INTRODUCTION

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


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 United Nations Human Settlements Programme (UN Habitat), launched a Red Card Campaign to put an end all forms of gender-based discrimination and violence.

AGENDA

Red Card Campaign: Giving a Red Card to All Forms of Discrimination and Violence Against Women and Girls. ARDN, in collaboration with UNFPA, envision bringing 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.

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The 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):

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice and Strong Institutions
17. Partnerships for the Goals

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.arnd.ngo/pathway/

CONTACT

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