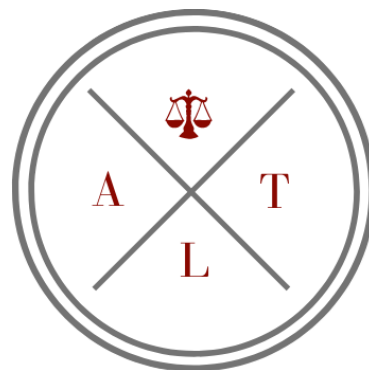


Case | First round

Amsterdam Law Trials



The Juicer

GRO-GREEN is a large multinational company with headquarters in Amsterdam and branches in most major European cities. They specialise in the sale of eco-friendly bathroom, kitchen, and household goods. In addition to that, they have gained a reputation for sharp environmental activism – especially through their online channels. GRO-GREEN has its own blog and active accounts on all major social media channels, which they use to critically engage with global environmental news, expose wrongdoings, promote relevant scientific findings, and facilitate discussions.

Mandy de Vries (she/her), 26 years old, is employed by GRO-GREEN as their main spokesperson since 2019 (she is on a permanent contract). She has become the face of the company, nationally and internationally. She is known for her edgy activist style. Her job has increased in importance during COVID-19, when most of the marketing efforts of the company have shifted to social media. Mandy works for the marketing department and earns EUR 4,200 a month. She has appeared in activist and educational videos, spoken about the company's values, and engaged in environmentalism discussions from her 'personal' accounts (they are in fact GRO-GREEN related but presented as personal accounts) on Instagram, Twitter, and TikTok. The accounts have between 5,000–10,000 followers, including mainstream media – adding to the range of the accounts. Her name, directly associated with that of GRO-GREEN, has become quite known. As an alumna in environmental studies, she lives her dream job.

Mandy is at the forefront of GRO-GREEN's latest media campaign against the fast-food sector – for the excessive use of plastic products, the high CO2 footprint of the restaurant furniture, emissions and animal cruelty coming from the meat industry. This includes a media campaign against the fried chicken sector, where Mandy explains the cruelties done to these chickens. She explicitly urges people to cancel the fried chicken fast food sector using the edgy hashtags "*#TrashAFC*" and "*#DontKillChickenKillAFC*".¹

¹ AFC (Amsterdam Fried Chicken) is a large Fried Chicken chain with their headquarters and multiple locations in Amsterdam, and several other locations throughout the Benelux.





Image 1: Screenshot of an Instagram post by GRO-GREEN for their latest campaign against the fast-food sector.

On 9 December 2022 Mandy and some of her friends were at the Skibar at Rembrandtplein enjoying drinks and some food. At that same bar was Michael (he/him), who works exclusively for Alex Russo (they/them), a famous TikTok juicer.² Michael recorded a video on his phone. The video starts with Mandy and her friends talking and ordering drinks. It's around 20:23 as the video zooms in on Mandy, allowing a good look at her face. The video then zooms out, and the audience sees Mandy ordering something. The screen cuts to black and in the next scene, Mandy is seen receiving her order: an XXL platter of chicken wings. The video then pans to

² For the purposes of the case, “juicer” is understood as a person who owns a so-called juice channel on social media, like TikTok or Twitter, which focuses on collecting and creating gossip about famous people.

Mandy trying to throw one of the half-eaten chicken wings into an already overflowing trash can at the corner of the bar. When that doesn't seem to be working, Mandy throws another one, and then another. Soon enough, there is some kind of 'throwing competition' between the friends. The video ends with a zoom-in on Mandy's face, who seems annoyed at 'losing' the competition. Once he was done with the recording, Michael promptly sent the video to Alex. The video was uploaded at 23:34 on 9 December 2022 to the channel *TheNotoriousJuicer* with the caption *"How about we give @MandyDeVries the same treatment as she is giving the chickens! #ThroGreen #TrashMandy #RippedWings #DontKillChickenKillMandy."*

Alex Russo, 23 years old, is a theatre student in Amsterdam and they have a TikTok account where they are very active with around 500,000+ followers. They have been a so-called 'juicer' for a little over a year now. With the 'The Notorious Juicer' they have managed to get brand-deals and collaborations. Alex has the resources to pay people to be on the lookout for the juiciest gossip and sell the exclusive rights to those videos to them, as is the case with Michael.

This particular video circulated far and wide. It trends on Twitter and TikTok under the hashtags given by TheNotoriousJuicer: *#ThroGreen*, *#TrashMandy*, *#DontKillChickenKillMandy*, and *#RippedWings*. For TheNotoriousJuicer it was a success, bringing 150,000 followers in two days. For Alex, this translates into extra yearly advertisement and merch revenue of EUR 50,000.

The impact on Mandy's life and career was severe. She was tagged in countless posts with death wishes and other malign messages, especially under the TheNotoriousJuicer *#TrashMandy* *#DontKillChickenKillMandy* hashtags. She also received emails and even some old-fashioned letters with death threats, as did GRO-GREEN. GRO-GREEN, wanting to mitigate reputational damages, immediately decided to part ways with Mandy. Mandy has lost any prospect of having a job in her industry ever again. It is clear that NGO's, green companies, and government agencies would be wary of hiring her. To Mandy's horror, and to add insult to injury, her vegan fiancé, Alissa, has also called things quits. Mandy immediately sought help from a psychologist.



One week later, Mandy decided to sue Alex, TheNotoriousJuicer. She feels that Alex has gone too far by calling for similar treatment and by the hashtags used. Mandy wants the video – along with the text and the hashtags – removed with immediate effect, and demands a public apology. She claims that she has suffered major damage, as a result of the publication. Mandy argues that the damages exist in the form of financial losses (mainly the loss of her job and the difficulty of finding a new one).

