

GOVERNMENT OF THE COOPERATIVE REPUBLIC OF GUYANA

TERMS OF REFERENCE

PRODUCTION OF TRAFFICKING IN PERSONS ANIMATED PUBLIC SERVICE ANNOUNCEMENTS (PSA)

1. BACKGROUND

1.1. Trafficking in Persons (TIPs) or Human Trafficking today is a complex and global phenomenon, affecting men, women and children in over 137 countries (United Nations Office on Drugs and Crime 2008).¹ It is a largely hidden crime that comes in many forms of forced labour, including sexual exploitation. Unfortunately, this crime is present in the Cooperative Republic of Guyana. The country's Combating of Trafficking in Persons Act No. 2 (2005) defines TIPs as "the recruitment, transportation, transfer, harbouring or receipt of persons by means of threat or use of force or other means of coercion, or by abduction, fraud, deception, abuse of power or a position of vulnerability, or by the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation." TIPs denies human-beings their rights and dignity through associated physical, psycho-social and economic abuse, as well as violence inflicted. It also distorts labour markets, and undermines the rule of law.

Human trafficking occurs in Guyana's hinterland interior and urban areas in sectors such as mining, agriculture, forestry, domestic service and shops (*Trafficking in Persons Report* 2018).²

The latest available data shows 857 persons were interviewed and screened for alleged acts of TIPs in Guyana between 2014 and 2020. The annual TIP cases consistently increased from 98 in 2016 to 240 in 2018. While there was some reduction in the number of reported cases in 2019, when 140 victims were recorded; there were 225 alleged victims in 2020. The majority of cases are females (87%), of foreign nationality (Venezuelan), and 15.4% are under 18 years of age.³ The reasons for the higher proportion of females among the victims lie in deeply entrenched gender roles which result in lower social and economic prospects for women as compared to men. Equivalently, the effects of TIPs on men and women differ and so must necessary responses. For example, women tend to be more affected by sexual abuse which requires adequate health interventions. Women's economic dependence and lack of (awareness of) rights might require interventions, which target empowerment in both dimensions.⁴ Further, the provision of shelter after victimisation needs to consider gender and afford safe spaces for women and children.

From 2014-2017, TIPs was most prevalent in Region 4 - Demerara-Mahaica and Region 7 - Cuyuni-Mazaruni with a rate of 52% and 19% respectively.⁵ Although regional distributions vary, the areas of origin of victims were primarily Region 4 - Demerara-Mahaica and Region 1 – Barima Waini (16% and 15%); while 48% originated from other countries such as Dominican Republic,

¹ *Global Report on Trafficking in Persons* (2016). https://www.unodc.org/documents/data-and-analysis/glotip/2016_Global_Report_on_Trafficking_in_Persons.pdf

² United States Department of State's *TIPs Report 2017* <<https://www.state.gov/documents/organization/271339.pdf>>

³ Some 65% were 19 to 32 years of age.

⁴ D'Cunha, Jean (2002): Trafficking in persons: a gender and rights perspective. Expert Group Meeting on "Trafficking in women and girls", 18-22 November 2002, Glen Cove, New York, USA. <http://www.un.org/womenwatch/daw/egm/trafficking2002/reports/EP-DCunha.PDF>

⁵ Region 4 (Club Leblion, Georgetown; East Coast Demerara) and Region 7 (Bartica, Mousie Backdam).

Venezuela, Brazil, Panama, and French Guiana. However, Data for 2018 to 2020, show that 90% of the alleged victims originated outside Guyana from other countries including Dominican Republic and Venezuela

The Government of the Cooperative Republic of Guyana (GOGY) is a signatory to the United Nations Convention against Transnational Organized Crime (UNTOC) and the Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children.

