ON THE EVE OF THE COMMISSION ON THE STATUS OF WOMEN

EQUAL LIGHT

RED CARD CAMPAIGN GLOBAL LAUNCH

6 March 2020, 3:00-6:00pm, Conference Room #2, United Nations Headquarters, New York

Keynote Address by Her Excellency, Epsy Campbell-Barr, First Vice-President of the Republic of Costa Rica

INTRODUCTION

The Universal Declaration on Human Rights begins with the recognition that we, as members of the human family, are all equal in dignity and rights. Yet, we still live in a male dominated and fractured world, where the equal and inalienable rights of those who have been traditionally marginalized or underrepresented continue to be encumbered.

“Equal Light,” envisions a world characterized by equity, equality and inclusion, by offering opportunities to uplift the economic status, recognition, health and well-being, of those members of our human family who have traditionally been marginalized and underrepresented. It seeks to empower them to be torchbearers, leading the way towards creating a world that is more inclusive, equitable and sustainable.

In light of the above, African Renaissance and Diaspora Network (ARDN), working with Fédération Internationale de Football Association (FIFA), and partners from government, the United Nations system, and international NGOs, initiated the Equal Light “Red Card” campaign at the 2019 FIFA Women’s World Cup.

The Equal Light Red Card campaign utilizes the unifying power of sport to provide an opportunity to governments, academia, civil society, the private sector, the general public, and other stakeholders to demonstrate to the world that they are truly free to enjoy the equal dignity and rights promised to all people, as enshrined in the Universal Declaration on Human Rights.

AGENDA

The Red Card Campaign Global Launch will bring together stars from the world of sport, artists; leaders from government, international organizations, civil society, and the private sector; and other stakeholders, into one room to kick off the “Red Card” campaign in a globally televised and coordinated effort targeted at mobilizing the world to ensure that the voices of women and girls are heard across sectors, to elevate and strengthen them against others who seek to undermine their dignity, and to put an end to gender based violence and discrimination in every form.

OBJECTIVES

The objectives of the Red Card Campaign Global Launch are:

- Celebrate the power, promise and potential of women and girls.
- Maximize visibility of the challenges facing women and girls, and strategize how to address them.
- Address the importance men in becoming strong allies for gender equality, and the empowerment of women and girls.
- Bring attention to and popularize the Sustainable Development Goals of the 2030 Agenda for Sustainable Development, particularly goals 5 (Gender Equality), 10 (Reduced Inequalities) and 17 (Partnerships for the Goals).
- Create and formulate solutions, initiatives and opportunities for achieving a better, more equitable world.

OUTCOME

It is envisioned that the Red Card Global Launch 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 to all peoples, as enshrined in the Universal Declaration on Human Rights.

CO-ORGANIZERS


PATHWAY TO SOLUTIONS

Equal Light and its Red Card Campaign fall 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 Sustainable Development Goals, in collaboration with United Nations system entities, the international community, civil society, the private sector, academia, the world of sport and culture and governments.

For more about the initiative, visit: https://www.ardn.ngo/pathway/

CONTACT

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