and negative impacts on the lives of the Brazilian people.

Making the balance lean to the positive side is a great challenge for the country's government.

Apart from the benefits directly associated to the nature of the event such as the promotion of sports activities and incentives for training athletes, broader and interrelated benefits with different levels of measurements are expected, such as the improvement of urban infrastructure and living conditions of the population - especially children and adolescents.

There is also a negative perspective that has been worrying different sectors of society and imposing challenges to the Brazilian government, not only because of the increase of violation of rights of vulnerable groups, but also, because of the disparity of opinions related to the strategy of sustainable development catalyzed by the event and managed by the government.

FROM NORTH TO SOUTH

The 2014 World Cup in Brazil will take place in 12 capitals distributed among the five geographical regions of the country and it promises to be the biggest World Cup ever held. Four million people are expected to attend the matches. 600 thousand of these will be foreigners.

POSITIVE PERSPECTIVE

On one hand, there is the opinion of those who bet on medium and long term returns of public investments in mega events. They believe that the positive legacy of the World Cup and other major sports events scheduled to be held in Brazil in the coming years will be significantly larger than the negative legacy.

This group envisions great opportunities even in unfavorable aspects raised during the public debate on the event. They foresee a chance to align political ambitions and unite a diverse, large and complex society such as Brazil with the prospect of defending and promoting rights, thus, contributing to human development in the country.

The issue related to the multiple-sports courts illustrates this perspective. One of the arguments against public investment in the World Cup is that part of these resources could be directed to supply a historic deficit of public investment in the education system. The School Census of 2012 shows, for example, that only 30% of the Elementary Schools have sports courts.

The Ministry of Sports argues that the construction of the World Cup Arenas does not conflict with policies of strengthening the access to sports in the education system and informs that the Federal Government continues to invest in the sector, and will deliver by the end of 2014, 6,100 new indoor sports courts to schools. Another 4000 that already exist will be covered.

More important, however, than the tangible counterpoint - measurable and material - is the debate on the importance of this type of public policy for the promotion of children and adolescents' rights that was strengthened within the government and achieved a material dimension due to public questionings about the mega event.

The methodological strategy is extended to other areas that benefit more than the numbers that are raised and compared with



INVESTMENTS FOR THE WORLD CUP (SEPTEMBER 2013)



US\$ 3.6 BILLION ON
URBAN MOBILITY PROJECTS



US\$ 272 MILLION
ON PORTS



US\$ 3.6 BILLION
ON CONSTRUCTION AND
RENOVATION OF STADIUMS



US\$ 181 MILLION
ON TELECOMMUNICATIONS



US\$ 2.8 BILLION
ON AIRPORTS



US\$ 90 MILLION
ON TOURISM INFRASTRUCTURE



US\$ 863 MILLION
ON SECURITY



US\$ 90 MILLION
ON ADDITIONAL FACILITIES

HEALTH AND EDUCATION

Contrary to what has been disclosed about the resources allocated for the construction of stadiums, the Federal Government informed that investments in education and health increased significantly since 2007, when Brazil was chosen to host the World Cup.

The resources for education tripled between 2007 and 2013, totaling approximately US\$ 141.6 billion for the period and the health sector received US\$ 203 billion.

According to the Minister Aldo Rebelo there is data corroborating this information. In 2013 the Government Budget allocated US\$ 80.45 billion for health and education and, the budget for the Ministry of Sports was only 1% of this amount.

great disadvantage to those who bet on the intangible medium and long term benefits due to the difficulty of measuring these as set out below.

SOME NUMBERS

There is great complexity even in evaluating the sectors closest to a tangible dimension. In 2011, for example, a study conducted by Ernst & Young Terco in partnership with the Getúlio Vargas Foundation, estimated that during the period of preparation for the World Cup (2010 to 2014) the country will receive an extra injection of US\$ 64 billion in the economy, creating 3.6 million jobs.

However, in a study commissioned by the Ministry of Sports, Value Partners projected, in 2010, that the investments made for the 2014 World Cup would add US\$ 83 billion to the national Gross Domestic Product (GDP) until 2019 – or an average increase of 0.26% per year¹.

The Center for Development and Regional Planning of the Federal University of Minas Gerais – Cedeplar² estimated an impact of 0.7% on the GDP and 0.5% in employment based on a study on the Government's budget released by the Ministry of Sports in 2010. The legacy should vary according to the productive structure of the region tending to be more expressive in states with a higher level of economic development.

Therefore there is no consensus about the projections because there is no single methodology for calculating possible impacts and enabling precise comparisons. This relativizes the results of the confrontation of the projected numbers such as earnings and the public resources invested on the preparation of the event in an immediate and direct way.

¹ Ministry of Sports, 2014.

NEGATIVE PERSPECTIVE

Contrasting the positive viewpoints, there are those who criticize the allocation of public resources for the preparation of the host cities, since they believe that these outweigh the expected returns. They compare the amount of investments announced to the social needs that could be addressed by them.

Amongst the figures raised by this group, there is data from the House of Deputies in 2012, according to which, three quarters of the Ministry of Sports' budget would be allocated to the 2014 World Cup and the 2016 Olympic Games, while, only one quarter would be destined for educational sports, leisure and inclusion.

Within this line of thought, the resources invested in the Amazonia Arena, for example, would enable the construction of 10,051 sports courts in public schools – according to professor Giovanni de Lorenzi Pires, of the LaboMidia of the Federal University of Santa Catarina.

This argument is contested by many government officials, since they are too linear, and do not consider, for example, that within the resources allocated to major events there are indirect investments in social demands.

Other undesired effects, brought up by this negative perspective, is that hosting major events in the country could result in the public indebtedness of states and municipalities where the World Cup matches will be held as well as the underutilization of the stadiums after the events.

Assuming the role of mediation and regulation, the Brazilian Government invests in the positive perspective without ignoring the criticisms to the strategy of acceleration of socioeconomic development undertaken and managed by the government, and builds mechanisms to control spending such as the World Cup Portal 2014 (see table on the subject).

DAYS OF JUNE/JUNE DEMONSTRATIONS

The contradictions and inequalities of Brazilian society were the setting for a series of protests that took millions to the streets in several cities in June 2013.

Initially motivated by the rise in the prices of bus fares in São Paulo, the protests spread throughout the country, expanding gradually, the list of demands.

Since they occurred simultaneously to The Confederations Cup, in some cities the protests were held near the stadiums and catalyzed the dissatisfaction in relation to public spending on major sports events.

BENEFITS FOR HEALTH

Besides the growth in the local economy resulting from the tourism sector, the 1992 Olympic Games in Barcelona, had a great impact on physical activities: in 1989, 47% of the adult population practiced some sort of physical activity at least once a week. In 1995, this proportion went up to 51%.

Source: PIRES, 2012.

INTERNATIONAL EXPERIENCES

Experiences in countries that have hosted major sports events were used as a reference for a public debate on the 2014 World Cup in Brazil. Three of them are mentioned more frequently – South Africa, Spain (Barcelona) and Germany.

South Africa hosted the 2010 World Cup. The economic dividends are questionable: five out of the ten stadiums are underused leaving the government with a negative balance on costly maintenance and operational services. The Green Point stadium in Cape Town has a cost to the government of approximately US\$ 4.6 million a year and Port Elizabeth around US\$ 6.3 million.

2014 WORLD CUP - TRANSPARENCY

The World Cup Portal - Transparency First was created by the Comptroller General in order to permit social control of public expenditure in the organization and preparation for the 2014 World Cup in Brazil. The site contains information on the investments and the source of funds for each project executed for the event.

The document, Matrix of Responsibilities for the World Cup is also available on the website. It defines the responsibilities of the Union, states and municipalities with regards to priority needs for infrastructure in the host

cities (airports, ports, urban mobility, etc.).

The portal, the diffusion of the Matrix of Responsibilities and the follow up by the media on issues related to infrastructure projects for the World Cup contribute to increase the transparency of the actions and public spending, and, encourage the participation of the society in the debate about the World Cup and its legacy, therefore strengthening the exercise of democracy.

SOURCE: MINISTRY OF SPORTS, 2014; TRANSPARENCY PORTAL, 2014.

According to a Cedeplar study, the 2006 World Cup in Germany didn't generate the expected results. The expectation regarding the creation of jobs for example was overvalued.

The 1992 Olympic Games in Barcelona, however, was considered a great example of a major sports event that left a long term legacy. The competition was conceived as an opportunity to build massive changes in its urban configuration in order to transform the capital of Catalonia into an international tourism and business center.

Approximately US\$ 8 billion were invested mainly from public funds. The strategy paid off: since then the city has consolidated itself as a major tourist destination creating revenues and has a positive image that contributes to diffuse the local culture internationally.

POSITIVE LEGACIES

The positive impacts expected from an event the size of the World Cup are not limited to the economy. Major sports events can propel improvements in many other areas - the most tangible, such as improving urban infrastructure, the intangible or less tangible ones that are associated to cultural transformations such as behavior, customs and attitudes.

There is no great division between the material and immaterial legacies. In fact, there is a graduation between them according to the possibilities of measuring their effects during a certain period of time. Neither are they stagnant. They give feedback and trigger impacts on each other.

The increase in public policies to promote sports and leisure (tangible legacies) can prompt changes of habits related to sports practice and other physical activities (intangible legacies). The opposite is also true – changing the perception of the importance of sports related to health can induce the implementation of public policies in the area.

It is in the transforming potential of the transitivity between the cultural and the material dimensions that lies the strategy to accelera-

RENDERING ACCOUNTS

The results of the 2013 Confederation Cup bring hope of positive legacies from the tournament.

- *The tourism sector raised US\$ 336 million;*
- *The average expenditure of foreign tourists was of US\$ 2,206;*
- *The average expenditure of Brazilian tourists was of US\$ 473;*
- *Approximately 24.500 direct jobs were created in the six stadiums used in the event;*
- *The profits in new businesses for Brazilian micro and small companies were US\$ 45 million.*

WHAT ARE SPORTS LEGACIES?

Legacies are good and bad heritage. In the case of major sports events they are a set of material and immaterial assets produced or enhanced by it. In general they can be analyzed according to two main dimensions, a positive or a negative perspective.

- *Tangible legacies - costs, gains, losses, investments, debts, number of jobs created, etc.;*
- *Intangible legacies - of difficult mensuration and closer to the cultural dimension, they usually originate medium and long term changes and can be reversed into material gains (or losses). A positive example of intangible heritage: improving the image of the host country before the international community; strengthening tourism in the country, which, in return, provides an increase in employment rates.*

te socioeconomic development. And it can start with the preparation of Brazilian cities for the 2014 World Cup and 2016 Olympics.

TANGIBLE LEGACIES: The positive impacts closest to the material dimension are noticeable in the host cities where urban infrastructure, specially mobility and services, are being adapted to the dimensions and quality standards necessary to promote the event.

Investments in mobility and road systems may reach US\$ 15 billion. Until September 2013, the input of public and private resources had reached the amount of US\$ 11.3 billion according to the Ministry of Sports². According to governmental sources, a total of 45 projects of mobility are being developed in the 12 host cities.

Crucial to enable a large influx of people, airports have been receiving special attention because they are already overloaded, regardless of the event. Therefore, they should receive investments of US\$ 2.8 billion, shared between the Federal Government and the private sector.

