

WHY SLAVERY?

THE LARGEST EVER
GLOBAL MEDIA
CAMPAIGN ON
MODERN SLAVERY

Why are 40 million people currently living as slaves?

In 2018 THE WHY will launch the media initiative WHY SLAVERY? to vastly increase awareness about human trafficking and modern slavery.

Using the power of strong storytelling as the foundation of the campaign, six compelling and informative documentary films will uncover the lives of men, women and children living as slaves in all corners of the world. Whether it is the deeply flawed Kafala System in the Middle East or the prolific number of children bought and sold in India, the WHY SLAVERY? series will shine a light on the millions of lives lived in the shadows of enslavement.

Along with the 6 documentaries WHY SLAVERY? will also include 30 short films, educational platforms and outreach activities globally distributed across 191 countries through a unique network of 70+ broadcasters and other project partners. We can reach upwards of 600 million people.

At THE WHY foundation we believe that civic education and free access to reliable media is the first critical step in addressing social issues and inspiring change. We follow in the footsteps of William Wilberforce who once said “You may choose to look the other way, but you can never say again that you did not know.” In this spirit, WHY SLAVERY? works to ensure that all people across the globe know that millions of people are still enslaved, stripped of their fundamental human rights and unable to escape.

6 DOCUMENTARIES /
SHORTFILMS /
70+ BROADCASTERS /
191 COUNTRIES /
600 MILLION VIEWERS /
SPRING 2018

Selling Children



Is poverty raising a generation of children for sale?

In the world's largest democracy, India, millions of vulnerable children are bought and sold, given only what they need to survive another day. Throughout Indian society the mechanisms of bonded slave labor are insidious, powerful and nearly impossible to escape for children who have become trapped in a system driven by profits. Our Indian director looks behind the overwhelming statistics - revealing how the lack of education and persistent poverty provides a breeding ground for modern slavery.

In this film we follow the lives of children who have been denied a childhood and an education to be sold to work in mica mines, to pick tea leaves at plantations, to work as domestic helpers and even sold as brides when they are just young girls. Their story, traces back to their families, exposes how perilous circumstances and a deep lack of knowledge about the meaning of slavery results in the selling of children.

DIRECTORS / ANONYMOUS DURING PRODUCTION
PRODUCER / METTE HOFFMAN MEYER

Maid in Hell



Can an employment system hide a reality of torture and humiliation?

35 year old Mary Kibwana is just one of thousands of women who lived through hell working as a domestic helper in Jordan. She is a mother of four and was lucky to return to her home in Kenya. She arrived in a wheel-chair with 70 percent of her body burned. Two months later she died. Harassment, abuse, rape and 18-hour work days are a commonplace reality for domestic helpers who have travelled to the Middle East to find employment. Trapped in the Kafala system, their passports are confiscated and they are bound to their employer. Unable to flee, they risk harsh punishments or imprisonments if they try.

'Maid In Hell' gives unprecedented access to this frightening and brutal form of modern slavery. Following employment agents who vividly describe the trade, as well as maids who struggle to find a way home after harrowing, and sometimes, deadly experiences, we come to understand the grotesque reality faced by thousands of women each day.

DIRECTORS / ANONYMOUS DURING PRODUCTION
PRODUCER / ANONYMOUS DURING PRODUCTION

WHY SLAVERY?

US Prison Slaves



How do prisons profit from crime?

In the last 30 years, America's prison population has surged from 330,000 to 2.3 million inmates. In this deeply personal and provocative film, Academy Award-winning director Roger Ross Williams sets out on a mission to investigate the prison system that has helped drive this explosive web of political, social, and economic forces that have consumed so many of Roger's friends and family.

In his search for answers, Roger decides to go behind the scenes of America's \$80 billion dollar a year prison industrial complex. As he explores the network of companies who are involved in this business he uncovers a disturbing pattern of greed and corruption, as well as enormous financial incentives to keep inmate population high, and sentences long.

DIRECTORS / ROGER ROSS WILLIAMS (US)
PRODUCER / FEMKE WOLTING (NL)

Dollar Heroes



How does North Korea sell their own people to fund its dangerous regime?

Shrouded in secrecy and notoriously cash-strapped the North Korean regime has resorted to running one of the world's largest slaving operations - exploiting the profits to fulfill their own agenda. These bonded laborers can be found in Russia, China and dozens of other countries around the world - including EU member states. Featuring undercover footage and powerful testimonials 'Dollar Heroes' reveals the scale and brutality of the operation. With the promise of payment and honor, thousands of North Koreans are being sent abroad, only to find themselves under constant surveillance, working 12 hour days, in harsh conditions for wages that are transferred directly to the regime.

