

CHILDHOOD BRASIL REPORT

EXPERIENCES & RECOMMENDATIONS

Child protection during the
RIO 2016
Olympic and Paralympic Games



PRODUCTION:

CHILDHOOD

PELA PROTEÇÃO DA INFÂNCIA
FUNDADA POR S. M. RAINHA SILVIA DA SUECIA

SUPPORT:

**OAK
FOUNDATION**


CARLSON FAMILY FOUNDATION

TEAM 2016



OUR TEAM

Executive Director
Heloísa Ribeiro

Vice Executive Director
Ricardo de Macedo Gaia

Programs and Corporate Relations Manager
Eva Cristina Dengler

Advocacy Manager
Itamar Batista Gonçalves

Resource Mobilization Coordinator
Vanessa Teramoto Higa

Communications Analyst
Alessandra Castro de Assis

Finance Manager
Marina Monteiro

Programs Analyst
Alessandra Alves da Silva
Mônica Santos

Operations and Programs Trainee
Patrícia de Sousa Costa

PROJECT AND REPORT

Supervision
Eva Cristina Dengler

Consultancy, Project Coordination and Texts
Anna Flora Werneck

Editing and Revision
Erika Kobayashi

Assistant Editor
Alessandra Castro de Assis

Translator
Montreal Consultants

Graphics
Atelier Carta Comunicação e Projetos Especiais

Technical and Financial Support
OAK Foundation e a Curtis L. Carlson Family Foundation

BOARD

Deliberative Board

Chair

Rosana Camargo de Arruda Botelho | Participações Morro Vermelho

Arthur José de Abreu Pereira | SDI Desenvolvimento Imobiliário
Carlos Alberto Mansur | Banco Industrial do Brasil

Carlos Pires Oliveira Dias | Participações Morro Vermelho
Christer Manhusen | Câmara do Comércio Sueco-Brasileira

Eduardo Alfredo Levy Junior | Bexs Banco Corretora de Câmbio
Erling Sven Lorentzen | Lorentzen Empreendimentos

José Ermírio de Moraes Neto | Votorantim Participações
Kelly Gage | Curtis L. Carlson Family Foundation

Klaus Werner Drewes | Drewes & Partners Corretora de Seguros
Luis Norberto Pascoal | Cia DPaschoal de Participações

Luiz de Alencar Lara | Lew'Lara\TBWA Publicidade
Nils Erik Gunnarsson Grafström | Invest Sweden

Paulo Agnelo Malzoni | Grupo Victor Malzoni
Paulo Setúbal Neto | PSN Participações

Rolf Gustavo Roberto Baumgart | Grupo Vedacit

Fiscal Board

Olga Colpo | OC Governança Estratégica
Sergio Orlando Asís | SOA Consulting

Ana Maria Drummond | Board Advisor

ACKNOWLEDGEMENTS

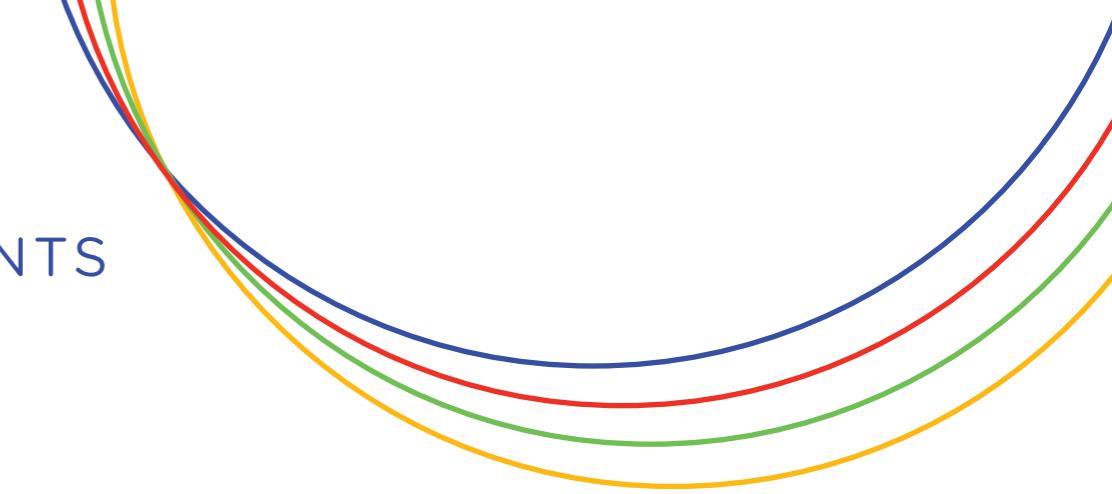
This report would not have been possible without the support of Her Majesty Queen Silvia of Sweden, who has been continuously strengthening the work of **Childhood Brasil** since its foundation in 1999, and whose tireless efforts to guarantee child protection worldwide were a feature of the **Rio 2016** Olympic and Paralympic Games.

We are grateful for the technical and financial support of the OAK Foundation and the Curtis L. Carlson Family Foundation, two institutions that relied on **Childhood Brasil** to develop this project in cooperation with **Rio 2016**.

We also thank the **Rio 2016 Olympic and Paralympic Games Organizing Committee** for its vision and courage to incorporate child protection into the sustainability practices of the Games.

Every action undertaken and described in this report would not have been possible without the involvement and support of the many organizations, individuals and partners who took part in the project as volunteers, or as active participants in meetings and discussions that led to recommendations coming from the people who work on the front lines to guarantee child rights in Brazil.

To everyone who was involved, our sincerest thanks!



CONTENTS

1. Childhood Brasil and the partnership with Rio 2016	08
2. Sustainability Management Plans for the Rio 2016 Games	12
3. Executive Summary	14
4. Major sporting events and childhood – why is this dialogue important?	16
5. Child protection practices at the Rio 2016 Olympic and Paralympic Games	20
5.1 Thematic Round on Child Protection	22
5.2 Child protection in the operation of the Games	28
5.2.1 Green Passport	28
5.2.2 Transform Program	32
5.2.3 Value Chain	32
5.2.4 Other measures related to the operation of the Games	33
5.3 Communication and campaigns	36
5.4 Partner projects aligned with Rio 2016	38
5.4.1 Hospitality Project (Childhood Brasil)	38
5.4.2 Observatory for Comprehensive Child Rights Protection	39
5.4.3 Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro	40
5.4.4 Rio 2016 – Child Rights Olympics (National Front of Mayors)	40
5.4.5 Protect Brazil app (UNICEF)	41
5.4.6 Olympic Torch Relay (UNICEF)	41
6. Recommendations for future Olympic Games	44
7. Conclusion	48
8. Bibliography	50
9. Appendices	52



ABBREVIATIONS

CSR -	Corporate Social Responsibility
FIFA -	Fédération Internationale de Football Association
IOC -	International Olympic Committee
IPC -	International Paralympic Committee
OECD -	Organization for Economic Co-operation and Development
SDG -	Sustainable Development Goals
SEBRAE -	<i>Serviço Brasileiro de Apoio às Micro e Pequenas Empresas</i> (Brazilian Micro and Small Business Support Service)
UN -	United Nations
UNEP -	United Nations Environment Programme
UNICEF -	United Nations International Children's Emergency Fund

CHAPTER 1

Childhood Brasil and the partnership with Rio 2016



Childhood Brasil is a Brazilian organization that is part of the *World Childhood Foundation*, an international institution established in 1999 by Her Majesty Queen Silvia of Sweden in order to protect children and ensure that children can be children. The organization supports projects, develops regional and national programs, and influences public policies to free children from sexual exploitation and abuse. Its programs and initiatives are focused on advisory, advocacy and engagement, and have achieved important intersectoral results, involving companies, governments and civil society.

From 2012 to 2014, **Childhood Brasil** developed the Major Sporting Events and Childhood project, whose initial focus was on the FIFA World Cup. The project involved the combined efforts of the government and the private sector to protect children before and during the event, and our results include:

- Active participation in the *Agenda de Convergência para a Proteção Integral dos Direitos da Criança e Adolescente no contexto dos Megaeventos* (Convergence Agenda for Comprehensive Child Rights Protection at Major Events)¹, helping complete the Action Plan and *Guia de Fortalecimento dos Comitês Locais de Proteção Integral de Crianças e Adolescentes* (Guide to Strengthening Local Committees for Comprehensive Child Protection) in host cities;
- Development of pedagogical content on the prevention of violence against children in order to train 70,000 World Cup volunteers;
- Engagement of over 1,400 companies from various segments (tourism, transport, and construction);
- Release of the findings of the *Child Exploitation and the FIFA World Cup: A review of risks and protective interventions*, a study conducted by Brunel University;
- Presenting the *Concurso Tim Lopes de Jornalismo Investigativo* (VII Tim Lopes Investigative Journalism Award), with a special focus on the FIFA World Cup and violence against children;

- Financial and technical support for **nine projects led by young people** in host cities, that together:
 - generated approximately 30 social mobilization interventions at schools, airports, bus terminals, fan fests, hotels and on social media;
 - involved about 52 partners; and
 - directly and indirectly impacted 9,420 and 15,786 people, respectively;
- Development of the **#BrasilNaDefesaDaInfancia** Campaign (during May to July, 2014), which featured the participation of Neymar Jr. and Daniel Alves, both from Brazil's national soccer team. The campaign ran in over 30 countries and reached more than 20 million people through TV, newspapers, radio, and social media;

- Support for **two national workshops for the Redes Entram em Campo pelos Direitos da Criança e do Adolescente** (**Networks Take the Field for Child Rights**), with the participation of various professionals from the child protection network; and
- **English-language content** about major sporting events and childhood included on the **Childhood Brasil** website².

In December 2013, prior to the FIFA World Cup, **Childhood Brasil** was invited by the **Rio 2016 Olympic and Paralympic Organizing Committee** to be part of the 1st *Oficina de Diálogos com a Sociedade Civil sobre o Plano de Gestão da Sustentabilidade dos Jogos Olímpicos e Paralímpicos Rio 2016* (Workshop for Dialogues with Civil Society on the Sustainability Management Plan for the Rio 2016 Olympic and Paralympic Games). The event, in partnership with the United Nations Environment Programme (UNEP), marked the beginning of an initiative whose main goal was to deliver a sustainable Games in 2016, through the involvement of all stakeholders and a more transparent dialogue with the general public.

¹ The Convergence Agenda for Comprehensive Child Rights Protection at Major Sporting Events is an intersectoral initiative coordinated by the previous Secretariat of Human Rights (now the Ministry of Human Rights) whose goal is to prevent violations of child rights during major events. Participants in the Convergence Agenda include civil society, international organizations, the federal government, state and municipal governments, and private companies.

² childhood.org.br/grandes-eventos-e-infancia (last accessed 11/01/17).

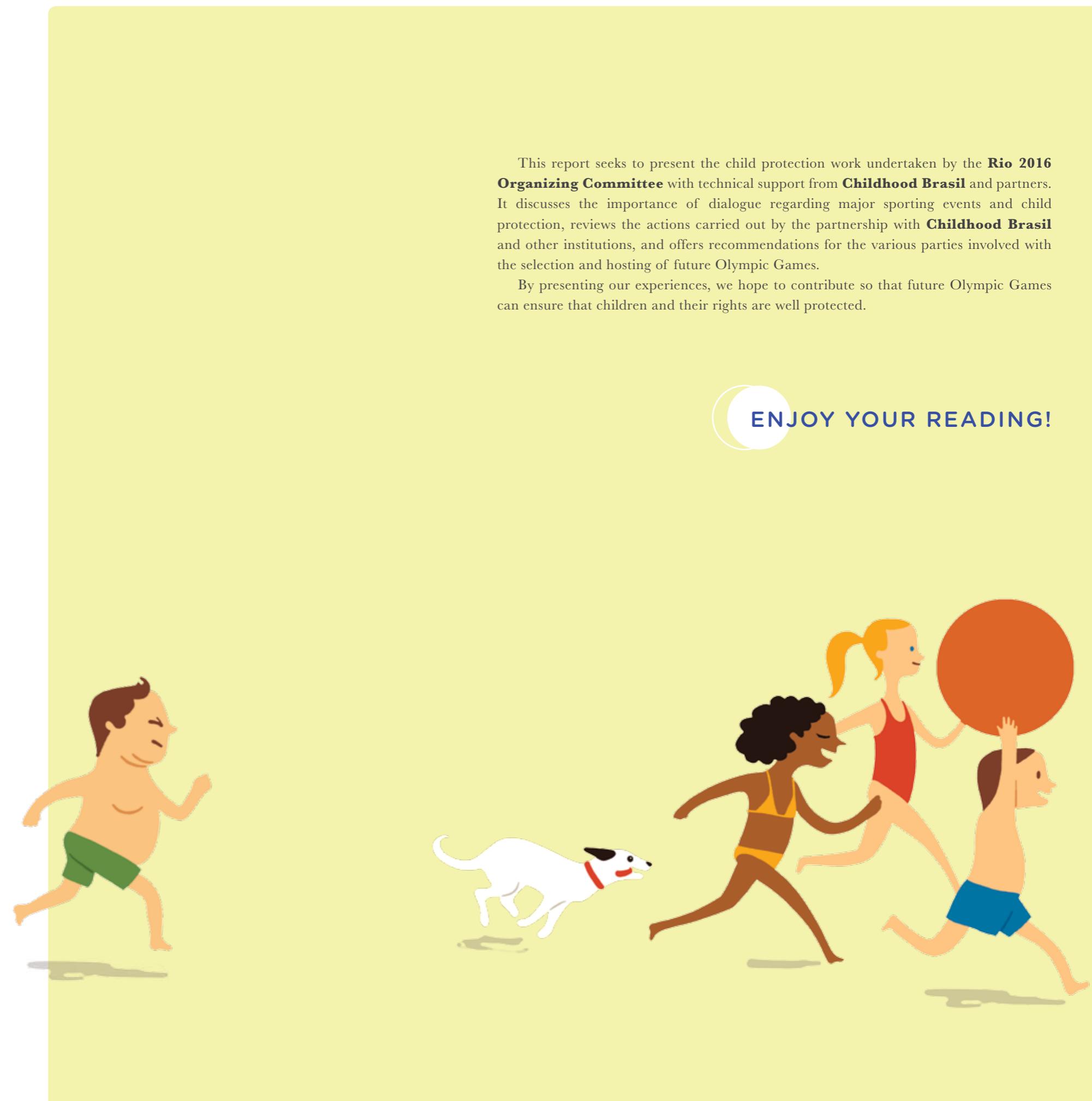
This workshop pointed out the need to expand the dialogue over the principal issues raised in the recommendations to the **Rio 2016** Games Sustainability Management Plan, including child rights protection.

The issues arising from the recommendations were analyzed during the *Thematic Rounds* (Rodadas Temáticas), with the objective of identifying how the Games could act as catalysts to address the recommendations, and to incorporate new practices into their operational management or serve as a platform to coordinate with other organizations and partners.

In recognition of its efforts and results achieved by its child protection programs and initiatives, particularly for the 2014 FIFA World Cup, the **Rio 2016 Organizing Committee** invited **Childhood Brasil** to act as a facilitator of the *Thematic Round* on Child Protection. By taking the lead on this issue, Childhood Brasil helped to analyse and organize the strategies for mobilizing the government, the private sector, and civil society.

In order to formalize this partnership, the **Rio 2016 Organizing Committee** and **Childhood Brasil** signed a Memorandum of Understanding in early 2015. This bilateral agreement involved the following commitments for **Childhood Brasil**:

- Together with the **Rio 2016 Organizing Committee**, act as lead facilitator of the *Thematic Round* on Child Protection during the **Rio 2016** Games;
- Together with the **Rio 2016 Organizing Committee**, through the communication of information on child protection—specifically on the issue of sexual violence—engage with and inform all target groups related to participating in and executing the Rio 2016 Olympic and Paralympic Games;
- Mobilize and implement child protection actions and campaigns, specifically on the issue of sexual violence, through joint actions with other initiatives and sectoral associations or direct agreements with hotel chains;
- In conjunction with the **Rio 2016 Organizing Committee**, identify other project or action opportunities related to children in order to present a proposal that integrates protection against sexual violence.



This report seeks to present the child protection work undertaken by the **Rio 2016 Organizing Committee** with technical support from **Childhood Brasil** and partners. It discusses the importance of dialogue regarding major sporting events and child protection, reviews the actions carried out by the partnership with **Childhood Brasil** and other institutions, and offers recommendations for the various parties involved with the selection and hosting of future Olympic Games.

By presenting our experiences, we hope to contribute so that future Olympic Games can ensure that children and their rights are well protected.

CHAPTER 2

Sustainability Management Plan for the Rio 2016 Games



Looking out for children

SUSTAINABILITY MANAGEMENT PLAN FOR THE RIO 2016 GAMES

By Elisa Dettoni

The **Rio 2016** Games were planned to accelerate the realization of long-term plans for Rio de Janeiro regarding the continuing improvements to the social, physical and environmental fabric of the city, and establishing a new level of excellence to execute major events in South America.

The Olympic and Paralympic Games are, above all, a celebration for athletes. However, the power of inspiration and the ability of the Games to enchant and mobilize makes them a powerful instrument of integration among individuals and between peoples.

By embracing people, **Rio 2016** set out to engage and raise their awareness on important issues such as diversity, inclusion, accessibility and child protection. Our job was to make these values and attitudes transcend the Games and inspire change in the daily behaviour of people, companies and society.

One of the priorities of the **Rio 2016** Sustainability Management Plan, an essential element of the strategy of the **Rio 2016** Games, was to ensure mechanisms for the Games to be inclusive, and thereby ensure a positive social balance for the general public. After all, social transformation through sport was always at the heart of the Rio de Janeiro Games.

Rio 2016 supports and respects the protection of internationally recognized human rights within its sphere of influence, and meets the guidelines of the Global Compact*. This meant acting in three different spheres, according to our level of control and/or influence.

In the corporate sphere, this represented the freedom of association and respect for the collective bargaining rights of **Rio 2016** employees; working against all forms of corruption; and eliminating discrimination in employment and occupation within all corporate activities under the control of **Rio 2016**.