Telecommunications is another sector that will be benefitted with investments of about US\$ 168 million.

INTANGIBLE LEGACIES: Major Sports Events also leave intangible or immaterial legacies, which are associated especially to the cultural dimension or the perception field. These impacts are only consolidated after medium or long term being difficult to perceive and measure.

Thanks to new communication technologies, the 2014 World Cup, which repercussions transcends the territorial limits of the host country, shall collaborate to increase Brazil's visibility abroad, strengthen its positive image and disseminate its culture attracting more tourists and investments.

² REBELO, 2013.

Moreover, the tourism sector – which is a compelling indicator of the interaction between the material and immaterial dimensions – shall be one of the sectors that will benefit the most with the World Cup. According to the Brazilian Tourism Institute (Embratur), the influx of foreign visitors in 2014 will reach a record of US\$ 7 million (the annual average is 6 million).

People travelling to the five regions of Brazil should significantly motivate the third sector of services, leisure and business, mobilizing a record of US\$ 4.2 billion in the months of June and July alone. According to Embratur, foreign tourists spent in the entire year of 2013 US\$ 6.4 billion.

The prospect of a record growth for this sector is supported by the study conducted by Ernst & Young Terco. The researchers expect that foreign visitors will inject US\$ 10 billion in the economy, 38.5% more than was observed in 2012. A clear indicator of material gains originated from an immaterial dimension (the fascination with “the country of football”).

But the intangible legacy that is less noticed is the strengthening of Brazilian democracy and its system of checks and balances. One of the indicators is the construction of methodologies and mechanisms of regulation, self-regulation and social control, from the public debate on hosting major sports events (see examples on the charts 2014 World Cup and Fair Games)

LEGACIES FOR CHILDREN AND ADOLESCENTS

In addition to the benefits provided to the population, major sports events have a large impact on the lives of children and adolescents, and can produce specific legacies by stimulating learning, multicultural awareness, civic pride and the practice of healthy physical activities³.

³ BRACKENRIDGE, 2013.



INVESTMENT IN URBAN MOBILITY

US\$ 3.6 BILHÕES



FEDERAL
INVESTMENT

FEDERAL
GOVERNMENT
FINANCING LINES
FOR STATES AND
MUNICIPALITIES



PROFESSIONAL TRAINING

The Federal Government's National Program for Access to Technical Education and Employment (Pronatec - World Cup) will create one of the main positive legacies of the 2014 World Cup: an increase in professional training.

The program offers free courses in 44 activities of the tourism sector, in addition to English, Spanish and Libras (Brazilian sign language) courses. The expectation is to train 86 thousand people, mainly young people.

The fact that the country is hosting several mega events in a short period of time (Confederations Cup in 2013, World Cup in 2014 and Olympic Games in 2016) is seen as a unique opportunity to consolidate the different positive legacies for Brazilian children and adolescents with regard to ensuring their fundamental rights.

A great example is the strengthening of the access to sports and leisure. Although it is contemplated as a fundamental right of children and adolescents in the legislation – especially in the United Nation's Convention on the Rights of Children and in the Statute of the Child and Adolescent (ECA) – sports still lacks more effectiveness in public policies. This outlook will be positively impacted with the 2014 World Cup in Brazil.

WINDOW OF OPPORTUNITIES

The Brazilian Government sees these mega sports events as catalysts of political will and resources for the effectiveness of the right to sports. In other words, they represent a “window of opportunities”, enabling the promotion, construction, improvement of the available infrastructure (sports' courts, equipments, materials), and the training of human resources.

To demonstrate the opportunities of this favorable moment, actions, projects and commitments are being disclosed. Apart from the investment in building 6100 new indoor sports courts in schools, the strengthening of programs of the Ministry of Sport, such as the *Second-Half*, has been announced to promote sports especially in areas of social vulnerability.

The initiative is implemented in partnership with the More Education, a full-time program of education of the Ministry of Education that benefits approximately four million students in the country⁴.

⁴MINISTÉRIO DO ESPORTE, 2013.

The Sports and Leisure in the City Program (PELC) developed since 2003 provides hubs for the practice of sports in urban areas and in traditional riverine and maroon communities. The Ministry of Education signed agreements to benefit public school students with the PELC program in the 12 host cities. The Government expects to assist an audience of 162,000 people.

There are also enormous risks due to the vulnerabilities to which children and adolescents are exposed that can be intensified during mega sports events. These risks, such as child labor, sexual exploitation and other forms of violence will be detailed in the following chapters. But this potentially unfavorable scenario

FAIR GAMES

Developed by the Ethos Institute, the project Fair Games Inside and Outside the Stadiums aims to encourage transparency commitments from companies and governments. In addition, the initiative seeks to provide tools for collective actions of surveillance, monitoring, and social control over the investments allocated for the 2014 World Cup, the Olympics and the 2016 Paralympics.

The initiative is managed by a National Committee of Coordination and Mobilization and seeks convergence with the agendas of other ongoing actions related to the competitions, and consists of two thematic committees: the Legal, and the Business and Investors, bringing together bodies with broad knowledge on the subjects in focus.



FOOTBALL HOPE

FIFA announced plans to create, in March 2014, a legacy fund for the World Cup. The idea is to invest at least \$ 20 million in educational, social and health projects in Brazil.

One of the mechanisms is the Football for Hope Program, an initiative planned by the organization in various parts of the world and that has allocated about US\$ 1 million to 25 Brazilian sports projects.

Getting to know these projects and the communities in which they are being implemented could be a great idea for the media to cover alternative subjects and approaches related to the 2014 World Cup.

INCLUSIVE SPORTS AS A RIGHT

Sports are a right that provides better quality of life for children and adolescents. Besides being a tool for self-discovery that increases self-confidence and self-esteem, it provides the knowledge of rules of coexistence and respect for others.

In the social sphere, sports promote intense mobilization, bringing together people from different cultures, origins and beliefs. Besides entertainment, international competitions help to reinforce principles and positive feelings, such as tolerance and respect for the cultures of peoples.

Sources: UNICEF; UNESCO, 2013.

motivated the construction of a protective mechanism that will be remembered as one of the greatest legacies of sports events: the Convergence Agenda Protect Brazil. ■

WORLD CUP CITIES: A PROJECT FOR THE FUTURE

Some multisectoral initiatives linked directly to the context of sporting events are worth pointing out. One of them is the World Cup Cities project of the Sports Education Institute made possible through the Sports Incentive Act, which guarantees private sector financing. The goal is to stimulate the implementation of public policies of sports for everybody.

As a result, action plans were developed for nine of the 12 host cities, but the expectation is that the same should occur in the three remaining cities. The plans propose to double the number of physically active individuals in each locality and to ensure access to sports for all children and adolescents of the capitals that will host the World Cup.

The process of discussion and elaboration of the plans involved about a thousand participants from 300 social organizations, government agencies, associations and federations. This is an important intangible legacy of the mega event.

SOURCE: PAIVA; JÚNIOR, 2013



IN SEARCH OF SUSTAINABILITY

Seeking to strengthen the positive impacts and mitigate the negative effects of a mega event that promises to attract nearly 4 million people, FIFA and the Local Organizing Committee (LOC) have created a nucleus of Corporate Social Responsibility and developed a Sustainability Strategy, aimed at making the 2014 World Cup the first sustainable tournament in the world's history, involving the economic, social and the environmental spheres.

Fifa's intention is to adopt Brazil's World Cup as a model to be used as a reference in future editions of the tournament. The strategy involves seven themes that permeate various dimensions, spheres and sectors: organizational governance, environment, involvement and community development, fair play operating practices, consumer issues, labor practices and human rights.

These are issues that deserve to be followed up by the press, during the World Cup in Brazil and also in Russia (2018) and Qatar (2022), are excellent topics for news stories.

Apart from the nucleus of Corporate Social Responsibility, and integrating the sustainability

agenda proposed by FIFA and COL, a sustainability report will be elaborated according to the guidelines established by the Global Reporting Initiative (GRI), a main reference in the field of performance indicators of companies on the implementation of policies of social and environmental responsibility. It will be published after the World Cup.

Strengthening Good Practices

As mentioned, the agenda of social and environmental sustainability proposed by FIFA and COL will provide input to journalists that will be able to evaluate the actions developed in the host cities, identifying good practices and analyzing the reasons for any eventual difficulties in the implementation of the proposals.

Stories with this approach can help Brazilian society and other countries to understand how the 2014 World Cup was able to shape what can become a new model for hosting the tournament. In the chart, *Highlights of the Sustainability Strategy*, there are some of the aspects that FIFA and COL prioritized for the social and environmental agenda of the event.

HIGHLIGHTS OF THE SUSTAINABILITY STRATEGY

Topics	Issues
Environment	Promotion and protection of the environment Carbon Compensation; Sustainable management of product, passenger transport, waste and water logistics; Conscious and efficient consumption of energy and renewable energy.
Community Development	Football as a catalyst for the promotion of health; Social inclusion and anti-discrimination through sports; Social Investments in programs and trainings.
Fair operating practices	Promotion of sustainability in the sphere of influence of the organization; Sustainable consumption; Creation of opportunities for the informal sector.
Consumer Issues	Protection of the health and the safety of consumers; Educational actions and consumer awareness; Consumer complaints services Promotion of accessibility; Data protection.
Work Practices	Health and safety in the workplace; Fair wages and benefits; Quality in recruitment and staff training
Human Rights	Respect for civil and political rights (including for homeless people); Combating on forced labor, child labor, sexual exploitation and trafficking of people

DIREITOS DA INFÂNCIA

AGENDA DE CONVERGÊNCIA

3

The 2014 World Cup is a unique opportunity for the adoption of far-reaching measures to promote and defend the rights of children and adolescents. An event of such dimensions implies challenges that require innovative actions and programs with the potential to change crystallized practices and rearticulate organizations and procedures, thereby strengthening the capacity of advocacy of the actors in this endeavor.

In this sense, the World Cup triggered a rich planning, mobilization and discussion process in the country, which resulted in a methodology for action that can be applied in any large event - be they sporting, religious, political (rallies) or cultural (regional parties) events. Named Convergence Agenda Protect Brazil, the strategy is articulated with the Guarantee System of the Rights of Children and Adolescents.

MANAGEMENT OF PUBLIC POLICIES - A LEGACY

The intense mobilization was due to the understanding that despite the fact that vulnerabilities of focus groups are associated, in general, to socioeconomic circumstances, mega events can have an impact on the occurrence of vio-

lations of rights of various orders, such as child labor, sexual violence, abuse of alcohol and illicit drugs, or human trafficking.

This movement resulted in a structural mechanism in which public authorities take action in accordance to representatives of international cooperation, civil society, the academic community and the private sector in order to propose and operate strategies and practices that can create positive results for the 2014 tournament and at the same time generate medium and long term developments.

MECHANISMS OF PROTECTION

A Strategic Action Plan and a National Committee were set up to effectuate processes of advocacy prioritized in the context of Convergence Agenda Protect Brazil. Coordinated by the National Secretariat for the Promotion of the Rights of Children and Adolescents (SNPDCA) of the Secretariat of Human Rights of the Presidency of the Republic (SDH /PR), the National Committee is responsible for the general management of the initiative for the multisectoral coordination.

