

## INTRODUCTION

*“All human beings are born free and equal in dignity and right.”*

- Article 1, Universal Declaration on Human Rights, adopted by the United Nations General Assembly, 10 December 1948, in Paris.

2023 will mark the 75th anniversary of the Universal Declaration on Human Rights. Next year, women and girls will have already waited 75 years for the freedom, equality, dignity and rights, that they were promised by the governments of the world in Paris.

Yet, even today, predominantly male-led institutions seek to strip women of the ability to make real choices in all aspects of their lives. Women and girls, continue to be victims of physical, sexual, emotional, psychological, and economic discrimination and violence. Women and girls should not have to wait any longer for the promise made almost 75 years ago to them to be fulfilled.

In 2019, the African Renaissance and Diaspora Network (ARDN), in collaboration with the Regional Bureau for Africa of the United Nations Development Programme (UNDP RBA), the United Nations Population Fund (UNFPA), the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), the *Fédération Internationale de Football Association* (FIFA) and the Conseil Présidentiel pour l'Afrique of the French Republic, launched a Red Card Campaign to put an end all forms of discrimination and violence against women and girls.

In the game of football, a red card is shown to any player who has committed a serious infraction of the rules, and permanently dismisses that player from the field. Any form of gender-based discrimination and violence as a serious infraction of the rules of society, and is deserving of a red card.

In the above context, ARDN and UNFPA, envision leveraging, together with other partners, the convening power of the 2022 World Cup to build and mobilize communities, coalitions and other stakeholders to commit

to ending all forms of gender-based discrimination, violence and harmful practices, and to uplift and empower women and girls to be torchbearers leading the way towards a world that is equitable and sustainable, where no one is left behind.

## AGENDA

*Red Card Campaign: Giving a Red Card to All Forms of Discrimination and Violence Against Women and Girls* will bring together female leaders from the world of sport, culture, government, international organizations, civil society, and the private sector; and other stakeholders, into one room to raise a red card against all forms of gender-based discrimination and violence.

This Summit further falls within the framework of the Red Card Campaign, and will focus particularly on the following Sustainable Development Goals of the United Nations 2030 Agenda for Sustainable Development (SDGs):



Sustainable Development Goal #5  
Achieve gender equality and empower all women and girls



Sustainable Development Goal #10  
Reduce inequality within and among countries



Sustainable Development Goal #16  
Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



Sustainable Development Goal #17  
Strengthen the means of implementation and revitalize the global partnership for sustainable development

The event will be divided into five distinct sections:

- Addresses by the special guests.
- Stories and interventions by female leaders from sports, the arts, international organizations, government, civil society, the private sector, and other stakeholders.
- Interventions by allies across sectors.
- A symbolic lifting of a red card against all forms of gender-based discrimination and violence
- A celebration of the power, promise and potential of women and girls.

## OBJECTIVES

- Celebrate and showcase the power, promise and potential of women and girls.
- Encourage others to become strong allies for gender equality, and the empowerment of women and girls.
- Condemn all forms of gender-based discrimination and violence.
- Empower and encourage female leadership across sectors.
- Accelerate achievement of a world where no one is left behind.
- Bring attention to and popularize the Sustainable Development Goals of the 2030 Agenda for Sustainable Development, particularly goals 5 (Gender Equality), 10 (Reduced Inequalities), 16 (Peace, Justice and Strong Institutions) and 17 (Partnerships for the Goals).

## STRATEGIC ACTIVATIONS

Between the close of the High-Level Debate of the United Nations General Assembly in September 2022, and the date of the event, various Red Card activations will be implemented in strategic locations in Africa and the African diaspora, in order to mobilize the support and commitment of stakeholders, from across sectors, for the event, and for the overall campaign.

## OUTCOME

It is envisioned that the event will serve as a beacon towards creating a global movement to ensure that women and girls are truly free to enjoy the equal dignity and rights promised in the Universal Declaration on Human Rights; and mobilize more effective and powerful activations as we head towards the Women's World Cup in 2023.

## CO-ORGANIZERS AND SPONSORS

Initiated by ARDN and UNFPA, with the support and collaboration of UNDP RBA, UN Women, the United Nations Human Settlements Programme (UN Habitat). ARDN wishes to express its gratitude to Mr. Mohan Lal Mittal for his contribution to the Red Card Campaign.

## RED CARD CAMPAIGN

Women's rights are human rights. In the game of football (soccer), a red card symbolizes a significant infraction of the rules. ARDN Red Card Campaign seeks to mobilize individuals from all sectors of society to commit to giving a red card to all forms of discrimination and violence against women and girls.

The Red Card Campaign falls within the framework of the Pathway to Solution's Initiative, an international, multilateral special project for the United Nations, spearheaded by ARDN, to popularize the SDGs, in collaboration with United Nations system entities, the international community, civil society, the private sector, academia, the world of sport and culture and governments.

Red Card Pledge: <https://www.redcardpledge.org>

Pathway to Solutions: <https://www.ardn.ngo/pathway/>

## CONTACT

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