**Brazil Launching of the 50 for Freedom Campaign - #50FF**

**Date**: May 9th, Tuesday

**Venue**: National Congress

**BACKGROUND**

In June 2014, governments, employers and workers at the ILO International Labour Conference (ILC) decided to give new impetus to the global fight against forced labour, including trafficking in persons and slavery-like practices.

They voted overwhelmingly to adopt a **Protocol and a Recommendation which supplement the Forced Labour Convention, 1930 (No. 29)**, and complement existing international instruments by providing specific guidance on effective measures to be taken to eliminate all forms of forced labour.

The adoption of the Protocol to the Convention is *“the fruit of our collective determination to put an end to an abomination which still afflicts our world of work and to free its 21 million victims” as ILO Director-General, Guy Ryder,* said in his closing remarks to the ILC.

To promote the ratification of the Protocol around the world, the ILO and its partners (the International Trade Union Confederation and the International Organization of Employers), have launched the global 50 for Freedom Campaign, which aims at engaging at least 50 countries to sign the Protocol. Up until now, 13 countries have ratified the Protocol. As an international reference on the fight against slave labour, Brazil was chosen as one of the countries where the campaign will be conducted.

**THE EVENT IDEA**

The Campaign launching will be accomplished in the Brazilian National Congress, in order to influence the Campaign’s targeted audience: parliaments, who are responsible for voting and ratifying the Protocol.

It will be a solemn ceremony (cocktail) followed by the opening of a sign-in itinerant digital panel and a press conference. This panel will be receiving tweets and messages from people and passers-by who will be using the hashtag #50FF (previous media inducement will be carried out by the Ideal Agency, responsible for the Campaign #somoslivres in Brazil, in order to provoke engagement to the #50FF). At each manifestation of the public in the panel, one drop of ink will be placed in an inkbottle. The idea is to transfer the panel from place to place in the Congress, and then to other public places such metro, airport or other relevant public institutions during a certain period. Afterwards, the collected ink will be virtually transformed into a symbolic pen, which will be formally gifted to the representative of the National Congress. Ministers, parliaments and national stakeholders will be invited to participate in the event.

**16h:** Opening session

* **Senator Regina Sousa**, President of the Human Rights Commission of the Federal Senate and **Senator Paulo Paim**, member of the Human Rights Commission of the Federal Senate
* **Senator Paulo Fernando do Santos**, President of the Human Rights Commission of the Chamber of Deputies
* **Mr. Houtan Homayounpour,** ILO
* **Mr. Lelio Bentes,** Minister of the Labour Superior Court and Member of the ILO’s Expert Committee
* **Mr. Ronaldo Nogueira**, Minister of Labour
* **Ms. Flavia Piovesan**, Minister of Human Rights
* **Mr. Ronaldo,** General Labour Attorney
* **Mr. Leonardo Sakamoto,** President of the NGO Reporter Brasil and Member of the Board of Trustees of the United Nations Fund on Contemporary Forms of Slavery

**16h45:** Giving voice to the voiceless – how the Protocol impacts on people’s lives

* Testimony of rescued and vulnerable workers
* Videos – Workers, Integrated Action Program beneficiaries?
* CONTAG

**17h30:** Engagement of the private sector – how the Protocol calls enterprises to action and what is already being done in Brazil?

* InPACTO
* ABVTEX
* Fundação C&A

**18h15**: Launching of the Campaign and the sign-in digital itinerant panel

We expect the first tweet to be from the ILO’s General Director, Mr. Guy Ryder, followed by the public in general. We expect to engage authorities and specially parliaments to tweet and expose their will to fight forced labour in Brazil.

Cocktail until 19h.

