



14 June 2014 – [Secretary-General](#) Ban Ki-moon attended the opening game of the 2014 FIFA World Cup in São Paulo, Brazil, as United Nations agencies carry out a number of projects and activities related to one of the greatest sporting events on the planet.

“I’m very excited to be here,” Mr. Ban [said](#) . “Like billions of people around the world, I have loved football since I was a very young boy. This shared passion is a great demonstration of how sport can unite people around shared values: teamwork, fair play and mutual respect.”

The Organization is carrying out a number of projects and activities related to the World Cup, including a campaign by the UN Children’s Fund ([UNICEF](#)) against trafficking and exploitation of children; a campaign against violence against women ‘O valente não é violento’ (The brave is not violent) coordinated by UN Women; and an awareness-raising campaign, ‘

[Protect the Goal](#)

,’ by the Joint UN Programme on HIV/AIDS (

[UNAIDS](#)

) and the UN Population Fund (

[UNFPA](#)

) – and last, but not least,

[ILO](#)

’s campaign “

[Red Card against Child Labour](#)

”

Also, the UN Environment Programme ([UNEP](#)) is awarding environmental-friendly hotels in Brazil with the ‘Green Passport’ seal, while the UN Development Programme (

[UNDP](#)

) is assisting the Brazilian Government in compensating the carbon footprint of the whole World

Cup.