



DON'T LOOK AWAY!

CAMPAIGN REPORT

NE DÉTOURNEZ PAS LE REGARD !

PENDANT LA COUPE DU MONDE DE FOOTBALL, RESTEZ UN SUPPORTER RESPONSABLE.

Juninho

Au Brésil, comme partout ailleurs, recourir à la prostitution de mineurs est punissable par la loi. Ensemble, protégeons les enfants. Si au Brésil vous en êtes témoin, **appelez le numéro 100** ou signalez sur www.reportchildsextourism.eu

L'EQUIPE Partageons le sport. **AIRFRANCE** **SESI** Ce projet est financé par l'Union européenne

www.ecpat-france.org

DON'T LOOK AWAY!

CHILD SEXUAL EXPLOITATION IS A CRIME. REPORT IT

Let's act together against child sexual exploitation. Witness of a suspicious situation? **In Brazil call 100.** You can also report in www.reportchildsextourism.eu

This project is funded by the European Union **SESI**

www.reportchildsextourism.eu



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Context

With the World Cup taking place in Brazil, the ECPAT Network would like to remind tourists to respect the rights of children during this festive event. More than 60 million children are living in Brazil and it is estimated that up to 500 000 are involved in prostitution.

Over the last few months, the “Don’t Look Away” campaign, involving 16 countries, has been raising awareness about child sex tourism, aiming to reduce the risk of child sexual exploitation during the World Cup. The increase in the number of tourists in the 12 host cities for the World Cup could result in a proportional increase in the number of child sex offenders.

With the support of the football player Kaká and others, ECPAT reminds potential tourists that they can report a potential case of child sexual abuse by calling 100, the national number in Brazil. In 2013, this hotline received more than 35 000 calls about sexual violence against children. The website www.reportchildsextourism.eu is also available to report cases to national police forces from various European countries.

In order to fight against the sexual exploitation of children in tourism, Brazil has

adopted specific legal provisions under which anyone, including foreign nationals, accused of sexually abusing children on Brazilian territory, can be prosecuted and convicted in Brazil. Alleged travelling child sex offenders who escape prosecution in Brazil, can be arrested, prosecuted and convicted in their home country/country of residence for the crimes committed in Brazil, based on the implementation of extraterritorial legislation. . Remember, don’t look away and help us to protect children! Please check out this campaign video featuring Kaká.

Conducted by the ECPAT European network with the support of the European Union, the Social Service for Industry of Brazil (SESI) and the Brazilian government, this awareness campaign brings a multi sectoral approach combining support from public institutions, NGOs, the tourism industry and sport representatives in the fight against sexual exploitation of children in travel and tourism.

Objectives

- 1** To minimize the number of cases of sexual exploitation of minors acting on a drop in demand - potential sex abusers (casual sex tourists vs. preferential sex tourists).
- 2** To relay in Europe the efforts made in Brazil to prevent the risk of child sexual exploitation in tourism, especially during the football World Cup.
- 3** To promote reporting mechanisms and the Brazilian hotline 100.
- 4** To inform EU citizens of the potential impact of sports events on the phenomenon of child sexual exploitation in the host countries.
- 5** To mobilize the World Cup organizers on the importance of respecting the rights of the child.
- 6** To use the event as a way to improve child protection.
- 7** This campaign is also an opportunity for ECPAT network to talk about the child sexual exploitation more widely.

Dissemination in Europe

Target

The campaign «Don't Look Away! » primarily intends to prevent sexual abuses by casual sex tourists and addresses messages to two types of audiences:

Extended target: travellers including travellers to destinations at risk, especially to Brazil and the host countries of international sporting events in general.

Specific target: football fans and people travelling specifically to the 2014 FIFA World Cup in Brazil.

Countries involved

Coordinated by ECPAT France, «Don't Look Away!» campaign has been planned in collaboration with five other ECPAT countries (ECPAT Germany, ECPAT Austria, ECPAT Netherlands, ECPAT Luxembourg and ECPAT Poland) and is also disseminated at different levels by European partners of child protection in Italy, Spain, Belgium, Switzerland, Bulgaria, Ukraine, Romania, Czech Republic, United Kingdom and Estonia. In Brazil, the campaign is disseminated by SESI (Social Service of Industry of Brazil) in the 12 hosts cities of the football World Cup.