The structure designed at a national level is replicated in the 12 host cities of the World Cup with the establishment of the Local Committees for the Protection of Children and Adolescents and the development of the Integrated Protection Plans - documents that describe the actions, equipment, services and personnel made available by local government for the development of the protective program.

In general, each Local Committee is responsible for installing, maintaining and managing the Interinstitutional Duty, composed of units of Itinerant Assistance and Temporary Shelters. The structures are installed primarily in the vicinity of the Fan Fests due to the impact of these events on the violations of rights of children and adolescents during the Confederations Cup in 2013.

SCHOOL HOLIDAYS

During the World Cup in South Africa, high school students were on school holidays. This potentiated the risk of violence against children and adolescents because a gap in a vital network of supervision for this focus group was opened.

*This evaluation is discussed in the study *Exploitation of Children and Adolescents and the World Cup: an analysis of risk and protective interventions*. The study served as a warning to Brazilian authorities, who are trying to reverse the tendency of changing the school calendar in the host cities because of the event.*

MAPPING THE RISKS

The mobilization of Brazilian authorities was structured to prevent and/or mitigate vulnerabilities identified in studies on the impacts of mega events in the universe of children and adolescents. These studies are gaining visibility in the international scenario, especially in the last decade, although there is no consensus on the magnitude of the different risks investigated.

According to the study, *Exploitation of Children and Adolescents and the World Cup: an analysis of risk and protective interventions*, conducted by Brunel University of London, there are no large-scale data that can measure the extent to which projected risks turn into effective damage.

The situations described in this study indicate, however, a relevant perspective: sometimes the risks are masked due to other vulnerabilities, and can go unnoticed in the context of mega events. Sexual exploitation is an example: it is often associated with poverty and lack of access to basic rights, but may be enhanced by the large influx of people in a certain period of space and time.

Dangers are configured according to a multitude of dimensions - individual, family, community and social, resulting in a social, economic and cultural combination of structural factors. And such a combination weakens the protective environment of children and adolescents.

To recognize these dangers, skilled observers - be them, policymakers or public policy managers in the government, leaders of social organizations, actors in the judicial system, journalists, or other opinion makers - are required to capture the risks and its complexities and inter-relationships.

Therefore, Brazilian authorities are concerned in building medium and long term protective strategies, ensuring the priority status of children and adolescents based on an intersectoral perspective and providing synergy between the areas of welfare, health, education, justice, culture and leisure, among others.

PROTECT BRAZIL APP

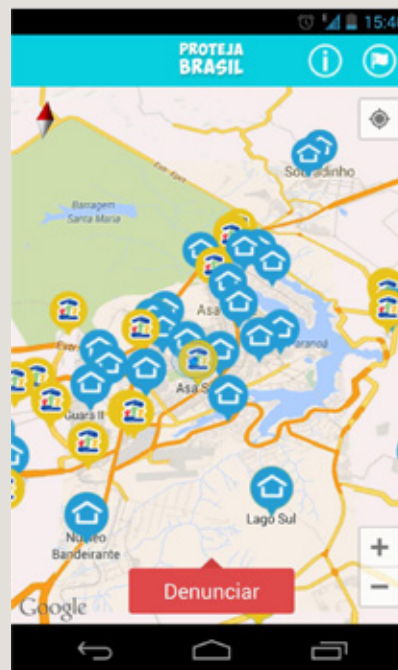
This is a mobile application designed to facilitate the location and access to equipment and protective services for children and adolescents, such as the Guardianship Councils, specialized Police Departments, Child and Youth Courts and Brazilian diplomatic missions abroad.

The application works with a georeferenced system of public services, providing not only options for denunciation and the referral of cases in capital cities and their respective metropolitan regions, but also helps the user to identify vulnerabilities and the types of human rights violations.

Didactic and easy to use, the application provides brief explanations of the different forms of violation (psychological violence, discrimination, sexual violence, torture, physical abuse, neglect, abandonment, child labor and trafficking in persons), indicating the best way to denounce, interrupt the violent act and/or referring the assistance.

The application is a result of a partnership between the Secretariat of Human Rights of the Presidency of the Republic, UNICEF, the Cedeca

Bahia and the company IlhaSoft. It is available in English and Spanish, and is easy to install: simply visit the App store or Google Play (Android), search for the name *Protect Brazil* and follow the instructions for downloading the application.



POLICE APPROACH

One of the major concerns for Brazilian authorities is how to approach teenagers in situations that can be considered in conflict with the law. A great deal of sensitivity is required to interpret the situation since it can be configured as victimization, rather than an offense.

In the case of drugs (legal or illegal), for example, the aim must be to protect and interrupt the process, instead of repression by force. For proper operation of the police apparatus regarding this and other groups during public demonstrations, the Ministry of Justice drafted a guiding protocol.

Among other guidelines, it is stated in the document that “if there is flagrante delicto committed by teenagers, they should be conducted to the Integrated Duty or the specialized police station, and immediately reported to their parents/guardians, to the competent judge and Integrated Duty [...]”.

THE LEGAL BACKGROUND

The debate on the protection of the rights of children and adolescents is based on an international legal framework, especially in United Nations directives such as the Convention on the Rights of the Child, 1989 - ratified by 193 countries, including Brazil.

The UN understands as children all individuals under 18, since this is a crucial stage of human development, and those with disabilities.

The “best interests of the child” is among the fundamental principles of child protection established by the Convention. This concept ensures a condition of priority for this age group. This means that, public institutions, authorities, courts, family and society in general should consider the child’s maximum welfare when decisions that affect them are made.

The Convention on the Rights of the Child also emphasizes, in its 19th Article, the protection against violence, in its many forms. In summary, this and other international directives set clear parameters and performance guidance for signatory countries, in view of the healthy, harmonious and comprehensive development of these age groups.

In the context of major sports events, the principle of full protection in the legal framework refers to the prioritization of the needs and rights of children and adolescents, taking into account their physical and psychological integrity. It was the chance to build a protective strategy that can be applied to any major event that mobilized the SDH/PR in the preparations for the World Cup 2014.

BRIEF HISTORY OF CHILDREN’S RIGHTS IN BRAZIL

Brazil has a trajectory in the defense of the rights of future generations dating back to the 1980s, amid a global context for the recognition of children as subjects of rights, especially in the civil society. This context led to the Convention on the Rights of the Child at the UN.

MONITORING VULNERABILITIES

A research carried out by the Brunel University of London shows that children were forced by adults to beg during the 2004 Olympic Games in Greece and the World Cup 2010 in South Africa. This and other risks of vulnerability related to major sporting events have been worrying Brazilian authorities - especially the Secretariat of Human Rights of the Presidency.

Another situation described in the study is the displacement of population groups due to the redesigning of cities in order to adapt them to public events. According to the researchers, homeless people and street vendors tend to be displaced from the places that they are used to live or work in the pursuit of a more secure environment for tourists and investors. This tendency occurs mainly in developing countries.

This type of operation – argue the experts - increases the risk of child labor or sexual

exploitation, since traditional support systems and household income are dismantled. In South Africa, there are reports that 600 street children and adolescents were displaced to a camp 30 kilometers from Cape Town, triggering a series of social problems, among which sexual violence.

BRAZIL - In Brazil, the risks related to the displacement of people are being monitored by the government, from data collected by Local Popular Committees, of community leaders and non-governmental organizations to monitor the impacts of the 2014 World Cup on different vulnerable groups of the population.

According to the Committees, about 150 to 170 thousand people are being displaced from areas where they live due to civil construction projects related to mega sporting events like the World Cup 2014 and the Olympic Games in 2016.

This mobilization echoed in various regions of Brazil and one of its major impacts was the effective participation in the Constitutional Assembly of 1988, of civil society groups that were committed to defending the rights of children.

THE CONVENTION ON THE RIGHTS OF THE CHILD

Article 19 - States Parties shall take all appropriate legislative, administrative, social and educational measures to protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse, while in the care of parent(s), legal guardian(s) or any other person who has the care of the child.

The goal was to ensure in the document the inclusion of the perspective of children and adolescents as subjects of rights, which became effective in Articles 227 and 228, which set the priority status that the State, the family and society must give to these age groups.

In practice, this means that the interests and needs of children and adolescents should be considered priorities for the various sectors of society and always aimed at their welfare.

THE STATUTE OF THE CHILD AND ADOLESCENT

In 1990, the National Congress approved the main law on the rights of these groups, which is still in force in Brazil: the Statute of the Child and Adolescent (ECA).

The Statute of the Child and Adolescent regulated the principle of full protection provided for in the Federal Constitution by establishing the directives related to physical, psychological and moral integrity of these age segments to be met by the State, the family and society.

The writing of the statute involved members of civil organizations, lawyers, consultants, and children and adolescents themselves, a dialogue that resulted in the bill sent to the Congress, which was approved unanimously.

Since then, efforts in the fields of public policy, Justice and civil society focus on the implementation and institutionalization of protective devices registered under the Statute.

The statute is now a 24-year story, during which many advances have occurred in several dimensions. But also, it is a story of resistance and persistence of challenges, such as the difficulties to put forth roots of a human rights culture in Brazilian society.

DEFENSE, PROTECTION AND THE PROMOTION OF RIGHTS

Currently, the most relevant challenge in this context in Brazil is the consolidation of the Guarantee System for the Rights of Children and Adolescents (SGD), structured for the purpose of effectuating the provisions of the ECA¹.

The Guarantee System can be defined as a set of interconnected social mechanisms because it involves different actors and political forces - the three levels of government, the private sector and civil society organizations - in order to ensure the observance of the rights of childhood and adolescence. The system involves three areas of action: promotion, defense and social control.

¹ ANDI, 2013.

OPPORTUNITIES FOR MOBILIZATION

In many parts of the world, major sporting events served as a prospect for the mobilization in defense of children's rights.

The 1st World Cup for Street Children was held in Durban during the 2010 World Cup in South Africa. The event brought together boys and girls aged 14 to 16 associated to social organizations from various parts of the globe in eight teams that competed against each other.

Teenagers also produced artwork. The results were published in the form of a declaration in

favor of the recognition and effectiveness of the rights of street children and adolescents.

The 2012 Euro Cup, held in Poland, served as the backdrop for a major awareness campaign against sexual exploitation. The initiative brought together several partners including the private sector (hotels, airports, transport), and actions such as providing information on victim assistance were focused towards tourists and fans. Teaching and learning aids to be used in schools were also created.

NO ADMITTANCE

The Interministerial Ordinance No. 876, of May 22, 2014, provides instructions regarding the measure that denies the entry into Brazil of individuals convicted of the crime of pornography or sexual exploitation of children and adolescents.

This is an initiative of the Ministry of Justice and the Secretariat of Human Rights of the Presidency of the Republic to combat the sexual exploitation of boys and girls in the context of tourism.

There are several mechanisms that integrate the SGD with distinct assignments and modes of operation: Councils on the Rights of Children and Adolescents (on a federal, state and municipal level); Guardianship Councils; Child and Youth Courts, specialized police stations; Defense Centers and Public Defenders, among others.

When properly structured, these bodies are able to act with effectiveness on several relevant fronts to protect the rights of children and adolescents: case attendance, prevention of human rights violations and production of information and indicators to support programs and policies, for example.

