



CALL FOR OFFERS

VoiceOver awareness-raising campaign

Deadline 31/10/2023 at 17 CET

PROJECT:

Victims of trafficking in human beings support and Empowerment by means of a survivor leaders Engagement model

Project code: GA - GAP – 101101049

[FB page](#)

CLIENT

Equality Cooperativa Sociale, Via Canestrini 91, Padova <https://www.equalitycoop.org/>

CONTEXT OF THE PROJECT

Launched in April 2023, the EU-funded VoiceOver project aims to equip anti-trafficking organizations with the knowledge and tools to work with survivors as true partners and elevate their voice as primary stakeholders in the anti-trafficking field. Implemented by victim-support organizations from five EU member states (BE, ES, FR, IT, RO), it focuses on training staff, empowering survivors, and promoting peer-to-peer assistance to trafficked persons to facilitate their social integration.

PURPOSE OF THE CALL

The VoiceOver project partners are looking for a service provider (company or freelancer) **to produce:**

- a central piece -one video or more,
- complementary materials,
- development, launch and management of an online transnational awareness-raising campaign.

The campaign objectives are:

- to promote the concept of survivor engagement within the civil society and policy-makers
- to disseminate the project results and notably the survivor engagement model
- to stimulate the debate about communicating with dignity and respect about human trafficking

TARGET AUDIENCE

The primary target group of the campaign includes civil society organizations, shelters, institutions, research centers, the academia, and policymakers from the anti-trafficking field.

MESSAGING

The messages should revolve around these concepts:

- Inform: what is survivor engagement? The process by which survivors of traumatic experiences actively take part in activities that go beyond the receipt of care
- Anti-trafficking NGOs and policy makers must work with survivors as true partners and elevate their voice as primary stakeholders in the anti-trafficking field
- We must change the way trafficked persons are portrayed by avoiding the salvific and victimizing approach, and conveying instead the concept of empowerment, while embracing the complexity of trafficking experiences
- Survivors are the true experts about human trafficking
- Promote ethical storytelling:¹ where do we draw the line between telling and using a survivor's story? Between and empowering and exploiting someone's story?
- Deconstructing human trafficking stereotypes: against the ideal victim.² Emphasize the complexity of trafficking, i.e. not all victims want to escape, not all victims are trapped, not all victims see themselves as such

STYLE

- Avoid victim stereotyping³
- Avoid stereotyping language⁴
- Non-sexist language
- Avoid sensationalism
- Focus on non-revictimizing or blaming
- A non-paternalistic, welfare-oriented language and tone.
- Use messages and images that focus on the perpetrators and not on the victims (anyone can be a victim because the causes are structural).
- All formats are acceptable: filming, illustration, animation, mixed media, etc.

DISTRIBUTION, CHANNELS AND TERRITORIES

For the launch of Voice Over Eu campaign, the subcontractor will make use of the available existing social networks of partner's organizations (websites, Twitter, Facebook, Instagram, LinkedIn, YouTube, etc.). Moreover, the subcontractor will identify suitable additional channels and relevant stakeholders to engage in the dissemination.

Available social medias and related statistics are shown in the following table:

Partner	Website	Twitter	Facebook	LinkedIn	Instagram	YouTube	other
EqualityC oop	1500	NA	1785	209	1011	NA	

¹ <https://ethicalstorytelling.com/resources/>

² See project background section 4.1

³ See project background section 4.1

⁴ See project background section 4.3o

Payoke	3.000	151	1300	1200	600	50	
MIST	5400	NA	NA	NA	620	154	Tiktok 90
ADPARE	2.772	NA	338	NA	NA	NA	
Fundació n Cruz Blanca	1850	NA	2400	6333	NA	84	Tiktok 152
IUAV	N/A	9500	30 00	NA	NA	NA	
Total	views per month 14522	followers 9651	followers 8823	followers 7742	followers 1220	subscrib es 288	subscr ibers 90

LANGUAGE

Audiovisual and derived graphic products should be produced in English, as well as translated with the partners' supervision, dubbed and subtitled in Italian, French, Spanish and Romanian.

