SOLD is a feature film adaptation of the globally acclaimed novel by Patricia McCormick. Based on true stories, SOLD is the story of Lakshmi who journeys from a pastoral, rural village in Nepal to a gritty brothel/prison called 'Happiness House' in Kolkata, India. Through one extraordinary girl’s story, SOLD illustrates the brutality of child trafficking, which affects millions of children around the globe every year. SOLD is a call to action, and a testament to the power and resilience of the human spirit.
SOLD: A Ciné-ONU success at BOZAR
Wednesday, 11 January 2017 14:43

Ciné-ONU was proud to partner with the European Economic and Social Committee, UN Office on Drugs and Crime, UNFPA, UNICEF and the International Labour Organisation to bring this fantastic film to Brussels and Ciné-ONU fans.

Human trafficking and what you can do was at the centre of the discussion moderated by Goedele Liekens, UNFPA Goodwill Ambassador and TV personality. Madi Sharma, UK member of the EESC, representing the Employers' Group, outlined the vast number of children, approximately 700, who arrive on the platforms of New Delhi train station every day for prostitution, forced labour and the drugs trade.

Ozark Henry, musician and UNODC Goodwill Ambassador against human trafficking, stated that the problem presents itself much closer to home; “The reality is way worse, it’s things we’ve seen daily in Brussels. We witness human trafficking way more than we think. It’s part of a cultural thing and you don’t understand what it is. It’s all about money, big money, and it’s about inequality.”
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Irene Wintermayr, Policy Officer for the ILO Office for the European Union and Benelux, outlined the efforts being made by the ILO, drawing attention to their 50 for Freedom Campaign and also highlighting the inter-organisational efforts of the ILO and the EU.

Associate Director and global Chief of Child Protection for UNICEF’s Programme Division, Cornelius Williams, offered advice to those looking to assist in the fight against trafficking, highlighting the need to be a conscientious consumer, “Is it a company that doesn’t care that little hands have made what you wear?”

In conclusion the event was a huge success with Madi Sharma appealing to the audience of 500, all sporting a Blue Heart pin, to recognize the important fact that “You must be the change you want to see – no excuses!”

To learn more about human trafficking and what you can do:

- The 50 for Freedom Campaign
- The Blue Heart Campaign
- United Nations Voluntary Trust Fund for Victims of Human Trafficking

Please click here to see the handout from the event and don’t forget to check out more event photos on our Flickr!