AUGMENTING THE SYSTEM

For the system to work as designed, however, it is essential to articulate a policy of assistance that can effectively converge with the actions of the Federal Government, states and municipalities, in addition to the initiatives of organizations of civil society and the private sector.

However, over the past two decades since the adoption of the ECA, there are still challenges so that the measures proposed by the legal instrument can function properly. Among these challenges is:

- The need to strengthen the mechanisms of interaction between different agencies and jurisdictions;
- Insufficient resources destined to the area of childhood in the three levels of government;
- The lack of qualified personnel working in certain sectors; and
- The precariousness of the infrastructure so that the bodies of the SGD can perform their functions satisfactorily.

The Guardianship Councils, key bodies within the system, are good examples because they act in the municipalities, dealing directly

with complaints and specific cases of rights violations. In many places, they still do not have the necessary infrastructure to meet the demand and lack resources for equipment and hiring personnel².

VULNERABILITIES AND THE WORLD CUP

As it was discussed in Section 2, many of the threats to children and adolescents during major events are a consequence of socio-economic and ethno-

² ANDI, 2013; ALANA, 2014.

PROTECTIVE POLICIES AND LEGISLATION

Brazil has a significant set of policies that guide the actions of protection of childhood and adolescence in the country. Besides the Federal Constitution and the Statute of Children and Adolescents, it is worth mentioning:

- III National Program for Human Rights;
- National Policy on Human Rights for Children and Adolescents;
- The Decennial Plan on the Human Rights of Children and Adolescents
- National Plan for the Promotion, Protection and Defense of Children and Adolescents' Rights to Live with their Family and to Community Reunion
- National Plan for the Eradication of Child Labor;
- National Plan to Combat Sexual Violence against Children and Adolescents;
- National Plan for Early Childhood;
- The 7220/2014 Law approved by the Brazilian Chamber of Deputies on May 14, 2014 qualifies sexual exploitation of children and adolescents as a heinous crime, a governmental initiative to address sexual violence
- Interministerial Ordinance No. 876, May 2014, prohibits the entry into Brazil of individuals convicted of the crime of pornography or sexual exploitation of children and adolescents

-cultural inequalities associated to the process of the formation of Brazilian society, despite the advances in the implementation of social policies and poverty reduction, especially in the last two decades.

Linked to the SDH/PR, the toll-free phone service, Dial 100 for Human Rights, receives complaints about violations of rights. Of the 124,079 complaints concerning this age group, the majority of the calls (73%) were related to negligence. Sexual violence accounted for 26% of the complaints and 8% of the calls were for child labor (see chart on Violations of children and adolescents' rights in Brazil).

Some regions of Brazil - especially the Northeast and the North, which are the most underprivileged in various social indicators - have the potential for violations of the children and adolescents' rights during the World Cup, as it will be detailed in the following section.



LOCAL FEATURES

The fragilities of the Guarantee System of Rights (SGD) in various parts of the country can favor the occurrence of human rights violations during the World Cup, hampering both the identification of problems as the reception and referral of cases

Therefore the journalist who is covering the tournament has to take local specificities and characteristics into account since the problems and risks faced by children and adolescents vary from city to city.

It is also important to check how the SGD works in each of the 12 municipalities that will host the games: which government bodies are the most active, NGOs and the leaders who have greater social inclusion, which are the most serious gaps and limitations.

The commitments made by the state and corresponding host city to the Convergence Agenda Protect Brazil is another point that deserves attention from the press: what are these responsibilities and are they being fulfilled to the satisfaction

PROJECTING SCENARIOS

The experience accumulated by other host countries and Brazil's own experience during the FIFA Confederations Cup - held in 2013, in six of the 12 host cities where the World Cup will take place in 2014 - enabled the projection of scenarios of potential risks.

GUARDIANSHIP COUNCILS

Essential for the proper care of children, adolescents and their families, the Guardianship Councils work with the community receiving complaints and forwarding cases of rights violations.

A survey conducted in 2013 by the Secretariat of Human Rights of the Presidency (SDH/PR) mapped the major needs of infrastructure of the 5906 Guardianship Councils operating in country

In many localities, these organs work without important equipment for the assistance of victims of rights violations:

- 44% have no vehicles
- 25% have no telephones;
- 37% have no mobile phones which are essential on duties

To address this situation, the SDH/PR has established a policy to strengthen the Guardianship Councils by installing and equipping new councils in the vicinity of the stadiums

where the Confederations Cup and the World Cup will be held.

Furthermore, it is fomenting vocational training and the employability of young people, in observance to current legislation, and is also producing educational materials and activities to prevent the violation of children and adolescents' rights.

Since 2013, 1,855 kits with equipment for the Guardianship Councils have been distributed. The 12 host cities of the World Cup are being prioritized in the distribution, but the goal is to provide equipments to all existing units by 2015.

The kit is consisted of a car, five computers, a printer, a refrigerator and a water cooler. However, according to law, the municipalities are responsible for training the councilors and equipping the Guardianship Councils. It is also up to them to ensure access to internet and phone lines, for example.

SOURCE: SDH/PR, 2013; EBC, 2013.

GOOD PRACTICES

A preliminary evaluation of the pilot project of the Convergence Agency during the Confederations Cup pointed out some good practices in the host cities.

One of these was the implementation in Salvador (Bahia), Recife (Pernambuco) and Brasilia (Federal District), of Integrated Duty of Protection in the vicinity of the Fan Fests.

In Brasília (DF), the Integrated Duty was installed inside these festive spaces, facilitating the monitoring and assistance of boys and girls who had their rights violated.

SOURCE: SDH/SNPDCA/PR, 2013.

Instead of stimulating alarmism, these experiences help define priorities and lines of action and contribute to the planning of actions to mitigate the vulnerability of children and adolescents in the context of mega events in general.

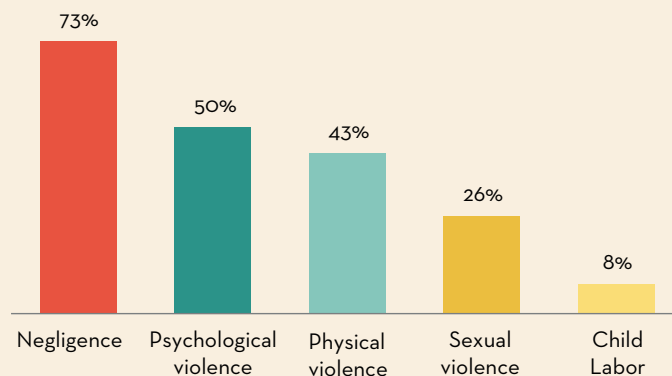
As previously registered, the Convergence Agenda Protect Brazil is one of the most important initiatives articulated to guarantee the human rights in the context of the 2014 World Cup as it will be detailed in the following pages.

ARTICULATING ACTIONS

Although the Agenda is coordinated by the Secretariat of Human Ri-

VIOLATIONS OF CHILDREN AND ADOLESCENTS' RIGHTS IN BRAZIL (2013)

TOTAL COMPLAINTS REGISTERED: 124.079*



*Since a complaint can refer to more than one case, the sum of several items exceeds 100%.
Source: SDH/PR, 2013.

ghts of the Presidency (SDH / PR), its implementation is ultimately the responsibility of state and local governments.

The Federal Government, among other roles, must provide technical support and information and must also implement monitoring and following up mechanisms of the projected actions.

The states and municipalities that adhered to the proposal made a commitment to put into practice the agreed matrix, detailed below.

KEY STRATEGIES

The Convergence Agenda Protect Brazil is operated at both federal and local levels following some key mechanisms of articulation, management and support directed to the different bodies of the SGD plus strategic services such as:

1. Central Structure (Federal)

- National Committee of Protection of Children and Adolescents
- Strategic Action Plan
- Services
 - Distribution of the Protect Brazil Application
 - Technical team and infrastructure built in the host cities during the World Cup

2. Local Structure

- Local Committees of Protection of Children and Adolescents
- Integrated Protection Plan
- Services
 - Integrated Protection Duty
 - ✓ Service Posts

OBSERVATORY

Another good practice drawn from the protective strategy used in the Confederations Cup was the implementation of the Observatory of Violations of Children and Adolescents' Rights in Salvador (Bahia). Created by the Decree 11.897, on December 17, 2009, the Observatory is coordinated by the Department of Social Development and Struggle against Poverty in the city.

Contacts:

Tel.: (55071) 3103-2214

E-mail: observatório.violencias@saude.ba.gov.br.

SOURCE: SDH/SNPDCA/PR, 2013.

THE COMMITTEE IN ACTION

The Local Committee for the Protection of Children and Adolescents is also responsible for monitoring the operation of services during the World Cup ensuring the proper flow of assistance and referral of cases.

Therefore, it is essential that journalists know who are the representatives of the governmental agencies and organizations that take part in the Committees, in order to obtain information about the local reality, familiarize themselves with the planned actions and monitor the implementation of the proposals.

It is also important to have access to the base document of the Strategic Action Plan, which set out detailed instructions for the installation of Local Committees as well as guidelines for certain procedures, such as how to approach adolescents in conflict with the law.

- ✓ Itinerant Units
- ✓ Shelters

CENTRAL STRUCTURE

The National Committee for the Protection of Children and Adolescents was created in August 2012 and is composed of representatives from ministries, bodies of the judicial system, non-governmental organizations, committees, national forums, universities, businesses and international organizations.

Besides the articulation with host cities of the World Cup, the Strategic Action Plan also states that the National Committee is responsible for monitoring, evaluating, systematizing and disseminating management methodologies in order to replicate the protective strategy during other occasions.

LOCAL STRUCTURE

The Local Committees for the Protection of Children and Adolescents are composed of representatives of state and local governments and civil society organizations, and has the mission of planning and articulating, defining the focal points of incidence, the priority lines of action and strategies to be adopted in the respective host cities.

The Integrated Protection Plans respond to local conditions with focus on specific activities and priorities. The Integrated Protection Duty, a strategic service proposed by the Agenda, operates in the same manner and was implemented for the Confederations Cup.

INTEGRATED DUTY: aim at providing assistance to children and adolescents during the World Cup matches and the Fan Fests. They have Service Posts, an Itinerant Unit and shelters. Several sectors in the area of childhood - health, social care, education, Guardianship

Councils, law enforcement representatives and NGOs participate in the Integrated Duty.

MOBILE UNITS: are responsible for making the first approach with children and adolescents at risk of violation of rights in the vicinity of the World Cup stadiums and Fan Fests. Their task is to refer them to the Integrated Duty or the Shelters, depending on the case, and act preventively, directing and distributing support materials.

SHELTERS: are places where children and teenagers can stay safe while measures for the protection and restoration of their rights are adopted. The space is supposed to have recreational, sports and cultural activities, and a place to watch the World Cup matches, while offering food and accommodations for overnight sleep.

The objective is that these mechanisms, designed and structured by Convergence Agenda Protect Brazil, remain operational in the locations where they are set up, integrating the day-to-day policies to ensure the rights of children and adolescents or composing the range of actions to be undertaken at large sporting or cultural events.

