



## INTERNATIONAL LABOUR ORGANIZATION

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ILO/04/05

### **ILO launched a Red card campaign to Child Labour at the Asian Cup China 2004**

Beijing (ILO News) The International Programme on the Elimination of Child Labour (IPEC) of the International Labour Office (ILO) together with the FIFA, the Asian Football Confederation, the Chinese Football Association and the Local Organizing Committee have decided to run a Red Card to child labour campaign on the occasion of the Asian Cup China 2004.

The campaign was launched Sunday 25 July at Beijing's Workers' stadium in front of 70'000 enthusiastic spectators of the CHINA versus QATAR match. Red cards, campaign material and information on child labour issue were handed out to journalists and officials. The 30" video spot of the campaign was also screened at half time while 24 children wearing red card T-Shirts were flashing red cards on the pitch. A large ILO banner against child labour was also displayed in the stadium.

The three following matches will also accommodate the Red card campaign:

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|-------------------------------------|-------|
| 1. - 30.07.04 Beijing Quarter Final | 21:00 |
| 2. - 03.08.04 Beijing Semi Final    | 21:00 |
| 3. - 06.08.04 Beijing Play Off      | 20:00 |

In 2002, ILO/IPEC decided to use the symbol of the red card to stigmatize child labour on the occasion of international football competitions, create awareness among the general public and stimulate action at the national level. As a result, the Red card to child labour campaign was launched during the African Cup of Nations in Mali in 2002. Since then similar campaigns were run during the 100<sup>th</sup> Anniversary of the Real Madrid (International Football day, December 2002), the Under 20 South American Cup (January 2003) and the Women World Cup 2003 (USA).

In parallel, after having been partners since the first steps of the Red Card campaign in 2002, FIFA and ILO decided in February 2003 to officially combine their strengths to develop the campaign, thus establishing an original collaboration between sports and labour. <http://www.ilo.org/public/english/bureau/inf/pr/2003/4.htm>

It is important to emphasize that the Red Card campaign is not the prerogative of ILO/IPEC but remains a tripartite campaign involving all partners of the organization as well as the civil society. It seeks to ensure national ownership and sustainability. Furthermore, it provides the complex issue of child labour with the opportunity to penetrate the various strata of the population, regardless of social differences, age, sex, etc.

Even though the campaign, already running in several continents, has reached more than 400 million people, this is the first time the Red card reaches Asia and China.



# 国际劳工组织

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## 国际劳工组织在 2004 年亚洲杯足球比赛上举行向童工亮红牌活动

北京（国际劳工组织新闻）- 在北京举办的 2004 年亚洲杯期间，国际劳工组织（ILO）国际消除童工项目（IPEC）联手国际足联、亚洲足联、中国足联和中国组委会，决定开展“向童工劳动亮红牌”的活动。

这一活动首次选择在上周末 7 月 25 日晚中国对卡塔尔的赛事上举行，当天有七万多热心球迷观看了比赛。赛前，为该活动印制的宣传红牌及有关童工问题的资料发放给了记者和官员。中场休息时，30 秒钟活动宣传片在工人体育场大屏幕上播放，同时 24 名球员护童身穿“向童工劳动亮红牌”T 恤衫，在球场中央挥动红牌。

另外三场被选赛事分别为 7 月 30 日的 1/4 决赛，8 月 3 日的半决赛以及 8 月 6 日的三四名决赛。

2002 年，国际劳工组织（ILO）国际消除童工项目（IPEC）决定在国际足球比赛中借用红牌的标志，禁止使用童工，并以此提高公众意识并号召各国采取行动。在 2002 年马里举行的非洲国家杯上，首次进行了向童工亮红牌的活动。之后，在庆祝皇家马德里 100 周年（2002 年 12 月国际足球日）、2003 年 1 月南美杯以及 2003 年在美国举办的女足世界杯上，都举办过类似的活动。

与此同时，国际足联和国际劳工组织于 2003 年 2 月决定，将结合双方优势共同开展活动，在体育比赛和劳动问题领域建立起全新的合作。

<http://www.ilo.org/public/english/bureau/inf/pr/2003/4.htm>

值得强调，亮红牌活动并非仅限于国际消除童工项目（IPEC），它同时还涉及国际劳工组织三方合作伙伴以及全社会的参与。这项活动争取得到各国的支持以便持久开展下去，而且借此机会引起全社会各阶层人士对童工问题的关注。

该活动已在世界几大洲开展，影响了 4 亿多人口，这是首次亮相亚洲和中国。

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