

# INVITATION WHY SLAVERY?

## GLOBAL LAUNCH OF THE LARGEST-EVER MEDIA CAMPAIGN ON MODERN SLAVERY

High-level UNGA72 side event co-hosted by  
**THE PERMANENT MISSION OF HUNGARY, THE UNITED KINGDOM,  
RWANDA (TBC) and DENMARK TO THE UNITED NATIONS**  
**THE WHY FOUNDATION**  
**DR - THE DANISH BROADCASTING CORPORATION**  
**BBC and BBC WORLD NEWS**

**Thursday, 21 September 2017**  
**11:00 AM – 12:30 PM**  
**Trusteeship Council Chamber**  
**UN Headquarters, New York**

Millions of people worldwide live in some form of slavery today, overwhelmingly affecting the poorest people in our societies. We **ASK WHY?**  
– because the world needs to know.

Remarks by global influencers and high-level representatives - expert panel discussion - exclusive screenings of clips from documentaries currently in production.

**MODERATOR**  
**ZEINAB BADAWI, BBC JOURNALIST AND CHAIR OF THE ROYAL AFRICAN SOCIETY**

**SPEAKERS INCLUDE**  
**SHIREEN IBRAHIM, YAZIDI ACTIVIST AND SURVIVOR**  
**HIGH-LEVEL UN REPRESENTATIVE**  
**ALISON SMALE, UN UNDER-SECRETARY-GENERAL FOR GLOBAL COMMUNICATIONS**  
**YURY FEDOTOV, UN UNDER-SECRETARY-GENERAL, UNODC EXECUTIVE DIRECTOR**  
**H.E. ANDERS SAMUELSEN, MINISTER FOR FOREIGN AFFAIRS OF DENMARK**  
**H.E. DR. ISTVÁN MIKOLA, MINISTER OF STATE FOR INTERNATIONAL COOPERATION AND SECURITY POLICY OF THE MINISTRY OF FOREIGN AFFAIRS AND TRADE OF HUNGARY**  
**LORD AHMAD OF WIMBLEDON, PRIME MINISTER'S SPECIAL REPRESENTATIVE ON PREVENTING SEXUAL VIOLENCE IN CONFLICT AND MINISTER OF STATE FOR THE COMMONWEALTH AND THE UN AT THE FOREIGN & COMMONWEALTH OFFICE OF THE UK**  
**METTE HOFFMANN MEYER, CEO THE WHY FOUNDATION**

**EXPERT PANELLISTS INCLUDE**  
**KATE KENNEDY, US CEO FREEDOM FUND**  
**SHANDRA WOWORUNTU, SURVIVOR OF SEXUAL TRAFFICKING AND FOUNDER/DIRECTOR OF MENTARI HUMAN TRAFFICKING PROGRAM**  
**MONIQUE VILLA, CEO THOMSON REUTERS FOUNDATION**  
**MARIE NELSON, VICE PRESIDENT FOR NEWS AND PUBLIC AFFAIRS, PBS**  
**JAMES COCKANYE, HEAD OF NEW YORK OFFICE, UNITED NATIONS UNIVERSITY**

### **'WHY SLAVERY?' MEDIA CAMPAIGN**

In 2018, 6 documentary films and 30 short films will be distributed globally through a unique network of 70+ broadcast partners reaching an estimated audience of 700 million people, with the aim of creating the largest-ever media campaign on modern slavery.

## **RSVP HERE**

For guests without a UN Ground Pass, please register by Sunday, 17 September 2017 to get a Special Event Ticket (SET). Due to heightened security, we cannot provide SETs for guests registered after this date. Info on where to pick up SETs will be provided.

For more information, please contact Policy Adviser Ms. Stefanie Engelberg, [steeng@um.dk](mailto:steeng@um.dk) or Ms. Christina Roed, [cr@thewhy.dk](mailto:cr@thewhy.dk).