In summary, to strengthen bodies and mechanisms to protect rights of these age groups, the pattern designed for the Agenda may represent an important legacy of the 2014 World Cup for children and adolescents. Another legacy is the expected systematized records of experience that will serve as a reference for future actions.

But it is crucial to remember that the implementation process of the Agenda will require significant effort on the part of the responsible bodies. The success of the initiative involves, first of all, the recognition of children and adolescents as priorities, a concept that has not yet become widely consolidated in the field of public policy in the three levels of government.

OTHER INITIATIVES

In the list of protective good practices during the Confederations Cup are:

- *The use of playing areas (House of Human Rights) aggregating several intersectoral policies in Recife (Pernambuco)*
- *The production and distribution of a document of orientation for host cities in Belo Horizonte (Minas Gerais)*

SOURCE: SDH/SNPDCA/PR, 2013.

THE EXPERIENCES OF THE CONFEDERATIONS CUP

The Confederations Cup, held in June 2013, was the setting for the pilot of the Convergence Agenda Protect Brazil. In the six cities that hosted the matches - Fortaleza, Recife, Salvador, Brasilia, Belo Horizonte and Rio de Janeiro - several strategies were adopted to protect children and adolescents.

In each of these cities, a task force with actors from several bodies was organized. Public managers, Guardianship Council members, counselors of rights and professionals from different areas (health, education, social care, sport, leisure, tourism), as well as members of the Judiciary System (prosecutors, judges) and representatives of civil society organisms were part of the task force. The composition and commitment of the actors that composed the task force varied from city to city according to local conditions and characteristics.

As predicted, Technical Duties provided assistance in cases of rights violations, Mobile Units monitored and prevented acts of violence and shelters accommodated children and adolescents found in vulnerable situations.

Lessons learnt

The experience provided important lessons in charting the most frequent violations of rights during the tournament and identifying flaws and aspects that need improvement in view of the World Cup 2014 and other major events.

One of the findings was that most of the violations of the rights of children and adolescents did not occur in the area known as the “FIFA belt” (the radius of 2 km surrounding the stadium) but in the FIFA Fan Fests.

Child labor, although it is not among the main complaints recorded by the Dial 100 service, was the most recurrent type of violation during the Confederations Cup. Following that were complaints of sexual exploitation, abuse and neglect, followed by alcohol and illicit drugs.

Another lesson learnt from the experience was the need to better articulate the different roles, responsibilities and duties of the members of the Guarantee System of Rights, in particular, the Guardianship Councils. The lack of clarity about their specific role hampered the assistance of the cases that came forward.

Main Challenges

It is important to present a list of the most important challenges to be overcome according to the analysis of the Secretariat of Human Rights of the Presidency of the Republic:

- Better coordination of actions between each host state and municipality;
- Better coordination of the protection network with improved understanding of the roles and responsibilities of the members of the Guarantee System of Rights;
- Greater clarity about the role of the Guardianship Council;
- More effective participation of civil society;
- Strengthening the dissemination of the Local Committees' work;
- Greater participation and more effective integration of the bodies of the Security and Judiciary Systems;
- Easier access to the local network of assistance
- Improvement in the processes of approach and protection of homeless people;
- Greater advocacy work needed with street vendors to make them conscious of child labor;
- More efficiency in reporting incidents and referrals of cases of violations of rights of children and adolescents.

SOURCE: SNPDC/SDH/PR, 2013.

OPEN DOORS PROJECT FOR INCLUSION

The Open Doors Project for Inclusion - Sports for All has been training managers in municipal schools, educators and technicians of the Departments of Education and Sports of the 12 cities that will host the 2014 World Cup, with the aim of using sports as a school inclusion strategy for children with disabilities.

In the first stage, held in 2013, 430 physical educators were qualified. The project is an initiative of UNICEF in partnership with the Rodrigo Mendes Institute and the Barcelona Foundation

SOURCES: UNICEF, 2013; Instituto Rodrigo Mendes, 2013.

CONTACTS FOR LOCAL COMMITTEES FOR THE PROTECTION OF CHILDREN AND ADOLESCENTE

FU	Institution	Name	Telephone	E-mail
AM	State Secretary of Social Assistance / DPSE	Leidy Soares de Lima	(5592) 3878-6058 (5592)9185-2819	leidylima@seas.am.gov.br dpse@seas.am.gov.br
	Municipal Secretary of Social Assistance and Human Rights - SMASDH	Luiz Carlos Santos Junior	(92) 3215-2322 (5592) 8842-3232	semasdh.gabinete@pmm.am.gov.br
BA	Secretary of Social Development and Struggle Against Poverty	Antônia Luzia Santos	(5571) 3115-6616 / 6540 / 6692 (5571) 8810-7176	antoniasantos@sedesba.ba.gov.br
	Municipal Secretary of Social Protection and Combat Against Poverty	Dinsjani Pereira	(5571) 3176-7001 (5571) 9623-4955	dinsjani@hotmail.com dinsjani.santos@salvador.ba.gov.br
CE	Human Rights Coordination - Governor's Cabinet	Ana Paula Araújo de Holanda	(5585) 3466-4893/ 4029 (5585) 8682-0159/ 9913-9779	anapaula.holanda@gabgov.ce.gov.br
	Secretary of Citizenship and Human Rights – Fortaleza Town Hall	Tania Gurgel	(5585) 3105-1316 (85) 9996-4245	taniagurgel1@hotmail.com tania.gurgel@fortaleza.ce.gov.br
DF	State Secretary of Childhood of the Federal District	Susana Cecília Lavarello Mintegui	(5561)8152-0600	comitedeprotecaodf@gmail.com
MG	State Secretary for Social Development – SEDESE; State Secretariat for Human Rights	Eliane Quaresma	(5531) 3916-7968 (31) 9147-4322	eliane.araujo@social.mg.gov.br
	Municipal Secretary of Social Protection	Gláucia Brandão	(5531) 3277-9996/ 4657/ 9997 (5531) 8798-7364/ 9991-7273	glaucia.brandao@pbh.gov.br

MT	Secretary of Labor and Social Assistance	Roseli de Fátima Meire Barbosa	(5565) 3613-5740/ 5788	gabinete@setas.mt.gov.br
	Municipal Secretary of Social Assistance	José Rodrigues	(5565)3645-6812	joserodrigues33@gmail.com
PR	Secretary of Family and Social Development - SEDS	Elenice Malzoni	(5541) 3210-2982	coordenacaopse@seds.pr.gov.br emalzoni@seds.pr.gov.br
	Social Action Foundation of Curitiba	Marina de Pol Ponixas	(5541) 3250-7902	mponixas@fas.curitiba.pr.gov.br
PE	Secretary of Children and Adolescents – Government of the State of Pernambuco	Bernadeth de Lurdes Ludim	(5581) 3183-0712 (5581) 9491-2799/8494-1762	bernadeth.gondim@scj.pe.gov.br
	Secretary of Social Development and Human Rights – Recife City Hall	Eduardo Paysan Gomes	(5581) 9488-6235/ 3355-8534	eduardopaysan@recife.pe.gov.br
RN	Secretary of Labor, Housing and Social Assistance	Francisca Shirley Targino	(5584) 8137-2174	shirleyftargino@hotmail.com
	Municipal Secretary of Labor and Social Assistance	Maria José de Medeiros	(5584) 9983-1147	mjose.medeiros@hotmail.com
RS	State Council of the Rights of Children and Adolescents – CEDICA	Dalva Franco	(5551) 9963-8115	dalva.franco@hotmail.com
	Municipal Secretary of Local Governance – SMGL	Carlos Simões	(5551) 3289-6663 (51)9297-0146	carlosfilho@smgl.prefpoa.com.br
RJ	Childhood and Adolescent Foundation	Alexandre Nascimento	(5521) 2976-1949/2356 (5521) 8909-1472/9626-0713	ernestobragasmds@gmail.com
	Municipal Secretary of Social Development	Ernesto Braga	(5521) 2976-1949/2356 (5521) 8909-1472/9626-0713	ernestobragasmds@gmail.com
SP	State Council of the Rights of Children and Adolescents - CONDECA	Edson Santana	(5511) 3223-9346 / 3222-4441	atendimentocondeca@condeca.sp.gov.br
	Municipal Secretary of Human Rights and Citizenship of the Municipality of São Paulo	Kátia Cristina dos Reis	(5511) 3113-9647	katiadreis@prefeitura.sp.gov.br

CHILDHOOD IN THE WORLD CUP

VULNERABILITIES AND
SOLUTIONS



4

2014 World Cup host cities are considered high-risk spots for children and adolescents. This diagnosis was drawn from official data; studies conducted by various organizations and by the accumulated experience of the government with policies and actions focused on these age groups.

Four of the 12 capitals that will host the World Cup matches are located in the Northeast Region (Fortaleza, Natal, Recife and Salvador). Historically, these cities have socioeconomic indicators below the national average. They stand out negatively in statistics related to some types of violations of children and adolescents' rights - particularly with regard to sexual exploitation.

But risks related to poor living standards also exist in host cities in other regions.

Capital cities, such as, São Paulo and Rio de Janeiro, for example, have large areas of urban periphery, where children and adolescents are vulnerable to, for example, violence and child labor.

Throughout this chapter, the main violations of rights that raise concern and mobilization due to the World Cup are described. For each one of them, important data and context information and programs to combat violations

of rights are presented, besides suggestions of focus points that help journalists to include these issues in the media coverage.

The following violations will be discussed in the following pages:

- Sexual exploitation of children and adolescents;
- Human trafficking for sexual exploitation;
- Exploitation of child labor;
- Displacements and evictions of populations;
- Drug abuse.



WHEN A JOURNALIST COVERS A FIELD STORY, IT IS IMPORTANT TO:

- Get information about the host city's Local Committee for the Protection of Children and Adolescents: who are its members, whether it is properly set up and active, and which are their main programs and actions;
- Get to know the *Early Diagnosis and Integrated Protection Plan* outlined in the commitments made in the Convergence Agenda Brazil Protect, identifying the priority lines of action. These documents contain important inputs to subsidize good investigative guidelines;
- Check if the organs, organizations and professionals directly involved in the implementation of the proposed Protection Plan are properly prepared and structured to develop them efficiently;
- Get to know which are the organs, organizations and central actions that integrate the system for guaranteeing rights at the local level;
- Identify, in addition to public authorities and official agencies, other actors of civil society and businesses that may be involved in actions to defend and protect the rights of children and adolescents;
- Have in hands data and information on the situation of children and adolescents in each host city.

THE ROLE OF JOURNALISM

In scenarios where the risks of violations are larger, journalists can play a strategic role. But to do so, their coverage should not be focused only on the matches, parties and other activities related directly to the tournament – it is important to incorporate a perspective that takes into account the social context of the host cities and the issues related to children and adolescents' rights.

A journalistic approach built according to these parameters is an important contribution to address these problems due to the ability to mobilize public opinion both domestically and internationally. At the same time, this type of coverage is even more effective when journalists do not focus their investigation only in situations in which children and adolescents are being denied their rights. It can (and should) also guarantee visibility to cases and stories that demonstrate the commitment in finding solutions to existing problems and violations, adding different opinions and insights to the coverage.