Main strategy

- Conception of messages by a technical committee composed by tourism sector representatives.
- Collaboration between partners in Europe and Brazil for the conception of a common message in order to ensure a consistency between the campaigns.
- Delivery of positive messages to avoid stigmatization of supporters.
- Mobilization of people able to reach fans: sports media and renowned football players.
- Mobilization of tourism sector (Ministries of tourism, airlines, hotels, tourism media, tourism fairs, tourism students).
- Long-term action towards FIFA2020: to integrate criteria related to child rights issues in the selection of countries.



The campaign material

Material released in September 2013

Central messages - Awareness

« During the football World Cup, be a responsible supporter »
« Paying for sex with children carries a prison sentence.
At home and abroad »

Leaflet



Poster



Postcard



Video spot



Radio spot



Material released in March 2014

Central messages - Reporting

- « During the football World Cup, be a responsible supporter »
- « Child sexual exploitation is a crime. Report it »
- « Witness of a suspicious situation? In Brazil call 100 »

Posters



Video spots





Seminar « Sporting events and Child sex tourism » in Paris - 23/10/12

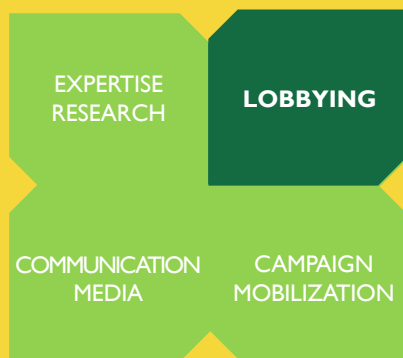
- Presence of child protection organizations, institutions and national French police. Discussion on the links between sporting events and child sex tourism and presentation on the application of French extraterritorial laws.
- 115 participants.
- Representatives from Brazilian delegation (Human Right Ministry, SESI and experts).



Exchange of good practices in Warsaw workshop with all stakeholders involved in the campaign - 17-18-19/06/13

- Presence of organizations involved in previous sporting events (Euro 2000 in Germany, 2006 FIFA World Cup in Germany and 2010 in South Africa, Euro 2008 in Austria and Switzerland, Euro 2012 in Poland and Ukraine, and London 2012 Olympic Games).
- 75 participants.
- 10 representatives from Brazilian delegation (Human Right Ministry, Justice Ministry, SESI, ECPAT Brazil).





Brazil institutions

- Support from the SESI to contact the Brazilian government.
- Support from the Human Rights Ministry of Brazil.
- Support from the Brazilian government to mobilize FIFA.
- Support to the FIFA2020 workgroup.



European institutions

- Support from the French Minister of Tourism, Sylvia Pinel.
- Support from the French Foreign Affairs Ministry, Hélène Conway-Mouret, Minister in charge of the French citizens in foreign countries.
- Support from the French Secretary of State in charge of the Development and Francophonie, Annick Girardin.
- Support from the French Minister of Sports, Youth and Women Rights, Najat Vallaud-Belkacem)
- Support from the Italian Minister of Tourism, Massimo Bray.



In order to ensure a designation of World Cup hosting countries based on the respect of children rights, since March 2014, ECPAT participate to a workgroup that is preparing a list of recommendations and indicators addressed to the FIFA organization. This workgroup is taking actions with a view to:

- Take stock of challenges and shed light on recent efforts undertaken in countries hosting major events to minimize the risks faced by children to fall victims of sexual exploitation.
- Share good practices and lessons learned in view of developing ethical, responsible and child protective sports events and tourism.
- Make a joint call for actions to states, child rights advocates, tourism and travel industry, and major sports organizations to work together to mitigate risks of sexual exploitation of children. The result of this joint call should be effective for the election of the 2024 World Cup hosting country.





FRANCE

Launching of the campaign - 24/09/13 Press conference in Paris at the Tourism Fair IFTM Top Resa



- Presentation of the first visuals of the campaign.
- 23 participants: journalists and tourism companies.
- Distribution of communication tools (video and radio spots, banners, postcards, leaflets and a press kit).
- Visit of the French Tourism Minister, Sylvia Pinel to the ECPAT stand.
- Distribution of communication tools: 1540 postcards and leaflets (among 1100 to tourism students).