IMPLEMENTATION SCHEDULE

31.10.2023 -> offers submit the bid, including: 1) agency presentation and resumes of people involved; 2) creative concept for the VoiceOver campaign; 3) detailed quote

30.11.2023 -> results of the selection process are communicated to the bidders

15.12.2023 -> signing of contract and start of the activities

28.02.2024 -> the selected service provider submits a detailed campaign plan

30.11.2024 -> release of the video and start of the campaign

December 2024 - March 2025 -> campaign roll-out

March 2025 -> elaboration of a report with the results of the campaign (e.g. number of contents and posts created, number and kind of stakeholders reached, video's visualizations, etc.)

COORDINATION

The campaign planning and development will be carried out in consultation with the project team, composed of representatives of all partner organizations, and with the active participation of survivors through focus groups, briefings, or other methods .

REQUIREMENTS

The production of the video must include all pre-production, production and post-production expenses, such as:

- Concept and script
- Direction and filming
- Sound recording

- Sound design and musical composition
- Editing, post-production and color correction
- Dubbing and subtitling

The final product must be sent in the following formats:

- Prores or equivalent file in FULL HD (.mov) format
- H.264 file in web quality

The offer must also include all other campaign materials such as social media images, reels, etc.

SERVICE FEE

The service fee is **€25,000 VAT not included**. This amount must include all technical requirements, additional expenses, and travel expenses necessary for the development of the campaign materials.

SUBJECTS ADMITTED

Communication agencies, media and freelancers holding a VAT are eligible to bid. Participants must meet at least one of the following requirements:

- Previous experience in social campaigns
- Fluent in English. Additional languages a plus.

HOW TO PARTICIPATE

Interested agencies and freelancers must send the following documentation:

- **Portfolio/showreel:** highlighting previous experience in the implementation of social communication campaigns
- **Technical proposal:** Present an outline of the video or animation with a draft storyboard and of the campaign.
- **Detailed bid** that covers all the materials and activities foreseen within the technical proposal, in accordance with the maximum budget and that includes all the expenses that the service provider must incur for the execution of the assignment.

TERMS AND CONDITIONS FOR BIDS' SUBMISSION

Interested agencies and professionals must send their proposal to the certified email address: presidenza@equalitycoop.org and segreteria@equalitycoop.org by 31/10/2023.

Requests for information can be also sent to presidenza@equalitycoop.org or to segreteria@equalitycoop.org.

EVALUATION CRITERIA

With a maximum score of 100/100, the bids will be evaluated based on the following criteria:

- **Portfolio and Showreel:** 20 points



- **Previous experience in** social campaigns or working with the civil society: 20 points
- **Technical proposal** (relevance, coherence with project objectives, inspiration, and creativity will be considered): 30 points
- **Itemized bid** (detailed budget with cost breakdown): 30 points

SELECTION

A joint committee made up of representatives from the project partners will evaluate the bids and select a service provider, at its exclusive and unquestionable judgment. The results of the selection will be communicated by 30.11.2023. The selected agency or professionals will be notified by Equality.

CONFIDENTIALITY OF DATA

Equality assumes responsibility for data processing with the obligation to guarantee maximum confidentiality, applying the regulations on the subject provided by the Italian law of June 30, 2003 n. 196 (code relating to the protection of personal data) and subsequent amendments.

In accordance with the rights conferred by the current regulations on data protection, the bidders can exercise rights of access, rectification, limitation of treatment, deletion and opposition, as well as revoke the consent granted by directing their request to Equality Cooperativa Sociale, Via Canestrini 91, Padova, or to presidenza@equalitycoop.org.

Bidders can also contact the competent control authority (Garante per la protezione dei dati personali) to file a claim.

PROJECT BACKGROUND

1. Purpose and scope

The present Communications Plan provides the VoiceOver consortium partners with a roadmap for communication with their target audiences. The plan identifies the communication objectives and stakeholders, lists the principles that underpin the project communication efforts, maximizes clarity over roles and responsibilities of each partner, defines and selects the messages, and mainstreams a gender-responsive approach, in line with the EIGE recommendations on gender-sensitive communication.

2. Project Background

VoiceOver is aimed at equipping anti-trafficking organizations with the knowledge and tools to work with survivors⁵ as true partners and elevate their voice as primary stakeholders in the anti-trafficking field.

Implemented by a consortium made of victim-support organizations and survivor associations from 5 EU Member States and one research centre specialised in migration studies, VoiceOver's general objective is to build organizational capacity to collaborate with and support those who identify as survivor leaders to craft programs, participate in policy-making, and help other survivors on a peer basis.