In the supply chain sphere, the focus was on preventing human rights violations by suppliers, licensees and sponsors in all Games-related activities. And finally, in the social sphere, the focus was on working with government officials and civil society to prevent human rights violations related to the Games.

Based on dialogues with civil society organization groups, **Rio 2016** placed child protection at the heart of its actions to prevent child rights violations, and worked towards including the theme throughout the execution of the Games, from planning to operation, through to legacy.

It would have been impossible to work alone on an issue of such scope and importance. Since 2013, the **Rio 2016 Organizing Committee** and **Childhood Brasil** have operated a solid partnership that has generated significant results. In cooperation with **Childhood Brasil**, **Rio 2016** implemented a number of actions to reduce the risk of child rights violations, and these are detailed throughout this document.

The inspirational power and ability of the Games to enchant and mobilize diverse groups of people provided a unique platform from which to convey their unique values and messages about sustainability, which helped to educate and influence audiences worldwide. The Games also functioned as a marvellous showcase for demonstrating the relevance of sustainability and putting the spotlight on child protection at major sporting events.

* The **GLOBAL COMPACT** is an initiative developed by the former Secretary-General of the United Nations, Kofi Annan, to mobilize the global business community to adopt—in its business practices—ten principles which reflect fundamental and internationally accepted values in the areas of human rights, labour relations, the environment and anti-corruption. This initiative relies on the participation of United Nations agencies, companies, unions, non-governmental organizations and other partners to build a more inclusive and egalitarian global market. The Global Compact currently has more than 12,000 signatory organizations coordinated through about 150 networks worldwide.

Source: pactglobal.org.br/artigo/70/O-que-eh

CHAPTER 3

Executive Summary



Discussions about confronting violence against children at major sporting events have been a priority for **Childhood Brasil** in recent years. Since 2013, the year in which the Confederations Cup was held in Brazil, the organization has been actively establishing partnerships for child protection and carrying out a broad-based intersectoral coordination effort to engage the various participants involved in executing these events, in addition to creating and strengthening effective actions that involve research, mapping, education campaigns and violence prevention.

In 2013 these discussions took on a more global aspect, when the **Rio 2016 Organizing Committee** invited civil society organizations together to look at putting on a more sustainable Games by adding child rights protection to the **Rio 2016** Games Sustainability Management Plan. An effective partnership was established between the **Rio 2016 Organizing Committee** and **Childhood Brasil**, when the organization was invited to facilitate the process of dialoguing and creating of a set of actions to reduce risks and occurrences of child rights violations before, during, and after the **Rio 2016** Olympic and Paralympic Games. This partnership was officially formalized in a Memorandum of Understanding in early 2015.

For the first time in the history of the Olympic and Paralympic Games, the protection of children's rights became part of the agenda of their sustainability plan, and has since become an important legacy. The measure was put into practice in a forum for continuing dialogue: the *Rodada Temática de Proteção à Infância e Adolescência* (*Thematic Round for Child Protection*). With technical and financial support from the OAK Foundation and the Curtis L. Carlson Family Foundation, **Childhood Brasil** organized 12 meetings with the voluntary participation of professionals from 33 institutions that are active in the area of child rights.

The first round of discussions was held in April 2015, and brought together 36 people from 26 professional organizations representing civil society and the municipal and state governments of Rio de Janeiro, as well as the *Secretaria Nacional dos Direitos da Criança e do Adolescente do Ministério dos Direitos Humanos* (National Secretariat for Child Rights - Ministry of Human Rights) and UNICEF. Ten other meetings held prior to the Games covered key issues to guide practical initiatives for preventing violence against children during the Games, particularly in the host city. These efforts were followed by a round which evaluated the work carried out.

The primary actions of this partnership were presented by Queen Silvia of Sweden to the International Olympic Committee (IOC) in August 2016, when the founder of **Childhood Brasil** was in Rio de Janeiro. In addition to the continuing dialogue forum, our work led to changes in policies and protocols in the operation of the **Rio 2016** Olympic and Paralympic Games, whereby risks to children were now included, as well as communication actions on the cause and various initiatives undertaken by a number of institutions.

The actions and commentary contained in this report are the culmination of the experiences gained by **Childhood Brasil** in recent years, and by other institutions that value child rights. The results and recommendations that emerged from the work with **Rio 2016** are the result of a process of maturing practices that were first enacted at earlier international sporting events in Brazil (the 2013 Confederations Cup and the 2014 FIFA World Cup), and which took into account Brazil's economic conditions, which often impact the assurance and maintenance of child rights.

While these actions are pioneering in nature, they raise important discussion points and recommendations for the different participants involved in the development of the Olympic Games: recommendations that if well implemented can significantly reduce the risk of child rights violations.

As a result, they represent the establishment of an historic milestone in the construction of a more sustainable Olympic Games. By publicly declaring this commitment, the IOC plays a decisive role in ensuring that these practices are carried out. The first step is adopting the protection measures recommended in this document by incorporating them into the management and sustainability policies of the Games, as well as their processes and protocols, and by subsequently requiring official partners and service providers to implement similar measures. This step will not only help prevent the negative impact the Games may have on a host country or city, but will also create the opportunity to mobilize citizens worldwide to a noble cause that can make a positive change in the future of humanity.

CHAPTER 4

Major sporting events and childhood – why is this dialogue important?



The child rights movement is not new in Brazil, nor elsewhere in the world. The International Convention on the Rights of the Child was adopted by the United Nations General Assembly in 1989 and is ratified by 196 countries. The Convention seeks to establish a minimum standard for protecting child rights around the world. In addition to setting parameters to be followed in order to ensure that children have access to health, education, housing, sport and recreation, the Convention establishes the obligation for States Parties to take all appropriate legislative, administrative, social and educational measures to protect children from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse. States Parties can use it to incorporate the standards of the Convention, or to establish their own legal frameworks.

Despite these advances, millions of children around the world continue to have their rights violated every day due to the absence of public policies, or the presence of undertakings such as major infrastructure projects that often disregard their impacts on the local population, particularly on the rights of minors.

In recent years the impact of major sporting events on child rights has also become a focus for human rights institutions everywhere, as these events can increase the risks of child rights violations. Campaigns and warnings were targeted at the host countries during the last FIFA World Cup and most recent Olympics. For example, some aspects of the 2010 Winter Olympics in Vancouver posed an increased risk of human trafficking, such as the city's proximity to the USA border, relatively unrestricted immigration laws, a high demand for sexual services, and high levels of organized crime. There are also allegations that human trafficking risks at the 2010 FIFA World Cup in South Africa were linked to local socio-economic conditions such as high crime rates, economic inequality, lack of laws against human trafficking, a loosening of visa controls during the event, and the country's lack of experience in hosting major sporting events³.

On the other hand, Brazil has hosted a number of major sporting events over the past four years, including the 2013 Confederations Cup, the 2014 FIFA World Cup, and the 2016 Olympics and Paralympics, all of which received priority status through government policies that brought substantial funding for structural development.

The many benefits of major sporting events toward a child's development are well documented in terms of learning, healthy lifelong physical activity, civic pride and multicultural awareness. However, these events can potentially increase the risk of child rights violations in the host country. The study entitled *Child Exploitation and the FIFA World Cup: A review of risks and protective interventions** points to a number of factors that lead to increased risk:

- Accelerated pace of construction with the arrival of large numbers of men who have been separated from their families, which may result in sexual exploitation;
- High demand for temporary jobs;
- Migration of male workers to infrastructure projects such as construction, renovations, and expansions;
- Displacement of children from their homes to temporary and previously unknown locations;
- Extension of school holidays or suspension of school days—due to the Games—where children are unsupervised or have no set schedule;
- Forcing children into illegal activities, such as selling drugs and theft;
- High levels of sexual and physical abuse due to an increased number of festive activities; and
- Negative effects on children's physical and mental health caused by communicable diseases if abused or forced to use drugs.

* **CHILD EXPLOITATION AND THE FIFA WORLD CUP: A REVIEW OF RISKS AND PROTECTIVE INTERVENTIONS** is the first international study conducted on the subject, and has reached over 70 important stakeholder groups, such as NGOs, sports organizations and governments. It has appeared in approximately 300 publications, reports and websites, and was published in 2013 by Brunel University London with the support of the OAK Foundation. It was released by **Childhood Brasil** in 2014.

³ Information obtained in the study *Child Exploitation and the FIFA World Cup: A review of risks and protective interventions*.

Recognizing these risks and the co-responsibility of those in charge of organizing and executing these events, such as FIFA or the IOC, are fundamental for protecting child rights. This means that interventions and risk mitigation strategies should be previously planned, prepared and adopted.

Over the past ten years, **Childhood Brasil** has been working with companies in the transportation, tourism, and major infrastructure projects segments to create strategies and solutions to mitigate impacts within these groups, and generate awareness about the importance of protecting children and adolescents. These companies have substantial power to communicate and engage, and when they embrace a cause properly they have proven themselves to be tremendous catalysts for promoting awareness and change among their employees. One of the most effective examples of this is **Childhood Brasil's On the Right Track Program (Programa Na Mão Certa)**^{*}, which works with truck drivers so they can become agents of child rights protection.



**PROGRAMA
NA MÃO
CERTA**

**HOW BRAZIL BECAME ORGANIZED
TO PROTECT CHILDREN DURING
MAJOR SPORTING EVENTS**

* Introduced in 2006 by **Childhood Brasil**, the **ON THE RIGHT TRACK PROGRAM** brings companies together by complying with the *Pacto Empresarial Contra a Exploração Sexual de Crianças e Adolescentes nas Rodovias Brasileiras* (Corporate Pact Against Sexual Exploitation of Children on Brazilian Highways), the primary objective of which is to promote a broad-based coalition of efforts to end the sexual exploitation of children along Brazil's highways.

The **On the Right Track Program** was born out of the need to create more effective solutions to this problem on the country's roads by increasing awareness of how it works and encouraging truck drivers to act as protection agents.

More information about the Program is available at:
namaocerta.org.br

This discussion has also become part of international corporate social responsibility (CSR) movements such as the Global Compact (2015), ISO 26000 (2010), the Organization for Economic Co-operation and Development (OECD) Guidelines for Multinational Enterprises (2011), as well as the "Guiding Principles on Business and Human Rights" adopted by the United Nations in 2011, all of which drive the idea that respect for human rights is the minimum standard of conduct that society expects of companies. Likewise, the Sustainable Development Goals (SDGs) adopted in 2015 at the UN Summit on Sustainable Development propose a global agenda with 17 objectives and 169 goals to be achieved by 2030. This global agenda presents a fundamental opportunity to guarantee and promote the rights of children and adolescents, particularly those who are most disadvantaged, while at the same time seeking to ensure a healthy planet for present and future generations. Achieving these goals will only be possible with the involvement of governments, civil society and the business sector.

The work of protecting children and adolescents during the **Rio 2016** Olympic and Paralympic Games is a direct result of this intersectoral and inter-institutional action. When the Convergence Agenda was officially launched in September 2012, it had three main challenges: increase the capacity for inter-institutional coordination; transform that coordination into actions that can lead and promote an effective child protection network; and finally, establish a flow between the parties in order to exchange their experiences and share the knowledge they have gained.

In each of the 12 host cities of the FIFA World Cup, *Comitês Locais de Proteção* (Local Protection Committees) were promoted and created. Each of these committees brought together "a wide range of public and non-governmental bodies to coordinate efforts to prevent child rights violations and effectively conduct child protection measures before, during and after the events"⁴.

The operating model of the committees is a result of the work that began with the Convergence Agenda, which sought to strengthen the local and coordinated capacity for child protection not only during the Games, but also as a legacy for future events in host cities. This model was based on three main actions^{*}.

Data from the *Disque 100 – Disque Direitos Humanos* (Dial 100 – Human Rights Hotline), the national reporting channel of the National Secretariat for Child Rights of the Ministry of Human Rights, showed that reports of violence against children during the 2014 FIFA World Cup increased over 25%, with the highest number of reports coming from São Paulo, Rio de Janeiro, Manaus and Fortaleza, all of which were host cities of the World Cup. This increase in reports is also due to extensive mobilization work to raise awareness among the general public.

The work of the Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro was also developed in the city of Rio de Janeiro for the Olympic and Paralympic Games. As a local authority, this Committee was part of the governance of the *Thematic Round* and of the child protection dialogue and strategy during the operation of the **Rio 2016** Games. The outcome of its work during the Games is described in Chapter 5.

* MAIN ACTIVITIES OF THE LOCAL PROTECTION COMMITTEES

1. Protection Stations

Located in areas close to the events, the stations were run by multidisciplinary teams who ensured that child victims of rights violations were not forced to move between different locales in order to receive assistance. The model was an adaptation of experiences from the FIFA World Cup in South Africa, and was designed to expedite the care and referral of boys and girls.

2. Mobile Assistance Teams

Groups of people linked to the local protection network who actively searched throughout events locations in order to prevent and identify situations of child rights violations.

3. Temporary Shelter Spaces

These spaces provided support facilities for children while the mobile teams or protection station staff sought solutions for each case. During the FIFA World Cup a structure was set up to prevent and address the risks that the event posed to children. Over 2,500 professionals were mobilized throughout Brazil.

In connection with major sporting events held in Brazil in recent years, since 2012 various government agencies, specialists, organizations and social movements have been implementing strategies to prevent and confront the risks of increased child rights violations related to large-scale events in the country. This mobilization was named the *Agenda de Convergência para a Proteção Integral dos Direitos da Criança e Adolescente no contexto dos Megaeventos* (Convergence Agenda for Comprehensive Child Rights Protection at Major Events). Coordinated by the National Secretariat for Child Rights of the Ministry of Human Rights, the Convergence Agenda was designed to bring together different organizations in a joint effort to put into child protection practice as an absolute priority in Brazil.

The fact the country would be on display before a worldwide audience was an added impetus to establish a collective action network in order to promote comprehensive child protection.

⁴ *Convergence Agenda Report – Major sporting events and child protection in Brazil*, published by UNICEF.

CHAPTER 5

Child protection practices at the Rio 2016 Olympic and Paralympic Games



As we begin this chapter, we reiterate that for the first time in the history of the Olympic Games, child rights were part of the sustainability actions and operation of the Games.

The actions developed were focused on five main child rights violations as identified by the Convergence Agenda, based on experiences gained from games at the Confederations Cup and the FIFA World Cup:

- 1. Sexual exploitation of children and adolescents**
- 2. Use of child labour**
- 3. Lost and/or missing children**
- 4. Use of alcohol and other drugs**
- 5. Street children**

Most of the actions, given their unique nature, generated a significant amount of learning. Even so, not all the actions presented in this report will have similar information or results, as they had different amounts of time and resources available for their development.

As we shall see in Chapter 6 ("Recommendations for Future Olympic Games"), child protection should be an essential consideration at every stage of the organization of the Games, beginning with the selection of the host country. Making child protection an important criteria of decision-making is the only way of guaranteeing the development and implementation of effective actions to reduce child rights violations and their negative impacts.

A description of these actions appears as follows:

- **Thematic Round on Child Protection**
- **Child Protection in the operation of the Games**
 - Green Passport
 - Transform Program
 - Value Chain
 - Other measures related to the operation of the Games
- **Communication and campaigns**
- **Partner projects aligned with Rio 2016**
 - **Hospitality Project (Childhood Brasil)**
 - Observatory for Comprehensive Child Rights Protection
 - Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro
 - Rio 2016 – Child Rights Olympics (National Front of Mayor)
 - Protect Brazil app (UNICEF)
 - Olympic Torch Relay (UNICEF)

For each of these violations, concepts and flows between key agencies were established. These violations reflected the local experience of child protection during the Confederations Cup and the FIFA World Cup. Other violations of equal importance, such as the impact on children of forced displacements and removals due to the development of the infrastructure of the Games, and institutional violence against young people, mainly blacks, as a consequence of security and sanitation policies employed for the Games, failed to receive the same deserved attention.

5.1.

THEMATIC ROUND ON CHILD PROTECTION

DIALOGUES WITH CIVIL SOCIETY

In December 2013, the **Rio 2016** Organizing Committee held the *1st Dialogues Workshop with Civil Society on the Sustainability Management Plan for the Rio 2016 Olympic and Paralympic Games*. The event, held in partnership with UNEP, marked the beginning of an initiative whose main objective was to deliver a sustainable Games in 2016, through the contribution of stakeholders and a more transparent dialogue with society.

The participating organizations made recommendations to the **Rio 2016** Games Sustainability Management Plan, which identified the need to broaden the conversation on the following themes:

- Child protection during the **Rio 2016** Games
- Education on sustainability through the **Rio 2016** Games
- Urban Mobility during the **Rio 2016** Games
- Climate change and the **Rio 2016** Games
- Diversity and Inclusion and the **Rio 2016** Games
- Accessibility and the **Rio 2016** Games
- Transparency of the **Rio 2016** Games

THEMATIC ROUND ON CHILD PROTECTION

Childhood Brasil accepted the invitation to lead these discussions with the aim of ensuring that child protection was key to the organization of the **Rio 2016** Olympic and Paralympic Games. It coordinated a variety of stakeholders so their alignment would converge on the proposed objectives.



⁵ Participating organizations in the first meeting: **Rio 2016**, UNICEF, **Childhood Brasil**, Municipal Secretariat for Social Assistance and Human Rights, National Secretariat for Child Rights - Ministry of Human Rights, Rio de Janeiro Civil Police, Municipal Olympic Company, ECPAT Brasil, State Secretariat for Social Assistance and Human Rights, Secretariat for Tourism, Coordination of Public Policies for the Protection of Children, Adolescents and the Elderly, State Forum for Prevention and Eradication of Child Labour, FURNAS, Foundation for Childhood and Adolescence, Municipal Secretary of Health, Public Defender, Dial 100 - Human Rights Hotline, Mov Rio Institute, Municipal Secretary of Education, Municipal Council for Child Rights, Casa da Arte de Educar, Municipal Secretary of Public Safety, National Association of Child Defense Centres (ANCED), Public Ministry, Municipal Secretary of Culture.

