

**Children Rights and Major Sporting Events in 2016**

Media Monitoring within the framework of Children Win

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## 1 Summary

Children rights in the context of mega-sporting events (MSEs) have emerged as an increasingly important topic, and this emergence is at least partly due to the related research and advocacy activities taking place. Building on initial work done in 2014, this report aims to add to that body of knowledge. Looking at media resources from 10 different countries for the first third of 2016 and analysing content related to 4 MSEs in 2016 — the Lillehammer Winter Youth Olympic Games, the UEFA EURO France, the Copa América Centenario USA and the Rio 2016 Summer Olympics — we are able to evaluate the level of awareness in each country and identify tendencies in the coverage. Namely, we find that the Lillehammer Winter Youth Olympics and the Copa America yield virtually no results in relation to our topic. Conversely, the UEFA EURO and Rio 2016 Olympics provide relevant results. In the end, we can see that reporting is grouped around certain topics, namely security and surveillance, construction and worker safety, and social exclusion (e.g. eviction or gentrification).

## 2 Report

### 2.1 Introduction

Research and campaigning have made children rights a topic in the context of mega-sporting events (MSEs), but to a varying degree and with varying content across countries (Petry and Müller-Schoell 2015). Risks and actual harm as a consequence of MSEs have been documented for adults (Amis, 2013; Worden, 2015), but also through direct and indirect mechanisms for children (Brackenridge et al., 2013). It can be assumed that these risks differ between MSEs and host countries, yet, a look at the core content of reporting during the first four months of 2016 promises some insight into the dynamics of media attention.

Comparisons between countries and between 2016 and 2014 allow for the identification of commonalities and particularities in the way in which the media reports on children rights in relation to MSEs. This will further improve our knowledge with concrete and systematically collected data. The objective of this interim report is therefore to provide an exploratory qualitative summary of media coverage from ten different countries.

### 2.2 Framework

The research was conducted as a contribution to Children Win<sup>1</sup>, a project Terre des Hommes launched to collect evidence and increase awareness on direct and indirect effects of MSEs to mitigate risks and enhance opportunities for children. A child defined by the United Nations is anyone below the age of 18. The aim is to sensitize about the risks for children before, during and after MSEs. This context fed into the country selection. The results can give orientations for activities within the project.

### 2.3 Methodology

Media resources from 1 January to 30 April 2016 were scrutinized for reports on four Major Sporting Events (MSEs) in 2016: the Lillehammer Winter Youth Olympic Games (12-21 February), the UEFA EURO France (10 June-10 July), the Copa América Centenario USA (3-26 June) and the Rio 2016 Summer Olympics (5-21 August). These were selected in accordance with the aims of the project Children Win and with a view to size and international attention. The interim report focuses on particularly popular topics and patterns in country comparison<sup>2</sup>.

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<sup>1</sup> Children Win is funded and supported by the Oak Foundation.

<sup>2</sup> For a more detailed description of methodology and search terms see Petry and Müller-Schoell (2015).

Articles were gathered from 10 web-based news outlets and the online archives of 10 traditional print publications (see table 1). The selection of online and print media was designed to optimize the representation of the main stream of media consumption and yield as many results as possible. This led to a sample of leading quality dailies in print and the most popular news sites online. Using either a website's in-built search function or Google Advanced Search and a set of 14 different terms combined with the four events, up to four relevant articles per source were identified and analysed.

**Table 1: Case selection<sup>3</sup>**

<b>Country</b>	<b>Print</b>	<b>Online</b>
Brazil	O Globo	terra.com.br
France	Le Monde	20minutes.fr
Germany	FAZ	Spiegel Online
India	The Times of India	indiatoday.intoday.in
Russia	Isvestia	aif.ru /argumenty i fakty
South Africa	Mail & Guardian	timeslive.co.za
Spain	El País	Elmundo.es
Switzerland	NZZ	20min.ch
United Kingdom	The Guardian	BBConline
USA	New York Times	Huffington Post

## 2.4 Limitations

Sample size, case selection and the shorter time span included in this study do not allow for far-reaching generalisations. Yet, the collected material shows stable patterns and allows for interpretation in the light of the earlier study.