COMPLAINT CHANNELS

Dial 100 – A 24 hours a day, seven days a week service including holidays - to receive reports of human rights violations. Direct and toll free calls can be made from anywhere in Brazil from landlines or mobiles phones. The complaints are anonymous and confidentiality is guaranteed, if requested by the informant.

Application Protect Brazil – A software for smartphones released during the Confederations

Cup helps citizens file complaints of violations of rights. The Protect Brazil indicates addresses and phone of the police, community councils and organizations involved in combating violence against children and adolescents in the main Brazilian cities according to the location of the user. It also enables calls to the Dial 100 service. Versions are available for Android and iOS. More information on: www.protejabrasil.com.br.

SEXUAL EXPLOITATION

Sexual exploitation is a crime and it is one of the forms of sexual violence. It is one of the most serious violations of children and adolescents' rights and it generated significant mobilization in the context of the World Cup.

But it is important to note that despite the gravity which involves the exploitation and other forms of sexual violence against children and adolescents, these issues are still rarely discussed by Brazilian society, because of the taboo and the “pact of silence” that the issue arises.

There are signs, however, that this manner of relating to the issue of sexual violence is increasingly being deconstructed. One concrete indication of this development is the number of complaints registered by the Dial 100 service, operated by the Secretariat of Human Rights of the Presidency of the Republic (SDH / PR).

DEEPENING CONCEPTS

Sexual assault occurs when a sexual act or relationship occurs between an older person and a child or adolescent. It can manifest itself in two ways: as abuse and/or as sexual exploitation.

Sexual abuse is a crime typified in the Brazilian Penal Code as the use of a child or adolescents' body to practice any act of a sexual nature (e.g.: gestures of seduction, voyeurism, touching, caressing, or denudation or induction of the child or adolescent to attend or par-

ticipate in activities of a sexual nature). It can occur within the family (when it involves relatives) or outside.

Sexual exploitation is also a crime and involves the sexual use of children and adolescents with the intention of financial gain or of other nature. It occurs when boys and girls are used in the production of pornographic materials, taken to other locations with sexual purposes or induced into sexual relations by some sort of payment.

This change in perspective is due to a combination of factors:

- On the one hand, programs and actions implemented by the government and civil society organizations and the private sector engaged in confronting the phenomenon
- On the other hand, the fact that, in recent years, the press has been incorporating the various vectors related to the problem in its investigative agenda.

Among the several forms of sexual violence, detailed below, the exploitation is of greatest concern in the context of the 2014 World Cup, to the extent that some of the World Cup host cities have been considered high-risk spots for this type of violation - even without hosting large events.



THE PERSPECTIVE OF ADOLESCENTS AND YOUTH

Throughout 2014, the so-called Courts of Mega Sports Events will take place in the 12 cities hosting the World Cup and in São Luis, the capital of the State of Maranhão. The events are led by members of the Network of Adolescents and Youth for the Right to Safe and Inclusive Sports (Rejupe), an initiative supported by the United Nations Children's Fund (UNICEF) and the International Institute for the Development of Citizenship (IIDAC).

Structured in the format of real trials, the courts can analyze the impact of major sports events, mobilize society and stimulate the dia-

logue with public authorities on children and adolescents' rights. One of the most important characteristics of the proposal is the direct exchange of experiences among adolescents, youth and groups of civic participation.

The Rejupe has as one of its missions, to focus on planning and building a positive social legacy for major sports events held in Brazil. In addition to the courts, the network has been conducting communications actions and training workshops. In 2013, a total of 260 adolescents and young people took part in the workshops.

REPORTS OF SEXUAL EXPLOITATION

In 2013, the Dial 100 service registered 7,217 allegations of sexual exploitation throughout the Brazilian territory.

There was a reduction in 2013 in relation to 2012, in opposition to the significant increase recorded from 2011 to 2012:

- 2011 - 2,455
- 2012 - 8,080
- 2013 - 7,217

The comparative analysis of the complaints by state shows that the states of São Paulo, Rio de Janeiro, Bahia and Minas Gerais are at the top of the list.

Source: SDH/PR, 2013.

Between 2005 and 2010, for example, the Dial 100 service registered 6,570 allegations of sexual exploitation in the 12 capitals that will host the matches - mainly in Fortaleza, Salvador and Rio de Janeiro.

A PATH OF STRUGGLE

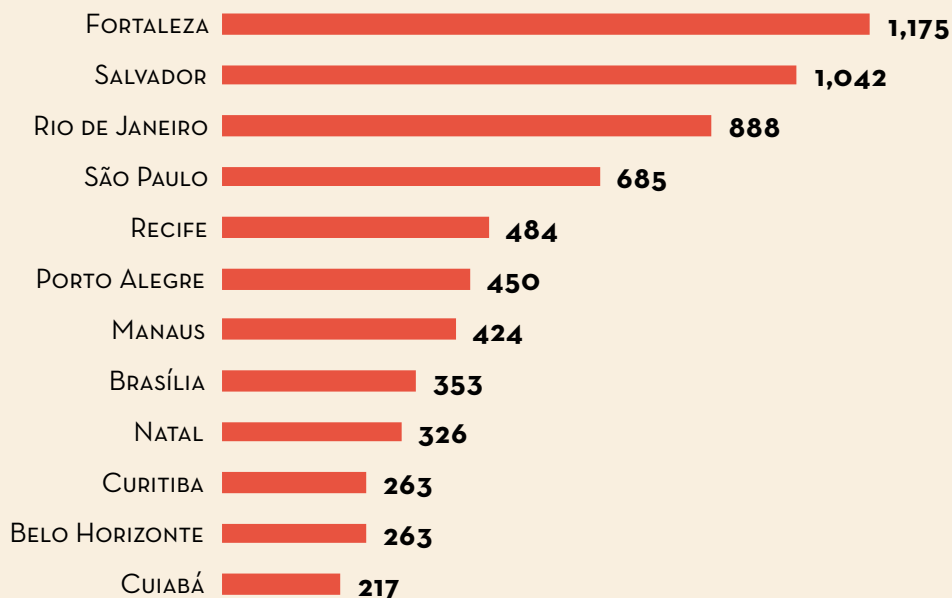
Sexual violence began to have more visibility in Brazilian society from the 1990s, when the issue was incorporated into the national and international agenda of organizations engaged in the struggle for children and adolescents' rights. During this decade it also began to gain ground in public policies: in 2000, the National Plan to Combat Sexual Violence against Children was approved.

The plan is an important tool, which sets targets and actions in order to ensure the full protection of children and adolescents in risk or in a situation of sexual violence. It also guides the initiatives of the government and civil society in this field. Therefore, a significant trajectory of struggle against sexual violence has been consolidated in Brazil. Several studies have recorded and evaluated these advances.

However, due to its characteristics - as an illicit activity it occurs almost always clandestinely - sexual violence is still a difficult phenomenon to be accurately dimensioned. One of the main sources of information about violations of children and adolescents' rights in Brazil are the reports forwarded to the Dial 100 service of the Federal Government. With specific regard to sexual exploitation, the data from 2013 reveals that 7,217 calls were recorded by the service.

The study *Mapping Vulnerable Spots of Sexual Exploitation of Children and Adolescents in Brazilian Federal Highways*, conducted by the Secretariat of Human Rights of the Presidency and the Childhood Brazil with data from the Federal Highway Police, allows identifying places by the highways where there is expanded risk or where the problem actually occurs. In 2012, 1,776 vulnerabilities were identi-

NUMBER OF REPORTS OF SEXUAL EXPLOITATION OF CHILDREN AND ADOLESCENTS IN THE HOST CITIES OF THE WORLD CUP BETWEEN 2005 AND 2010



Source: SDH/PR, 2011

Note: the number of cases may be higher than those recorded in Dial 100 service, likely due to underreporting.

fied on Federal Highways, of which 691 were classified as “critical”. Most of them are in the Northeast and in the Central-West regions¹.

SEXUAL EXPLOITATION AND MAJOR EVENTS

In the field of children and adolescents’ rights, one of the central concerns

¹ PRF/MJ; SDH/PR, 2012.

SEXUAL VIOLENCE AND TOURISM

Data from the Dial 100 service for the period 2011-2013 indicate that cases of sexual exploitation of children and adolescents in the context of tourism represent 0.71% of total complaints about this type of violence.

Source: SDH/PR, 2013

during the World Cup is the increase of sexual exploitation of children and adolescents in the context of tourism. The problem is in relation to domestic tourism. But what worries the most is the increased presence of foreign visitors associated to the dissemination of the image of the country as a liberal country with a culture of sexual permissiveness.

Several studies show that poverty and low level of development are determining factors for the sexual exploitation of children and adolescents, but this type of violence can also be enhanced by events that promote large influx of people in territories with this type of social vulnerability.

A research conducted by the National Council of the Brazilian Industrial Social Services (SESI) in two states that will host the World Cup matches (Bahia and São Paulo), for example, exposes the association between increased reports of sexual exploitation and the flow of foreign tourists - which signals the actual increase in cases of violation.

THE MANY FACES OF SEXUAL EXPLOITATION

Sexual exploitation in tourism - occurs when children and adolescents are sexually exploited, either by foreign tourists or domestic tourists. Sometimes it involves brokering networks, which act as if they were tourism companies, even on the Internet.

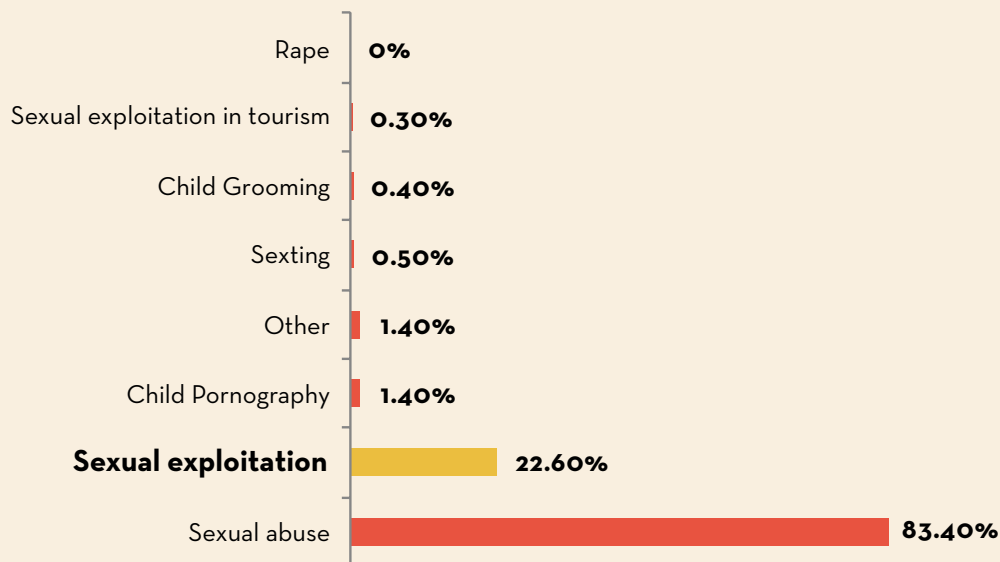
Sexual exploitation in prostitution - occurs when a person or a network negotiates the body

of children for sexual purposes, obtaining money or other forms of income.