The GOGY's national measures include promulgation of TIPs legislation, national, bilateral and international partnerships, programs guided by the *National Plan of Action for the Prevention and Response to Trafficking in Persons* (NPOA), and inter-agency coordination mechanism through a Ministerial Task Force on Trafficking in Persons. Guyana's strides in combating TIPs is marked by its Tier 1 rank⁶, as a country that fully meets the minimum standards for the elimination of trafficking in persons. Contributing factors are that the Government of Guyana prohibits trafficking in persons and punishes acts of human trafficking along with making serious and sustainable efforts to eliminate incidence of trafficking in persons. Notwithstanding, the strengthening of national systems to prevent TIPs, prosecute perpetrators and for the identification and the protection victims, is imperative.

The Caribbean Development Bank (CDB) has, therefore, provided grant resources to the GOGY to strengthen the capacity of governmental and non-governmental partners through the *Technical Assistance for Combatting Trafficking in Persons – Guyana Project*; to finance *inter alia*,: (a) consultancy services for the development of TIPs Training Manual and Code of Conduct for the Ministerial Task Force; and (b) the provision of training to improve awareness of TIP.

Against this background, the Ministry of Home Affairs is seeking to engage a company to provide consultancy services to bolster sensitisation efforts under the project through the production of animated PSAs on trafficking in persons and commercial sexual exploitation. The intervention aligns with NPOA's programme areas of prevention, and protection and reintegration. Given that women and children victims are in the majority of TIPS, the technical assistance will be socially inclusive and well as gender and child-responsive.

2. OBJECTIVE

2.1. The purpose of the assignment is to provide resources for the Government and non-government partners to raise awareness on the phenomenon of Trafficking in Persons (TIPs) in Guyana, and thereby contribute to the prevention of TIPs in Guyana.

2.2. The objective of the assignment is to develop public service announcements in the form of (5) short 2D/ 3D High Definition Animation videos. These videos will capture various aspects of the local experience with regard to anti-trafficking in persons, and efforts to reduce commercial sexual exploitation.

⁶ Tier 1 rank is an improvement compared with Tier 2 Watch List and Tier 2 ranks 2010- 2016 (*TIPs Report 2017*).

3. SCOPE OF SERVICES

3.1 The services are to be performed in accordance with generally accepted international standards and professional practices acceptable to CDB. The firm will perform all the investigative work and analyses to fulfil the abovementioned objectives. The scope of services covers all activities necessary to accomplish the objectives of the consultancy, whether or not a specific activity is stated in the TOR. Specifically, the consultant will:

3.1. Conduct participatory primary and secondary research necessary to complete the assignment. The research will include:

3.1.1. Review secondary data including the UNTOC and protocol, Combating of Trafficking in Persons Act No. 2 (2005), NPOA 2017-2018, *TIPs Report 2017 and 2018*, TIPs statistics, TIPs Standards Operational Procedures (SOPs), Task Force Terms of Reference (TOR), TIPs Training Manual, social legislation and policies,⁷ relevant strategic sector plans, reports, studies, poverty assessments, standard operational procedures or national referral mechanisms and other international/regional/national data sources.

3.1.2. Collect primary data through participatory consultations with stakeholders to inform evidence-based design of consultancy deliverables and gain buy-in for implementation. Examples of stakeholders include: the Ministry of Human Services and Social Security (MHS &SS) - Counter- Trafficking in Persons Unit, other government agencies and NGOs represented on the Task Force, sector specific representatives of vulnerable groups.⁸ Separate focus groups may be convened for males, females, or any other vulnerable groups, along with the review of similar PSAs.

3.2. Prepare the scripts and narration for four (4) or micro animation videos:

3.2.1. Video Script must be supported by the research conducted at 3.1 – 3.3 above and

3.2.2. Detailed outline of thematic areas/segments identified in 3.3 below.

3.3. Produce graphics or animation for videos along with recording of narration and background music for videos. The videos are to cover the following themes:

3.3.1. What is Trafficking in Persons (TIPs)? ; - Through simple language achieve a clear understanding of what is trafficking in persons. **(180 seconds)**

3.3.2. Labour Trafficking in Guyana – covering examples in mining, domestic servitude, agricultural and construction areas: women, children and men. **(180 seconds).**

3.3.3. Sex Trafficking in Guyana – covering examples in the mining, entertainment and service industries; local and international victims. **(180 Seconds).**

3.3.4. Commercial Sex Trade / Sex Tourism- covering examples in the entertainment and service industries: local and international victims **(180 Seconds).**

⁷ See background for the social legislation and policy framework.