AÉROSPORT-Football tournament Le Bourget Airport (Paris) 29/09/13



- Tournament organized with the companies working at Le Bourget Airport and adolescents from the surrounding areas.
- 200 participants + public.
- Distribution of communication tools to the public.

LES VIOLENCES FAITES AUX FEMMES : CONSÉQUENCES SUR LES ENFANTS



Judi 21 novembre
9h00 à 18h00
Maison du Barreau
2/4, rue de Harlay
75001 Paris

Colloque organisé sous
le haut patronage
de Madame Najat Vallaud-Belkacem
ministre des Droits des femmes
porte-parole du gouvernement



Presentation of the campaign at the seminar « Violence against women: consequences on children » - 21/11/13

ECPAT France participated to this seminar organized by the Minister of Women Rights, Najat Vallaud-Belkacem.

During the presentation of child sexual exploitation, ECPAT France made a focus on the situation in Brazil and presented the campaign « Don't look away! » to the Justice representatives, the Ministry of Women Rights and the child protection organizations.



Presentation of Kaká and Juninho visuals - 04/03/14

Press conference in Paris at L'EQUIPE headquarters

Presentation of Kaká and Juninho visuals of the campaign.

35 participants: journalists, public institutions (Foreign Affairs Ministry and the Child Defender), Air France and other tourism companies.

Intervention of Hélène Conway-Mouret, Minister in charge of the French citizens in foreign countries, and Jean-Cyril Spinetta, Former President of Air France.



FLASHMOB at the World Tourism Fair in Paris - 21/03/14

Mobilization of 350 tourism students that danced at the entrance of the World Tourism Fair in Paris. The objective of this event was to generate attention on the need to prevent child sex tourism during the WorlP Cup in Brazil and to mobilize future tourism professionnals. During this fair, ECPAT France has also distributed awareness leaflets to the public.

In the following days, the video of the flashmob was published in the official facebook page of the singer Carlinhos Brown.



Presence at the Solidarity Fair Paris - 12-13-14/06/14

Participation to the conference «Sport and solidarity».

Presence at the fair with a stand and distribution of leaflets.

Support from the French Secretary of State in charge of the Development and Francophonie, Annick Girardin.



Dissemination of the campaign by the Group ACCOR

Publication of the campaign image in the different websites of the group Accor (Novotel, Mercure, Ibis) in 10 languages during the World Cup.



SPAIN



Creation of a special website mundialdefutbol2014.fundeso.org

Presentation of the campaign and its objectives.

Link to an online petition in order to ask the Ministry of Tourism to get involved in the protection of children in the tourism sector.

Links to the national reporting systems in order to facilitate the action of the Spanish police services against child sex abusers in travel and tourism.



Launching of the campaign: Press conference organized in Madrid - 18/12/14

This event took place at the emblematic building of Casa de América.

Presentation of the campaign.

25 participants: journalists, public institutions (Tourism Ministry, Major cabinet), national police and sports media partners (Marca and Mundo Deportivo).

Press release sent to 83 journalists.



Online petition Change.org

For a greater impact, Fundeso and FAPMI-ECPAT Spain worked together in the campaign and the creation of an area of complaints. An online petition was created in Change.org in order to ask the Ministry of Tourism to commit tourism companies in the fight against child sex tourism.

More than 10 000 signatures have been collected through this petition.



change.org Inicia una petición Más peticiones Buscar Entrar

Firma esta petición
10 169 firmas alcanzadas
SE QUEDEN POR CONSEGUIR 4.840 MÁS

Nombre
Apellido
Email
Francia
Código Postal
¿Por qué es esto importante para tí? (Opcional)

Firma

Petición dirigida a: D. José Manuel Soria

Que el sector turístico español se comprometa a luchar contra la prostitución infantil en el Mundial Brasil 2014

☒ Mostrar públicamente mi firma en Change.org
☒ Manténgame informado sobre esta campaña y otras de Fundeso
Firmando, aceptas las [Normas de uso](#) y la [política de privacidad](#) de Change.org