Human trafficking for sexual exploitation - occurs when individuals or groups promote or facilitate the entry of children and/or adolescents in a county, state or country for the purpose of subjecting them to prostitution or other forms of sexual exploitation.

REPORTED CASES OF SEXUAL VIOLENCE AGAINST CHILDREN AND ADOLESCENTS IN BRAZIL IN 2013

PERCENTAGES CALCULATED OF THE TOTAL OF 35,091 COMPLAINTS*



*Since more than one situation of violence can be registered from one complaint, the total exceeds 100%.
Source: SDH/PR, 2014.

The survey also warns that the problem will be intensified in Bahia during the World Cup matches, and points out the link between structural reasons, such as poverty and low Human Development Index (HDI), and impacting vectors, such as mega sports or touristic events².

² FONTES, 2012.

FOREIGN TOURISTS AND SEXUAL EXPLOITATION

Period: 2008-2012:

- Bahia - 1 report per 371 foreign tourists;
- São Paulo - 1 report per 2,567 foreign tourists.

Source: FONTES, 2012.

HUMAN TRAFFICKING

Human trafficking for sexual exploitation is the most common form of human trafficking. According to the UN Office on Drugs and Crime (UNODC) report of 2013, 79% of cases fall into this category, followed by forced labor (18%).

Adolescents and young women are particularly targeted by this type of crime. A study by the National Secretariat of Justice (agency of the Ministry of Justice of Brazil) in partnership with UNODC registered that at least 475 peoples were victims of this type of crime between 2005 and 2011 – the majority up to 29 years. The study, which focused 11 border states, however, reiterates that the dimensions of human trafficking in Brazil may be higher, due to inadequate information available.

In 2002, a National Research on Women, Child and Adolescents Trafficking (Pestraf) mapped 241 routes of trafficking for sexual exploitation throughout the country. Although it dates a

PUBLIC POLICIES

One of the practical effects of the National Plan to Combat Sexual Violence against Children was the creation, in 2003, of the Program of Integrated and Referential Actions to Combat Sexual Violence against Children and Adolescents in the Brazilian Territory (PAIR), which is still in force in more than 500 municipalities.

The PAIR is implemented by the Secretariat for Human Rights of the Presidency (SDH/PR),

along with various social organizations and international cooperation agencies.

Its goal is to strengthen the actors involved in combating sexual violence, with a view to the effective implementation of the National Plan. For this, among other initiatives, it promotes diagnoses, trains professionals, conducts various activities and monitors results.

while back, the study remains a reference to analyze human trafficking in Brazil.

In addition to identifying the routes, Pestraf drew a profile of human trafficking in the country, establishing relevant relationships, such as the fact that the greater the degree of inequality/poverty of a region, the greater the number of routes. Thus, most of the routes were identified in the North and Northeast. The figures showed that the most frequent victims are women aged 15 to 27 years and that cases of sexual exploitation prevailed widely.



KEEPING AN EYE ON PLACES THAT PROMOTE SEXUAL EXPLOITATION

- Entertainment Networks - shopping malls, nightclubs, bars, restaurants, motels, beach huts, cafes, nightclubs, concert halls, samba schools courts, brothels and massage parlors;
- Fashion Market - modeling agencies and producers of presentation books;
- Employment agencies - maids, nannies, dancers, singers and travel escorts;
- Phone sex Network - newspaper ads, internet and TV;
- Tourism industry - travel agencies, hotels, spas, resorts, taxi drivers, tourist transport companies and airports.

Sources: ABRINQ FOUNDATION; SAVE THE CHILDREN, 2012.

PERVERSE STRATEGIES

Human trafficking is a form of exploitation that occurs through the recruitment, transportation, transfer, harboring or reception of persons, based on different strategies, such as threat, use of force, coercion, abduction, kidnapping, fraud, deception or abuse of authority.

Sometimes exploiters take advantage of the vulnerable situation in which the victim finds herself/himself or promises payment or other benefits to get control over the victim in order to insert them into an operating network. It is still an action in which the individual is deprived of his physical liberty or mobility - obviously without their consent.



INVESTIGATING SOLUTIONS

Several actions and campaigns were planned - many involving partnerships between government and civil society organizations - to address both the issues of tourism as well as other vectors that generate risks of increase in cases of sexual violence against children and adolescents during the World Cup.

It is strategic, therefore, that journalists engaged in the coverage of the tournament monitor the implementation of these proposals in the host cities. Five of these initiatives are described below

Suggested Approach - The tourism sector is one of the most mobilized sectors due to the World Cup, and can play an important role in the prevention of sexual exploitation, human trafficking and other forms of violence against children and adolescents.

The journalist can then investigate the scope and effectiveness of actions at the federal and/or local level performed by the private sector for the prevention of sexual exploitation.

SUSTAINABLE TOURISM PROGRAM AND CHILDHOOD

Created in 2004, the program of the Ministry of Tourism, aims to prevent and combat sexual exploitation of children and adolescents in tourism facilities.

In the context of the World Cup, given the expectation of a large influx of foreign tourists, the project focuses on training multipliers from the public and the private sectors in the 12 host cities. The idea is to prepare public and professional agents in the tourism sector (entrepreneurs, guides, travel agents, representatives of bars and restaurants), through workshops, so that they develop actions to inhibit the sexual exploitation of children and adolescents.

PAIR WORLD CUP

The PAIR World Cup is part of an initiative to strengthen the protection of children and adolescents in the context of the World Cup and other major events scheduled in the country - Confederations Cup, World Youth Day (held in 2013) and Olympics and the Paralympics (scheduled for 2016).

The PAIR World Cup is implemented at municipal and state levels by government agencies, businesses, social organizations and other partners identified as strategic, coordinated by the Program of Integrated and Referential Actions to Combat Children and Youth Sexual Violence in the Brazilian territory.

A number of specific actions will be implemented in the context of the World Cup. Among them are:

- The identification of strategic actors, in addition to those already engaged in actions against the sexual exploitation of children and adolescents;
- The definition of indicators
- Gathering information;
- Preparation of the Local Operating Plan (POL);
- Coordination and strengthening of technical teams at state and municipal levels;
- Conducting awareness campaigns.

Suggested Approach - The PAIR World Cup is one of the central actions of the policies for combating sexual exploitation of children and adolescents in the event. The press can access agendas of special density by monitoring how it is working in the host cities.

Professionals and organizations involved in the PAIR World Cup can also be good sources of information on sexual exploitation and other forms of sexual violence at a local level.

Suggested Approach - The actions developed by these organizations, in different host cities, is an opportunity to cover sexual exploitation from the perspective of adolescents and young people themselves, allowing an alternative look on the issue.

Suggested Approach - The results obtained by ViraVida and the life stories of young people who participate in it can serve as the basis for an in-depth journalistic approach to the issue of sexual exploitation and alternatives to overcome the reality faced by victims.

WORLD CUP PROJECT

In order to leave a positive legacy for a childhood free of sexual exploitation, the organization Childhood Brazil is developing the World Cup Project.

The initiative involves the implementation of actions related to the prevention of sexual violence against children and adolescents in nine of the 12 host cities: Manaus, Fortaleza, Natal, Recife, Salvador, Rio de Janeiro, Belo Horizonte, São Paulo and Curitiba.

The projects are developed by young people connected to organizations that operate in these locations and include various strategies in order to circulate information to strengthen self-protection, encourage citizen awareness and promote networking among the most vulnerable age groups.

THE VIRAVIDA PROGRAM

ViraVida is a program of professional training and socio-productive inclusion of young people (aged 16-21 years) in situations of sexual exploitation, maintained by the National Council of the Brazilian Industrial Social Service of (SESI).

The implementation of the program in the country is conducted by organizations that are part of the so-called S System - SESC, Senac, SEST/Senat, among others. Courses are offered in various areas such as fashion, tourism and hospitality, digital communication and gastronomy.

A partnership between SESI and the Ministry of Tourism has secured the participation of young people benefited by the ViraVida in the initiative called Social Pronatec Cup. Therefore, both

they and their families can attend one of the 37 courses offered to qualify personnel for the tourism sector.

“DON’T TURN YOUR BACK. BE ALERT. REPORT!”

Coordinated by the Federal Government, the campaign “Don’t turn your back. Be alert. Report”, which began in the 2013 Carnival season is ongoing and will last until the 2016 Olympics.

The initiative of the Brazilian government is part of the effort of 17 countries and involves several activities for the prevention of sexual exploitation. Among them, campaigns focusing on the prevention of crime and for social awareness on the importance of reporting sexual exploitation, as exemplified below.

In general, the strategy is to channel reports regarding violations of rights of children and adolescents to the Guardianship Councils and the Dial 100 service.

The international campaign is titled “Don’t turn your back” and is coordinated by the End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT) Network, comprised of organizations working to end all forms of sexual exploitation of children and adolescents

In Brazil, the international aspect of the initiative is led by the National Front of Mayors (FNP) and the National Council of the Brazilian Industrial Social Service (SESI). Local governments, civil society and the tourism sector are responsible to disseminate it.

Suggested Approach - The campaigns offer good angles so that journalists can insert the topic of sexual exploitation in the media coverage, contemplating information that contribute to increase social awareness of the problem - whether in relation to Brazilian reality, or in an international context*

*Links to other campaigns:

Childhood: <https://www.youtube.com/watch?v=fCzuLnhtHXU>

Cedeca - BA: http://www.unicef.org/brazil/pt/br_infanciaemcampo.pdf

APPRENTICE

Child labor - refers to economic activities and/or survival activities, with or without the purpose of profit, paid or unpaid, carried out by children or adolescents under 16 years of age (except as an apprentice, aged 14).

Source: MTE, 2011.

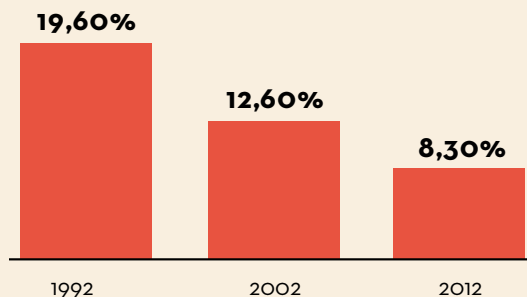
CHILD LABOR

Child labor is another form of violation of children and adolescents' rights and raises concern during the 2014 World Cup. It was the most common violation during the Confederations Cup in 2013. Moreover, 14% of the cases that refer to the phenomenon were overseen by the Reference Centers for Social Assistance (CRAS) across the country throughout 2012.

In the assessment of the International Labour Organization (ILO), the occurrence of child labor - a practice deemed unacceptable by experts from around the world - is an effective risk in the context of the 2014 World Cup. There are several ways that violations can occur in the context of major sporting events.

CHILD AND ADOLESCENT LABOR IN DECLINE IN BRAZIL

(% RELATIVE TO THE TOTAL AGE GROUP OF 5-17 YEARS)



Source: IBGE, 2013.

According to the research *Exploitation of Children and Adolescents and the World Cup: an analysis of risk and protective interventions* conducted by Brunel University of London, international experiences show that there are companies that use this type of labor during major sports events. Other forms of child labor are in activities developed by parents or family members, who use the work of their children to raise their income during major events.

SUCCESS STORIES

Just like the struggle against sexual violence, Brazil has many successful stories in the fight against child labor, guided by the legislation on the subject and a trajectory of about two decades of public policies and coordinated actions between government, civil society and the business sector.