## 2.5 Results

In a tentative and quantitative overview by country, earlier findings are reinforced: There is limited to virtually no reporting in South Africa, India and Russia. Extraordinarily high levels of reporting exist in the UK, the US and Brazil, with the latter again hosting one of the biggest

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<sup>3</sup> Three countries that will be part of the final report had to be excluded for this interim report because of language issues: Norway, Italy and the Netherlands. As a host country, Norway is particularly important, so English online reports on Norwegian sites were taken into account, but the search yielded no results.

events. The other countries report on a medium level. The following sections present the topics of media coverage by event.

### **2.5.1 Lillehammer Olympic Youth Games**

The Youth Games took place within the period of time under observation. Nevertheless, a general search for Lillehammer Olympic Youth Games already shows that there is little reporting on the sports side of the event. In addition to that, the overall track record and reputation of Norway as a host country is highly positive in terms of human and children rights. The few results that our search yielded had no relation to our topic and were of a sports-oriented or touristic nature. It can be assumed that the smaller size of the event together with less fan tourism and the absence of larger construction work prevented the most common problems related to MSEs.

### **2.5.2 Copa America Centenario, USA**

Usually, reporting on MSEs starts a few months prior to the actual event. Copa America, therefore, should be on the radar of media within the period under observation. This notwithstanding, the search for Copa America Centenario shows no reporting on human rights or children rights. All results are of a sports-oriented, commercial or decision-making kind. Quite similar to the Youth Games, the general human rights situation in the host country is considered favourable, there is no discernible public opposition to the MSE and there was hardly any new infrastructure built in preparation. Fan tourism may play a bigger role than in Norway, but with the MSE being spread over a huge territory, the tourists will not amount to a very relevant quantity in the different host cities, e.g. not change the market for sex workers significantly. Taken together, these factors can be assumed as an explanation for the little media coverage.

### **2.5.3 UEFA EURO France**

As the EURO is scheduled almost in parallel with the Copa America pre-event reporting can be expected in the study. Searches for UEFA EURO France and the child-related search terms remain without results; broader human-rights-related topics are present and mostly related to security issues mainly in a context of terrorism and, much less frequently, in the context of hooliganism.

The bulk of the articles in all countries (except for South Africa and India) elaborate on the risks of “terrorist attacks”, which as such potentially threaten children and human rights. A similarly universal topic is the “extreme security measures” taken in France as an attempt to prevent terrorism. This is relevant for human rights in several ways:

- The declaration of a prolonged period of “state of emergency”, which is widely reported on, gives additional power to the police and by the same token reduces individual rights. The articles explicitly mention “restrictions of free movement” and extensive video “surveillance”.
- The “budget for security measures” has – as reported - been increased substantially, but there is no debate on whether or not these resources are reallocated from education or social investment programs.
- Articles mention the fact that security tasks are to a significant and growing extent contracted out to private security companies. Whether or not private companies are equipped and willing to give priority to rights-issues is hardly discussed.

Hooliganism poses a threat to society during the MSE according to a few articles in the study. It cannot be observed that media relate Hooliganism directly to reduced access to public space or to physical harm for children.

In general, the discussion revolves mainly around the possible threats of a terrorist attack, the idea of empty stadiums or a complete cancelation of the MSE and the options for restrictive security policies. The side effects of security are hardly ever mentioned.

#### 2.5.4 Rio 2016 Summer Olympics

Even though the Summer Olympics will only start in August, media coverage is already strong in the first third of 2016 and it is mainly related to the topics that were present in the context of Brasil 2014 FIFA World Cup: forced evictions, housing and gentrification, labour rights and security in construction work, urban violence, poverty, criminality and police brutality, sexual exploitation, pollution and redistribution of money towards MSEs. Presumably as an effect of Children Win and related campaigning, there are articles focussing on children rights around MSEs in the UK (“What price an Olympics that protects the rights of children and their families?”), the USA (“Over 4000 families .. evicted..”) and in France (“Des enfants privés de droits fondamentaux par les chantiers des JO”). Reports on sexual exploitation were limited to these articles. In the other countries the focus was more generally on human rights and conflict, such as:

- Social conflict around plans to forcefully evict people from some favelas (“home of favela resident fighting eviction over Olympics razed”) and the exclusive and gentrifying effect of the high-priced reconstruction of these neighbourhoods are present in almost all countries (Proyecto de reurbanizacion de la favela..”).