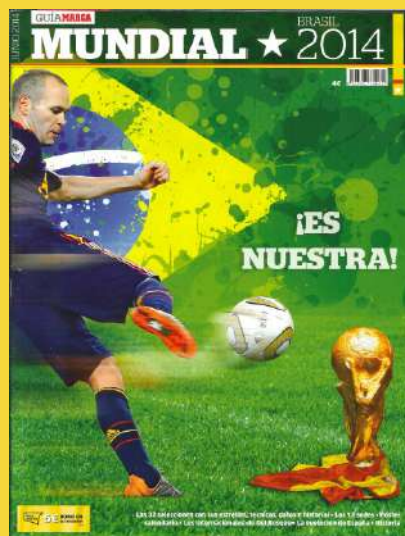
Sports Media partnerships

The campaign has been disseminated by the two main sports newspapers, Mundo Deportivo and Marca. The dissemination is part of a partnership made to sensitize sports fans.



MUNDO DEPORTIVO

From January to May, an advertisement has been published 5 times in the newspaper in a total number of 498 629 prints and also in the website www.mundodeportivo.com



MARCA

A full page was published in the special guide published for the World Cup with a total of 70 000 prints.

Leaflet distribution

The flyers of the campaign have been disseminated at different places and events: the local tourism fair of Malaga (EUROAL), the International Tourism Fair of Madrid (FITUR) and the offices of multiple child protection organizations.

ITALY



Launching of the campaign: Press conference and Seminar 27/09/2013

Presentation of the campaign and its objectives.

Presence and participation of Massimo Bray, former minister of tourism, and Beppe Carletti, a famous musician from the band Nomadi.

Links to the national reporting systems in order to facilitate the action of the Spanish police services against child sex abusers in travel and tourism.



Partnership with Alitalia

ECPAT Italia signed an agreement with Alitalia for the dissemination of the campaign in the flights Rome-Rio de Janeiro.

Distribution of leaflets and dissemination of the awareness video spot on board.

Leaflets have also been distributed at the VIP rooms of the Fiumicino international airport.



Milan Fair - 29/03/2014

Presence at the fair with a stand and distribution of leaflets.

Support from the Labour minister, Giulano Poletti.

Organization of a conference with the SESI to present the campaign.

Presence at the ExpoTurismo Gay 2014 in Roma - 23-24-25/05/2014

In order to sensitize a higher number of travellers and to increase the awareness regarding the necessity to report child sex tourism cases, ECPAT Italia presented the campaign at the Gay Tourism Fair in Roma.

ECPAT Italia also created activities for the children present at this fair.



Selfie campaign

During the World Cup, ECPAT Italia coordinated a selfie campaign in social media.

Different artists and personalities participated to this initiative. All the selfies have been published in the [NGO Facebook account](#).



Football tournament

During the World Cup, ECPAT Italia coordinated a selfie campaign in social media.

Different artists and personalities participated to this initiative. All the selfies have been published in the [NGO Facebook account](#).



GERMANY



Zeigen Sie Zivilcourage!
www.nicht-wegsehen.net

Sehen Sie nicht weg - zeigen Sie Zivilcourage!
Melden Sie Hinweise und Verdachtsfälle
sexueller Ausbeutung von Kindern im Tourismus!

Bitte klicken Sie auf das jeweilige Logo, wenn Sie Ihre Beobachtungen an das Bundeskriminalamt (BKA) oder an die Kinderschutzorganisation ECPAT Deutschland e.V. senden möchten.

Bundeskriminalamt

REPORT!

Straftat?

Sie haben eine Straftat beobachtet?

Wenden Sie sich mit Ihrer Meldung bitte direkt an das BKA. Die Expertinnen des BKA untersuchen Ihre Meldung eines ersten auffälligen Auswertung und kontaktieren Sie gegebenenfalls bei Nachfragen. Informationen, die als rechtlich relevant erachtet werden, gehen weiter an die zuständigen Landeskriminalämter oder - bei internationalen Fällen - an Interpol/Europol.

Auffällige Situation?

Sie haben auffällige Situationen beobachtet, in denen Kinder gefährdet sein könnten, doch Sie sind sich nicht sicher, ob dies bereits als eine Straftat gilt?

