



For Immediate Release

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On World Day Against Child Labor (June 12, 2015), Stand with GoodWeave to End Child Labor in the Rug Industry

With the world turning its collective attention to the global child labor problem on World Day Against Child Labor, GoodWeave continues to mount its largest ever campaign to put an end to child labor in the carpet industry by 2020.

There are an estimated 168 million children being exploited in the global economy today and up to a quarter of a million of them make up a hidden workforce in countries like India, Nepal and Afghanistan, where they are toiling in inhumane conditions to craft rugs for export to Western markets. Since 1995, GoodWeave has been offering a solution – a market-focused certification program based on a no-child-labor standard. Hundreds of exporters, importers and brands have joined the program, agreeing to random inspections of their suppliers and working with GoodWeave to build a market for modern décor that is not produced with modern slavery.

Through its efforts, GoodWeave has directly rescued over 3,500 children and helped to reduce child labor in the sector by 75%. Completely eradicating it will require an unprecedented mobilization, but with GoodWeave founder Kailash Satyarthi being recently awarded the Nobel Peace Prize, the time is ripe.

The most important piece of the puzzle is consumers. “If consumers are informed about the tragedy of child labor, and enough of them translate this into smarter purchasing decisions, we have the potential to transform how business is done,” said Nina Smith, Executive Director of GoodWeave.

So for the past year, the organization has been sharing the true story of Sanju, a young girl sold into carpet making and forced to work 16-hour days, ultimately rescued by GoodWeave and brought into the classroom. Viewers of the short animated film are invited to *Stand with Sanju* and put a stop to child labor by purchasing a GoodWeave certified rug, signing petitions to the United Nation and national law-makers, donating to GoodWeave’s charitable work, or sharing Sanju’s story on social media.

The theme of this year’s World Day Against Child Labor is *NO to child labor; YES to quality education* and GoodWeave hopes to give every child like Sanju a beautiful story. Through education, children are empowered to understand and defend their rights, and they are more likely to earn higher wages when they are older, thus breaking the cycle of exploitative labor. A stable and skilled adult workforce is also essential for ensuring that one rescued child is not simply replaced with another victim. GoodWeave supports the training of adult weavers, as well as fair pay and better working conditions, so that the industry develops responsibly and improves the lives of workers and their families.

The recent earthquakes in Nepal are a shocking reminder that our progress is susceptible to setbacks beyond anyone’s control. GoodWeave has been working daily to distribute medical assistance, food supplies and temporary shelter to thousands of weavers affected and displaced by the disaster. In the weeks and months to

come, it will be essential that Nepal's largest industry is supported in its rebuilding efforts and that a rise in child trafficking does not result from the devastation. "It's helpful to continue buying from Nepal, to make sure that weavers have a way to earn money—that's best way to help them get back on their feet," said Beth Huber, GoodWeave's deputy director.

To commemorate World Day Against Child Labor, GoodWeave founder Kailash Satyarthi will be delivering a talk at the Lincoln Memorial in Washington, DC on June 16th at 4pm. GoodWeave will also be taking part in a panel discussion organized by the NGO Committee to Stop Trafficking in Persons on June 9th at the Salvation Army Auditorium in New York City at 1pm.

Stand with Sanju and the millions of children like her and support GoodWeave's work to end child labor by visiting www.goodweave.org/sanju.

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About GoodWeave

GoodWeave is an international nonprofit organization that aims to stop child labor in the carpet industry and to replicate its market-based approach in other sectors. The GoodWeave label is the best assurance that no child labor was used. More information may be found at: www.GoodWeave.org.

Stand with Sanju campaign

Tools and sample social media posts are available on [the online toolkit](#).