The Eradication of Child Labor Program (PETI) plays a central role in strategies to combat child labor in the country. In operation since 1996 it unites the State, civil society and international cooperation.

CHILD AND ADOLESCENT LABOR BY AGE AND REGION

Region	10-15 years old	16-17 years old
North	216,210	162,784
Northeast	561,175	458,680
Southeast	432,596	674,875
South	264,225	353,498
Central-West	124,362	158,108
TOTAL	1,598,569	1,807,945

Source: IBGE, 2010

And although, as shown by the statistics, the tendency is of decline of child labor in Brazil, the National Household Sample Research (PNAD) of 2012 registered the existence of almost 3.5 million child and adolescent workers. Of this total, about 3 million are aged 14-17 years, an age group in which work is only permitted as an apprentice - which requires the employer to comply with a series of procedures established in legislation.

SETTINGS THAT CAN FAVOR CHILD LABOR

Transport - in airports, bus stations and other points of embarkation and disembarkation of passengers, shining shoes, delivering advertisements or tourist brochures, begging, selling food and/or drinks.

Tourism network - used as guides in drug trafficking, sexual exploitation, the sale of sporting articles, food and beverages

Street trade - as jugglers, squeegees, car washers and leaflet distributors

Clothing industry - making of shoes and other sporting accessories; production of clothes and footwear for construction workers

Recycling network - collecting various products usually disposed by the population during big events, such as paper, plastics and cans of beer or soda.

Source: Abrinq Foundation / Save the Children Foundation 2012



INVESTIGATING SOLUTIONS

To combat child labor in the context of the World Cup, various initiatives are being developed in the host cities. It is worth getting to know them and disseminate them.

MAPPING CHILD LABOR

The National Forum for the Prevention and Eradication of Child Labor is mapping, with support from partners, the Guarantee System of the Rights of Children and Adolescents (SGD) in six capital cities that will host of the World Cup matches: Natal, Recife, Salvador, Cuiaba, Curitiba and Porto Alegre.

The objective of the survey is to support the activities of the Committees for the Protection of Children and Adolescents installed in these cities. Results should begin to be released by the end of April 2014.

THE PACT FOR DECENT WORK

An initiative to prevent and deter illegal employment - including child labor and human trafficking - during the World Cup is the Pact for Decent Work, coordinated by the ILO. In April 2014, São

Suggested Approach - keeping up with the disclosure of the results of the mapping can reveal good guidelines for news coverage, based on new data and with a local focus, allowing the understanding of key vulnerabilities and the discussion of the strategies planned for addressing and preventing child labor during the World Cup.

Suggested Approach - it is important to know all the commitments made by the host cities that have signed the Pact and investigate the actions that were promised to enforce the pact. In the case of the cities that did not join the pact, journalists must question local authorities about the reasons for the non-adherence and the measures that are being planned to face this violation of rights

Suggested approach - The campaign offers an excellent news hook for a journalistic approach of the subject, allowing focus on both national and local realities. Besides investigating the actions planned to prevent and combat child labor during the World Cup, it is also worth drawing attention to those who, by act or omission, should receive the Red Card.

Paulo, Belo Horizonte, Cuiabá, Salvador, Porto Alegre, Natal, Fortaleza and Rio de Janeiro had already joined the strategy.

By signing the Pact, the municipality is responsible for creating conditions to avoid and prevent forced and child labor and the sexual exploitation of children and adolescents.

The document also discusses the possibility of creating conditions to make permanent the employment opportunities generated during the World Cup, especially for young people.

RED CARD CAMPAIGN TO CHILD LABOUR

In 2014, the annual mobilization and awareness campaign against child labor, an initiative of FNPETI and ILO, will target audiences not only the Brazilian population, but also the tourists who come to the country to watch the World Cup.

The theme of the campaign, to be launched shortly before the *National and World Day against Child Labor* (June 12), is the Red Card and adopted the slogan “All together against child labor”.

DISPLACEMENT IMPACTS

The cities that will host the World Cup matches suffered several urban interventions and often the displacement of populations occurred in many cities. In general, people affected lived in the vicinity of the stadiums that

were built or remodeled for the World Cup or in areas that have undergone modifications in infrastructure, such as the opening of highways, for example.

Such interventions - argue the members of the Popular Committees for the World Cup - generated impacts on the lives of families that were relocated. These interventions impacted mainly children and adolescents, who have to move away from their friends and the environment to which they are accustomed, or have to change schools, running the risk of not finding placement in the new school.

This means that a simple change of address has the potential to violate some of the fundamental rights in focus groups, such as the right to education, health and family and community life - or more severe vulnerabilities such as sexual violence and child labor, due to the disorganization of the local safety net.

VULNERABILITY TO VIOLENCE

The problem is caused mainly by how the reallocation is generally performed, as identified by the United Nations Special Rapporteur for Adequate Hou-

POPULAR COMMITTEES FOR THE WORLD CUP

Allegations of human rights violations have led to a mobilization that resulted in the formation of the Local Popular Committees for the World Cup.

The committees bring together social movements, universities and civil society organizations in each of the 12 host cities, and are as-

sociated to an instance of National Coordination.

In addition to actions to publicize the impacts and problems generated by the World Cup and the 2016 Olympics, some committees have also produced studies that resulted in a counterpoint to the overly optimistic view of the legacies of mega sports events for the population.

WHAT DOES THE LAW SAY

In Brazil, selling alcohol to people under 18 is a crime, punishable with imprisonment (up to four years) and fines that range from US\$ 1,360 to US\$ 4,545 for establishments that make the sale. The penalties also foresees the closing of the establishment until the payment of the financial penalties.

sing, Raquel Rolnik. Based on complaints to the rapporteur, it alerts the authorities about the risks of forced removals, which may assume the character of “urban cleansing”.

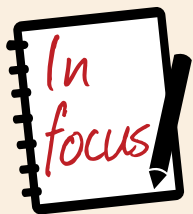
The lack of transparency in the negotiation and dialogue with residents and the low sum paid as compensation are two vectors of rights violations indicated by the rapporteur, and affecting, especially, the poor and unprotected, as well as the homeless, for example.

ALCOHOL AND OTHER DRUGS

Drug use by children and adolescents is another vulnerability linked to the context of major sports events that is worrying Brazilian authorities: the festive atmosphere, with great circulation of people in the tourist and host cities may favor the consumption of alcohol, cigarettes and illegal drugs, such as marijuana, crack, cocaine, etc., that are associated with other violations.

To face the risk of alcohol consumption by these age groups during the World Cup, awareness and information campaigns are being produced. They aim especially tradesmen. One of the campaigns is “When you drink, you lose”, of the Ministry of Justice that aims at drawing attention to bars, restaurants, supermarkets and street vendors about the legal veto that makes sales of *alcohol* to *minors* prohibited.

In relation to illicit drugs, the strategy is the same as for other violations, associating prevention (through the Integrated Plan for the Protection of Local Committees for the Protection of Children and Adolescents); complaints (Dial 100 for Human Rights); direct confrontation (Itinerant Units for the mentioned committees) and attendance (shelters linked to the committees).



A COVERAGE THAT PROTECTS CHILDREN AND ADOLESCENTS

APPROACH

News stories that involve children and adolescents deserve special attention, especially with those who have suffered rights violations.

BE ALERT:

- Request authorization to interview child or adolescent, and their tutors;
- Do not cause embarrassment to any child or adolescent with attitudes, comments or questions
- Do not further stigmatize the teenager or child in relation to the violation suffered. For this, categorizations or descriptions that expose them should be avoided;
- Do not induce children or teenagers to tell stories that are not part of their own reality;
- Do not discriminate the child or adolescent by the choice of character of the story - whether by gender, ethnicity, skin color, nationality, origin, age, religion, social status, educational status or physical capabilities.

RIGHTS OF IMAGE

The images have the power to persuade and influence the public's perception of certain facts or matters. Hence the importance of choosing the right photos (or videos) that will illustrate the stories.

Landmark legislation

Article 18 of the Statute of Children and Adolescents: It is the duty of the society to ensure the dignity of children and adolescents, leaving them safe from any inhuman, violent, terrifying, harassing or embarrassing situation.

Landmark Legislation

Article 17 of the Statute of Children and Adolescents: the right to respect constitutes the moral inviolability of child and adolescents' physical and psychological integrity, including the preservation of image, identity, autonomy, values, ideas and beliefs, spaces and belongings.

DO NOT USE IMAGES THAT IDENTIFY:

- Teenagers that are authors of offense;
- Children and adolescents submitted to child labor
- Children and adolescents submitted to sexual exploitation
- Children and adolescents who are victims of violence;
- Close relatives of boys or girls who have suffered some kind of violence or who were authors of offense.

NO BLACK STRIPES:

Do not use a black stripe on the eyes as a resource for not identifying the child or adolescent. It may refer to a demeaning treatment, giving the image a negative characteristic.

PREFER USING:

- Images in backlight;
- A picture taken from afar, in order to avoid identifying the child or adolescent;
- Images of objects belonging to the boys and girls who are being interviewed;
- Forgo the use of photos, prioritize illustrations

USE OF VOICE

In this case, one must distort the audio, to also avoid identifying the child or adolescent.

GUIDE TO SOURCES

OF INFORMATION

5

NATIONAL

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PROTEJA BRASIL
CONVERGENCE AGENDA PROTECT
BRAZIL

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PORTAL DA COPA (site do Governo
Federal Brasileiro sobre a Copa do
Mundo da FIFA 2014)
WORLD CUP PORTAL (The Brazilian
Federal Government website on the 2014
FIFA World Cup)
Telefone: (61) 3217-1875
copa2014.imprensa@esporte.gov.br
www.copa2014.gov.br/pt-br

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E EXPLORAÇÃO SEXUAL DE
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PROJETO JOGOS LIMPOS DENTRO E
FORA DOS ESTÁDIOS
FAIR GAMES INSIDE AND OUTSIDE
THE STADIUMS PROJECT
Telefone: (11) 3897-2444
cspera@ethos.org.br
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REDE DE ADOLESCENTES E JOVENS
PELO DIREITO AO ESPORTE
SEGURO E INCLUSIVO
NETWORK OF ADOLESCENTS AND
YOUNG PEOPLE FOR THE RIGHT TO
SAFE AND INCLUSIVE SPORT
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www.safernet.org.br / www.denuncia.org.br

TRIBUNAL DE CONTAS DA UNIÃO
(PORTAL FISCALIZAÇÃO DA COPA)
BRAZILIAN FEDERAL COURT OF
ACCOUNTS (ACCOUNTABILITY
PORTAL OF THE WORLD CUP)
Telefone: 0800 644 15 00
portal2.tcu.gov.br/portal/page/portal/
TCU/copa2014

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BY THE 2014 WORLD CUP (COPAC-
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***Note:** the use of language which does not discriminate or establish distinctions between men and women, boys and girls, is a central concern of this text. The generic use of the masculine form or the neutral linguistic terms children and young people was an unavoidable option in many cases. Yet, it is understood that the generic masculine form refers to men and women, and, by extension, children and young people, to boys and girls with faces, lives, stories, desires, dreams, an integral place in society, and acquired rights.*

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