⁵ Because there is no consistency across the consortium on the words used to describe people who have been impacted by human trafficking, the following terms are used interchangeably: survivor, victim, person/people impacted/affected by THB, concerned people, beneficiary/client (of support services). See also §4.3 below.

Specifically, the project will:

- build survivor-informed capacity by training 90 staff and empowering 20 survivors to participate in meaningful ways in anti-trafficking efforts
- provide trauma-informed and gender-sensitive assistance and support to 90 trafficked persons through peer-mentoring
- create measures facilitating the social and labor integration of 60 trafficked persons through peer-based programs
- increase awareness of survivor engagement in the anti-trafficking community through a replicable evidence-based model for NGOs, a set of recommendations for decision-makers, 5 podcasts, and 2 international events
- stimulate a debate within the anti trafficking community about communicating with dignity and respect about people who have been impacted by THB (trafficking in human beings).

3. Communication Objectives

The VoiceOver communication objectives are set in the GA under Work Package (WP) 5:

- To increase awareness and understanding of survivor engagement in the anti-trafficking community through disseminating the VoiceOver replicable evidence-based model for NGOs, a set of recommendations for decision-makers, 5 podcasts, and 2 international events
- To stimulate a debate within the anti trafficking community about communicating with dignity and respect for the people who have been affected by THB, through an awareness-raising campaign and an online event, co-designed with survivor leaders
- To achieve the awareness and buy-in of policy making institutions about the innovative approach of the model, in order to mainstream and use the results of the project for further policy improvement.

4. Principles

In VoiceOver, communication does not only serve the purpose of maximizing the dissemination of results, but it is also, in itself, a core activity aimed at promoting a debate within the anti-trafficking community about the role survivors play in our work, the way we tend to portray trafficked persons, the language we use, and the consequences of our media and PR choices.

The following VoiceOver's principles illustrate not only the beliefs and views of our partners, but also the topics around which we hope to stimulate dialogues.

4.1 The portrayal of trafficked persons

The VoiceOver partners recognize that fictional and narrow representations of trafficked persons tend to entrench stereotypical and racialised narratives. In representations where, for instance, women are kidnapped from their homes and imprisoned within brothels, a false dichotomy is created between 'ideal' and 'real' victims, marginalizing those people who don't fit the ideal victim definition. Likewise, images of trafficked persons in handcuffs or with obvious bruises and injuries, while representative of the tragic realities of some individuals, send the message that human trafficking is always visible, and that all victims await "to be rescued". Sadly, such images are often used not only in the media but also by anti-trafficking organizations themselves.

The portrayal of THB in this way can have a variety of negative effects on the people concerned and on the public perception of trafficking. Certain images can dehumanize, objectify, and sexualize people who are dealing with ongoing trauma or are still in trauma-related situations. They can undermine efforts to raise awareness amongst professionals and bystanders about the complexity of the phenomenon. They do a disservice to public education about the different signs of exploitation, and deter victims from reporting if their personal experiences do not match the extreme imagery. Anti-trafficking organizations and media outlets alike have a responsibility to speak accurately about human trafficking respecting the dignity and agency of those who have been victimized.

4.2 Ethical storytelling

Stories are powerful tools to connect with people, move them to action, or raise funding. Tapping into our emotions and shared values, they can empower people to speak out about their experiences and encourage advocacy. However, sometimes the stories of exploitation are turned into sensational tales that exaggerate some components of a survivor's



experiences, while downplaying others. Thus, apart from being a powerful tool, storytelling carries a great deal of responsibility as well. There's a fine line between telling someone's story and using their story, between empowering their voice through storytelling and exploiting it.

Because VoiceOver's main goal is to allow trafficked persons to make a meaningful contribution, the partners do not consider sharing personal stories, accounts, and experiences to be a main priority. Instead, survivors must be in control of their narrative and messages. The message they may want to convey may be different than the recounting of their past experience.

From their end, anti-trafficking organizations, service providers and the media must be aware of the inherent power dynamics that exist between them and persons impacted by trafficking, and make sure survivors have a safe space to express their views through the means they feel more comfortable with. They must help elevate narratives that do not promote victimization or stigmatization through sensationalized stories.

4.3 Terminology

People who have been impacted by human trafficking do not form a homogenous group. There are many forms of trafficking, and the phenomenon can affect a person's life in many different ways. Consequently, people should not be defined by what happened to them, and their experience of exploitation should not become a collective or individual 'label'.⁶ Trafficking happened to them at a certain point in their lives, but does not define who they are.