- The case of eleven victims amongst construction workers (“O de Rio: Onze mortos sur les chantier, l’Inspection du travail s’allarme”) was generally reported on. Poverty as such is present in these pieces, but it seems to have moved to economic treatments of Brazil in crisis.
- Urban violence and criminality, sometimes in combination with poverty, are the ingredients of a common narrative on the dangers tourists are facing in Rio (“Opasnyj Rio: 5 glavnych ugroz Olimpiady v Brasili” – Dangerous Rio...; “Favelaverbot für australisches Olympiateam”). Police brutality at times turns this narrative from a focus on dangerous classes to the repressive measures of official security (“..la letalidad de la policia de Rio de Janeiro, que el ano pasado mato 307 personas..”).
- Pollution and in particular water pollution in the bay of Rio is an issue in almost all countries. This was not as pronounced in 2014. Unfortunately, this topic is usually not related to life chances of local inhabitants, but relies on aesthetic or animal-related arguments (“Kosmetik für die Kloake von Rio [...] tausende toter Fische”).

Another new topic is fear of international terrorism, but just like issues of money distribution and video surveillance it only occurs in a few articles.

## 2.6 Conclusions

Media coverage of children rights and human rights in the context of MSEs during the first four months of 2016 can be summarized as follows:

There is hardly any human rights related reporting on two of the MSEs under scrutiny. One can assume that below a certain size of an event, a certain quantity of tourists concentrated in a host city and a certain level of construction in stadiums or other infrastructure, children rights seem to be unharmed or, at least, unobserved by journalists. This is even more so if children rights are firmly established within the host country and go along with strong institutions in their implementation.

Security issues, and connected issues of privacy and surveillance as well as civil liberties in the public sphere, become a new normalcy in reporting on MSEs. This has been the case with the London 2012 so called “(In-)Security Games” (Houlihan & Giulianotti 2012) and again appears as a theme in 2014. In 2016, the focus on this topic is even more pronounced. However, media coverage neglects the negative side effects in many cases.

Finally, issues of social exclusion, namely related to forced eviction, police brutality, gentrification and poverty are prominently mentioned. The president of the International Olym-



pic Committee, Thomas Bach, and Rio's mayor, Eduardo Paes, claim the title "Games of Inclusion" for the 2016 Rio Olympics and envision a legacy of tolerance, peace and social inclusion. A recent document, however, depicts a series of human rights violations that justify the alternative title of "Exclusion Games" (WCOPCRJ 2015). These problems are often brought about in connection with active attempts to separate and control parts of a society with and during the MSE (Grunert 2016; Burzywoda 2015; Russau 2011). An MSE like Rio 2016 not only reflects the tendencies within the society of the host country, but it is an excuse and occasion for intensified social conflict (Dingwerth & Lehmkuhl 2016). These conflicts are more and more part of media coverage, but a deeper analysis of the underlying factors still escapes the attention of the broader public. International sports organisations and their influence and responsibility are still rarely commented on, even though FIFA seems to recognize the problem (Ruggie 2016).

