

ILAB TECHNICAL COOPERATION PROJECT SUMMARY

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| PROJECT TITLE | GLOBAL CAMPAIGN TO RAISE PUBLIC AWARENESS AND UNDERSTANDING ABOUT PROBLEMS AND SOLUTIONS FOR THE WORST FORMS OF CHILD LABOR |
| REGION/COUNTRY | GLOBAL |
| PROJECT DURATION | March 2000 – December 2002 |
| FISCAL YEAR & FUNDING LEVEL | FY1999: \$1,243,000 |
| PROBLEM TO BE ADDRESSED | An estimated 211 million children worldwide are engaged in child labor, but there is widespread lack of awareness about what causes child labor, what is being done to combat it, and why these actions are necessary. |
| PROJECT OBJECTIVES | <p>Development Objective: Contribute to the progressive elimination of international exploitative child labor by raising public awareness and understanding of child labor problems and solutions. This was to be accomplished through the following immediate objectives:</p> <ol style="list-style-type: none">1. Organize events and meetings, and conduct awareness raising activities to promote the right of children to a childhood free from exploitation and access to education through the Global March Against Child Labor;2. Provide a strong and comprehensive source of child labor information by developing the IPEC website into a major source of information on child labor;3. Recruit prominent partners to advocate action against child labor; <p>Develop materials on exploitative child labor for radio and television broadcasts to reach a wide audience.</p> |
| SUMMARY OF ACTIVITIES | <ul style="list-style-type: none">• The Global March undertook activities in at least eight countries to raise awareness on child labor and conduct meetings with government and civil society to discuss alternatives to child labor;• Redeveloped website and measured web usage statistics;• Organized awareness-raising events at international forums on labor rights and other meetings of prominent international and national policymakers; <p>Produced and disseminate media materials addressing child labor.</p> |
| GRANTEE | 4. International Labor Organization=s International Program on the Elimination of Child Labor (ILO-IPEC) |
| IMPLEMENTING PARTNERS | Global March Secretariat, TVE International-London, Population Communications International, Ogilvy & Mather Public Relations Agency, Magic Software Ltd. |

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CONTACT INFORMATION

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