The language used in discussing trafficking is often stigmatizing; many trafficked persons do not identify themselves as victims or survivors. Moreover, not every trafficked person survives, and for those who did, labels such as "victim", "survivor" or "hero" might be an obstacle in their healing trajectory and socio-economic inclusion.⁷

Against this backdrop, the consortium partners are committed to avoid labelling terminology in their communication. The partners will strive to use language that reflects how individuals who have experienced human trafficking describe their experiences, recognizing that sometimes people prefer to say they have "lived experience" of trafficking or exploitation, but do not use the term "victim" or "survivor." Whenever possible, concerned people should be asked how they prefer to describe themselves.

The partners use different terms to talk about trafficked persons or the people they cater to:

Organization	Term used to describe a person who has been impacted by THB	Term used to describe a person who benefits from the organization's services
EqualityCoop	<p>trafficked person= Term preferred in projects, reports etc preferable to victim of THB</p> <p>Person victim of THB and/or severe exploitation = describing the person who is affected by THB, identified as victim of THB and/or severe exploitation (victim of a crime)</p>	beneficiario/a (IT) = beneficiary

⁶ WINGS project, AMIF, Communication Plan, 2021

⁷ La Strada International, (2021, July 30). Elevating the voice of trafficked persons. Retrieved from [web](#) on 25/2/22

MIST	First concerned person or concerned person	Simple members = people who participate in MIST activities Active members = people who actively participate in the delivery of services or in decision-making
Payoke	<p>-Trafficked person = preferred English term for publications, reports, and external communication in general. The Dutch expression “verhandelde personen” is rarely used, but it would be considered more neutral.</p> <p>-Survivor = preferred term in English, considered less labelling than victim. The Dutch translation for survivor is not commonly used when referring to trafficked persons.</p> <p>-Victim, when referring to the legal status or to a person still in a trafficking situation (Slachtoffers van mensenhandel in Dutch).</p>	Cliënt = client
Fundacion Cruz Blanca	<p>-Trafficked person = preferred term for publications, reports, and external communication in general</p> <p>-Survivor = preferred term, considered less labelling than victim</p> <p>-Victim, when referring to the legal status or to a person still in a trafficking situation</p>	<p>Usuario (ES) = end user</p> <p>Beneficiario (ES)= beneficiary</p>
ADPARE	<p>-Trafficked person = preferred term for publications, reports, and external communication in general</p> <p>-Victim, when referring to the legal status or to a person still in a trafficking situation</p>	Victim

IUAV	<p>Trafficked person/people = preferred term for publications, reports, and external communication in general</p> <p>-Person victim of THB and/or severe exploitation = describing the person who is affected by THB, identified as victim of THB and/or severe exploitation (victim of a crime)</p>	NA
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While paying attention to the distinction illustrated above, and generating dialogue about the sensible and respectful use of terminology, VoiceOver will use the terms survivor engagement and survivor leadership as they are recognized terms in the anti-trafficking community. Indeed, a change in terminology could obscure the project objectives, making it hard to communicate them to an outside audience.

4.4 Inclusive communication

As communications and the media play a significant role in representing key social markers of identity, they are prone to perpetuating stereotyping and gatekeeping. The VoiceOver consortium is committed to ensure inclusiveness in its communication efforts. To accomplish this, more diverse imagery and expansive narratives will be developed, portraying people of all genders, ages, nationalities, ethnicities, and body types.

4.5 A gender-sensitive approach to communication

The VoiceOver partners commit to employ a gender-sensitive approach in all their communication activities. Guidelines of reference are EIGE’s gender-sensitive communication Toolkit.⁸

In particular, attention will be paid to:

- Applying gender-inclusive language to all written materials
- Avoiding featuring people undertaking gender-stereotypical roles, for instance a woman cleaning the house or a man washing the car, or displaying gender-stereotypical characteristics, for instance a man being assertive or a woman attending to others’ needs
- Stereotypical colours will be avoided in visuals, such as blue/pink and dark/pastel colours typically associated with men and women
- Emphasizing gender intersectionality and the gender dimension in all forms of discrimination and exclusion.

⁸ <https://eige.europa.eu/publications/gender-sensitive-communication>