

# საქართველოს ახალგაზრდა იურისტთა ასოციაცია GEORGIAN YOUNG LAWYERS' ASSOCIATION



## The Competition on preparation of the TV and radio social advertisement on the problem of Trafficking

Georgian Young Lawyers' Association and the Caucasus Institute for Peace, Democracy and Development implement the EU funded project "Promoting Well Managed Migration Between the EU and Georgia". The competition is announced in the framework of the project on preparation of the TV and radio social advertisement for raising public awareness on the problem of trafficking.

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The objective of the social ad and its key messages:

- To inform public about the problem of trafficking;
- To explain that trafficking is a significant problem for Georgia and it can affect anybody. The victim of trafficking may be a woman, a man and a child, it may happen inside the country and outside of its borders;
- To inform public that the victim of trafficking should not be isolated from the society and his/her rehabilitation and effective integration in society is necessary.

Format:

Social ad should cover the above mentioned problems and shall entail the following directions:

- Provision of information about the trafficking - What is trafficking, what are the potential risks for the victim, what are the aims of the trafficker (to receive profit at the expense of exploitation of the victim);
- Security measures (how individuals are dragged in the trafficking, what shall they do with a view to avoid the danger. For example: to request the contract in advance, to show it to the lawyer, to refrain from trusting promises of strangers, to have advance information about numbers of the Georgian Consulate or its hotline in the country of destination and so on).
- What shall they do if they appear to be victims of trafficking (for example: call on the hot-line, communicate with a lawyer, they may involve in rehabilitation programs of the shelter, victims also have chance to assist to punishment of offenders through cooperation with the relevant state agencies and so on).

Interested candidates shall submit the relevant scenario, necessary budget for preparation of TV and radio ads and the links of already produced ads until March 31. The duration of the ads shall not exceed 30 seconds and all the necessary parameters of TV/radio advertisement shall be considered.

The applications will be assessed in accordance with the following criteria: focus on the key messages; creativity; observance of the terms of the competition; rational budget.

The applicants shall submit their scenario and the budget to the following address:

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N15 J. Kakhidze str., GYLA's Tbilisi office) or send it on the e-mail: [migration@gyla.ge](mailto:migration@gyla.ge)

For additional information please contact Ms. Nino Chikhladze

Contact information: 2936101/129, mobile: 577 070521

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EU funded project “Promoting Well Managed Migration Between the EU and Georgia”  
focus on the following four key directions:

1. Foster the links between migration and development;
2. Contribute to development of labour migration policy and legislation;
3. Fight irregular migration and support the fight against trafficking in human being;
4. Protection of migrants/returnees rights.