

# PUBLIC TRANSPORTATION CAMPAIGN

## HUMAN TRAFFICKING AWARENESS



We adults often have the arrogance of thinking the youth need us to translate their thoughts about human rights issues happening in our world today.

But in actual fact, the youth, including children below their teens, are not only aware but have their own opinion about these issues. We need to take a step back, listen and learn.

There is no age limit to education, and this is what our campaign was all about.

– Rasha Hammad, Founder & CEO

***Click on bold text for links:***

## The campaign

On July 18, 2018, we joined hands with Swiss partners for a photo campaign on a total of 50 public transportation vehicles (“transports publics genevois” – tpg) in Geneva. The two-week campaign, leading up to **World Day against Trafficking in Persons on July 30**, featured youth of all ages voicing their opinion about human trafficking. Our main objectives were to capture the attention of ALL public transport users with posters on buses throughout the city of Geneva; and to highlight the fact that there is NO AGE LIMIT TO EDUCATION. The youth are not only well-aware about events happening in our world today but have their own opinion about these issues.



*Public transport campaign to raise awareness about human trafficking, Geneva, Switzerland. © 2018 Youth Underground™*

The age group of the youth involved in this campaign ranged from eight to 21 years. EACH POSTER INCLUDED A PERSONAL QUOTE AND A SEPARATE STATISTIC ABOUT HUMAN TRAFFICKING. We combined both French and English to reach a wider audience. With Geneva being the hub of international organizations and home to a large foreign community, engaging public transportation vehicles to convey educational message was the correct medium.

Human trafficking is a covert trade. The youth are passionate about what they feel is insufficient attention to a severe human rights violation. Their quotes were a wake-up call to complacent adults, in particular, by bringing this hush-hush crime to the surface and encouraging all ages to talk about it. In addition, the youth are not only the primary targets of human trafficking – with some as young as four years old – but are also today’s change makers. Education is essential to prompt their peers to protect themselves and protect others by learning to spot the signs of this illicit trade.

**Click on bold text for links:**

## The participants & their quotes

1. **David**
2. **Iris**
3. **Joshua**
4. **Kanza**
5. **Leana**
6. **Leandro**
7. **Mia**
8. **Nikita**
9. **Noah**
10. **Talya**
11. **Thaïs**
12. **Thalia**

## The photographer



Born in 1964, Pierre Bouvier (photo taken by **Aline Kundig**) obtained his degree in Architecture from the Swiss Federal Institute of Technology in Zurich (EPFZ). While pursuing his practice – and with a refined versatility so very characteristic of him – Pierre joined the professions of master builder, licensed restaurateur, wine producer, hotelier and interior designer! However, over the years, he realized with a degree of amazement that he had always been a photographer, cultivating a secret garden whose door was pushed open by “caring friends”, leading to a first photography exhibition in 2016. At ease in both the studio and travel settings, Pierre seeks the

line, the sketch, and the substance in faces, bodies and landscapes. He finds and embraces character in elements shaded by the naked eye, with conviction, humanity and a sharp-witted sense of humor!

### **Notre photographe (bio en français)**

## The venue

The photo shoot for our public transportation campaign took place in Bursins, Switzerland, at **Château Le Rosey**. We could not have had a more idyllic Swiss countryside venue! Check out some of our behind-the-scenes photos below. A glimpse of the action!



## Press Releases

- **“My Voice Against Human Trafficking” : Engaging the Youth on Public Transportation**
- **« Ma voix contre la traite des êtres humains » : Les jeunes s’engagent sur une campagne TPG**

## View the film

***Click on bold text for links:***

- **FILM - “My Voice Against Human Trafficking”**: Public Transportation Campaign
- **More from our YouTube channel**

## Impact of the 2-week campaign



### **Total Social Media Reach on July 30 (World Day Against TIP)**

Total reach: 13,553 people

Total engagement: 3,907 people

### **Physical views of posters on busses in Geneva**

One day average: 530

Total average viewership (July 18-31): 22,000

Percentage of Geneva’s population reached (2018): Approx. 19% (est. 1/5<sup>th</sup> of the population)

### **On Instagram**

Date	Subject	Likes/Views
<b>June 14</b>	Looking for youth for campaign	14
<b>July 30</b>	World Day Against Trafficking in Persons	3,389
<b>July 31</b>	End of campaign message by Rasha Hammad	1,657
<b>July 18 - 31</b>	TPG campaign time frame	15,528
<b>June 14 - July 31</b>	From announcement to end of TPG campaign	26,406

###