### 3 References

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## 4 Annex: Media sources

Source	Source Type	Country	Date	Event	Title
O Globo	Print	Brazil	23 april	EURO	Uefa diz que Eurocopa pode ter jogos disputados com portoes fechados
Terra.com	Online	Brazil	18 january	Rio Olympics	Rio 2016: o que vai acontecer com os milhares de operarios?
Terra.com	Online	Brazil	20 april	EURO	Euro e Volta da Franca podem ser realizadas sob estado de emergencia
Terra.com	Online	Brazil	2 january	Rio Olympics	Faltando oito meses, io esta quase pronto para os Jogos Olimpicos
20minuten.ch	Online	Switzerland	26 april	Rio Olympics	13 Arbeiter sterben auf Rios Olympia-Baustellen
20minuten.ch	Online	Switzerland	17 february	Rio Olympics	Räuber stechen Touristin nieder
NZZ	Print	Switzerland	9 january	Rio Olympics	Eine verlorene Dekade. Brasilien im freien Fall
NZZ	Print	Switzerland	1 march	EURO	EM 2016. Pläne bei Terrorgefahr
NZZ	Print	Switzerland	2 march	EURO	Fussball-EM in Frankreich. Allons enfants!
NZZ	Print	Switzerland	27 april	Rio Olympics	Olympische Spiele in Rio. Wer hat, dem wird gegeben
Elmundo.es	Online	Spain	29 january	World Youth Olympics	JJOO Juveniles de Invierno (y fiesta) en Lillehammer
Elmundo.es	Online	Spain	27 april	Rio Olympics	Cinco tareas pendientes en Rio a 100 dias para los Juegos
Elmundo.es	Online	Spain	26 april	Rio Olympics	Once personas han muerto en las obras para los Juegos Olimpicos
Elmundo.es	Online	Spain	9 march	Rio Olympics	Rio de Janeiro presenta el proyecto de reurbanisacion de la favela demolida por los Juegos Olimpicos



Elmundo.es	Online	Spain	2 april	Rio Olympics	Una favela devorada por Rio 2016
El Pais	Print	Spain	3 march	EURO	Francia se blindara para la Eurocopa
El Pais	Print	Spain	2 may	Rio Olympics	Carrera de obstaculos hacia Rio 2016
El Pais	Print	Spain	19 may	Rio Olympics	El biologo que destapa las letrinas del Rio olimpico
20minutes.fr	Online	France	23 march	EURO	Euro 2016: Les solutions (extremes) pour minimiser les risqué d'attentats
20minutes.fr	Online	France	26 april	Rio Olympics	O de Rio: Onze morts sur les chantiers, l'inspection du travail s'alarme
Le Monde	Print	France	26 april	Rio Olympics	Brésil : onze morts sur les chantiers des Jeux olympiques de Rio depuis 2013
FAZ	Print	Germany	26 april	Rio Olympics	Schon elf tote Arbeiter vor Olympia in Rio
FAZ	Print	Germany	23 february	Rio Olympics	Probleme in Brasilien. Rio improvisiert für Olympia
FAZ	Print	Germany	3 march	Rio Olympics	SegelRevier bei Olympia. Kosmetik für die Kloake von Rio
FAZ	Print	Germany	20 april	EURO	Wegen FußballEM - Frankreich will Ausnahmezustand um zwei Monate verlängern
Spiegel-Online	Online	Germany	25 february	Rio Olympics	Favela-Verbot für australisches Olympia-Team
Spiegel-Online	Online	Germany	12 april	Rio Olympics	Turnier in Frankreich. Deutsche Polizisten helfen beim Schutz der Fußball-Europameisterschaft
Times of India	Print	India	20 april	EURO	France to extend emergency for Euro 2016, Tour de France: PM
AiF.ru	Online	Russia	5 february	Rio Olympics	Siloviki Brasili rotovjatsja k "chudshemy scenariju" na Olimpiade-2016
Isvestia	Print	Russia	23 march	EURO	Rossijskie bolelshchshiki poka ne sdajut bilyety vo Franziju



BBC.co.uk	Online	UK	27 february	Rio Olympics	Rio shanty town cleared for Olympics
Guardian	Print	UK	18 march	Rio Olympics	What price an Olympics that protects the rights of children and their families?
Guardian	Print	UK	9 march	Rio Olympics	Brazil: home of favela resident fighting eviction over Olympics razed
Huffington Post	Online	USA	29 march	Rio Olympics	Over 4,000 Families In Rio Have Been Evicted Ahead Of Olympics
NY Times	Print	USA	23 march	EURO	UEFA affirms Euro 2016 Games will not be played behind closed doors