

## TV Interview campaign

people:

moderator M

campaign man C

*C is bringing on a poster at a wall.*

M: „The topic modern slavery is very current. Also, the young generation is interested in bringing more equality and fairness into the world. For this reason, I have an appointment with young man named Mathis. He is the chairman of the youth movement against modern slavery...” *(walks to him)* „Hello Mathis! How are you?”

C: „Fine, thanks!”

M: „Mathis, you are engaged on a voluntary basis and you stand up for minority rights. Can you tell me, how it came to that? What did you drive to this decision?”

C: „A few years ago I travelled to India. I spent a lot of time with the people in the slums there and got into conversation with them. It was one of the most shaping experiences in my life. I was shocked about the bad circumstances in which the people must live. Many of them work in textile factories that produce fabrics mostly for Europe and the USA. They don't even get a minimum wage. Because the people don't have a choice where to work, this exploitation is an organized system. It is, sad but true, nothing else but slavery. Back home I investigated some information about modern slavery all over the world and was shocked, that worldwide about 30 Million people live in slavery-like conditions, about 14,3 Million in India. That's why I decided to do something against that inhuman treatment, which is happening in the 21<sup>st</sup> century, where – so I thought – slavery has long since been abolished.”

M: “That sounds really like a huge problem. Do you know how this process of exploitation works in detail? Or can you give an example?”

C: “Yes of course. In the Indian culture, especially in rural regions, where the people are very poor, it is important that young women get married at an early age. In some regions, mostly in the south of India it is common, that girls and young women of marriageable age are forced to work in factories to earn enough money for the wedding. At the end of the previously concluded employment contract for

3 years they get a bonus of converted only a few hundred euro. At least in theory. In the reality, women sometimes don't get their bonus when they due to various circumstances where temporarily unable to work. So they receive hardly any money for the exhausting work they do day and night (although night work is forbidden for women there), which contradicts the employment contract."

M: "That is a very unfair story. And we in the western industrialized countries have to take responsibility for our actions. Exploitation does not only occur in developing countries, right?"

C: "Yes, it begins and ends with the consumption of the goods, that are produced by slaves. Things we can do are: buying fair trade products, the support of local projects by NGOs or the raising of public awareness in order to increase pressure on governments."

*(Plakat Vorstellung)*

M: "So now you have put up this poster here. Do you want to explain, what the overall message is?"

C: "This poster, which we see here, summarizes our core message. It starts with the shocking number '50 MILLION UNSEEN!', to highlight the immense, often overlooked number of victims of modern slavery worldwide. The central message 'STOP MODERN SLAVERY' is deliberately designed so that the red letters 'SOS' stand out – a clear distress signal, because modern slavery is a global emergency."

M: "Interesting. And how exactly is shown, where the slavery takes place? There are two pictures. What is this all about?"

C: "Yes, we show two images to illustrate that this problem exists globally and locally: On the left, we see seamstresses working on our clothes, often under slave-like conditions. The text accompanying it reads: 'Your clothes. Their chains.' This is to remind us all that our consumption can be directly linked to this exploitation." "On the right, we see a cleaner, symbolizing the hidden exploitation in industrialized nations. The slogan 'Not just "over there." Also here.' makes it clear that modern slavery doesn't just happen in distant countries, but also right on our doorstep."

M: "Modern slavery here in Europe? How does this work and what are the most common types of modern slavery here?"

C: "Also here in Europe modern slavery happens. That's a further reason, why to demonstrate against it. In the most cases it isn't visible to others who is affected by it. Common forms are Debt bondage and prostitution. Industries where they

are commonly found include the hotel industry, agriculture and private households.”

M: “That’s really new to me. And it shocks me... What is further on your poster?”

C: "At the bottom, there's our call to action: 'END EXPLOITATION NOW! JOIN THE MOVEMENT NOW!' along with a QR code for immediate access to more information. It's about recognizing the global reality and becoming active ourselves.”

M: “Many thanks for the great insights, Mathis! At least I was able to learn something new from you.”

C: “No problem!”

M: “I hope to see you again. Bye!”

C: “Goodbye!”

*(Interviewer goes away.)*

Sources:

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