



## **THE GREAT COALITION FOR EQUALITY AND CHOICE**

Nowolipie 13/15, 00-150 Warsaw, Poland

[koalicja@federa.org.pl](mailto:koalicja@federa.org.pl), [wielkakoalicja.pl](http://wielkakoalicja.pl)

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**Mr. Reed Hastings, Founder, Chairman, Chief Executive Officer**

**Mr. Neil Hunt, Chief Product Officer**

**Mr. Theodore A. Sarandos, Chief Content Officer**

**Ms. Leslie Kilgore, Chief Marketing Officer**

The Great Coalition for Equality and Choice - an informal initiative gathering over 100 women organizations – vehemently opposes the promotion of violent content objectifying women in the film “365 Days” on Netflix.

„365 Days” is a film full of physical, psychological, economic, and sexual violence, yet it is being widely promoted by Netflix. The film contains many scenes of sexual violence, where women are forced to perform sexual acts. It is the platform’s endorsement of violence against women? The scale of sexual violence is enormous – 9 in every 10 women experience sexual harassment, as shown by data collected by the Polish STER Foundation.

In the film, women are sexualized and reduced to objects of sexual acts. Research show that a third of young women between ages 14 and 17, have experienced date rape at least once in their life<sup>1</sup>. “365 Days” encourages sexual abuse among teenagers, who constitute a significant group among viewers of this film.

The more outrageous are the statements of Netflix representatives, who claim that the platform has only bought license to stream the film, did not participate in production, and that by streaming a film of this kind, Netflix merely provides its users with choice.<sup>2</sup>

Yet, in our view, it is not choice, but conscious shaping of attitudes, and promotion of behavioral patterns. And such patterns translate to building interpersonal relations devoid of communication, boundaries, and mutual respect. Is this, according to Netflix, the right way to educate the young generation?

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<sup>1</sup><https://www.niebieskalinia.pl/pismo/wydania/dostepne-artykuly/5030-przemoc-w-zwiazkach-nastolatkow-cz-i>

<sup>2</sup><https://www.theguardian.com/media/2020/jul/04/netflix-stands-by-hit-film-365-days-despite-duffys-sex-trafficking-criticism>

Promoting the film “365 Days” is even more shocking, considering the fact how Netflix boasts about promoting pro-equality initiatives, for example by endorsing the Warsaw Pride. Where is the consistency? Does Netflix think it is alright that teenagers, “inspired” by the film, compete in social media, using hashtags #365days and #365dayschallenge?

It is unacceptable to promote a film, which glorifies slavery of women. The data of Global Slavery Index is clear – 71 percent of the 50 million enslaved people are women<sup>3</sup>. Is Netflix indifferent towards such a large scale of violence and abuse?

Therefore, we call on Netflix to adopt an attitude of social responsibility to minimize violence against women.

**The letter has been signed by the following organizations and initiatives:**

- 1 ADDP l'Association Défense de la Démocratie en Pologne (Stowarzyszenie na rzecz obrony demokracji w Polsce)
- 2 ASTRA Network
- 3 BABA Lubusz Association for Women
- 4 Berlin Congress of Women
- 5 Black Brussels Balloons
- 6 Black Protest Gliwice
- 7 Democracy is OK (DOK)
- 8 Democratic Union of Women
- 9 Lowers Silesian Forum of Women, Women Associations and Groups
- 10 Berlin Gals
- 11 Gals for Gals France
- 12 Kielce Gals
- 13 London Gals
- 14 Szczecin Gals
- 15 Farsa
- 16 Federation for Women and Family Planning
- 17 Polish Lobby of Women Federation
- 18 Femini Berlin Poland
- 19 Polish Émigré Association Elles sans Frontières ASBL

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<sup>3</sup> <https://www.globallslaveryindex.org/>

- 20 Klamra Foundation
- 21 Center of Women's Rights Foundation
- 22 Time of Dialog Foundation
- 23 Education – Equality – Activity – Dialog Foundation
- 24 Feminoteka Foundation
- 25 Izabela Jaruga-Nowacka Foundation
- 26 Kazimierz Łyszczynski Foundation
- 27 Initiative of Active Women Foundation
- 28 KiDs Foundation
- 29 Women Are Changing the World Foundation
- 30 STER Foundation for Equality and Emancipation
- 31 Not Only Polish Mother Foundation
- 32 SPUNK Foundation of Modern Education
- 33 Positive Changes Foundation
- 34 Prawnikon Foundation
- 35 Spaces of Dialog Foundation
- 36 Birth with Dignity Foundation
- 37 Trans-Fuzja Foundation
- 38 Gallery of Inspiration
- 39 Informal Group Równość.info
- 40 100 Years of Women's Voice Initiative
- 40 KARAT Coalition
- 41 KOD Women
- 42 Women's Episcopal Conference
- 43 Congress of Women North Greater Poland
- 44 Congress of Women Silesian Voivodship
- 45 Congress of Secularity
- 46 Koszalin Association of Local Activity Era of Women
- 47 Lambda Warsaw
- 49 Lublin Coalition for Women
- 50 Łódź Trail of Women
- 51 Łódź Manifa
- 52 Rzeszów Manifa
- 53 Toruń Manifa

- 54 Manifest of Free Polish Woman
- 55 Map of Church Pedophilia
- 56 March of Dignity
- 57 Medical Students For Choice Poland
- 58 International Women's Strike
- 48 Nothing About Us Without Us. Women's Movement Gliwice and Pyskowice
- 59 Black Protest Informal Group
- 60 Informal Initiative Group from Bydgoszcz
- 61 Unbreakable-Silesian (Katowice)
- 62 "We Can" Civic Association
- 63 Nationwide Women's Strike
- 64 NWS Gryfino
- 65 NWS Poznań
- 66 NWS Puławy
- 67 NWS Sanok
- 68 NWS Sochaczew
- 69 NWS Warsaw
- 70 NWS Zawiercie
- 71 Poster Girls
- 72 Polish Gender Society
- 73 Polish Society of Antidiscrimination Law
- 74 Protest of Women
- 75 Save Women Initiative
- 76 Active Women Association
- 77 Lower Silesian Congress of Women Association
- 78 Stanisław Brzozowski Association – Political Critique
- 79 Women's Initiative Association
- 80 21<sup>st</sup> Century Club Association
- 81 "Key" Association Stop Social Exclusion
- 82 Women's Słupsk Association
- 83 Positive Woman Association
- 84 Congress of Women Association
- 85 Konin Congress of Women Association
- 86 Łódź Gals for Gals Association

- 87 Love Does Not Exclude Association
- 88 Our Stork Association
- 89 ON/OFF Association
- 90 Association for the Improvement of Alimony Matters - For Our Children
- 91 Pro Femina Association
- 92 Stop Stereotypes Association
- 93 Women's Trail Association
- 94 Nearby Association
- 95 Association of the Enlightenment-Rationalist Academy
- 96 Tomaszów Congress of Women
- 97 Toruń Gals
- 98 3City Women's Action
- 99 Warsaw Gals
- 100 Wielkopolski Congress of Women