The first meeting of the working group was attended by 36 people from 24 organizations⁵ who, with the support of a professional facilitation consultancy, defined the **objectives*** of the work and the **governance**** that guided the efforts of the *Thematic Round*.***

* OBJECTIVES

- I. Creation of an Observatory for Comprehensive Child Rights Protection featuring diagnostic tools, indicators and monitoring of public policies and other interventions which guarantee child rights;
- II. Strengthening the Guaranteed Child Rights System, which establishes links between services and improves service flows in order to overcome fragmented services and expand the operation of the network;
- III. A society which is informed, empowered and committed to Child Rights.

** GOVERNANCE:

Established by the group, the governance structure comprised: Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro, **Childhood Brasil** and the **Rio 2016 Olympic and Paralympic Games Organizing Committee**.

*** RESULTS OF THE THEMATIC ROUNDS (APRIL 2015 TO SEPTEMBER 2016)

- 12 *Thematic Rounds*
- 33 participating institutions
- average of 20 participants per meeting
- governance representatives present at all meetings

A total of 33 different institutions took part in the meetings, including governmental, non-governmental and international organizations, as well as human rights defense groups. Each meeting had approximately 20 people in attendance, and every *Thematic Round* featured representatives of the defined governance group.

Childhood Brasil was responsible for inviting participants, recording and distributing the minutes, and ensuring that governance representatives were always present.

To discuss the goals, three working subgroups were formed in which the participants were divided into specific meetings to analyze each objective. The idea was for the

subgroups to meet in between the *Thematic Rounds* meetings to advance and expand the discussions. This working model remained in place until the 6th *Thematic Round*.

With the Games approaching, the discussions were placed on the agenda of the *Thematic Rounds* and were incorporated by everyone in the monthly meetings. This occurred as a natural outgrowth, partly due to the excessive workload each member was carrying, which prevented more active participation in other meetings.

We then organized the themes discussed and the actions carried out based on the work objectives defined in the first *Thematic Round*.

⁶ The Guaranteed Child Rights System is a coordinated effort that integrates the various levels of government in order to apply mechanisms of promotion, defense and control to allow child rights to be exercised at the federal, state, district and municipal levels.

THEMATIC ROUND WORKING GROUPS		
OBJECTIVES	ISSUES DISCUSSED	ACTIONS UNDERTAKEN
Creation of an Observatory for Comprehensive Child Rights Protection	Development of an observatory with information on violation of child rights and how this tool could also monitor occurrences during the Rio 2016 Olympic and Paralympic Games	Presentation event for Observatory project
Strengthening of the Guaranteed Child Rights System	<ul style="list-style-type: none"> • Training the Rio 2016 team on child protection • Seeking alignment with the Municipal Olympic Company and RioTur for the operations of Live Sites during the Games (public entertainment areas) • Insertion of child protection into the operations of the Rio 2016 Organizing Committee, identifying risks and opportunities • Strengthening the Dial 100 – Human Rights Hotline (National Secretariat for Child Rights's official reporting channel) and the Protect Brasil app as a call to action 	<ul style="list-style-type: none"> • <i>Thematic Round</i> • Value Chain • Operation of the Games • Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro • Rio 2016 – Child Rights Olympics
Informed society	<ul style="list-style-type: none"> • Unified communication from the various child rights institutions during the Rio 2016 Olympic and Paralympic Games • Strengthening the Dial 100 – Human Rights Hotline (National Secretariat for Child Rights's official reporting channel) and the Protect Brazil app as a call to action • Identification of opportunities to effectively bring the issue to the various target groups connected with the Games 	<ul style="list-style-type: none"> • Communication and campaigns <ul style="list-style-type: none"> • Rio 2016 – Child Rights Olympics • Protect Brazil app • Green Passport • Transform Program • Hospitality Project

The actions carried out arose from the group's recommendations on the proposed objectives, and from actions of partners who were aligned with and convergent on the declared objectives. Each of these actions will be described in detail throughout this chapter.

Twelve *Thematic Rounds* on child protection were organized, the last being held after the **Rio 2016** Games in order to discuss learning, perceptions about the process, and recommendations for upcoming major events. This listening encounter was fundamental so that everyone had the opportunity to share and listen to their results and difficulties. The preparation of this meeting included a survey through an online questionnaire in order to organize group impressions and external professional coordination.

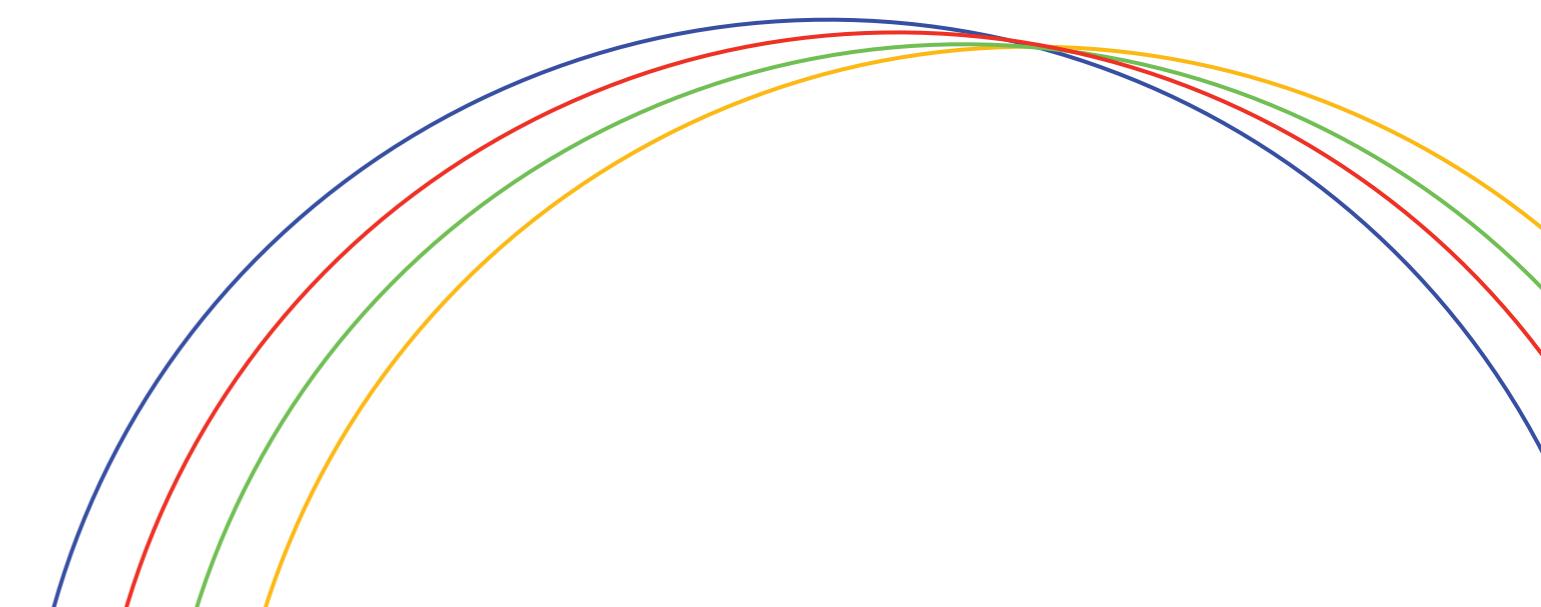
One of the main challenges in coordinating the group was to balance the expectations with the various stakeholders involved in the project. On the one hand, there was considerable expectation from the local protection network that **Rio 2016** or even the IOC would offer financial and infrastructure resources to carry out child protection actions. On the other hand, there were also expectations from **Rio 2016** about the local protection network flow and assistance structure. Although the capacity of all parties was clear from the beginning, administering these expectations was a challenge at every meeting.

While **Childhood Brasil** was responsible for leading the Child Protection *Thematic Rounds*, this process was only possible due to the involvement and participation of various institutions. As a facilitator, **Childhood Brasil** sought to generate a welcoming environment and mediate discussions focused on results that best served the interests of children, and respected the space and leadership of local organizations in the city of Rio de Janeiro.

The **Rio 2016** sustainability team was present in every *Thematic Round*, and made every effort to incorporate the suggestions into the operations of the Games. Nevertheless, child protection was not part of the original sustainability plan of the **Rio 2016 Organizing Committee**: it was subsequently incorporated after the opening of a dialogue with civil society—through the *Thematic Rounds*.

The *Thematic Rounds*, or any other type of dialogue regarding child rights, would have been more effective had they been addressed right from the beginning by the management and operation of the Games as a premise of sustainability for the **Rio 2016 Organizing Committee**, and if they had relied on a professional specialist working within the Committee structure to coordinate the development of child protection actions and how to confront potential child rights violations with the different areas of the Games organization.

CONTINUED ON FOLLOWING PAGE >>



LISTENING TO PARTNERS ABOUT THE THEMATIC ROUND: A SUMMARY EVALUATION

In July 2016, **Childhood Brasil** conducted a process evaluation of the *Thematic Round* (via online questionnaire) to listen to participants' comments about the organization, operation, leadership, goals and results. The evaluation had quantitative and qualitative questions for the participants to answer. The result of this evaluation was also incorporated into the recommendations for future Games, which appear in Chapter 6. We received anonymous voluntary responses from 15 participants, and the results are as follows:

	UNSATISFACTORY	SATISFACTORY	HIGHLY SATISFACTORY	TOTAL
INVITATION TO THE ROUNDS	0.00% 0	53.33% 8	46.67% 7	15
REMINDERS ABOUT THE ROUNDS	0.00% 0	53.33% 8	46.67% 7	15
LOCATION OF THE ROUNDS	0.00% 0	73.33% 11	26.67% 4	15
ORGANIZATION OF THE MEETINGS	0.00% 0	53.33% 8	46.67% 7	15
TAKING OF THE MINUTES	0.00% 0	46.67% 7	53.33% 8	15
ABILITY OF ATTENDEES TO VOICE OPINIONS	6.67% 1	53.33% 8	40.00% 6	15

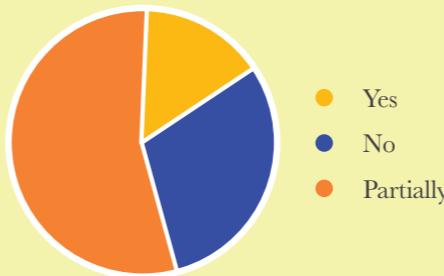
In your opinion, what were the objectives of the Thematic Round?

- "Promote a dialogue between the **Rio 2016** Organizing Committee and different institutions active in child rights protection in order to ensure the prevention and confronting of rights violations during the Games."
- "Coordinate the protection network and ensure Guaranteed Child Rights System practices and standards."
- "Create social legacies which guarantee child rights."
- "Strengthen the theme and seek solutions to carry out the work to be done during the Olympics and Paralympics."
- "Establishment of guidelines, to be adopted at the Olympics, which ensure comprehensive child protection."
- "Discuss and analyze solutions to ensure child protection during the **Rio 2016** Olympic and Paralympic Games."
- "Help strengthen the Guaranteed Child Rights System at the Olympics and Paralympics. Enable the development of the actions of the Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro."

In your opinion, what were the main results of the Thematic Round?

- "Provide the minimum knowledge of the child protection proposals made by **Rio 2016**."
- "Begin a practice of comprehensive child protection by the **Rio 2016** Olympic and Paralympic Games organizing committees, including communication activities."
- "Coordination of actions, creation of synergies, optimization of resources, unification of campaigns and enabling of results."
- "Make the **Rio 2016 Organizing Committee** meet the Guaranteed Child Rights System."
- "Coordination of participants to create a single campaign (supported by as many institutions and bodies of the Guaranteed Child Rights System as possible) to protect children during the Games."
- "Definition of the role of each partner to protect children during the Olympics."
- "Intersectoral Dialogue."

In your opinion, were the stated objectives met?



Supplementary comments:

- "A certain inflexibility by the **Rio 2016 Organizing Committee** to provide greater support and attention in the session about the group's operating space, and for the Guardianship Council to operate at Olympic facilities."
- "Coordination with the Games organizers was impaired: key actions for prevention and developing the final assistance flow could not be completed."

In your opinion, what is the main criticism about the Thematic Round?

- "Lack of definition of more specific actions and products."
- "Lack of decision-making authority, minimal commitment by the **Rio 2016 Organizing Committee** to the issues raised by the local protection network and lack of support from **Rio 2016 Organizing Committee** decision makers."
- "Absence of some important government institutions and international organizations."
- "Lack of resources for social legacies from sponsors of the Games."
- "An overall misalignment of positioning the **Rio 2016 Organizing Committee** regarding guaranteed child protection in the facilities managed by the Committee itself. After a year and a half of conversation, it was hoped that some ideas would have become part of the Committee's operating methods."

If this template is replicated in other Games, what suggestions would you make?

- "The dialogue should start right at the beginning of the event organization and allow sufficient time for the work to be done."
- "From the outset, the operational plan proposed by the organizing company should be presented so that there is no misunderstanding, and that child protection is a priority."
- "Greater clarity of responsibilities and measurable expected results."
- "I believe that this model is a good practice and should be replicated not only in future Olympic Games, but in other major events that are regularly held in Brazil."
- "That a member with decision-making authority be added to the *Thematic Round*."
- "Greater disclosure."
- "The participation of a special team from the **Rio 2016 Organizing Committee** that has institutional relationships with the issue of children and adolescents."
- "Online platform for sharing actions and minutes."
- "Better funding."

5.2.

CHILD PROTECTION IN THE OPERATION OF THE GAMES

5.2.1 Green Passport

The Green Passport is a communication and engagement campaign designed to encourage the implementation of UNEP sustainable practices used by **Rio 2016** to communicate with spectators and the general public.

In addition to communicating with these two groups, the Green Passport engages with the tourism industry to help establish sustainable tourism principles and socially responsible operations.

In this report, at the request of **Childhood Brasil** and **Rio 2016**, the issue of child protection was the central theme of social responsibility, which put it directly onto the sustainable tourism agenda. Hotels, bars and restaurants were invited to make a voluntary commitment to prevent violations of child rights by meeting daily goals and conducting practical activities.

In practice, this consisted of:

a. Inclusion of child protection as a campaign theme;



b. Training by **Childhood Brasil** on child protection in tourism. Nine SEBRAE⁷ consultants from the *Programa de Sustentabilidade em Meios de Hospedagem* (Sustainable Accommodation Program) trained staff members at 31 hotels and inns in Rio de Janeiro and in the main tourist cities in the region (16 in Angra dos Reis, 11 in Rio de Janeiro and four in Búzios);

c. Reformulation by **Childhood Brasil** of sustainability indicators for hotels and food services providers to voluntarily comply (Appendix 1) with the Green Passport, with respect to child protection. In total, 41 companies signed on through the online tool;

d. Promotion of the *Desafio de Inovação em Turismo Responsável* (Innovation in Responsible Tourism Challenge). About 100 students from Estácio de Sá University were invited to evaluate tourist destinations in Rio de Janeiro and come up with innovative solutions to current problems through the lens of child protection. **Childhood Brasil** participated in this initiative by providing content; and

e. The Green Passport campaign reached approximately 5,672,739 people. On the topic of child protection, 16 posts were written and published on the organization's Facebook page, while a general and specific approach to children and adolescents had 42,061 views.

REACH OF POSTS TO THE FACEBOOK PAGE BEFORE, DURING AND AFTER THE 2016 OLYMPIC AND PARALYMPIC GAMES

DATE	LINKS FOR POSTS	VIEWS
10/12/2015	facebook.com/passaporteverde/photos/a.770525916311945.1073741825.419762158054991/1040060366025164/?type=3 We're always teaching them something, but they also teach us a lot of things... Long live kids!! Let's hope we know how to safeguard our future (Children's Day)	1964
10/30/2015	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/1047871825244018/?type=3 Families that play sports together... have fun together! Go kick a ball with the kids this weekend!	15689
12/28/2015	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/1076187785745755/?type=3 Are the kids already on vacation? Have your plans have changed because of the rain? What to do with the kids inside the house? Don't leave the kids alone in front of their little screens! Give them something do to: a recipe, a magic trick, their own toys... Lots of good ideas here: manualdomundo.com.br	982
6/5/2016	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/1177548118943054/?type=3 Whether you're traveling or not, if you come across a situation of violence, abuse, abandonment or child labour, report it! Use the Protect Brazil app, which allows you to make a report with total anonymity, wherever you are. www.protejabrasil.com.br	945
7/27/2016	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/1211410688890130/?type=3 Even if you're not a parent, anyone can help to take care of our kids. Follow our tips so that everyone can be part of our Chain of Care (#Corrente do Cuidado) for child protection in Brazil	2207
7/27/2016	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/1211412345556631/?type=3 In Brazil it is illegal to employ minors. Children aged 16 to 18 may only work in safe and protected situations.	866

⁷ SEBRAE – Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (Brazilian Micro and Small Business Support Service) is an autonomous Brazilian social service that helps develop micro and small companies and thereby promotes domestic entrepreneurship.

CONTINUED FROM PREVIOUS PAGE >>

DATE	LINKS FOR POSTS	VIEWS
7/30/2016	facebook.com/passaporteverde/posts/1213690538662145 Walk for Truce is a walk for the Olympic Truce. The goal is to educate people about the Rio 2016 Olympic Truce and to raise funds for children living in conflict areas.	820
8/1/2016	facebook.com/passaporteverde/photos/a.1214919878539211.1073741833.419762158054991/1214919768539222/?type=3 This year, the Olympic Truce underscores the importance of protecting children and adolescents, especially refugees and people living in conflict areas.	
8/3/2016	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/1211416215556244/?type=3 Help preserve childhood and adolescence by patronizing establishments that respect and protect our young people	

DATE	LINKS FOR POSTS	VIEWS
8/31/2016	facebook.com/passaporteverde/posts/1238949382802927 Sports and education go hand in hand when it comes to scholastic achievement. Take a look at this initiative that helps young people from Rio de Janeiro to participate in the Paralympic Games:	1034
9/2/2016	facebook.com/passaporteverde/posts/1238897856141413 Do you know what the Olympic Truce is? The tradition began early in the history of the Games, around the 6th century BC., at a time when the Greeks were constantly under attack. Today the tradition continues along with the Olympic and Paralympic Torch. Want to know how? See these Transform classes:	
9/11/2016	facebook.com/passaporteverde/posts/1245965652101300 Planning to take the kids to the Paralympics this weekend? This link is for you! Click to read!	

