



## Terms of Reference: Consultant to Develop Animation Video(s) to Advance Sex Workers' Rights

### Introduction

The Count Me In! (CMI!) consortium is a partnership led by Mama Cash, including the Red Umbrella Fund (RUF) together with the Association for Women's Rights in Development (AWID), CREA, Just Associates (JASS), the Urgent Action Fund<sup>1</sup> with the Dutch gender platform WO=MEN as a strategic partner for lobbying and advocacy. The joint initiative seeks to support and invest in the autonomy and capacity of women, girls and trans people to act for the prevention and elimination of gender-based violence (GBV), for economic justice, and for sustainable resourcing of women's rights and women-led organisations and movements.

### Background

The last decade has seen increased global attention and resources being directed to combat trafficking, particularly into the sex sector.<sup>2</sup> Many of the laws, policies, and programs developed out of this support have resulted in serious human rights violations against sex workers. With the strong lobbying and funding to criminalise some or all aspects of sex work and the sex industry, and the continuation of sex work being perceived through the narrow lens of violence and moral judgment, raises questions about anti-trafficking work that women's rights organisations are themselves doing.

Despite the unfriendly environment, wherein the "end demand" model is gaining increased attention, sex worker activism and the sex workers' rights movement have grown in size, strength and visibility. Sex workers speak out more often and gains have been made in some communities, countries and at the regional and global policy levels. And, in response, a range of rights organisations such as Amnesty International, Human Rights Watch, Doctors of the World and ILGA - which just declared the need for decriminalisation of sex work few months ago in New Zealand - are also becoming more visible on their support of sex workers' rights, and have openly declared their support for decriminalisation of sex work.

This current polarized situation calls for intervention to influence the broader feminist movements and human rights funders so their politics and positions on sex work, and the programming that stems from such positions, takes a rights affirming approach to sex work - one that recognizes sex workers' bodily autonomy, acknowledges their labor rights as workers, and highlights their right to be free from discrimination and criminalization (along with all other rights).

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<sup>1</sup> Urgent Action Fund Africa and its sister funds: Urgent Action Fund and Urgent Action Fund Latin America.

<sup>2</sup> Includes exchange for sex, erotic dancing, pro-dom/pro-sub work, webcam work, sensual massage, adult film, phone sex, etc.



### **Purpose of Consultancy**

Based on a vast amount of available research and materials about sex workers' rights, CMI! consolidated the most relevant information to use to promote sex workers' rights as human rights and an understanding of sex work as work to develop 7 factsheets on crucial aspects of sex worker rights – law, funding, migration, trafficking, violence, women's rights, and COVID impact. CMI is now looking to create an animation video(s) based on these to translate the content in a catchy and informative audio-visual format. This will be a part of many materials developed on sex worker rights that will build a visible, public social media campaign to highlight feminist approaches to sex workers' rights. The consultant will develop and design campaign materials to be used by CMI! Members and our broader community of partners to respond to efforts to claw back sex workers' rights (such as the recent campaign hosted by the governments of [Sweden and France](#) and mobilization by other anti-sex workers' rights donors), and pro-actively promote a rights affirming feminist approach to sex work. The materials will be designed specifically to: strengthen alliances and support within feminist and allied movements, educate and encourage funders to fund sex workers' rights and activism, and to support the Dutch Ministry of Foreign Affairs to continue funding and speaking out in support of sex workers' rights.

The campaign materials will be informed by existing evidence, amplifying sex workers' stories and good practices, and making strong and relevant (to the specific audience) arguments to advance sex workers rights.

### **Scope of work and key deliverables**

The consultant will work closely with members of the CMI! sex work working group, to produce the following:

1. Based on the 7 factsheets developed by CMI on crucial aspects of sex worker rights – law, funding, migration, trafficking, violence, women's rights, and COVID impact – the consultant will create an animation video(s) based on these to translate the content and present it in a catchy and informative audio-visual format aligned to the visual style and identity of the factsheets. See a sample factsheet [here](#).
2. Develop ready to share promos/gifs/snippets from the video to promote it on different social media (Facebook, Twitter and Instagram) channels

### **Expected timeline**

The consultancy will begin as soon as possible and will be for 1 month (from the starting date). The contract is expected to begin on 15 September 2020.

**Location:** The consultant will be home-based. No travel is required.



Consultancy period: 15 September to 15 October (1 month)

**Budget:** Within 9000 Euros

**Candidate profile:**

- Experience working with sex workers' rights, feminist, women's rights, and social justice movements and understanding of feminist approaches to sex work in the global context
- Strong and documented ability to create successful animation videos, social media messages and digital materials.
- Experience delivering quality products within a relatively short time-frame
- Candidates with Sex Work experience are encouraged to apply

**How to apply:**

To apply, please send the following to [tanisha.chadha@creaworld.org](mailto:tanisha.chadha@creaworld.org) email latest by **14<sup>th</sup> September 2020**

- Motivation letter (1-2 pages)
- Curriculum Vitae
- Estimated Costs