Teilen Sie Ihre Beobachtungen bitte der Kinderschutzorganisation ECPAT mit. Jede Meldung trägt dazu bei, Kinder gezielter vor Ausbeutung und sexueller Gewalt zu schützen.

Launching of the German reporting platform for cases of child sex tourism www.nicht-wegsehen.net – 27.05.2014

Press release together with the DRV and the BTW, the two big associations covering the tourism industry in Germany, including the introduction of the poster campaign.

Press release from the German Ministry for Family Affairs and the German Ministry of Economic Affairs (They published one together).

Several Press clippings came back and we received some inquiries by the German medias.



DON'T LOOK AWAY!

SEXUELLE AUSBEUTUNG VON KINDERN IST EIN VERBRECHEN. MELDEN SIE ES!

REPORT!

Gemeinsam für den Schutz von Kindern vor sexueller Gewalt – weltweit. Melden Sie Verdächtiges und Hinweise in Brasilien direkt an die Nummer 100 oder unter www.reportchildsextourism.eu

This project is funded by the European Union

www.reportchildsextourism.eu

Dissemination of the campaign

Posters with Kaká on all international airports flying to Brazil. This campaign was introduced in the press release announcing the new German reporting platform.

Social Media campaign on Facebook and Twitter (creation of the hashtag #meagainstcst) with messages focused on country specific facts around child protection, national reporting mechanisms (helplines and reporting platforms), requirements from the UN committee from the rights of the child addressed to the playing countries (based on the Concluding observations concerning the CRC or the OPSC) and child protection projects to combat child sex tourism.

AUSTRIA

Launching of the campaign at the Vienna Travel Fair - 16/17 of January 2014

Organization of a conference around the topic “human rights and international sport events” during the trade visitor days on the issue of “corporate social responsibility”



World Sports Festival - 3rd to 6th of July 2014

With 2.200 athletes from 34 nations the World Sports Festival (www.wsf.eu) is one of the biggest youth sporting events throughout Europe. Kids and teenagers aged 10 to 21 from all over the world competed against each other during these four days and also had the chance to get to know each other and experience other cultures. The WSF was organized by the PDM Tourism Group (<http://pdmtourismgroup.com>), Europe's leading destination management company specializing in specific themed travel. The company focuses on educational, music and sport group travel including Going Europe round trips for young people and also signed The Child Protection Code. ECPAT Austria was present at the WSF with an information desk in order to inform about the current campaign amongst other topics related to child protection.

In addition, in the WSF magazine (a brochure that was distributed to every participant of the WSF) there were two pages with information about children's rights, The Child Protection Code and the “Don't Look Away” Campaign (including the Austrian and the European Reporting information).





Cooperation with « Nosso Jogo »

Six Austrian NGOs (FairPlay-VIDC, Frauensolidarität, Globalista, Jugend Eine Welt, Lateinamerika-Institut and Südwind) created „Nosso Jogo-Initiative für globales Fair Play“ (Engl: „Our Game – Initiative for global fair play“) to create a cultural and educational program throughout Austria before and during the World Cup in Brazil with the goal to create a differentiated perception of Brazil and the World Cup, focusing on human rights in general and particularly on children’s rights, women’s rights and labour rights. Many activities took place like a music and cultural event on Karlsplatz in Vienna, workshops for children, panels with experts from Brazil, alternative public viewings and press conferences. There was also a petition regarding human rights in mega sports events.

ECPAT Austria cooperated with the initiative and informed about events, background facts, the petition etc. through its newsletter, via Facebook and on their homepage. In addition, the sports campaign sujet was published in the “Nosso Jogo” brochure.



SWITZERLAND



Support from the player Marco Wölfli

The Swiss football goalkeeper and captain of BSC Young Boys in the Swiss Super League decided to support the Don’t Look Away! campaign in his country.

Based on the campaign design by ECPAT France, ECPAT Switzerland developed a special flyer to reach the Swiss audience in French and German.

