

# Launch of “Not for Sale” counter-trafficking awareness raising campaign in Tunisia



#Pas\_à\_vendre # ليسوا للبيع

## IOM MIDDLE EAST AND NORTH AFRICA

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**13 April 2016** - A national awareness campaign against trafficking in persons called “Not for sale” was launched yesterday by the Ministry of Justice of Tunisia together with IOM Tunisia.

The campaign aims at sensitizing the general public, and especially young people, to the existence and the scale of trafficking in persons in Tunisia. The campaign seeks to involve Tunisians in the detection of the problem, engaging at-risk local and migrant communities in upholding and safeguarding their rights.

Mrs. Lorena Lando, IOM Tunisia Chief of Mission, explains: “If we want to develop prevention and detection mechanisms that are efficient and sustainable, we first need to work on public awareness-raising. It is a complementary tool to the legal instruments that Tunisia is currently developing.”

This campaign utilizes a peer-to-peer education approach: it was designed by young Tunisians for young Tunisians. Thirty young ambassadors made five mini-films that tackle a specific type of trafficking detected in Tunisia, sensitive to local customs and taboos. They were involved in all aspects of the campaign, from scenario writing, shooting and editing to the public presentation of the films. Ambassadors received two trainings in order to carry out the filmmaking process, first on trafficking in persons in Tunisia by IOM, and second on audiovisual production techniques by the project’s partner communication agency.

The young ambassadors presented their films at the official launch event of the campaign in Tunis, in front of the SHARE II project partners and national media. Later this week, the mini-films will be screened at the Maghreb Youth Forum, an event that will take place on April 14 in Sousse, the city where most of the young ambassadors are from. The mini-films will also be broadly disseminated through social media in order to engage with young people who may not be aware of the existence and risks of trafficking.

On top of the mini-films being made public, an awareness-raising spot featuring Atef Ben Hassine, a very popular Tunisian comedian, will be broadcast on television as part of the “Not for sale” campaign.

Trafficking in persons continues to be a serious issue in Tunisia. The [Baseline Study on Trafficking in Persons in Tunisia](#) (IOM, 2013) showed that Tunisia is a source, destination and transit country for victims of trafficking. Internal trafficking mainly concerns



children, women and disabled people who are forced into labor (including domestic labor), begging and criminal activities and/or sexual exploitation. Transnational trafficking largely affects foreigners in Tunisian territory, and often involves people from sub-Saharan Africa exploited in domestic work and forced labor such as agriculture.

Since 2012, IOM has detected and assisted 67 victims of trafficking in Tunisia.

At the institutional level, measures are being taken by the Tunisian authorities to actively fight the

problem: a draft law against trafficking in persons is expected to be soon enacted by the Tunisian parliament. Mrs. Salma Abida, president of the provisional Commission for counter-trafficking in Tunisia, explained at the launch of the campaign: “Tunisia is engaged in the 4 “Ps” of counter-trafficking (Prevention, Protection, Prosecution and Partnership), which constitute the pillars of the draft law. This campaign, the first of its kind in Tunisia, fully contributes to the first pillar of the draft law. This is why we are very happy to launch it together with IOM.”

This campaign was initiated as part of SHARE II project, aiming at supporting Tunisian government in fighting trafficking in persons and in assisting its victims. This project is developed by IOM Tunisia in partnership with numerous governmental and non-governmental actors, and is funded by the State Department of the United States of America (J/TIP Office).



The films are available on the Facebook page [«Contre la traite des personnes en Tunisie.»](#)

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