

Meet the most motivated students in the world

The School for Justice's first class of 2017 is studying with a vengeance

13 JUNE 2017, AMSTERDAM, 16.00 CET

SUMMARY

The first students at India's School for Justice - an initiative devised by J. Walter Thompson Amsterdam – have started studying for the first round of exams. The School for Justice trains girls rescued from child prostitution to become lawyers and public prosecutors with the power and determination to prosecute the criminals who once owned them. This ground-breaking initiative is lifting the lid on some of India's taboos around child prostitution - whilst empowering some of India's most disadvantaged girls through education.

These young women are part of the first class of 19 students who currently live on-site at the school and are studying to be accepted onto the law course at one of India's best universities (the name is not being publicised to protect School for Justice students). Once accepted, they will be supported throughout the five-year degree course, when they will qualify as lawyers.

India has the most underage girls trapped in prostitution in the world, with over 1.2 million children forced to work in illegal brothels. Despite the magnitude of the problem, the amount of prosecutions is incredibly low. In 2015 there were only 55 legal cases that led to convictions.

Poverty, the gender imbalance, and the caste system are driving factors leading to the current situation.

Bas Korsten, Creative Partner at J. Walter Thompson Amsterdam:

“We believe in fundamental solutions. With the School for Justice, it's not just about changing the conversation, but it's about changing lives. We looked for an idea that would last for the next decade - rather than a spot that would run for a month. As tangible solution to a complex problem, the school itself *is* the campaign.”

Among the first intake is Dolon, who was sold to a brothel in New Delhi, where she was both mentally and physically abused; and Sabna, who was just nine years old when she was forced into prostitution.

Sangita, student at School for Justice, class of 2017, said: **“At the moment I am only thinking about completing the law degree and becoming a lawyer and appearing in court. I want to**

make my own way as a woman and a lawyer.”

As a physical manifestation, the school is educating girls – and as a communication construct, the school is already changing opinions and perceptions about the victims of child prostitution in India.

Notes to editors:

More about the communication behind School For Justice:

The School for Justice has been created by a leading global creative team, who together are delivering a powerful campaign across India. This team is led by advertising agency J. Walter Thompson Amsterdam.

The campaign films were directed by Juliette Stevens at New Amsterdam Film Company. The website has been created by This Page. The music is composed and produced by MassiveMusic.

More about J. Walter Thompson Amsterdam

Innovation agency of the year 2016, J. Walter Thompson Amsterdam, is known for their fundamental and innovative ideas, such as last year's multi-grand prix winning campaign for ING Bank, The Next Rembrandt. J. Walter Thompson Amsterdam came up with the idea of the 'School for Justice'. Together with Free a Girl Movement India, J. Walter Thompson Amsterdam has brought the school to life. The School for Justice will officially open on the April 6th 2017 in Mumbai.

More about the School for Justice:

The School for Justice is more than a physical school; it's an entire programme to educate girls that are rescued from child prostitution to become lawyers and prosecutors with the power to prosecute the criminals that once owned them. The school opens on April 6 2017 with the first class of 19 girls.

To find out more about the education programme, please follow this link:

<http://www.schoolforjustice.com/about/read-more>

More about Free a Girl Movement:

The Free a Girl Movement raises awareness and local resources for its partner organisations and networks fighting child prostitution and the impunity of offenders of child prostitution. The Free a Girl Movement is an initiative of the international NGO Free a Girl.

-CREDITS-

SCHOOL FOR JUSTICE 'Determined to Fight Back'

CLIENT CREDITS

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PRODUCTION COMPANY: New Amsterdam Film Company

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PRODUCER: Laura Hannewijk

DOP: Myrthe Mosterdman

SOUND: Studio Alfred Klaassen

MUSIC: MassiveMusic

WEB PRODUCTION This Page Amsterdam

PR AGENCY INDIA Fleishman Hillard Mumbai

ADDITIONAL EDITORS 'CLASS OF 2017' Celine Bakker, Marieke Kranen



RELEVANT LINKS



#schoolforjustice

<http://www.schoolforjustice.com>



Facebookpage

<https://www.facebook.com/freeagirlmovement>

QUOTES

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— Bas Korsten, Creative Partner at J. Walter Thompson Amsterdam explains:

"At the moment I am only thinking about completing the law degree and becoming a lawyer and appearing in court. I want to make my own way as a woman and a lawyer."

— Sangita, student at the School for Justice:

IMAGES



Support the #FreeaGirlMovement



**I WANT TO PUNISH
MY PERPETRATORS**

READ MY STORY

**I
SUPPORT
THE
SCHOOL
FOR
JUSTICE**

I WANT TO HELP OTHERS

READ MY STORY

I WANT CHANGE

FOLLOW FREE A GIRL MOVEMENT

I WANT TO FIGHT BACK

READ MY STORY

INDIAN CHILD PROSTITUTION FACTS:

1,252 BILLION
PEOPLE

CHILDREN FORCED INTO CHILD PROSTITUTION

CASES THAT LED TO
CONVICTIONS IN 2018


1,200,000 VS **55**

ON AVERAGE THESE GIRLS GET RAPED 9 TIMES A DAY.