TOTAL

>> 42061

DATE	LINKS FOR POSTS	VIEWS
8/6/2016	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/121141688556177/?type=3 Children need you to look out for them. Stay alert and don't let the little ones out of your sight!	974
8/10/2016	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/1211417612222771/?type=3 If you're on the street we're looking out for you. Use the app to find the nearest Guardianship Council and report an incident: (link to download the app) Learn more by downloading the app today.	
8/13/2016	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/1211418208889378/?type=3 Be alert! Report any violation of children's rights by downloading the @ProtejaBrasil app.	
8/17/2016	facebook.com/passaporteverde/photos/a.427073433990530.98457.419762158054991/1211417385556127/?type=3 Guests under 18 years of age can only stay in hotels and inns if accompanied by parents, and must carry full documentation. Remember this law when choosing the right place to stay	

Working in tandem, **Childhood Brasil** and UNICEF created a series of tips* on the main risks and violations against children, as identified and mapped by the Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro.

* CHILD PROTECTION

- Don't let children under your responsibility out of sight. In large crowds it's easy for someone to disappear. Wear an identification wristband and if you find a lost child, show them how to get help.
- Don't buy products and services which use child labour. In Brazil it is illegal to employ minors. Children aged 16 to 18 may only work in safe and protected situations.
- Choose hotels that are committed to protecting children and adolescents. Guests under 18 can only stay with their parents or legal guardians. If you see a situation of sexual exploitation or abuse, report it.
- Choose establishments that ban the sale and supply of alcoholic beverages to anyone under the age of 18.
- Children also need to be looked out for when they're surfing the internet, as they can become victims of online sexual violence.

5.2.2 Transform Program



Transforma (Transform) is an Education Program that takes the **Rio 2016** Olympic and Paralympic Games into public and private schools. It promotes values, active and healthy living, as well as engaging with the symbols of the world's largest sporting event. The program is active in 15,958 public and private schools across Brazil, including the cities of Rio de Janeiro, Belo Horizonte, São Paulo, Brasília and Manaus, and to-date has benefited over eight million students.

Childhood Brasil and UNICEF worked together to develop an online Transform class for primary and secondary school students to educate them on violence against children, how it occurs, and ways of confronting it. The class was called "A truce for the boys and girls of the world".

Transform has produced and provided 349 classes, which have been downloaded 69,077 times. The "truce for the boys and girls of the world" class was inserted into the course about the Olympic Truce* plus two other classes that also addressed the subject of child protection ("What is the Olympic Truce?" and "A truce for refugees"). Although these three classes together represent 0.86% of the total number of classes released, the number of downloads represents 8.87% of all downloads. There are no data or feedback on how the classes were received or applied.

* The **OLYMPIC TRUCE** is an international movement that uses sport to promote peace. At a UN General Assembly in New York on 26/10/2015, the following resolution was approved for the Olympic Truce: "Sport for Development and Peace: Building a Peaceful and Better World through Sport and the

5.2.3 Value Chain

An important recommendation from **Childhood Brasil** for the **Rio 2016 Organizing Committee** was for companies to incorporate the Games' child protection actions into their own value chain. **Childhood Brasil** develops programs and projects to advise companies in the transport, tourism and large construction sectors on ways to address the risk of the sexual exploitation of children.

Inspired by the **On the Right Track Program**, **Childhood Brasil** developed an information package for the logistics providers of the Games, which invited companies to join the program and adopt measures to fight sexual exploitation. The information was announced by e-mail by **Rio 2016**, but there was no response from the technical area responsible for sending the content, or feedback from companies which received the information.

Despite these results, **Childhood Brasil** maintains the importance of engaging companies in these actions, and raising awareness over their responsibility to prevent their business from generating a negative impact and damaging the lives of children.

Socially responsible companies cannot allow child rights violations to be part of their value chain.

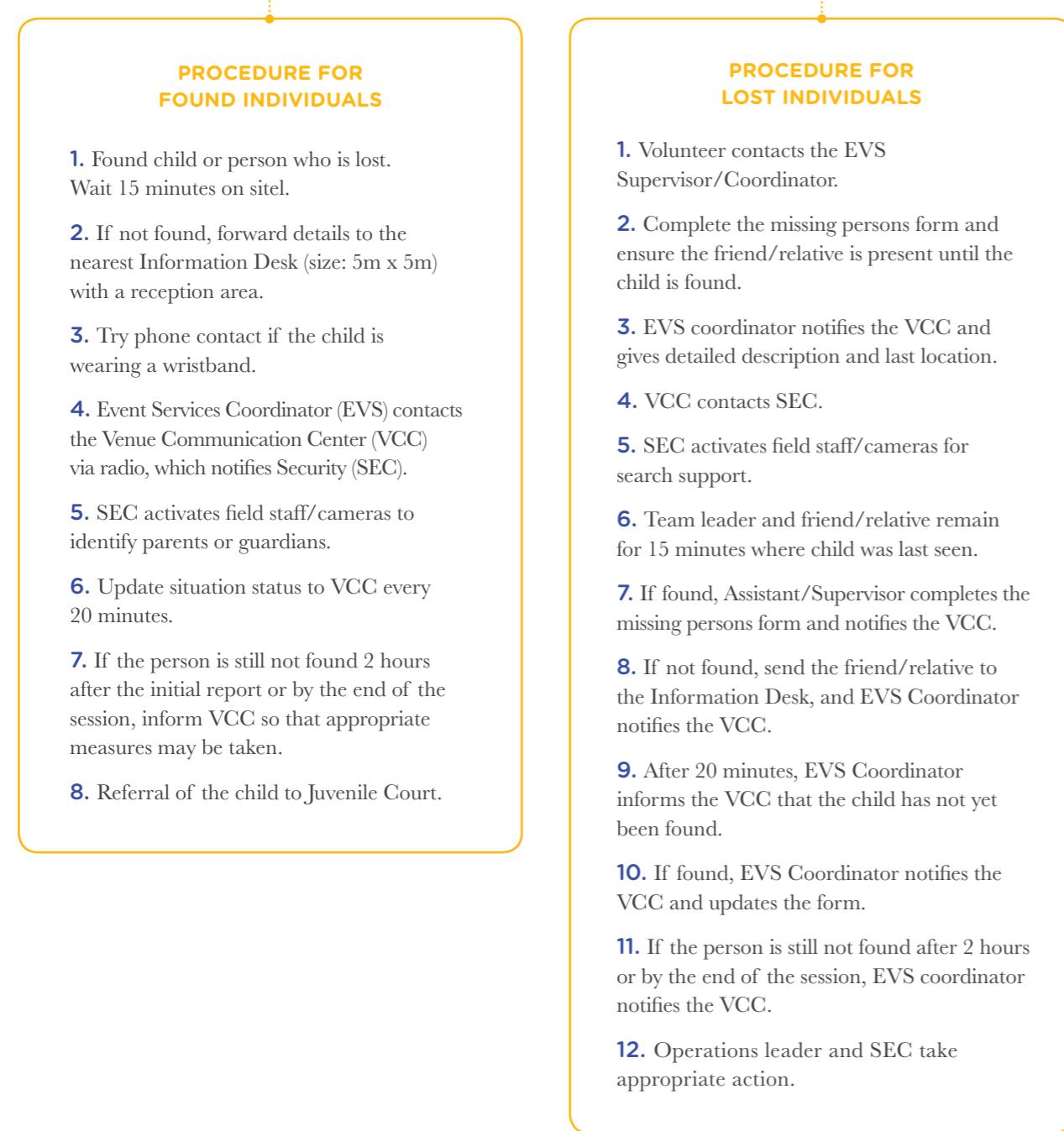
5.2.4 Other measures linked to the operation of the Games

In addition to actions created or adapted to protect children, another important result of the work of the *Thematic Rounds* was the incorporation of certain measures for the operation of the Games. Different areas of the **Rio 2016 Organizing Committee** found that their operations could present risks to children, so, together with the organizations participating in the *Thematic Round*, they developed measures to mitigate these risks. The information described in this section was offered by **Rio 2016** after a survey requested by **Childhood Brasil** in order to assess information about the actions undertaken for the operation of the **Rio 2016** Olympic and Paralympic Games.

- **Creation of a specific safety policy for cases of child rights violations**, with a focus on sexual exploitation and abuse, as well as violence/aggression: the "Operating Procedure for violations against children" (PR.SEC.016, Appendix 2) was created by the **Rio 2016** Safety area. The document was also evaluated and received contributions from **Childhood Brasil** and UNICEF. Consistent with the process established for the creation of policies and procedures of the **Rio 2016 Organizing Committee**, the documents were disclosed at the monthly RADAR meeting (which aligned the operation of the Games with the participation of leaders from all areas) and were made available to all staff members of the Committee, which at the time numbered around 5,692 people (not including volunteers). Public Forces agents who were working on security for the Games (about 5,800 people) also had access to this policy and received training.
- **Creation of a communication and procedures flow to identify possible crimes against children**, as determined in the "Procedures for Crimes against Children" (PO.SEC.048, Appendix 3) and released in the same manner as above.

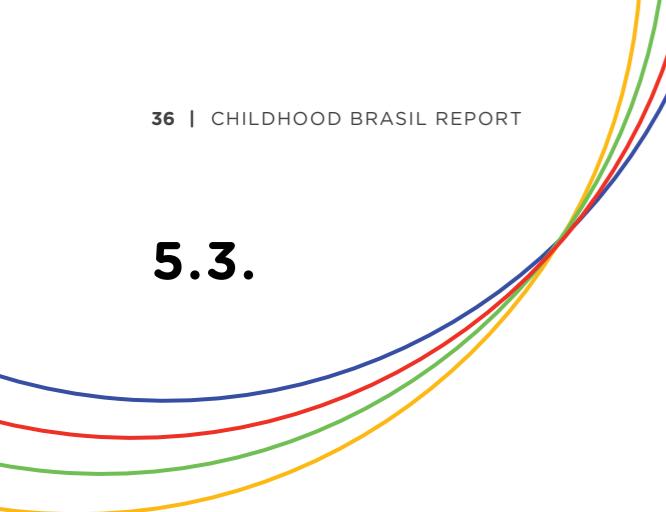
- **Training of staff on prohibiting access to and the sale of alcoholic beverages to anyone under 18 years of age**: according to information provided by Ambev, the supplier of alcoholic beverages—and which provided training to the concession teams—about 2,198 employees were trained (the total number of employees was not given, so we are unable to determine the total number of people who had access to this information). The training was conducted by Lynx, a company hired by Ambev, and lasted four hours. However, it focused more on food and beverage issues, while the issue of child protection was addressed for only ten minutes through the screening of an Ambev film about conscientious consumption, which warned about selling alcoholic beverages to minors, and was followed by a brief discussion with the participants.
- **Display of bilingual signage prohibiting the sale of alcoholic beverages to minors, as required by state and federal legislation**: signs were posted in Portuguese and English (but not in Spanish or French due to lack of Rio 2016 funding). The creation of all signage was done by a third party supplier. According to information provided by the Rio 2016 organizing committee, signs were placed in every facility connected with the Games, meaning one sign for each concession booth (234 sales points) and another for each mobile point (140 carts spread across the facilities). In total, 374 signs about prohibiting the access and sale of alcoholic beverages to people under 18 years old were posted at every place where alcohol was sold. Early in the Games, Rio 2016 received a notice from the Child and Youth Court for lack of signage at one of its concession points, and this was immediately rectified.

- **Creation of a flow for lost and found unaccompanied children** (PR.EVS.016 - "Operating procedure for dealing with a lost person in a competition venue"). In total, 67 cases of assistance were reported at the **Rio 2016** Games (over a total of 19 days) and 28 cases at the Paralympic Games (over 12 days). All cases were resolved in less than 15 minutes, and there was no need to activate the operational flow involving juvenile court agencies or consular officials for foreign nationals.



- **Requesting documentation for children during the Rio 2016 Olympic and Paralympic Games:** signage at **Rio 2016** facilities was not completed in time for the Games due to delivery failure by the graphic supplier. Improvised notices about the clear need for parents and guardians to present documents were posted on sheets of plastic-coated paper at some entry points. **Rio 2016** received 24 notices from the Child and Youth Court for this reason. In addition, document checks were not made at every facility as required by the regulation. Consequently, **Rio 2016** received 135 notices and had to make changes for the Paralympic Games. According to **Rio 2016**, these were implemented in time for the Paralympic Games through posters at entry points which displayed the steps to be taken, by law, for minors to enter and remain in the facilities, including age limit and type of event. These posters also appeared in communication channels (**Rio 2016** website, television, newspapers and social media). **Rio 2016** also hired a company to check documents for children under 12 at the entrance to the sports facilities.
- **Distribution of identification for minors:** the policy to distribute wristbands was carried out in accordance with the "Operating Procedure for children registration" (PR.EVS.026). As a form of prevention, all facilities were offered the child identification service, which was available at Information Booths or at strategic points of the Olympic Parks and stadiums. The distribution was also carried out by volunteers with backpacks who helped visitors to put wristbands on their accompanying children. All soccer stadiums had an Information Booth where the wristbands were given out. It is possible that in certain locations spectators found it difficult to locate the Information Booths, because, as previously stated, the **Rio 2016 Organizing Committee** had a serious problem with the company providing the visual identity signage (or "look") for the Games, as delivery of the signage was often delayed. Through the use of wristbands for minors, 87,506 children were identified during the **Rio 2016** Games and 45,659 children during the Paralympic Games. **Rio 2016** reported some cases of parents or guardians who refused to identify the children under their care.
- **Participation of five Rio 2016 employees (from Sustainability, Legal, Event Services, Human Resources, and Food and Beverage) in the training provided by the National Front of Mayors (this project is described in section 5.4.4) in partnership with the Committee for Comprehensive Child Protection in order to provide a child protection network at the Rio 2016 Olympic and Paralympic Games:** after receiving this training, these employees returned to their areas and acted as content multipliers for the rest of their teams. There was also a proposal to train the facilities managers in the five types of possible rights violations, with a focus on practical cases of the Rio 2016 operations. However, there was insufficient time to carry out this activity. In future, this training should be organized well in advance.
- **Including the subject of child protection** in the *Guia de Sustentabilidade para cidades do Revezamento da Tocha* (Sustainability Guide for Torch Relay Cities) (July 2015) and in the *Guia de Sustentabilidade para Cidades do Futebol Sustainability* (Guide for Soccer Host Cities) (June 2016): content for this subject was offered by **Childhood Brasil**.

5.3.



COMMUNICATION AND CAMPAIGNS

Sporting events can attract one of the largest audiences in the world. For a short period, the global media are all focused on one place. Olympic competitions, for example, totaled 5,600 hours of live broadcasts, and reached a global audience of 4.8 billion people. All this attention is an excellent and unique opportunity to bring more visibility to peripheral issues and causes. When a major event makes child protection an important subject, and translates this commitment into practical action, thousands of people come to know about the subject, which leads to greater social awareness.

From this perspective, several organizations planned to take advantage of this showcase through educational and engagement campaigns. The **Rio 2016 Organizing Committee** committed itself to communicate the possibilities by using the Olympics and Paralympics as a spotlight for this cause.

For this reason, one of the main discussions of the *Thematic Round* was about communication and campaigns. For this theme, a specific working group was organized and met three times to align the different institutional objectives in order to create a single campaign. As each organization had their own strategies and commitments to their own supporters, the development of a single campaign seemed an unattainable goal. This led to the development of a common briefing that would nurture all the campaigns that were developed by the organizations.

The National Secretariat for Child Rights of the Ministry of Human Rights took the lead in this initiative by involving three ad agencies in the competition, but due to Brazil's political situation at the time, this effort gave way to the creation of the Respeitar Proteger Garantir (Respect Protect Guarantee) campaign by the National Front of Mayors, which was developed through the *Rio 2016 – Olimpíadas dos Direitos de Crianças e Adolescentes* (Rio 2016 – Child Rights Olympics) project. This campaign was widely accepted by the various organizations involved, including **Childhood Brasil**, which helped give it considerable exposure.

For its part, **Rio 2016** worked with the campaigns in the Olympic areas so they were aligned and in accordance with the recommendations and guidelines of this briefing, given that it was endorsed by Brazil's leading child rights organizations. The briefing provided guidelines on language, call-to-action, and forwarding of information, such as complaint channels. This meant that even if the campaigns were different, they would carry the same content and reinforce a common message.

CAMPAIGNS PUBLICIZED BY RIO 2016

RESPECT PROTECT GUARANTEE: EVERYONE FOR CHILD RIGHTS



Organization responsible
National Front of Mayors

Campaign Website
facebook.com/RespeitarProtegerGarantir

PROTECT BRAZIL



Organization responsible
UNICEF

Campaign Website
protejabrasil.com.br/

IT'S A PENALTY



Organization responsible
Happy Child

Campaign Website
itsapenalty.org

PUBLICIZING THE CAMPAIGNS

Each of these campaigns ran twice a day on the big screens at the Live Sites⁸ in Barra and Deodoro. The **Rio 2016** Games had a Live Site at each park (Barra and Deodoro), while only the Live Site at Barra was maintained for the Paralympic Games. An estimated average of 7,500 people attended the Barra Olympic Park each day, against 5 thousand people for the Deodoro Olympic Park. The times of day the campaigns were shown was not provided, and there is no metric to determine the degree of exposure the videos had at those locations.

Other actions were also carried out to increase the visibility of the cause at the Olympics:

December 2015

Presentation by **Childhood Brasil** about the *Thematic Round* on Child Protection, made at the Business Club (meetings to align information, communication and engagement with the **Rio 2016** Games corporate sponsors).

July 2016

Promotion of the meeting for *Um olhar pelas crianças e adolescentes* (Looking out for children), which was held in the Sustainability Lounge in the Main Press Center at the Barra Olympic Park. The goal was to invite journalists to talk about the actions planned and undertaken for the Olympics and Paralympics, in order to generate more media coverage. The organizations and projects invited were **Childhood Brasil**, UNICEF and Transform. However, on the same day, the press was covering other Olympics stories it considered more pressing, so no invited media representatives appeared at the meeting.

August 2016

A meeting between Queen Silvia of Sweden and IOC President, Thomas Bach, to discuss child protection at the Olympic Games, and promote the issue at future Games. Representatives from **Childhood Brasil** and the sustainability areas of the IOC and **Rio 2016** were also present at this meeting.

