



The Children **Not**work

IT HAPPENS IN A SOCIAL NETWORK,
IT HAPPENS IN THE REAL WORLD.
215MM children who work need to stop going unnoticed.



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THE CHILDREN NETWORK

www.thechildrennetwork.org

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215 MILLION CHILDREN WHO WORK NEED TO STOP GOING UNNOTICED.

ADVERTISERS WITHOUT BORDERS, the network committed to the promotion of global social causes, has just launched the campaign THE CHILDREN NETWORK to raise social awareness about child labor.

As child labor is a worldwide reality, the media chosen to reflect this situation was LinkedIn, one of the largest professional networks on the Internet. This idea, created by Coupé Buenos Aires agency and IURL digital agency, was born when it was detected that LinkedIn does not have a user age limit for creating a profile or generating the job search. Namely, any child can register as a candidate/independent worker without being stopped. The campaign is not intended to damage LinkedIn's image. This site was simply chosen for being one of the world's most important professional networks.

Several made-up profiles were open in order to activate this campaign. More than 50 children and 10 companies working with minors in different places of the world were placed on the site. Immediately, all children were connected to hundreds of thousand users through a professional request sent from the site. The people contacted received the request that, symbolically speaking, invited them to accept the reality of child labor or to continue ignoring it.

The objective of this campaign is to raise worldwide awareness about this reality. We need to start noticing that child labor affects millions of children around the world who do not have access to basic childhood rights. In the same way, it is expected that LinkedIn change its application form making it suitable only for adults. It is expected that this change will apply to social reality as well, aiming to stop child labor going unnoticed.

CHILD LABOR

The International Labor Organization most recent estimate shows that there are 215 million children victims of child labor and that over half of them are involved in its worst different ways, physical, psychological or moral abuse that will cause severe damages for the rest of their lives.

All the children have the right to be protected against exploitation, which hinders their own rights and general development. By entering the labor market prematurely, they are deprived from the access to education, not only for them but also for their families and communities. Education is extremely necessary to rise from the poverty cycle they are immersed in.

Today, there are thousands of companies that make use of child labor as valid currency directly as workforce in their own operations, or indirectly through their suppliers. Acknowledging this situation, each company can co-operate eradicating child labor by controlling their own workforce and suppliers. A childhood free from exploitation is our responsibility.

The children who work:

- Would be the fifth largest population in the world
- Are much more than the total of LinkedIn users
- Are the double of people who watch the Super Bowl.
- Are more than the inhabitants of Brazil.
- Are more people than Germany, England and France together.

RECOMMENDED SITES FOR FURTHER INFORMATION:

- <http://stopchildlabor.org/>
- <http://www.unicef.org/protection/index.html>
- <http://www.globalmarch.org/>
- www.ilo.org/public/spanish/standards/ipecc/about/implementation/ipecc.htm
- www.worldbank.org/sp/childlabor/
- <http://crin.org/>
- <http://www.unesco.org/new/en/education/themes/strengthening-education-systems/inclusive-education/child-workers/>

ABOUT ADVERTISERS WITHOUT BORDES

ADVERTISERS WITHOUT BORDES is an International Network of Communication Professionals who donate part of their time to generate the best they can do: Creative high-impact campaigns to bring awareness messages to the largest number of people possible. Poverty, health, childhood, voluntary work, peace culture, values,

environmental care and child labor are some of the causes this network deals with. The call to action is activated through natural disasters, human tragedies, alarming events or social matters that need to be set and updated in the social public agenda.

There is always an open invitation to join this network as an independent professional or an agency, visiting www.awbnetwork.org. We need you in. We need you now.

TECHNICAL FILE - THE CHILDREN NETWORK

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