

Concept

#RKFF goes international



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The campaign

Pictures speak louder than a thousand words

On the occasion of the 2024 UEFA Men's European Football Championship in Germany, the Bundesverband Nordisches Modell e.V. (Federal Association for the Nordic Model) launched the nationwide campaign #RoteKartefürFreier (#RedCardForSexBuyers).

For inspiration, please take a look at the [campaign report](#), because pictures speak louder than a thousand words and many pictures speak for themselves!



The Oktoberfest and BAUMA (the world's largest trade fair for construction machinery) in Munich also provided good opportunities to further expand the campaign.

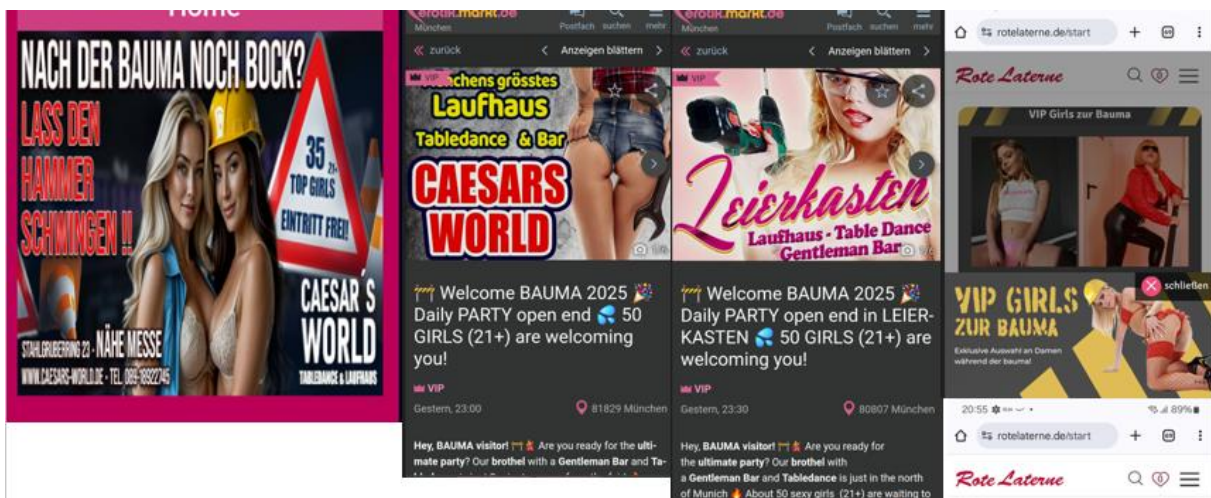


We show sex buyers around the world the #RedCardForSexBuyers – join us and spread the message! We developed this concept so that you can become part of the movement.

Goals of the campaign

Through their demand, sex buyers promote prostitution and human trafficking for the purpose of sexual exploitation. The goal of the campaign is to reach (young) men and potential sex buyers with information and appeal to their sense of responsibility. The campaign raises awareness that the actions and demand of sex buyers have a direct impact on the system of prostitution.

The campaign with the hashtag #RoteKarteFürFreier (#RedCardForSexBuyers) draws the attention of visitors to trade fairs, sporting events, festivals, etc. to the catastrophic human rights violations committed by sex buyers, brothel operators, pimps, and other profiteers.



The campaign aims to:

- shift the focus onto sex buyers
- raise awareness of criminal behavior (legal situation in the respective country)
- provide information about the prosecution of sex buyers/perpetrators
- educate about the system of prostitution and human trafficking
- promote a ban on the purchase of sexual services or sharpen existing laws

Zero tolerance for gender-based violence!

Target group of the campaign

The target group is primarily men and men as (potential) sex buyers. The campaign raises awareness about not becoming a sex buyer or not being a sex buyer.

Extended target group:

- Civilian population
- Soccer fans
- Trade fair visitors
- Visitors to public festivals
- Tourists
- Law enforcement agencies, public order offices
- Equal rights representatives
- People in public offices, such as politicians, church representatives
- Celebrities
- etc.

Target response through the campaign

Sex buyers become more aware of abuse and precarious situations and how prostituted women become victims of violence by other sex buyers or pimps. Nevertheless, they insist on the "sexual services" they have paid for, without consideration. Even the prostitutes' obvious reluctance, disgust and pain do not deter them.

Through the campaign

- we educate men and women, boys and girls about the system of prostitution
- appeal to the responsibility of sex buyers towards women in distress
- we encourage men to say NO to buying sex!

The campaign expressly refrains from portraying women as victims and sex objects.

Advertising media for the campaign

Basically, it doesn't matter where the hashtag **#RoteKarteFürFreier** is printed on. Postcards, beer mats and stickers have proven to be effective. The budget determines the selection and quantity of advertising materials used during the campaign.

- Postcards
- Stickers
- Matches
- Lighters
- Large posters
- Beer mats
- Beer mugs
- etc.

Corporate identity *#RedCardForSexBuyers*

The centerpiece is the front of the rectangular postcard. The back can be designed as desired. The corners are rounded.

The corporate identity of the campaign must be maintained worldwide.

Font: Roboto

Colours	
black	#000000
red	#cd1719
white	#ffffff

Front

#RedCardforSexBuyers



Back

The back can be designed as desired.

Examples:

SEXKAUF IST GEWALT.

75% der Männer sind **KEINE** Freier. Sie erkaufen sich den Zugriff auf den Körper einer Frau und üben Gewalt aus.