'Dollar Heroes' exposes the inner workings of the system and how companies and governments, bound by law to protect their employees, are complicit in the trade of human beings. The film asks how this method of operation is legal, and what - if anything - is being done to stop it.

DIRECTORS / ANONYMOUS DURING PRODUCTION
PRODUCER / ANONYMOUS DURING PRODUCTION

WHY SLAVERY?

Yazidi Sex Slaves



Can there be justice after genocide, sexual violence and slavery?

In August 2014 an Islamic State massacre of unimaginable proportions took place during the rapid invasion of the Yazidi people in Sinjar, northern Iraq. Young Yazidi women were separated from the old and taken to the Galaxy Cinema in Mosul. There they were paraded, selected, enslaved, tortured and systematically raped. Some were only 11 years old.

In this film international lawyer Philippe Sands travels to Kurdish-Yazidi refugee camps in Dohuk and interviews escaped victims of IS on how they live in the aftermath of genocidal violence. Back in Europe Sands then encounters the son of Yazidi Kurdish immigrants Dr. Jan Kizilhan, a world-renowned trauma expert. Together they work to bring 1000 women and girls for treatment at Kizilhan's clinic in Schwarzwald, Germany. We follow the Yazidi women's journey to recovery and ask how a survivor of unthinkable sexual violence can find justice and a path to rehabilitation. This is their story.

DIRECTORS / DAVID EVANS & PHILIPPE SANDS (UK, DE)
PRODUCER / NICOLAS KENT (UK)

I Was a Slave



How do we stop slavery today?

Many of the victims of human trafficking and slavery are too ashamed or too scared to show their faces. In this film viewers are given intimate access to the real human stories behind the overwhelming statistics - witnessing the testimonies of the men and women that have both endured and survived the ultimate form of dehumanization as modern slaves.

For many survivors the tiniest details of their journey take on the most profound relevance. The deeply emotive and heartbreaking experiences that are spoken of in "I Was a Slave" reveals the survival mechanisms people used to endure and maintain their sanity – the imaginary conversations they had with friends and parents, the handful of objects that became dear to them, the memories they held on to at the darkest of times, and their complex relationship with their captors. We listen as survivors tell their own story, finally seen and heard.

DIRECTORS / RENEGADE PICTURES
PRODUCER / RENEGADE PICTURES

WHY SLAVERY?

WATCH THE TRAILER
whyslavery.com

Editorial partners



NICK FRASER

Co-founder &
Executive producer,
THE WHY



METTE HOFFMANN MEYER

Co-founder &
Executive producer,
THE WHY



AXEL ARNÖ

Commissioning Editor,
SVT



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Faculty of Arts & Social Sciences,
Open University

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About THE WHY

THE WHY initiates, produces and distributes public media initiatives to a wide global audience to ensure that all people have free access to independent and fact-based information. THE WHY uses high quality factual films as the basis for our work. Good documentaries contribute to reflection, broaden people's horizon, and enhance empathy, tolerance and solidarity. Making documentary films available to everyone is therefore an important social investment, that inspires fundamental democratic values. Through partnerships with broadcasters worldwide, NGOs and cultural & public institutions THE WHY reaches out to people from all walks of life to increase their awareness and understanding of the world we live in.

In 2007 we launched Academy Award-winning WHY DEMOCRACY? followed by Peabody Award-winning WHY POVERTY? (2012), that reached respectively 250 million and 500 million people worldwide in collaboration with 32 and 69 broadcasters. Both projects took a wide-ranging and in-depth look at the world we live in and consisted of documentaries, short films and extensive outreach activities.

In 2015 THE WHY introduced WORLD STORIES, a series of 20 documentaries per year distributed to more than 191 countries worldwide reaching more than 100 million people every year. Recently we launched WHY WOMEN? (2016) in Denmark featuring Academy Award-winning actress Dame Helen Mirren, to bring awareness to girls and women's rights, health and wellbeing.

In 2018 THE WHY will launch WHY SLAVERY?, estimated to reach 600 million people through 70+ broadcasters.



WHY SLAVERY?

Get in contact

Project inquires

whyslavery@thewhy.dk

General inquires

info@thewhy.dk

+45 31699865

    THE WHY FOUNDATION

www.thewhy.dk

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