On 2 June 2014 - ten days before the start of the World Cup - a press release was issued and the campaign officially announced with the flyer as an important visual

- The local Newspaper Berner Zeitung published a front page article about the campaign and active support from football player Marco Wölfli in his role of campaign ambassador.
- The Swiss Travel Association (Schweizerischer Reise-Verband) wrote an article in the Newsletter, reaching almost all tour operators and travel agencies in Switzerland.
- For the duration of the World Cup, the Travel agency Globetrotter published a report on the front page of www.globetrotter.ch
- The campaign was also disseminated through the Newsletter of Hotelplan Suisse, which is one of the biggest travel companies in Switzerland.
- Several Radio stations made reported on the about the situation of sexual exploitation of children in Brazil, the Don't Look Away! campaign and most importantly what kind of action to prevent or report crimes to authorities can be taken.
- The national newspaper Blick am Abend, which has over 700'000 readers, wrote an article about Marco Wölfli and the campaign.

Homepages and Social Media

www.kinderschutz.ch / www.ecpat.ch

One month before the kick-off of the Football World Cup ECPAT Switzerland developed a special campaign page on our homepage www.kinderschutz.ch.

Via the website information on the Don't Look Away! campaign was given and background information on the situation of children in Brazil was included. Furthermore, the website included a special button and a «count down» to the kick-off of the World Cup.



www.stopchildsextourism.ch

The website www.stopchildsextourism.ch, which was developed with State Secretariat for Economic Affairs SECO and the Federal Office of Police, was adapted for the World Cup with information about the situation for children in Brazil.

Social Media

Marco Wölfli put all the information on his facebook page and informed his followers, so over 9 000 fans read about the campaign.

Information in the Cinemas

During the Football World Cup, ECPAT Switzerland placed an advertisement with information on the Don't Look Away! campaign and Marco Wölfli in cinemas in the Swiss cities Lausanne, Bern, Zurich and Basel. The slide informed the cinemagoers during the whole World Cup about the situation in Brazil and the campaign. So ver 30 000 people. were reached



NETHERLANDS

Launching of the campaign with the support of the Minister of Justice - 09/05/ 2014

Together with Free A Girl, Terre des Hommes and Plan the Netherlands the campaign Don't Look Away was started with the former international football player John de Wolf.

Interviews with John de Wolf at 2 TV shows, radio interviews, articles in 1 national paper + 5 regional papers, article in Arke Fly magazine with 20.000 copies, articles in the magazine of ANVR (branch organization) for tourism professionals (5.000 copies) and 7 short documentaries of SBS6 (Dutch TV station) about John de Wolf who visits Brazil together with his sons where he meets minor victims of sexual exploitation and visits projects to rehabilitate child victims.



Dissemination of the campaign

On the ECPAT website a campaign page was developed and was visible on the homepage. The campaign was also disseminated through newsletters of Defence for Children and ECPAT, reaching over 100 tourism organizations and 1,700 children rights professionals. A 3-page article about the campaign was placed in our Right! Magazine to 750 readers.

ECPAT Youth participation

The ECPAT Youth Group started a Twitter Account @DontLookAway in order to publish specific content.

On Facebook ECPAT Youth started a Twibbon where people could put the Don't Look Away logo into their profile picture.

At schipholuitzwaaien.nl ECPAT Youth Group uploaded a video of themselves waving at fans leaving to Brazil with a sign saying Don't Look Away, meldkindersekstoerisme.nl and it was shown on the large screen in front of the airport Schiphol.



Sexual exploitation of children in Brazil:
putting a spot on the problem



An investigation on the scope and magnitude
of a social problem still in the dark



Investigation on the magnitude of child sexual exploitation in Brazil

In preparation of this campaign ECPAT Netherlands, Terre des Hommes et Free a Girl hired local researchers to make a quick scan on the nature and the extend of sexual exploitation of children in Brazil, mainly focussed on the cities where the tournament takes place. The subject was published in the "Nosso Jogo" brochure.

The invisibility of the problem encouraged child protection organizations Terre des Hommes, Plan, ECPAT and Free a Girl to issue a research on the scope and magnitude of the problem of sexual exploitation in Brazil. No such research had been conducted before and figures in reports and articles on the issue vary, leading to guestimates, quite often contradictory to each other.