⁸ These Live Sites were facilities where spectators could enjoy entertainment and watch the Games while passing through the Barra or Deodoro Olympic Parks.

5.4.

PARTNER PROJECTS ALIGNED WITH RIO 2016

5.4.1 Hospitality Project



Developed by **Childhood Brasil** with financial support from the Curtis L. Carlson Family Foundation, the **Projeto Hospitalidade Rio 2016 (Rio 2016 Hospitality Project)** was designed to engage the city of Rio de Janeiro's leading hotel chains to adopt protection and communication measures to help prevent and fight sexual exploitation of children in tourism.

For this project, **Childhood Brasil** developed a campaign called *A Proteção que queremos – contra exploração sexual de crianças e adolescentes* (The Protection We Want – Against Sexual Exploitation of Children), which was developed from the experience of partnering with Atlantica International Hotels for over ten years in the fight against sexual exploitation of children in tourism in Brazil.

The first action of the project was a mapping (completed in 2015) of the child protection measures taken by Rio's major hotel chains, particularly on preventing sexual exploitation, in order to define the scope and reach of the project.

The mapping selected the 20 largest hotel chains in Rio de Janeiro. In order to present the results and begin engaging with them, 10 largest chains were chosen, while three chains (Bourbon, Brazil Hospitality Group (BHG) and Vert) ran awareness and communication actions during the **Rio 2016** Olympic and Paralympic Games.

The main challenge in engaging with the chains was caused by the lateness with which **Childhood Brasil** got back to the hotels with the campaign proposal and awareness actions, which took place between June and

July 2016. The delay was because **Childhood Brasil** was to have developed an Institutional campaign with specific pieces for this target group.

However, by the end of the first quarter of 2016, the organization decided to support and publicize the campaign developed by the *Thematic Round* partners (under the leadership of the National Secretariat for Child Rights of the Ministry of Human Rights and the National Front of Mayors) instead of developing its own campaign. Due to political problems, this campaign also suffered postponements and delays, which led **Childhood Brasil** to develop a hotel-only project campaign which was focused on dialoguing with guests about the risks of sexual exploitation of children, based on the organization's previous experience with the tourism industry. Since this campaign was created only in the second quarter of 2016, this affected the project approval deadlines for the Terms of Commitment and the establishment of an implementation timetable.

Actions to raise awareness and roundtable discussions were held with hotel employees to promote child rights and encourage their participation in the "The Protection We Want – Against Sexual Exploitation of Children" campaign, which included the following pieces:

- Banner for reception and recreation areas;
- Poster for reception, elevator, restaurant and recreation areas;
- Educational brochure for guests;
- Procedures for reception staff;
- Multiplier guide for hotel employees regarding child rights.

Feedback from the first awareness and implementation actions was extremely positive and the project was well received, which demonstrates a strong alignment between child protection and the operational risks of the hotels, and emphasizes the potential that hotel chains have to inform their guests (and tourists) about

the importance of always being alert and how to act in suspected cases of sexual exploitation of children.

Childhood Brasil believes in and works toward strengthening the engagement and role of hotel chains by training hotel staff employees (reception, security, governance, restaurants) in order to transform them into multipliers of information for guests. Hotels, as part of the tourism industry, play a key role in preventing child rights violations, particularly the sexual exploitation of children in tourism, and act as an education and awareness source for their guests.

• CAMPAIGN IDENTITY



* Developed between 2015 and 2016, the study **VIOLATION OF CHILD RIGHTS AT MAJOR SPORTING EVENTS** sought to generate data and evidence to help organizers of major events to define effective strategies to prevent and handle violations of child rights and help improve data collection systems and the definition of strategies to guarantee child rights. With launch of this study scheduled for May 2017, **Childhood Brasil** sought to:

- Analyze monthly changes in cases of child rights violations registered by the Dial 100 hotline—which is National Secretariat for Child Rights's official reporting channel—as well as police stations, Guardianship Councils, social welfare agencies and health units between January 2012 and December 2014, with special focus on the period of the 2014 FIFA World Cup;
- Create a baseline for future studies – particularly for the Olympics and Paralympics period;
- Conduct a qualitative study on the organization, systematization and dissemination of data by different agencies on child rights violations.

5.4.2 Observatory for Comprehensive Child Rights Protection

The Observatory for Comprehensive Child Rights Protection was one of the legacies sought by the Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro. There was considerable hope for a digital platform which could monitor and promote public policy for child protection by collecting, consolidating and analyzing data, and developing multidisciplinary activities and studies. The Observatory would monitor child rights violations during the **Rio 2016** Olympic and Paralympic Games, as well as other events that the city might receive. The role of the *Thematic Round* was to strengthen this local initiative.

Childhood Brasil was part of the working group that conducted the quantitative study *"Violation of child rights at major sporting events"* (*Violação de direitos de crianças e adolescentes em grandes eventos esportivos – Copa do Mundo 2014*)*, which created a baseline for monitoring this problem during the Olympics and Paralympics. Initiatives such as this are essential to generate data on child rights violations that can be used to help guide the creation of public policies.

The Observatory was officially launched at the first *Encontro Executivo do Observatório da Proteção da Criança e do Adolescente do Rio de Janeiro* (Executive Meeting of the Observatory for Child Protection in Rio de Janeiro). Held on November 26, 2015, the objective was to discuss the intersectoral governance structure that would guide this initiative. However, due to political and financial problems in Brazil, and particularly in the city of Rio de Janeiro, further discussions on the Observatory were terminated and the issue was dropped by the 6th *Thematic Round*, in early 2016.

5.4.3 Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro



The Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro was formed in the city of Rio de Janeiro in 2013, through an initiative of organized civil society and the National Secretariat for Child Rights of the Ministry of Human Rights. It is a development of the Convergence Agenda, which features the synergy of the Guaranteed Rights System of the host cities of major events in order to discuss public policies for children at these events.

The Committee was created to ensure comprehensive child protection during large-scale events, with a focus on the National Secretariat for Child Rights, through the development of public policies that will become legacies for the host city. It is designed to operate as a macro protection network consisting of government agencies, the justice system, public safety, civil society and international organizations. Information on results and lessons learned from the work of the local committee during the **Rio 2016** Olympic and Paralympic Games appear in Appendix 4 of this report.

5.4.4 Rio 2016 – Child Rights Olympics



Led by the National Front of Mayors, with support from the European Union, this project sought to strengthen the network comprising civil society, human rights advocates, and public sector agencies in the city of Rio de Janeiro and the surrounding region. These goals are based on the experience of the Olympics, and promote the active participation and empowerment of young people (Afro-descendant adolescents and women in particular) to protect the rights of vulnerable children. Information on results and lessons learned appear in Appendix 5 of this report.

5.4.5 Protect Brazil App



Proteja Brasil (Protect Brazil) is an application developed by UNICEF at the time of the FIFA World Cup, and is designed so people can use their mobile phones or tablets to help identify and report situations of child rights violations. It can be installed for free on devices that run on iOS or Android systems. From the user's location, the app gives phone numbers, addresses and the best way for a child in a situation of violence to get the assistance they need. Users can also report a violation through the Dial 100 Human Rights hotline, the federal government's main reporting channel.

The development of this type of app was in response to people's desire to help protect children through innovative and interactive tools. For **Rio 2016** Games, the Protect Brazil app was loaded with information from the local child protection network and featured new navigation tools to encourage people to report any form of violence and neglect. Updates were based on the experience and learnings from different users and the protection network during the FIFA World Cup. A video with English subtitles has also been developed which provides information on the most commonly recurring violations at large-scale events, and invites the public to download and use the app, which is available at youtu.be/XiOB2PMKYUw.

5.4.6 Olympic Torch Relay



The Olympic Torch Relay was another initiative between UNICEF and **Rio 2016**. Six young Brazilians with different profiles and from different parts of the country were selected to carry the Olympic symbol. Each of them carried the Olympic flame to remind people about the need to ensure the rights of all children, especially the most vulnerable, who live in situations of conflict and/or poverty.

Learn more about each of them on the following pages.

CONTINUED ON FOLLOWING PAGE >>

• BRAZILIAN YOUTHS CARRY THE OLYMPIC TORCH

WALAS



aged 15 | Rio de Janeiro

"My heart's beating like mad! I want to dedicate the Olympic Torch to my sister Thaís and to all the kids in Rio de Janeiro". Thaís, 13, dreamed of seeing the day when her brother Walas would represent all the world's children through the Olympic torch relay, but her life was interrupted by a stray bullet at the beginning of the year. Moved by her memory, but overjoyed at having the chance to be with his mother, **Walas Souza**, aged 15, carried the Olympic Torch in Curitiba. Four years ago his family moved from Bahia to Rio de Janeiro in search of a better life, and now call Morro dos Prazeres their home: "I live in Morro, where I came to live with my family after we left Bahia. It's where I learned to play football, which is my life, and my passion. I don't think about leaving Morro. I just want everyone to be happier", he says.

RAYANNE

aged 16 | Maranhão

"I want to fight for every child's right to play." **Rayanne da Silva Xavier**, aged 16, was thrilled to see family and friends cheering her on as she carried the Olympic torch through the streets of São Luís. She lives in a small town on the outskirts of the city, and it was there, when she was a child, that Rayanne was told she couldn't play soccer with the boys, as it "wasn't a girl thing to do". After discovering that everyone has the right to play soccer, the teenager has become active in promoting inclusive sports in her community. "I dream of being an inspiration to other kids," she says. Every weekend, Rayanne brings different sports to children and young people in her community.



© UNICEF/BRZ/Fred Borba

INGRA

aged 17 | Amazonas

Ingra Mendes, aged 17, lives on the banks of the Solimões River in Careiro da Várzea (AM). It takes plenty of fortitude for her to overcome the long distances she has to travel, and the often risky means of transport, for her to keep on studying. The future biomedical scientist dreams of being able to help her community: "Everyone should see the kids in the Amazon as young people who can go beyond to seek their dreams and learn what they want, regardless of the difficulties they face."



© UNICEF/BRZ/Fred Borba

BRENO



aged 14 | Bahia

"I wish lots of good things for all the children of my village and the world," said **Breno Ferreira**, aged 14. With plenty of vocal support from family and friends, he participated in the torch relay in Porto Seguro (BA), three hours away from the village of Barra Velha, where he was born and lives with his family. He represents not only the children of his village but all the indigenous youngsters who are the most vulnerable in the country. The story of Breno shows how sport leads to new directions. His biggest dream is to be a soccer player. "But I'm also pretty good at the maraca relay race. For me, the coolest thing is for everyone to be together and have fun."

ADRIANA



aged 15 | Pará

"When I grow up, I'm going to compete in the Paralympic Games and I know I'll win some medals. Carrying the Torch will show a lot of people that kids like me need to have the same chance to train and study". With that confidence, Adriana carried the Olympic Torch through the streets of Belém. More than the Olympic symbol, the teenager carried in her hands the dream of thousands of girls and boys with disabilities. **Adriana Santos** has cerebral palsy. Doctors said she would never walk or talk, but she has proved them wrong and she continues to overcome the many limitations of her condition. Today, at age 15, the teenager dreams of becoming a Paralympian athlete and studying medicine, "to take care of other children the way they take care of me".

© UNICEF/BRZ/Fred Borba

EDILSON



© UNICEF/BRZ/Fred Borba

aged 14 | Ceará

"Really exciting!", exclaimed Edilson when he saw more than a hundred of his schoolmates waiting for him in downtown Sobral. In fact, they had traveled from their homes in Aracatiaçu, a farming town located an hour away, to see 14 year-old **Edilson Freitas da Silva Filho** take part in the Olympic Torch Relay. Cheering him on, they followed Edilson to the stage where he had the honour of lighting the Olympic cauldron and making a short speech. He wants every child to fulfill their dream. His dream? Be a math teacher and keep living on the land where he was born.

UNICEF has made a video about the teenagers who were chosen to carry the Olympic torch, and is available on YouTube at: youtube.com/watch?v=Abc85IU0RIE



CHAPTER 6

Recommendations for future Olympic Games



Major sporting events have a large-scale socio-economic footprint which can impact the assurance and protection of children's rights. Our experience shows that unless the issue of child protection is incorporated into management and sustainability policies, including processes and protocols such as Codes of Ethics, Selection Questionnaires and Contracts, and used by the IOC to help determine the selection of host cities and the operation of the Games, comprehensive child protection measures will likely be absent from these cities and the host country itself.

We believe that better results and performance during Olympic Games can be achieved through the participation and alignment of all stakeholders. Accordingly, the following are recommendations on how each participant can contribute to the success of the Olympic Games by addressing the cause of child rights.

**Stakeholder
INTERNATIONAL OLYMPIC COMMITTEE**

Recommendation

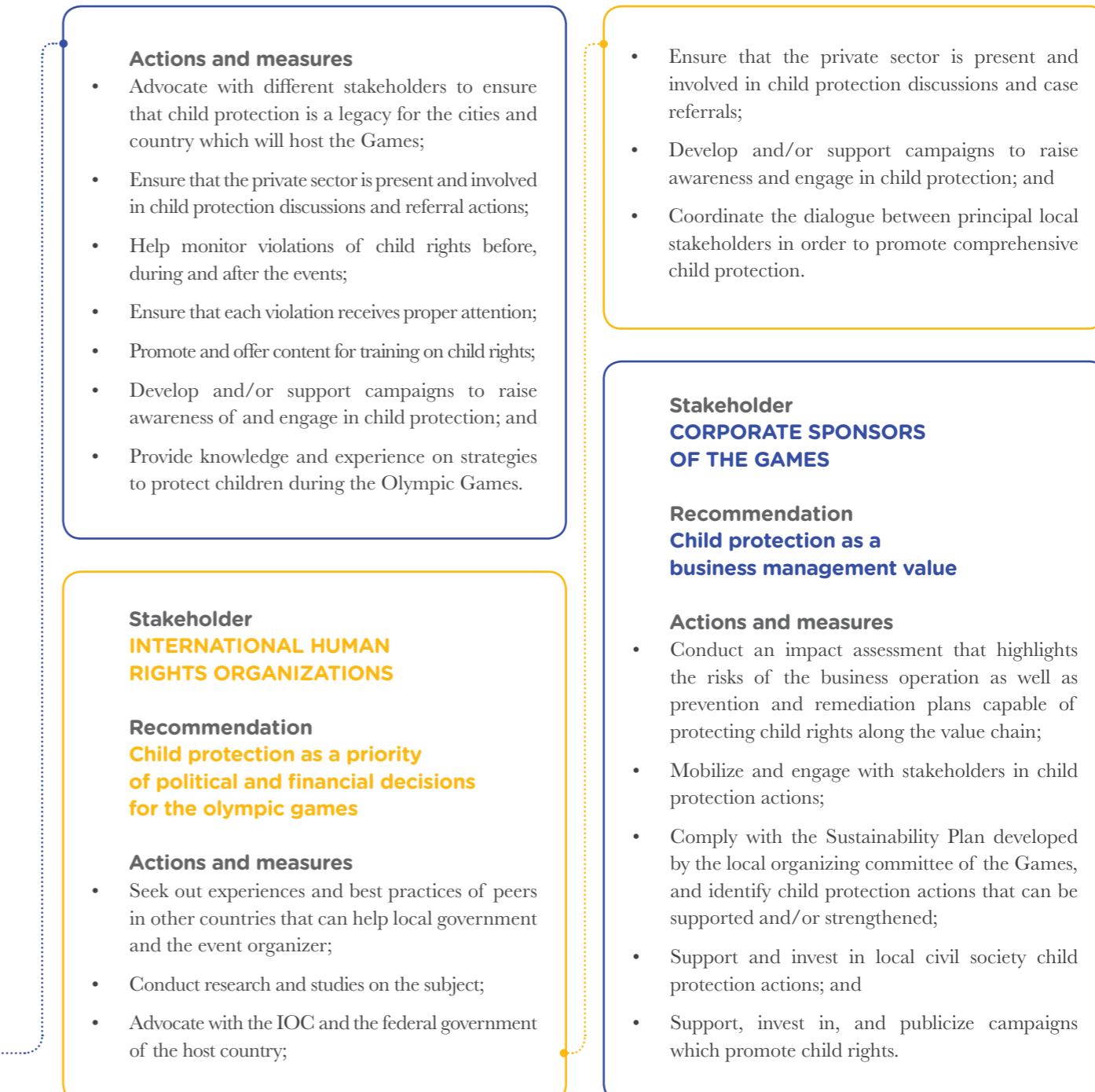
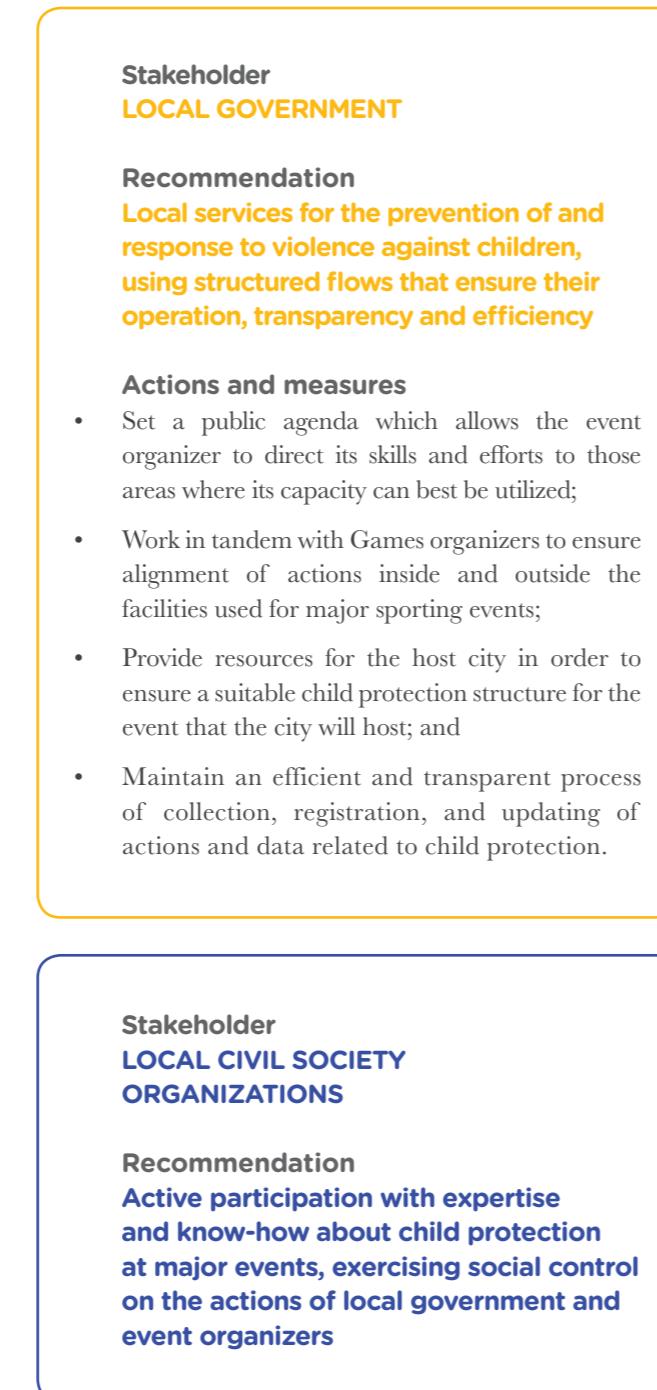
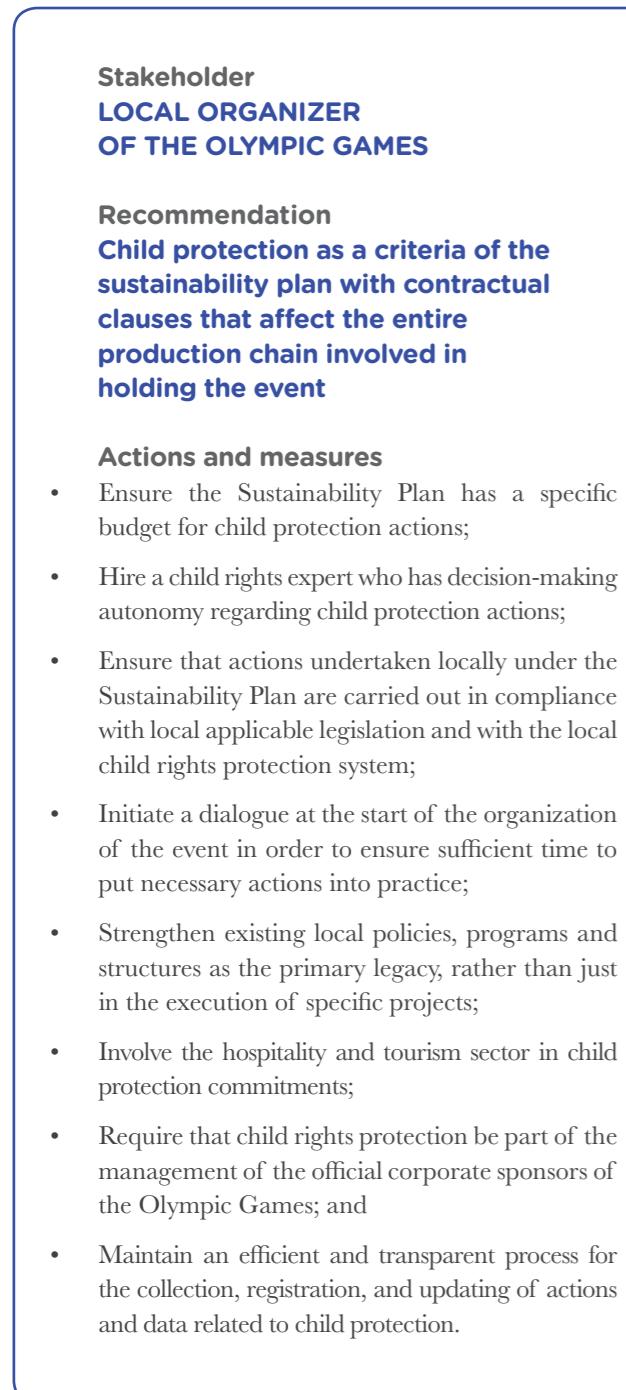
Public declaration of commitments, policies and actions to protect child rights