- ☒ Ich bin kein Freier.
- ☒ Ich fordere, die Freier in den Fokus der Debatte zu stellen.
- ☒ Ich fordere Männer auf, NEIN zum Sexkauf zu sagen.
- ☒ Ich setze mich für eine fortschrittliche menschenrechtsbasierte Prostitutionspolitik und für echte Gleichstellung ein.

V.i.S.d.P. Bundesverband Nordisches Modell e.V. // Prenzlauer Allee 186, 10405 Berlin



NO HOME GAME.

In Germany, where prostitution is legal, most prostituted women come from low income countries and do not enter prostitution voluntarily. Human traffickers and pimps take advantage of their vulnerable situations.

NOT AN EVENT.

Countless prostituted women are brought to the venues for major sport events such as the European Championship. Most of them against their will.

NO FAIR PLAY.

Women in prostitution experience severe physical and psychological violence. They are obliged to comply with the sex buyer's wishes because he has the money and therefore the power to decide.

BE A FAN -

DON'T BE A SEX BUYER!

Say no to buying sex! Become our fan and share a photo of yourself with our Red Card using the hashtag **#RoteKarteFuerFreier** / **#recardforsexbuyers** on social media.



@rotekartefuerfreier

www.rotekarte.info



BUYING SEX IS VIOLENCE.

75% of men are **NOT** sexbuyers. Sexbuyers buy access to a woman's body and use violence.

- ☒ I am not a sexbuyer.
- ☒ I call for the focus of the debate to be placed on sexbuyers.
- ☒ I call on men to say NO to buying of sex.
- ☒ I am committed to a progressive, human rights-based prostitution policy and genuine equality.

Say no to buying sex!

Become our fan and share a photo of yourself with our Red Card using the hashtag **#RoteKarteFuerFreier** on social media.

SEXKAUF IST GEWALT.

75% der Männer sind **KEINE** Freier. Freier erkaufen sich den Zugriff auf den Körper einer Frau und üben Gewalt aus.

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Sag nein zu Sexkauf!

Teile ein Foto von dir und der Roten Karte unter unserem Hashtag **#RoteKarteFuerFreier** auf Social Media und markiere uns.



@rotekartefuerfreier



rotekarte.info

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Sticker



Example size: DIN A7 (7.4 cm × 10.5 cm)

Beer mat



Balloons



Flag



Women are not for sale.

Posters in various sizes

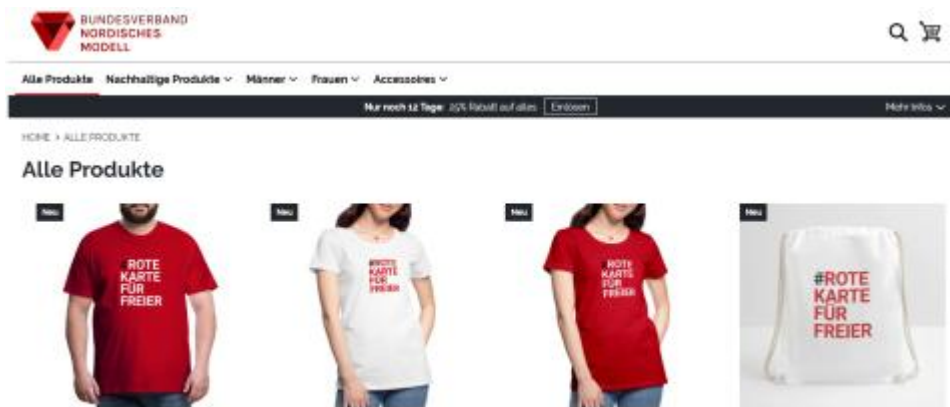
- Large posters in public places
- Digital information boards or displays
- Advertising columns
- On billboards in train stations and subway stations
- etc.



Print-on-demand

Merchandise Shop:

[Spreadshop](#) (example)



Marketing

In order to run the campaign successfully, it is important to consider a few things in advance.

Marketing

1. Create social media profiles/pages
2. Create a website
3. Develop FAQs
4. Find cooperation partners

Communication concept

The wording must be adhered to:

- Use the common term for sex buyers in the respective national language (john, sex buyer) instead of guest or customer.
- Prostitutes, prostituted women/people or women in prostitution instead of sex workers

Dissemination of the campaign

Use and contact existing networks

- Associations
- Women's organizations
- Establish local working groups

On site

Red cards can be distributed in front of soccer stadiums, in exhibition halls, at festivals and concerts, etc., with the request to take a photo with the red card, post the photo under the hashtag and tag the page (campaign account).

- Public viewing areas
- Near stadiums
- Cafés and bars
- Pedestrian zones
- In government offices and police stations
- On the street and in various public places
- Taxis and Uber
- Transport companies (interchangeable posters in buses and trains)
- Specialized advice centers for prostituted women
- Equality offices
- Hotels
- etc.

Create a website

If possible, create your own website (for example: Red Card for Sex Buyers)

Formulate demands and FAQs

- Why the campaign?
- Who is behind the campaign?
- How does the campaign work?
- What is the situation regarding prostitution in the respective country?
- What specific demands are we making to improve the situation for women in prostitution?
 - Strengthening the rights of those affected and expand victim protection measures
 - Consistent and proactive law enforcement
 - Expanding public awareness and prevention
- What are our long-term demands?
- What options are there for changing prostitution policy?
- Figures, data and facts for each country
- Why does the campaign focus on the sex buyers?
- Are there laws against sex buyers? Are they effective?
- Why are there so few victims of human trafficking when it is a criminal offence?
- Further information on the topic