⁸ Examples include the Indigenous Peoples' Commission, Women and Gender Equality Commission, The Rights of the Child Commission of Guyana, National Commission on Disability, and Bureau of Gender Affairs.

3.4. Voice –over for animated videos will be recorded in **English** (Spanish subtitles) and **Spanish** (English subtitles) along with two (2) **native Indigenous languages**.

3.5. Videos should be produced and delivered in a high resolution digital format that can be used on You Tube, Social Media Outlets, other digital media tools (open files) as well as in TV broadcast quality. Images and language must be gender- responsive and inclusive.

4. REPORTING REQUIREMENTS

4.1 The firm will report to the Permanent Secretary in the Ministry of Home Affairs (MoHA) or his/her designate. The firm will work closely with the TIPs Project Coordinator in the MoHA and MHS&SS and the Ministerial Task Force in carrying out the assignment.

4.2 The Technical and Financial Proposal of the selected firm shall outline a work plan and approach to the assignment, the scope and methodology, the tasks and responsibilities, time schedule for completion of the assignment; and expected processes and outputs for the production of the animated videos. The following reports, one hard copy each, along with an electronic copy either by email, on CD ROM or flash drive, shall be submitted to the MoHA at the times indicated below. The reports must incorporate feedback provided by the MoHA. The animated videos shall be provided in editable format (see section 3.5.).

4.2.1. Creative Brief as specified in **3.2**, within ten (10) days of commencement of the assignment.

4.2.2. First Draft of animated videos as specified in **3.3**, within three weeks after commencement of the assignment.

4.2.3. Second Draft of animated videos in 3.3, within five weeks of commencement of the assignment. The second draft videos must incorporate feedback received from the Ministry of Home Affairs, Counter- Trafficking in Persons Unit, MHS&SS and stakeholder’s review meeting.

4.2.4. Final animated Videos as specified in **3.3**, within nine weeks of commencement of the assignment. The submission must incorporate feedback received from the MoHA and stakeholder’s review meeting.

4.2.5. All products and materials resulting from the consultancy will be the property of the GOGY and subject to the rules and regulations governing copyrights. The Consultant is prohibited from using information gathered during the consultancy without the written consent of GOGY

5. TIMELINE AND QUALIFICATIONS

5.1 The assignment will require a maximum of 40 professional days over a nine week period.

5.2 The contracted firm should have Key Experts that meet the following minimum criteria:

- (a) Bachelors in Communications, Film, Digital Animation, Journalism or related discipline;
- (b) A proven track record of successful social marketing, branding and marketing experience;
- (c) At least three (3) years' experience in Digital Animation Production of Film , specializing in mini-documentary and multimedia production with proven capacity and skill, and knowledge of innovative approaches to carry out the assignment;
- (d) Evidence of strong leadership and excellent communication skills insightful thinking as well as an aptitude for creative, out of the box thinking and the creation of innovative strategies and ideas;
- (e) Understanding of industry trends in marketing and consumer psychology as well as demonstrated knowledge of the latest industry news and information.
- (f) Capacity for creation of communication materials that are gender- responsive and inclusive;
- (g) Organisational/individual competency to deliver the services with a history of successful execution in a Caribbean environment and in a multi-ethnic context are distinct assets:
- (h) At least one year's experience working with/or covering issues regarding vulnerable groups such as victims/survivors of human trafficking, at-risk youth, children indigenous peoples' and persons with disabilities and ;
- (i) additional experience in development communication and mass communication are distinct assets.