Actions and measures

- Insert the IOC's commitment to child rights into the Olympic Charter and the International Code of Ethics. This will show host countries the importance of respecting those rights which are guaranteed by international treaties and conventions;
- All official documents, particularly contracts signed with host countries, should mention the commitment the Games organizers have undertaken to respect child rights;
- Place the respect for and protection of child rights among the criteria for selecting host cities, and require candidates, among the criteria in the

"Candidature Procedure" and "Questionnaire", to present an impact assessment that details the risks the Olympics can pose for children, as well as a prevention and remediation plan for protecting their rights, which covers not only the competitions and festivities during the Games, but also the necessary projects and investments which come beforehand;

- Based on studies and plans submitted, and the opinion of independent experts, conduct a baseline assessment on the candidate's ability to prevent and remedy child rights violations that may be caused by the Olympics;
- Establish clauses in the "Host City Contract" which require the adoption of plans, developed during the candidature period, to prevent and remediate child rights violations, as well as the adoption of indicators that can measure the effectiveness of these plans over the entire duration of the Games, from planning to realization;
- Provide advice to candidate countries on how to conduct the impact assessment and develop the prevention and remediation plans, and to help ensure that local child rights protection organizations are consulted in both these processes;
- Expressly prohibit child labour, and require the host country to have plans for preventing any increase in the sexual exploitation of children associated with the arrival of large numbers of outsiders, such as construction workers who have to be apart from their families, and ensure that children do not miss daycare or school due to the Olympics; and
- Require the creation of discussion groups with members from child protection agencies in each country, including governmental and non-governmental organizations, and make recommendations based on the measures to be adopted in order to comply with the prevention and remediation plans, as well as the monitoring of those plans.



CHAPTER 7

Conclusion



The Olympic Games give the world emotional stories of achievement, effort, dedication and teamwork which can serve as examples and inspiration for all of us. Like every major sporting event or infrastructure development project, however, the Games bring with them impacts and risks for children and adolescents.

Our experience suggests that protecting children at major sporting events is most effective when:

- The **IOC publicly declares its commitment to** child rights by requiring other stakeholders to make the same commitment;
- The local organizing committee **makes the cause a priority in its Sustainability Plan**;
- Corporate sponsors of the Games include child protection as a **business management value**;
- **Key participants are involved** in critical discussion channels so they can comply with local legislation;

- There is suitable **structuring and financing capacity**; and
- There is a **clear and singular alignment** of all key participants to better integrate actions involving **communication and commitment** to the cause by taking advantage of the substantial visibility that the Games provide.

Childhood Brasil has gained a wealth of experience from the 2014 FIFA World Cup, and more recently at the **Rio 2016** Olympic Games, in cooperation and partnership with the **Rio 2016 Organizing Committee**. In this report this knowledge is systematized and transferred, along with recommendations based on the lessons learned and challenges faced in Brazil.

In order for future Olympic Games to play a strategic and fundamental role in improving the international child protection movement, **Childhood Brasil**, as part of the *World Childhood Foundation*, stands ready to serve as a valued adviser by applying its knowledge and experience to support strategic discussions.

CHAPTER 8

Bibliography

- BRACKENRIDGE, Celia et al. *Child Exploitation and the FIFA World Cup: A review of risk and protective interventions*. 2013. BC.SHaW, School of Sport and Education, Brunel University London. Available at: <http://www.childhood.org.br/wp-content/uploads/2014/03/Exploracao-Universidade-1.pdf>.
- FGV. GDHeE, Impact assessment on human rights: what companies must do to respect the rights of children and adolescents. 2017. Publication carried out in partnership with **Childhood Brasil**.
- Convergence Agenda – Major sporting events and the protection of children and adolescents in Brazil. UNICEF and INDICA (Institute for the Rights of Children and Adolescents). Brasília, April 2016. Available at: https://www.unicef.org/brazil/pt/agenda_convergencia_pt.pdf.
- **Childhood Brasil** website: www.childhood.org.br – last accessed 02/02/2017.
- Sustainable Development Goals website: <http://www.estrategiaods.org.br> – last accessed 02/02/2017.
- Green Passport website: <http://www.passaporteverde.org.br> – last accessed 02/02/2017.
- **On the Right Track Program** website: <http://www.namaocerta.org.br> – last accessed 02/02/2017.
- **Rio 2016 Olympic and Paralympic Organizing Committee**: <http://www.rio2016.com> – site off the air.

CHAPTER 9

Appendices

1. Voluntary Commitment to Child Protection / Green Passport

2. Operating Procedure for violations against children (PR.SEC.016)

3. Operating Policy for crimes against children (PO.SEC.048)

4. Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro

5. Rio 2016 – Child Rights Olympics (National Front of Mayors)

APPENDIX 1

Voluntary Commitment to Child Protection / Green Passport

GREEN PASSPORT COMMITMENT – SOCIAL RESPONSIBILITY

SOCIAL RESPONSIBILITY

Corporate social responsibility actions are designed to achieve more powerful and lasting relationships between companies and their employees, suppliers, consumers, the communities where they operate, and the general public. In order to help create a more just society, socially responsible companies employ strategies that incorporate effective sustainability practices into the planning of their activities so that their actions bring no harm to people or the environment.

This approach can be conducted in many ways, whether inside or outside the corporate environment. One example is the establishment of internal policies and capacity building of the workforce on issues related to social inclusion, gender diversity, race, and protection of children's rights. Establishing a sustainable procurement chain which is based on purchasing products from local suppliers, or developing social projects in partnership with local organizations are just two means of establishing a positive relationship with the surrounding community.

Children are vulnerable to sexual abuse and exploitation within the tourism sector. This violation of child rights has lifelong consequences and is in no way consensual or sought after by the victims. Under Brazilian Law 7220/2014, the sexual exploitation of children is a serious crime. The protection of children is a matter of ethical and social responsibility, meaning that the problem and the solution are a shared responsibility for all citizens and organizations. The Dial 100 hotline is an effective reporting channel, and operates around the clock throughout Brazil. Calls are free from any phone, including cell phones, and all reports are kept anonymous.

How has your company considered the impact of its business on child rights? How does it interact with its employees, suppliers and the local community? Take some time to assess the role your organization plays in society and your responsibility for developing and implementing positive actions.

Step 1: A commitment to evolve

Now is the time to determine the extent to which you can get involved in this voluntary commitment. Based on your capacity, set a goal for your company's activities to develop or implement a social responsibility projects program:

I will publicly acknowledge that protecting children is a value of my company.

I am not able to carry out any social responsibility actions this year.

I will eventually take part in a social responsibility action.

I will take part and regularly participate in a social responsibility action, with a particular focus on protecting children from sexual abuse and exploitation.

I will participate in and actively lead socially responsible actions, particularly those with a focus on protecting children from sexual abuse and exploitation.

Publicize the Dial 100 hotline throughout the establishment in order to facilitate reporting suspected cases of sexual exploitation of children.

Offer child protection training and education opportunities to employees.

Read and distribute to your employees and guests the Ministry of Tourism publication *Exploração Sexual de Crianças e Adolescentes não é Turismo. É crime! – Manual do Multiplicador* (The Sexual Exploitation of Children isn't Tourism. It's a crime! – Multiplier Manual).

Read, and whenever possible, apply the *Manual de Boas Práticas no Turismo – Meios de hospedagem* (Manual of Good Practices in Tourism – Means of Accommodation).

Download and distribute to staff members and guests the *Proteja Brasil* app (Protect Brazil) from UNICEF (this app puts you in touch with the local Guardianship Council and other services).

Partner with non-governmental organizations to properly address child protection within the business environment.

Participate in campaigns and actions to protect children from sexual exploitation.

Establish and display a Diversity and Inclusion Manifesto in a visible location.

Ensure the hiring policy includes employing local people in order to increase the capacity levels of that community.

Ensure the hiring policy includes employing people with disabilities and/or restricted mobility.

Prioritize the hiring of local suppliers and support a sustainable procurement chain.

Participate in local councils and discussion forums on social responsibility issues.

Implement your own social responsibility projects, based on research and planning, which consider the local community and the environment in which the company operates.

Develop a methodology to monitor the results of actions taken so that your role in child protection can be shared with your partner and supplier network.

Step 2: Goals of the establishment

Now that you have determined your level of commitment, check the goals below that you are responsible for implementing in order to ensure greater involvement and social responsibility for your company:

Publicly declare a commitment to protect children from sexual exploitation (hotel reception, website, advertising, supply chain, guests etc.).

Comply with the National Legal Framework by prohibiting minors if they are not carrying proper identification or legal authorization documents.

When making a reservation, inform guests of the necessity and importance of carrying proper identification or legal authorization documents for minors.

Train staff to request documentation for children accompanied by parents or legal guardians when checking in.

Ensure employees are engaged by implementing internal policies that include a commitment to protect children from sexual exploitation.

Publicize responsible behaviour tips for tourists on your website and in common areas of the establishment (reception, rooms, restaurant, lobby etc.).

Step 3: Monitoring of goals

Congratulations, you're ready to make the changes you've proposed for your establishment! We'll be waiting here each month to see how you're carrying out actions that improve your company's relationships and socio-environmental sustainability.

GOAL	MET	PROOF	REFERENCE	LAST UPDATE
Publicly declare a commitment to protect children from sexual exploitation (hotel reception, website, advertising, supply chain, guests etc.).	Yes or No		Provide a link for reporting on the commitment.	
Comply with the National Legal Framework by prohibiting minors if they are not carrying proper identification or legal authorization documents.	Yes or No		Provide a link and/or communication/dissemination file for the commitment.	
When making a reservation, inform guests of the necessity and importance of carrying proper identification or legal authorization documents for minors.	Yes or No		State or provide a service protocol that requires the provision of this information.	
Train staff to request documentation for children accompanied by parents or legal guardians when checking in.	Yes or No		Give the percentage of people trained in relation to the total number of employees. State when and how many training sessions were conducted (if more than once, keep a record of all activities).	
Ensure employees are engaged by implementing internal policies that include a commitment to protect children from sexual exploitation.	Yes or No		State what commitment was taken on, and provide a link to the policy.	

GOAL	MET	PROOF	REFERENCE	LAST UPDATE
Publicize responsible behaviour tips for tourists on your website and in common areas of the establishment (reception, rooms, restaurant, lobby etc.).	Yes or No		Give the link where the tips are available.	
Display the Dial 100 hotline throughout the establishment in order to facilitate reporting suspected cases of sexual exploitation of children.	Yes or No		Describe where the Dial 100 hotline is displayed.	
Offer child protection training and education opportunities to employees.	Yes or No		Give the percentage of people trained in relation to the total number of employees. State when and how many training sessions were conducted (if more than once, keep a record of all activities).	
Read and distribute to your employees and guests the Ministry of Tourism publication <i>Exploração Sexual de Crianças e Adolescentes não é Turismo. É crime! – Manual do Multiplicador</i> (The Sexual Exploitation of Children isn't Tourism. It's a crime! – Multiplier Manual)	Yes or No		Describe which procedure was adopted to distribute the Manual to employees, and the link where it is available.	
Read, and whenever possible, apply the <i>Manual de Boas Práticas no Turismo – Meios de Hospedagem</i> (Manual of Good Practices in Tourism – Means of Accommodation).	Yes or No		Describe which procedure was adopted to distribute the Manual to employees, and the link where it is available.	

GOAL	MET	PROOF	REFERENCE	LAST UPDATE
Download and distribute to staff members and guests the <i>Proteja Brasil</i> app (Protect Brazil) from UNICEF (this app puts you in touch with the local Guardianship Council and other services).	Yes or No		Describe how the distribution is being carried out.	
Partner with non-governmental organizations to properly address child protection within the business environment.	Yes or No		Describe joint efforts with NGOs: if there was a partnership, state the organization and describe the scope.	
Participate in campaigns and actions to protect children from sexual exploitation.	Yes or No		List campaigns/actions adopted and provide links to the channels where they are described.	
Establish and display a Diversity and Inclusion Manifesto in a visible location.	Yes or No		Share the Diversity and Inclusion Manifesto and state how it is being disseminated (give links, if possible). If the location is physical (offline), register it and provide a photograph.	
Ensure the hiring policy includes employing local people in order to increase the capacity levels of that community.	Yes or No		Describe the hiring strategy adopted, as well as the number of people hired from the local community, plus time spent (to-date) in the company. If possible, provide the hiring policy which includes this criteria.	

GOAL	MET	PROOF	REFERENCE	LAST UPDATE
Ensure the hiring policy includes employing people with disabilities and/or restricted mobility.	Yes or No		State the number of employees with disabilities, plus time spent (to-date) in the company. If possible, provide the hiring policy which includes this criteria.	
Prioritize the hiring of local suppliers and support a sustainable procurement chain.	Yes or No		Describe procedures adopted for sustainable procurement, number of local suppliers hired, and type of service.	
Participate in local councils and discussion forums on social responsibility issues.	Yes or No		State how often the discussions occurred, and how many people took part in each.	
Implement your own social responsibility projects, based on research and planning, which consider the local community and the environment in which the company is situated.	Yes or No		State the number of projects developed, and describe the target public, goals, objectives and results achieved (where possible).	
Develop a methodology to monitor the results of actions taken so that your role in child protection can be shared with your partner and supplier network.	Yes or No		Describe the methodology used, and the results of monitoring the actions of the establishment.	

APPENDIX 2

Operating Procedure for violations against children (PR.SEC.016)

1. PROCEDURE GOAL:

The Rio 2016 Organizing Committee has made child protection one of its commitments for the Olympic and Paralympic Games. This requires the establishment of procedures to be followed when violations of children's rights occur within the facilities during these Games. Such violations include, but are not limited to, five possible recurring situations common to large-scale-events: lost children; consumption of alcohol and/or other drugs; violence and sexual abuse; aggression; and the use of child labour.