Sexual exploitation of children however seems to exist throughout the country, there is not a town in Brazil that goes

without a case of sexual exploitation of children. The information gathered during this research suggests that we still only have the tip of the iceberg in view. [Click here to read the report](#)

LUXEMBOURG

In Luxembourg, the campaign to raise awareness on the sexual exploitation of children in view of the Brazil World Cup was launched on 6 December 2013, the day when the World Cup groups were drawn. On 5 December, a press release was circulated to all the Luxembourg newspapers to inform them about the launch of the campaign. The campaign was mainly a social media campaign, but some other activities were also undertaken, such as the participation in the Luxembourg tourism fair “Vakanz” in January 2014. Luxair also partnered with ECPAT Luxembourg and contributed to spreading the campaign on board its flights and at Luxembourg airport.

In January 2014, ECPAT Luxembourg had a stand (offered by Luxair) at the tourism fair “Vakanz”. We showed the campaign posters and distributed the leaflets. Persons who stopped and talked with ECPAT also received an “anti-stress” football with the campaign logo.

Video spot and leaflets

From December 2013 to May 2014, Luxair showed the campaign video spot in all its flights equipped with in-flight entertainment systems. The campaign leaflets were distributed to the Luxair staff as well as at the Luxair check-in desks at Luxembourg airport.

Flydoscope magazine

Luxair published the campaign poster in its December 2013 edition of the Flydoscope magazine.

Tourism fair

Luxair made a stand available in its section at the Luxembourg tourism fair “Vakanz” in January 2014.



Press/Media

Newspaper articles

Luxemburger Wort - Article on CSEC in Brazil and the World Cup published in one of Luxembourg's major newspapers on 7 December 2013.

Le Journal - Article on CSEC in Brazil and the World Cup published in a Luxembourg newspaper on 7 December 2013.

Magazines

Schéi Vakanz magazine - An article on ECPAT Luxembourg and the campaign poster picturing a football goal with prison bars were published by Sales-Lentz (the 2nd biggest tour operator in Luxembourg) in January 2014.

Flydoscope magazine - The campaign poster picturing a football goal with prison bars was published in the Luxair Flydoscope magazine (December 2013 edition).



Website www.ecpat.lu

The web banner was placed on the home page of the website and a special page was created with news relative to CSEC and the World Cup in Brazil.

The video and radio spot, as well as the electronic versions of the campaign posters and postcards were published on the website and available for anyone to see, download and share.

Facebook

The campaign was launched on Facebook and was boosted with the help of a minor budget in order to reach out to a target audience of Luxembourg residents.

A small competition through which campaign supporters could win a free entry to the Luxembourg tourism fair by filling in a small questionnaire was launched. About 50 entries were handed out.

The video and radio spots were published and, subsequently, the new campaign material with Kaká and Juninho was added to the Facebook campaign.

Twitter

Regular news updates regarding Brazil and the World Cup, as well as joint consortium campaign messages have been posted on ECPAT Luxembourg's Twitter account.

Radio interviews

Live broadcast radio interview regarding the World Cup campaign on Radio 100.7 on 13 March 2014.

Impact of the campaign

Hotline 100 in Brazil



The hotline 100 is a Brazilian system implemented by the Secretary of State for Human Rights that receives reporting calls regarding violences against children. This hotline is the main tool both for Brazilian and European organizations to understand the impact of the «Don't Look Away!» campaign. At this moment, official statistics say that from June 12th and July 13th 2014, the number of reporting calls increased by 15,6% compared to the same period in 2013. This statistics is not filtered which means that it included all sorts of violences against children (physical, psychological and sexual). The Brazilain governement is working to determinate how many of these calls concerned sexual exploitation

of children during the World Cup.

In total, période 11 251 signalements de violences à l'égard des enfants. La plupart pour des cas qui ont eu lieu à Sao Paulo, Rio de Janeiro suivis de loin par Bahia. Mais voilà, les typologies de violences ne sont pas encore filtrées.

The most affected cities in Brazil

From the 11 251 phone calls registered to the hotline 100 from June 12th and July 13th 2014, almost 69% concerned the 12 hosting cities of the World Cup, so 7.756 calls. São Paulo seems to be the most affected city with 1.762 calls, followed by Rio de Janeiro (1.291) and Bahia (789). The increase in the number of calls does not mean an increase of violences against children. Through these statistics we can affirm that awareness campaigns like «Don't Look Away!» help to create a social consciousness on the need to report sexual and all kind of violences against children.





DON'T LOOK AWAY!

