AFRICAN RENAISSANCE AND DIASPORA NETWORK

Red Card Pledge Campaign
2019
FIFA Women's World Cup hosted by France, highlighted women's outstanding achievements in sports and generated enthusiasm on all continents.

#redcardpledge
Following the Women's World Cup, many recognized that women are making progress in the workplace, education and sports like soccer, but around the globe billions of women and girls still experience numerous forms of discrimination and violence—which is too often ignored. Women and girls are deprived of basic rights proclaimed in the Universal Declaration of Human Rights, denied opportunities, and suffer physical and emotional abuse.

It prevents them from living truly fulfilling lives and also hampers social, economic and health progress for all human beings.
Several teams in the 2019 Women’s World Cup—with the support of FIFA—decided to use the soccer red card concept to highlight all forms of discrimination and violence against women and girls throughout the world, and to invite men and women everywhere to participate.

#redcardpledge
WHAT IS A **RED CARD**?

In soccer, a red card is given to any player on the field when unfair practices take place and to help prevent bad behavior.

Examples of bad behavior include violent conduct; use of offensive, insulting or abusive language or gestures; spitting on a player; or serious foul plays.

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WHAT IS THE RED CARD PLEDGE CAMPAIGN?

ARDN launched the Red Card Pledge Campaign to:

1. Bring attention to discrimination and violence against women and girls.
2. Promote UN Sustainable Development Goal #5: achieve gender equality and empower all women and girls.

#redcardpledge
WHAT IS THE **RED CARD PLEDGE**?

ARDN, together with FIFA, UNDP, UNFPA, UN Women, and the French Presidential Council for Africa, called for signing the following Red Card Pledge:

I **pledge** to give a red card to all forms of discrimination and violence against women and girls.

I **pledge** to fully respect every other human being, regardless of gender, culture, color, language, social origin, birth, property or religion, hence to put an end to all forms of discrimination and violence against women and girls.

#redcardpledge
WHERE DO I SIGN THE PLEDGE?

Go to:
www.redcardpledge.com

#redcardpledge
HOW CAN I SUPPORT THE RED CARD CAMPAIGN?

1. Sign the pledge.
2. Ask 10 people to sign the pledge.
3. Urge individuals, associations, enterprises, local and regional authorities, governments and intergovernmental bodies - to make this an absolute priority
4. Give a red card to stop discrimination and violence against women and girls.
5. Help us get 1 million pledges by the 2022 FIFA World Cup.

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SIGN THE PLEDGE.
FOLLOW ARDN.
STOP VIOLENCE AGAINST
WOMEN AND GIRLS.

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