THAT MAKES

10.800.000

CHILD RAPES A DAY



**I WANT TO BRING JUSTICE
TO THOSE RESPONSIBLE**

READ MY STORY



I WANT TO TAKE ACTION

READ MY STORY



I WANT CHANGE

READ MY STORY



I WANT JUSTICE

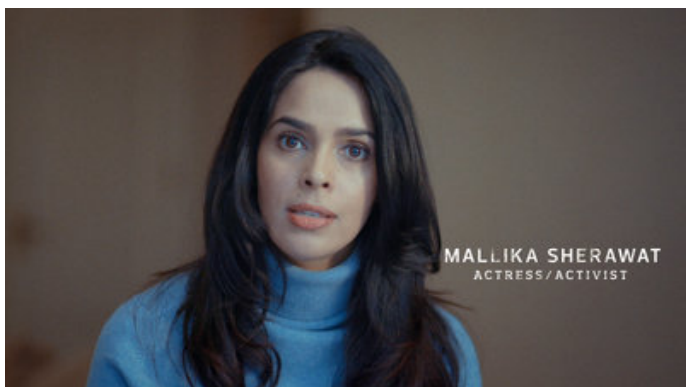
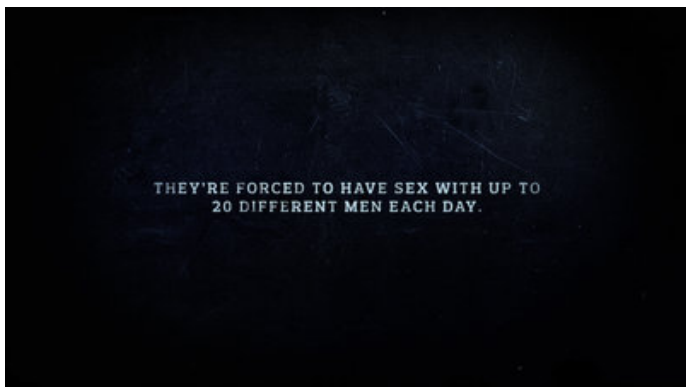
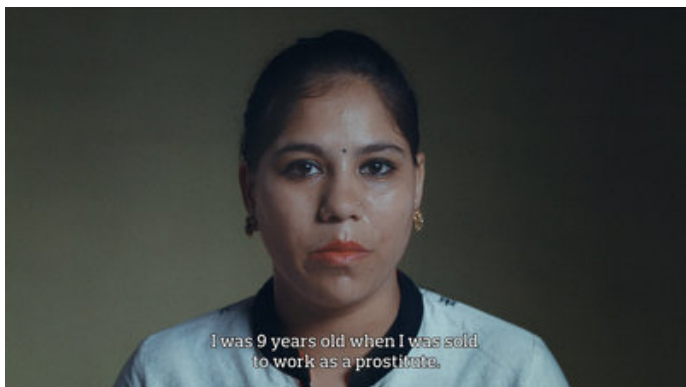
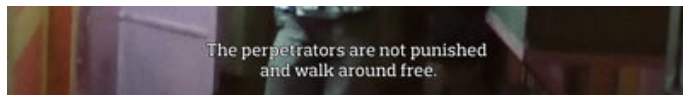
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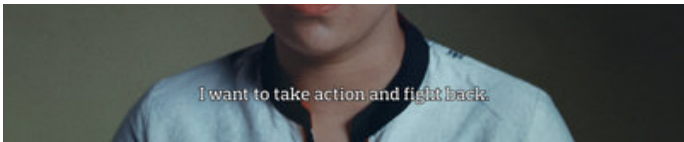
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SUPPORT**

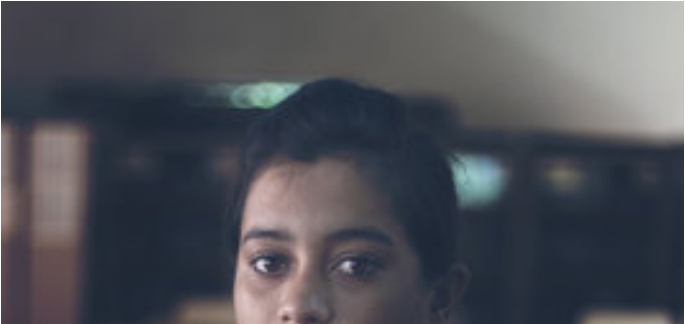


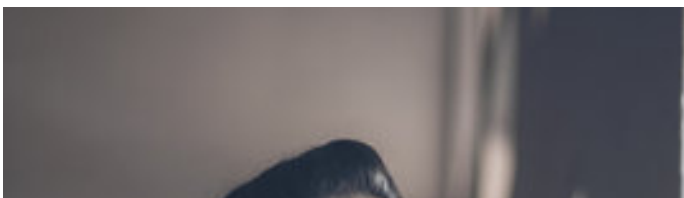






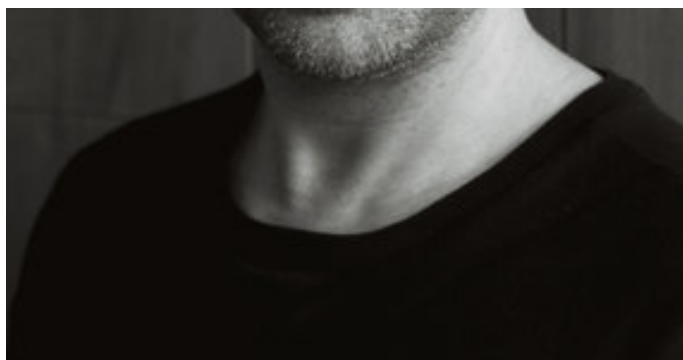












ABOUT J. WALTER THOMPSON AMSTERDAM

We're a local agency with international ambitions. Intergalactic ambitions even. To reach that goal we've transformed the agency quite drastically. For instance, we only have 3 departments: Think, Do and Make. Why? Because you have to keep it simple this day and age to help your clients face an increasingly complex world.



J. Walter Thompson Amsterdamnewsroom