2. APPLICATION

Procedure Author	[Author of Document]
Procedure Approver	[Approver]
Functional Areas Impacted	LGL; WKF; EVS; FAB; SAL
Clients Impacted	[Client Groups Impacted]
Test Events Application	Not Applicable
Operational Phases Application	04. Olympic Operations; 05. Transition; 06. Paralympic Operations

3. APPLICABLE DOCUMENTS:

- PO.SEC.048 - Policy for Crimes Against Children

4. PROCEDURE DESCRIPTION:

OPERATING PROCEDURE					
Title: Procedures for Crimes Against Children				Code: PR.SEC.016	
Issuing date: [Issuing Date]	Review Date: [Review Date]	Release Version: [Version 1[Pages: [4]	Security Classification: [Internal]	
Executive Board: PRD		Functional Area: SEC - Security			

TABLE OF CONTENTS

1. PROCEDURE GOAL:	1
2. APPLICATION:	1
3. APPLICABLE DOCUMENTS:	2
4. PROCEDURE DESCRIPTION:	2
5. PROCEDURE STATUS:	3
6. APPENDICES:	4

STEP	TASK DESCRIPTION	RESPONSIBLE AGENT
1	When an incident within an Olympic or Paralympic facility is determined to be a possible violation of child rights, notify the Security team immediately.	All
2	Notify VSM (Venue Security Manager) through the VCC (Venue Communication Center)	SEC
3	Mobilize the Facility Security Coordinator (government) through the VSCC/CISI	VSM
4	Mobilize the NF (National Force) and/or PCERJ team working at the facility to evaluate the nature of the incident	Facility Security Coordinator

WHEN AN INCIDENT IS REPORTED		
5	If the members of the NF arrive at the scene and determine that a violation of child rights has occurred or is occurring, take the following steps: <ul style="list-style-type: none"> • Ensure the physical and psychological health of the child, and separate the victim from the perpetrator; • Determine if the child requires emergency medical assistance; • Detain the perpetrator and take the individual to the nearest Child Protection Station (PD); • Refer the victim to the 	NF
6	Guaranteed Rights System for applicable legal procedures.	
7	Notify VSM and the Facility Security Coordinator	NF
8	Notify VCC	VSM
WHEN AN INCIDENT IS NOT REPORTED		
8	If NF members arrive at the scene and do not report the incident, speak with the complainant for a better understanding of the facts	NF

9	If the perpetrator could not be detained, but there is evidence that a crime was committed, the incident must be referred to the Child Protection Station after the parties involved are identified, and the VSM and NF Facility Security Coordinator are notified	NF
10	Notify VSM and NF Facility Security Coordinator	NF
11	Notify VCC	VSM

5. PROCEDURE STATUS:

TO BE COMPLETED ONLY FOR PROCEDURES WITH A RELEVANT NUMBER OF IMPACTED AREAS, INDICATED BY FUNCTIONAL AREAS

Functional Areas and Client Owners Review		
Functional Area Sign Off	Approved by	Date
List all functional areas and client owners that are impacted by the procedure	Assigned Person to approve the procedure	Approval Date

TO BE COMPLETED BY THE PLANNING AREA

Committee Endorsement		
Functional Area Sign Off	Approved By	Date
List all functional areas that participated in the Approval	Assigned Person to approve the procedure	Approval Date

6. APPENDICES:

Not applicable.

APPENDIX 3

Operating Policy for crimes against children (PO.SEC.048)

1. POLICY GOAL:

The purpose of this policy is to define the general aspects regarding crimes against children that occur within the facilities during the Olympic and Paralympic Games.

2. APPLICATION:

Policy Author	Alex Oliveira
Policy Approver	Luiz Fernando Correa
Functional Areas Impacted	LGL; WKF; EVS; FAB
Clients Impacted	[Client Groups Impacted]
Test Events Application	Applicable
Operational Phases Application	04. Olympic Operations; 05. Transition; 06. Paralympic Operations

3. APPLICABLE DOCUMENTS:

Not applicable.

4. DEFINITIONS AND ABBREVIATIONS:

- VSM - Venue Security Manager (*Gerente de Segurança da Instalação*)
- FN – Força Nacional de Segurança Pública (*National Public Safety Force*)
- CISI - Centro Integrado de Segurança da Instalação (*Integrated Facility Safety Centre*)

5. POLICY DESCRIPTION:

Any incident within an Olympic or Paralympic facility that may be deemed a possible crime against a child or adolescent must be reported immediately to the VSM, which will activate the Facility Security Coordinator (government) to mobilize an FN team working in the facility to assess the nature of the incident.

If the incident is determined to be a crime, or there is sufficient evidence that a crime has occurred, the Civil Police representative stationed in the CISI shall use their authority and take measures appropriate for the incident in question, which involves, among other actions, transporting the perpetrator to the nearest police station, or to the Special Court for Spectators and Major Events located inside the facility, if available.

All members of the FN are active military police officers, whose basic professional training includes studying the National Child and Adolescent Statute (*Estatuto da Criança e do Adolescente*), child rights and privileges. Accordingly, there is no need for training specific to situations involving minors.

At the in-venue hospitality areas it is expressly prohibited to serve alcoholic beverages to anyone under the age of 18, regardless if they are Brazilians, foreigners, unaccompanied, or accompanied by a parent or legal guardian. Should such an incident be determined, the VSM must be informed immediately in order to activate the Civil Police representative stationed in the CISI, who shall use their authority and take measures appropriate for the incident in question.

OPERATING POLICY				
Title:				Code: P.O. SEC.048
Issuing Date: 10/06/2006	Review Date: [Review Date]	Release Version: 1	Pages: 3	Security Classification Internal
Executive Board: PRD		Functional Area: SEC		

TABLE OF CONTENTS

1. POLICY GOAL:	2
2. APPLICATION:	2
3. APPLICABLE DOCUMENTS:.....	2
4. DEFINITIONS AND ABBREVIATIONS:	2
5. POLICY DESCRIPTION:	2
6. EXCLUSIONS:	3
7. TEST EVENT SPECIFICITY:	3
8. POLICY STATUS:	3
9. APPENDICES:	3

6. EXCLUSIONS:

Not applicable.

7. TEST EVENT SPECIFICITY:

This policy applies to all test events where the PSA/VSA access control procedure is tested.

8. POLICY STATUS:

Functional Areas and Client Owners Review		
Functional Area Sign Off	Approved by	Date
LGL	Paulo Fischer	07/06/2016
WKF	Anne-Maree Holland	07/06/2016
EVS	Carolina Ghorayeb	07/06/2016
FAB	Marcello Cordeiro	03/06/2016

TO BE COMPLETED BY PLANNING AREA

Approval by the Committee		
Functional Area Sign Off	Approved by	Date
List all functional areas that participated in the Approval	Person assigned to approve the policy	Approval Date

9. APPENDICES:

Not applicable.

APPENDIX 4

Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro

REPORT ON THE EXPERIENCES OF THE COMMITTEE FOR COMPREHENSIVE CHILD PROTECTION AT MAJOR EVENTS IN RIO DE JANEIRO

1 – Project Name

Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro

2 – Goals

The *Comitê de Proteção Integral a Criança e Adolescente nos Megaeventos do Rio de Janeiro* (Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro) was formed in the city of Rio de Janeiro in 2013, through an initiative of organized civil society and the National Secretariat for Child Rights of the Ministry of Human Rights. This outcome resulted from a larger movement called the *Agenda de Convergência* (Convergence Agenda), which brings together the various agencies of the Guaranteed Child Rights System of the host cities of major events in order to discuss public policies for children at these events.

The Committee was created to ensure comprehensive child protection during large-scale events, with a focus on the Guaranteed Child Rights System, through the development of public policies that can become a legacy for the city. It was designed to operate as a macro protection network consisting of government agencies, the justice system, the public safety division, civil society, and international organizations.

The Committee relies on the participation of the federal government groups—through various Secretariats—which are linked to the issue of child protection (Social Assistance; Health; Education; Sport and Recreation; and Public Safety), as well as the Guardianship Council, the Justice System (Judicial Branch, Public Prosecutor's Office, and Public Defender's Office), civil society organizations, and on international organizations such as UNICEF. The Committee operates on a joint basis, and comprises the *Fundação para a Infância e Adolescência* (Foundation for Children and Adolescents), the *Secretaria Municipal de Assistência Social e Direitos Humanos* (SMAS/DH) (Municipal Secretariat for Social Assistance and Human Rights), the *Conselho Municipal de direitos da Criança e do Adolescente* (Municipal Council for the Rights of Children and Adolescents), ECPAT Brazil, UNICEF, the Justice System and the Association of Guardianship Councils of the State of Rio de Janeiro. The Executive Board of the Committee currently sits with the Municipal Secretariat for Social Assistance and Human Rights.

3 – Actions Planned

The Committee's events to-date include *Jornada Mundial da Juventude* (World Youth Day), the 2013 Confederations Cup, the 2014 FIFA World Cup, New Year's Eve, Carnival, Rock in Rio, and during the Rio 2016 Olympic and Paralympic Games.

During the Olympic and Paralympic Games, the Committee carried out child protection work at major events through Integrated Protection Stations situated at Live Site locations (downtown, Parque Madureira and Campo Grande), and along the Copacabana beachfront.

The **Plantão Integrado (Integrated Protection Stations)** comprises the assistance structure which provides services to children during major events. In addition to meeting demands for comprehensive child rights in the vicinity of these events and in high traffic areas, the Stations provide a space where the entire Child Protection Campaign can be publicized, and brochures and other support materials on child rights can be distributed.

The Stations are run by a diverse team of professional technicians from areas such as health, social assistance and education, who are responsible for providing help and handling referrals to the Guardianship Councils, Child Rights Counselors, Representatives of the Youth Justice System (public defenders and prosecutors, and judges from specialized courts), plus mobile teams, as the Stations have to be situated next to event facilities.

The Integrated Protection Station structure also includes **Espaços Temporários de Convivência (Temporary Shelter Spaces)**, which are areas designed to provide temporary care and protection to children who are vulnerable or whose rights are threatened or violated. Their physical structure must be large enough in order to provide temporary safety and assistance to children while steps are taken by staff to protect or restore their violated rights. **Temporary Shelter Spaces** can also offer recreational and cultural activities, TVs to watch the Games, and food, among other resources.

The Committee also works in coordination with the **Equipes Volantes (Rotating Teams)** of the *Subsecretaria de Proteção Social Especial - SUBPSE* (Undersecretary for Special Social Protection) of the Municipal Secretariat for Social Assistance and Human Rights, which monitor vulnerabilities in the areas surrounding the city of Rio de Janeiro.

Through a shared desire to join forces and expand the comprehensive child protection work developed by the various participants in the 2016 Olympic Games, the National Front of Mayors and the European Union (EU) formed a partnership to prevent sexual exploitation and sexual abuse in tourism for the 2014 FIFA World Cup. In 2015 and 2016 this partnership went from strength to strength, specifically through the *Olimpíadas dos Direitos de Crianças e Adolescentes* project ("Rio 2016: Child Rights Olympics"), whose partners included Iscos Piemont, Viva Rio, CEDECA, the City of Rio through the Municipal Secretariat for Social Assistance and Human Rights, and UNICEF.

The project seeks to: help strengthen actions that: promote child rights, particularly among Afro-descendants and those in vulnerable situations; encourage dialogue between civil society and the public sector to identify and disseminate an operating strategy in order to raise awareness and prevent violations of child rights at major events in Brazilian cities; and strengthen the network comprising civil society, human rights advocates, and public sector agencies in the city of Rio de Janeiro and the surrounding region. These goals are based on the experience of the Olympics, and promote the active participation and empowerment of young people (Afro-descendants and women in particular) to protect the rights of vulnerable children.

The target groups of the project include public officials and Non-Governmental Organization (NGO) employees that make up the local protection network and the guaranteed rights system for children; (specifically young Afro-descendants and young women) plus the general public, particularly children and adolescents whose rights are being violated (through abuse, violence, sexual exploitation, child labour, alcohol and drug abuse, living on the streets or being lost).

The project's strategic goals were:

- a) Improve the coordination and planning capacity of the Local Child Protection Network in the city of Rio de Janeiro and surrounding municipalities through the training of at least 50 people selected from the public agencies and NGOs that are part of the network;
- b) Empower and train at least 60 young Brazilian and international volunteers to act as multipliers/educators in the prevention of child rights violations during the 2016 Olympic Games;
- c) Increase the capacity of the Local Protection Network to educate the public and prevent violations of child rights during the Olympic Games, reaching at least two million people during the event (personal contact with at least 100,000 individuals); and
- d) Build and publicize an action strategy applicable to other municipalities for child protection during major events.

The project's methodology included meetings in Rio de Janeiro, technical visits to assistance units, training, awareness activities, direct contact outreach, and meetings in other cities which are hosting major events.

In view of the many large-scale events being handled by Committee staff, attention was given to the need to promote comprehensive child protection actions to prevent the five most common recurring violations at major events, namely: **child sexual exploitation and sexual abuse of children; child labour; use of alcohol and other drugs; children on the street; and lost or missing children**.

This approach allows the Project to structure the development of its actions atop four pillars: capacity building and strengthening of local networks; citizen participation and young volunteers; communication; and inter-municipal strategy and dialogue.

4 – Actions Carried Out

The main actions carried out in 2016 included:

4.1 – Carnival 2016: educating the public by distributing materials along the Arpoador beachfront, and through the Integrated Protection Station in the Sambódromo.

4.2 – Actions of the Rio 2016 Project: Child Rights Olympics: intersectoral coordination with the different members of the Guaranteed Child Rights System so they could: take part in the *Seminar for the Launch of the Rio de Janeiro* project; participate in meetings to organize and present the *Launch Seminar*; promote the work synergy between the managers of the Secretariats of Human Rights and Social Assistance of the municipalities in the metropolitan region of Rio de Janeiro in order to raise awareness of, and encourage participation in, the different stages and actions of the project; mobilize the entire network of the Guaranteed Child Rights System participants and institutions, as well as participation in planning meetings, production of materials, and training of professionals and managers who were involved in the Olympics and Paralympics, based on the flow established by the Committee; participate in planning meetings and mobilize the entire network of the Guaranteed Child Rights System participants and institutions in order to put on, and participate in, Public Days (as part of the project), involving professionals, managers and young volunteers who were involved in the Olympics and Paralympics; participate in developing the publicity campaign for the project; mobilize the Guaranteed Child Rights System network to take part in the various activities planned for the project; participate in planning meetings, production of materials, and training of Young Awareness Volunteers (local residents and foreigners) in the *Projeto Garantia* (Guarantee Project); organize professionals and materials for the operation of the Integrated Protection Station and Temporary Shelter Space facilities at public Live Sites for the 2016 Olympic and Paralympic Games; mobilize the entire Guaranteed Child Rights System network; participate in meetings to plan and present the *Good Practices Seminar*, based on the work done by professionals at the Rio 2016 Olympics and Paralympics; mobilize the entire Guaranteed Child Rights System network; and participate in meetings to plan all logistics and presentation of the *Final Project Assessment Seminar*.

5 – Investment

The Committee has no funds of its own: all activities are carried out through partner institutions.

6 – Direct Target Groups

Children and adolescents at risk of rights violations.

7 – Indirect Target Groups

The general public, Guaranteed Child Rights System member groups, and professionals who are active in public policies and part of the Committee's local network.

8 – Partners

Dentre os diversos parceiros destacamos:

8.1 – Partners of the Committee's local network

GOVERNMENT AGENCIES AND LEGISLATIVE REPRESENTATIVES		OTHER AGENCIES AND REPRESENTATIVES	
STATE AGENCIES		CIVIL SOCIETY ORGANIZATIONS	
1 – Social Assistance and Human Rights – (SEASDH): Childhood and Adolescence Foundation (FIA) - (Coordination)		29 – ECPAT Brasil: IBISS, CEDECA – RIO (Coordination)	
2 – State Secretary of Health (SES)		30 – Corporate Networks: ABTH	
3 – State Secretary of Education (SEEDUC)		31 – PETI Forum: Fundação São Martinho and Canal Futura	
4 – State Secretary of Sport and Recreation (SEEL)		32 – Rede ANDI: Bem TV (invitee)	
5 – State Secretary of Public Safety (SESEG)		33 – ANCED: CEDECA (invitee)	
6 – State Secretary of Tourism (SETUR)		34 – ABMP	
7 – State Secretary of Labour (SETRAB)		35 – DCA Forum (invitee)	
8 – State Secretary of Culture (SEC)		36 – National Committee to Combat Sexual Violence (invitee)	
9 – Planning/Projects Station (EPLAG)		37 – Municipal DCA Council (CMDCA) (Coordination)	

CONTINUED ON FOLLOWING PAGE ➤

GOVERNMENT AGENCIES AND LEGISLATIVE REPRESENTATIVES		OTHER AGENCIES AND REPRESENTATIVES	
STATE AGENCIES		CIVIL SOCIETY ORGANIZATIONS	
10 – State Secretary for the Prevention of Chemical Dependency (SEPDQ)		38 – State Child Rights Defense Council (CEDCA)	
11 – Defense Coordinator for Children and Adolescents (CAOP)		39 – Nossa Casa (Institution)	
12 – Child Rights Defense Coordinator – Station of the Public Defender (CEDEDICA)		40 – PROMUNDO (Institution)	
13 – Judicial Coordinator of Youth and Seniors' Courts (CEVJJI)		41 – Civil Aviation Patrol (<i>Patrulha Aérea Civil</i>)	
14 – Multidiscipline Institute of Technology Training (IFHT) - Rio de Janeiro State University (UERJ)		42 – Visão Mundial (Institution)	
15 – Legislative Assembly: Children's Commission (ALERJ)		43 – INVEPAR (Institute)	
MUNICIPAL AGENCIES		44 – TERRA DOS HOMENS (Institution)	
16 – Municipal Secretariat for Social Assistance and Human Rights (Coordination)		45 – INATOS (Institution)	
17 – Municipal Secretary of Health (SMS)		46 – Casa da Arte de Educar (Institution)	
18 – Municipal Secretary of Sport and Recreation (SMEL)		47 – RENAS Rio (Institution)	
19 – Municipal Secretary of Education (SME)		48 – Federal University of Rio de Janeiro (UFRJ) Prostitution Observatory	
20 – Secretary of Public Order (SEOP)		49 – Igarapé (Institute)	
21 – Municipal Guard (<i>Guarda Municipal</i>)		50 – SOS Aldeias Infantis	
22 – RIO TUR (Tourism)		INTERNATIONAL AGENCIES	
23 – Municipal Secretary of Culture (SMC)		51 – Unicef (Coordination)	
24 – Empresa Olímpica Municipal (EOM)			

CONTINUED ON FOLLOWING PAGE ➤

GOVERNMENT AGENCIES AND LEGISLATIVE REPRESENTATIVES	OTHER AGENCIES AND REPRESENTATIVES
FEDERAL AGENCIES	PUBLIC SECTOR COMPANIES
25 – National Secretariat for Child Rights of the Ministry of Human Rights	52 – Furnas
26 – Federal Highway Patrol (<i>Policia Rodoviária Federal</i>)	
27 – State Association of CTs (ACTERJ)	
28 – Municipal Association of CTs (ACTMRJ)	

8.2 – The Organizing Committee of the Rio 2016 Olympic and Paralympic Games: This strategic partner encompasses the entire operation in Rio de Janeiro: before, during, and after the Games. Childhood Brasil was the organization responsible for chairing the meetings in the *Thematic Round for Child Protection*.

