

Fra følelse

**Alle husker :
drev sig selv
handles med**



From emotion to campaign

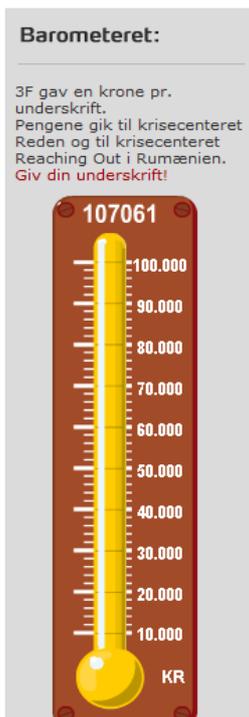
All Danes might remember 3F's big campaign Stop trafficking in women NOW. A campaign driven by legitimate outrage and indignation that people could be traded, treated so brutal only to be dumped or resoled or whatever. The harsh realism stroke anybody.

3F seized momentum when the union in 2006 took the first step in what should prove to be a comprehensive and meaningful campaign against women trafficking. Women Workers Union had for long themed issues on violence against women - and in this context claimed prostitution to be regarded as sexual violence. But it was with the merger to 3F, there was space and (man)power for a real campaign. The new (male dominated) organization needed to make visible that it also took women and gender politics seriously.



3F's president was deeply indignant over the trafficking of women, who increasingly took place just before our eyes. Indignation was used for a journalistic campaign to document the extent and nature of this trade in women. The campaign would at the same time show 3F as a value based organization, caring about human life, dignity and prosperity - far beyond what was happening at the individual workplace.

The story of the 16-year-old Carmen, who could be bought in Rumania for just 15,000 kroner, opened everyone's eyes to the trafficking in women a problem in Denmark as well. At a Board meeting immediately after the story was brought into 3F journals, the reaction was overwhelming. It was decided on the spot to launch a petition and granted double up on the 100,000 signatures that were set as goal. And from there it went just high.



Not a local branch, not an event, not a workplace could stay without getting involved. So many people became aware of this problem. And a lot of people started a hole lot of new initiatives designed to obtain signatures and money to shelters in Denmark and Romania. Journal 3F harbored campaign website, documentation features and new angles on prostitution scale and impact. More than 300 news were published in the period 2006-2007 only. 3F was reinvented as an activist organization.

Stopkvindehandel.nu proved to be the campaign that could assemble the new organization. The campaign that brought the new 3F on everyone's lips. 3F was extremely visible, because nobody else had taken the ball ripped to be kicked. It was the campaign nobody could say no to. The campaign has had far-reaching implications for future work against trafficking in women both in and outside the organization - perhaps precisely because it was a big (neutral?) union like 3F, who took the lead.