8.3 – Rio 2016 Project Partners: The European Union, National Front of Mayors , Iscos Piemonte, Viva Rio, City of Rio de Janeiro through the Municipal Secretariat for Social Assistance and Human Rights, City of Porto Alegre, CEDECA and UNICEF.

9 – Results (projected and unanticipated)

9.1 – Results achieved by the Committee

Permanent Working Groups were consolidated to discuss concepts, flows, campaigns, strategies and actions regarding the five themes described below. This process was a product of the *Thematic Workshops* held by the Committee after the 2014 FIFA World Cup (to assess the work done by the Integrated Protection Stations during the event), where the five themes were established as structural thematic pillars for the actions of the Committee:

- use and sale of alcohol and other drugs to children and adolescents;
- missing children;
- child labour;
- sexual exploitation of children; and
- children on the street.

– Proposal to create the *Observatório de Proteção à Criança e ao Adolescente* (Child Observatory for Protection of Children and Adolescents), which was designed to generate knowledge about childhood and adolescence in Rio de Janeiro, particularly through policies that protect children, based on data obtained and analyzed.

– Increased capacity to coordinate the involvement of civil society in the Integrated Protection Stations, with a view to providing immediate action in response to violence and other violations of child rights during major events.

10 – Assessment of strengths and weaknesses: goals met versus goals proposed

10.1 – The Committee

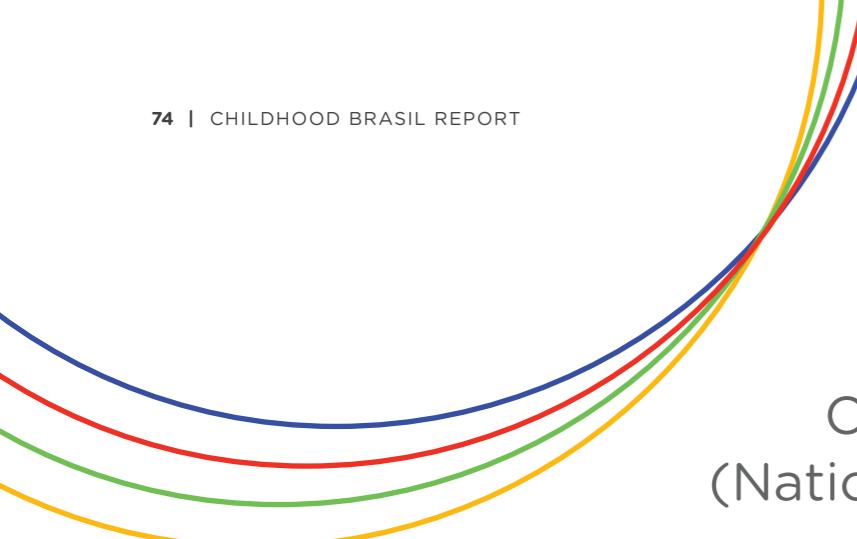
- Consolidation of synergy between various sectors and Guaranteed Child Rights System institutions that are active in the protection, promotion and defense of children, based on the premise that children and adolescents are citizens with rights, and need full attention from those who work to make child rights a priority for social policies designed to reduce the number of rights violations in Brazil.
- Participation in the Governance Group of the *Thematic Rounds* on Child Protection during the 2016 Games, and working with the Olympic Organizing Committee (Rio 2016) to provide an intersectoral discussion forum, with the participation of organized civil society, on topics that enabled Rio 2016 to meet the commitments established in the Sustainability Reports for the Olympics and Paralympics. As a representative of the Executive Secretary of the Committee, the Municipal Secretariat for Social Assistance and Human Rights participated in all 12 *Thematic Rounds*, which ended in September 2016, after the Games were completed

10.2 – In relation to the Rio 2016 Project

- Switching the operating focus of Integrated Protection Station teams from protection to prevention (identification of children through wristbands);
- Greater focus on the "Respect, Protect and Guarantee" campaign by educating the professionals working in the Integrated Protection Stations and G.A.M.E
- The intersectoral relationship between SME, SMS, PRF, PAC and NGOs led to more effective actions from the Integrated Protection Stations, and better dissemination of the campaign;
- The need to increase the number of professionals so the work achieves the necessary quality and impact;
- The need to offer a suitable structure for the Integrated Protection Stations to be properly located and their actions carried out effectively; and

Promote Awareness/Capacity-building for Rio 2016 volunteer teams and other RIOTUR employees. Integrated Protection Station activities were not supported.

The actions of the project coordinated with the Committee, helped strengthen the local network for protection, as well as the promotion, defense and social control activities that were carried out by the different members of the Guaranteed Child Rights System in the city and surrounding region. They are also being systematized so that the Committee can become a public policy for child protection in the city of Rio de Janeiro and to legitimize the implementation of the First Child Protection Observatory for the Protection of Children and Adolescents in the state of Rio de Janeiro, in partnership with the *Instituto de Filosofia Humana e Tecnologia* (Institute of Human Philosophy and Technology) of the *Universidade Do Estado do Rio de Janeiro* (State University of Rio de Janeiro).



APPENDIX 5

Rio 2016 – Child Rights Olympics (National Front of Mayors)

RECOMMENDATIONS FOR THE INTERNATIONAL OLYMPIC COMMITTEE PROJECT REPORT RIO 2016: CHILD RIGHTS OLYMPICS

1. Name: Rio 2016 – Child Rights Olympics

2. Objective: strengthen the child protection network that comprises civil society, human rights defenders, and public sector agencies in the city of Rio de Janeiro and its metropolitan area—based on the knowledge gained from hosting the Olympic and Paralympic Games—to develop the active participation and empowerment of young people (specifically Afro-descendant adolescents and young women) in protecting the rights of socially vulnerable children.

3. Actions Planned: the project is structured atop four pillars:

Pillar 1 – Capacity-building and strengthening of the local networks: Capacity-building activities for the local network, supporting the Local Protection Committee, and use of public days to spread the message to various target groups.

Pillar 2 – Citizen Participation and Young Volunteers: selection and training activities for young volunteers to raise public awareness for comprehensive child protection during the Olympic and Paralympic Games.

Pillar 3 – Communication: coordination of a single campaign at the national level to raise awareness of the five main violations of child rights at major events, plus coordination with corporate and non-corporate partners to publicize the campaign through the partners' media channels.

Pillar 4 – Inter-municipal Strategy and Dialogue: coordination of activities with municipalities in the metropolitan region of Rio de Janeiro and Olympic Games sub-venues to develop local awareness actions, and coordination with the *Rede de Secretários e Gestores Municipais de Políticas para a Proteção de Crianças e Adolescentes* (Network of Secretaries and Municipal Managers of Policies for Child Protection) to increase participation and spread the content to other municipalities hosting public festivities.

4. Actions taken:

Pillar 1:

- Participation in meetings of the *Comitê Local de Proteção Integral a Crianças e Adolescentes* in Rio de Janeiro (Local Committee for Comprehensive Child Protection at Major Events) in order to establish and confirm the service flow;
- Participation in the *Thematic Round* meetings to coordinate protection actions with the Rio 2016 Committee and other partners;
- Two meetings with municipalities in the metropolitan region of Rio de Janeiro;
- A training course for municipal managers on comprehensive child protection during the Olympic and Paralympic Games;
- Production of a booklet on service flows and a collection of academic articles on Child Rights (material for the training course); and
- Three public meetings with different target groups.

Pillar 2:

- Creation of a public notice and selection of young people living in Rio de Janeiro and the metropolitan region, as well as other cities in Brazil and for young foreigners;
- Training for volunteers with a technical visit to operating areas, and a public welcome day;
- Awareness actions in four high-flow areas (the three Olympic Boulevards managed by the city and the Copacabana area) under the G.A.M.E. volunteer program, which is a Mercocidades initiative supported by the project.
- Support the cities of São Paulo and Brasília, which raised awareness for vulnerable young people; and
- Awareness activities with G.A.M.E. volunteers over eight days during the Paralympic Games and for 20 days during the *Acampamento Farroupilha* event in Porto Alegre.

Pillar 3:

- Coordination with the federal government and institutional partners to create a publicity campaign for comprehensive child protection: *Respeitar Proteger Garantir: Todos juntos pelos direitos de crianças e adolescentes* (Respect Protect Ensure: Everyone for child rights);
- Coordination with corporate and non-corporate external partners to publicize the campaign;
- Production of graphic pieces featuring athlete Hugo Parisi and actress Elizabeth Savala;
- Production of campaign gifts;
- Production of two videos (30" and 60") to run at Olympics Live Sites and on social media;
- Production of identification material for volunteers, professionals and equipment at the Integrated Protection Stations;
- Publicity on the campaign's social media networks;
- Distribution of materials to institutional partners and through young volunteers; and
- Creation of a mini-documentary to publicize the campaign and the G.A.M.E. volunteer activities.

Pillar 4:

- Involvement of the municipalities in the metropolitan region to carry out awareness actions;
- Coordination of publicizing the training, volunteer and campaign activities in the Olympics sub-host cities;
- Production of specific campaign material for dissemination to sub-host cities;
- Monitoring of actions and systematization of content for dissemination to other municipalities (in progress);
- Selection of large municipalities (over 80,000 inhabitants) and sites for public festivities (in progress);
- Production of content and dissemination to selected municipalities (in progress); and
- Production of a step-by-step guide for replication in other municipalities (expected November 2017).

5. Investment: to carry out the entire project, the full provisional budget over two years (2016 and 2017) is equivalent to €599,000 (Euro), including human resources costs. Expenses incurred to-date across the four pillars are separated as follows:

Pillar 1: about €31,000 = R\$141,000;

Pillar 2: about €57,000 = R\$257,000;

Pillar 3: about €86,000 = R\$385,000;

Pillar 4*: about €5,000 = R\$22,000.

*in progress

6. Direct Target Groups: public managers and volunteers participating in the project, and the general public in Rio de Janeiro during the Olympic and Paralympic Games.

7. Indirect Target Groups: children and adolescents in vulnerable situations.

8. Partners – European Union; **Presenters** – National Front of Mayors, Iscos Piemonte, Viva Rio; **Supporters** – City of Rio de Janeiro, City of Porto Alegre, UNICEF, Ecpat France; **Partner** – Local Organizing Committee of the Rio 2016 Olympic and Paralympic Games; **Institutional Supporters** – National Secretariat for Child Rights of the Ministry of Human Rights, Mercocidades, *Programa 100 cidades para 100 projetos Brasil* (100 Cities Program for 100 projects in Brazil) - Italy, Childhood Brasil, Ecpat Brasil, *Comitê Nacional de Enfrentamento à Violência Sexual* (National Committee to Combat Sexual Violence), *Forum Nacional de Prevenção e Erradicação do Trabalho Infantil* (National Forum for the Prevention and Eradication of Child Labour), *Comitê Local de Proteção Integral a Crianças e Adolescentes nos Mega Eventos* (Local Committee for Comprehensive Child Protection at Major Events in Rio de Janeiro), *Centro de Defesa de Crianças e Adolescentes - CEDECA/RJ* (Center for the Defense of Children and Adolescents in Rio de Janeiro); **Colaboradores da Campanha** – Tourism Sector: Brazilian Hotel Industry Association - ABIH, Accor Hotels, Hotel Operators Forum of Brazil (FOHB), Find Your Rio Travel Agency (FYI), Brazilian Association of Travel Agencies - Rio (ABAV/RJ); Transportation Sector: Fetranspor, Supervia - Rio de Janeiro trains, Brazilian Association of Ground Transport Companies for Passengers (ABRATI), Galeão Airport - Rio de Janeiro, LATAM Airlines, Novo Rio - Rio de Janeiro, Instituto Invepar through concessionaires: Litoral Norte (CLN), Via 040, LAMSA – Linha Amarela Rio de Janeiro, Guarulhos Airport, CART - interior highway concessionaire

of São Paulo; Trade and Industry Sector: Shopping Centers Group (ANCAR) in RJ / SP / BSB, Shopping Paulista, Conjunto Nacional, Shopping Nova América, Shopping Norte, Shopping Itaquera, Botafogo Praia Shopping, Shopping Madureira, Brazilian Association of Shopping Centers (ABRASCE), Group of Institutes, Foundations and Companies (GIFE); Communication Sector: Canal Futura, ANDI; Other public agencies: *Ministério Público do Trabalho* (Public Ministry of Labour), *Naves do Conhecimento* (Ships of Knowledge) - City of Rio de Janeiro, City of Recife (PE), Salvador (BA), Manaus (AM), Belo Horizonte (MG), São Paulo (SP), Nova Iguaçu (RJ), Duque de Caxias (RJ), Government of the Federal District; **Other NGOs**: Brasil Saúde & Ação – BRASA, Instituição Nossa Casa, Fundação Abrinq / Save The Children, Happy Child; Other international organizations: representation of the United Nations in Brazil.

9. Results (projected and unexpected results):

Pillar 1: 740 managers received at least four hours of training, 569 managers completed the 20-hour course, and 300 people from different groups were reached through pre-Olympics public days. Committee Flow Chart completed and disseminated. Coordination by the project helped create the four Integrated Protection Stations under the City of Rio de Janeiro, which were operated by 710 professionals in two shifts daily from 10am to 10pm. During the Olympics period the Stations handled 79 assistance cases and 82 violations of child rights. More than 2,000 children were given wristbands. During the Paralympic Games 299 professionals operated two stations, registering ten assistance cases and nine violations of child rights. About 4,700 children were given wristbands.

Pillar 2: 82 volunteers worked during the Olympic Games in Rio de Janeiro. About 50 volunteers each day were divided into four teams and publicized the cause at four locations near the Child Protection Stations, reaching approximately 40,000 people. Awareness-raising was also carried out in other cities at other times: 18 volunteers worked during the Paralympic Games in Rio de Janeiro, 15 young volunteers were trained and worked outside the Arena Itaquera stadium during Olympic soccer games in the city of São Paulo, nine young volunteers were trained and worked outside the Arena Mané Garrincha stadium during Olympic soccer games in the city of Brasília, seven young volunteers worked during the *Acampamento Farroupilha* event in Porto Alegre (RS), from September 1 to 20.

Pillar 3: the Comprehensive Child Protection campaign *Respeitar Proteger Garantir: Todos juntos pelos direitos de crianças e adolescentes* (Respect Protect Ensure: Everyone for child rights) was carried out. 44 corporate and non-corporate partner institutions helped publicize the campaign. The federal government supported the production of an institutional video for the campaign that aired for free on local TV broadcasts. About 200,000 people were reached by posts on social media, while the potential audience for the campaign exceeded 2.5 million people. The combination of communication and awareness work with volunteers generated solid results in the number of assistance cases through the *Disque 100* (Dial 100) hotline and the *Proteja Brasil* app (Protect Brazil): the number of cases handled by Dial 100 rose from 284,000 at August 2015 to 400,000 at August 2016, and 210,000 at September 2015 to 347,000 at September 2016. These increases were likely due to the campaigns carried out around those times. Although the total number of reports dropped slightly, the number of reports of child rights violations—as a percentage of total reports—rose 7% in August and 2% in September, in both cases year-on-year. Additionally, the proportional increase of general complaints and in violations against children made through the hotline and the app between August and September 2016 shows the effect of the campaign, as the results typically appear in the following months. Specifically, the number of complaints made through the app increased by 220%, from 167 at August 2016 to 369 at the end of September.

10. Assessment of strengths and weaknesses: goals met versus goals proposed: The Local Committee for Comprehensive Child Protection in Rio de Janeiro has been actively playing a key role since its creation in 2012. The Local Committees coordinate the work between public agencies, civil society and the private sector that was established for host cities of major sporting events in Brazil by the National Secretariat for Child Rights of the Ministry of Human Rights Guidelines. These efforts were invaluable for the project's planned activities to be carried out. It is recommended that host cities of major sporting events should be encouraged to provide a Local Committee for comprehensive child protection. The training provided was very good and featured structured and thorough content, but the technicians reached were not always the same individuals who worked in the Integrated Protection Stations. For replication in other contexts the training should be done closer to the event with all the professionals involved in the action, and be geared to different target groups. Coordination with the metropolitan region for host cities of major sporting events requires attention and investment in order to guarantee the effective participation and replication of local awareness activities. The involvement of the Youth Secretariats in the cities of São Paulo and Brasilia was very positive, and made it possible to unify the efforts to empower young people in vulnerable situations with the work of protecting child rights. When possible, this coordination should be carried out at the local level. The participation of young people from different backgrounds as volunteers contributed to the success of the project and gave added value to the work performed. To achieve effective integration between different groups requires good planning beforehand with international coordinators. Due to the large number of partners and difficulties brought about by the development of the campaign at the federal level, primarily due to Brazil's political instability in 2016, there was a substantial delay in defining the campaign itself. Strategies to ease such delays in this process should be assessed, such as the possibility of developing a less formal campaign structure, for example, through the involvement of creative young people (through public notices etc.), which would give them more important roles in involvement and protection, and ensure the project has an identity which is closer to the target group it seeks to reach. Suitable methods are being evaluated to ensure this combined content is incorporated into the campaign when used for future events in Brazil.



STRATEGIC PARTNER:



PRODUCTION TEAM:



CO-FINANCING:

