

## OBJECTIVE

# 01

To increase accountability and visibility of CSOs toward the public including measures to improve enabling environment for civil society

# STRONGER AGAINST TRAFFICKING

Refugee Rights Association (RRA)

Photo: [www.freepik.com](http://www.freepik.com)



## THIS ACTION INVOLVED

Increasing RRA's capacity for the implementation of the EU funded, COMMIT 2020-2021 Project

Development of the visual identity and communication strategy of the Coordinated Measures and Mechanism against Trafficking of Human Beings (THB) COMMIT Project for 2020 -2021.

Preparation and dissemination of an informative leaflet about the COMMIT Project.

## ABOUT THE REFUGEE RIGHTS ASSOCIATION

The Refugee Rights Association was established in 2009 to work against the shortcomings and violations regarding the right to asylum in the northern part of Cyprus and to provide legal and social support for refugees. Over time, their activities were extended to include efforts to combat human trafficking and racism.

## STORY OF THE ACTION

The action aimed to develop the capacities of the Refugee Rights Association to better conduct advocacy work, lobbying activities and campaigns by creating an organisational identity and a communication strategy for its COMMIT Project.

To reach the target audiences and include key messages on anti-trafficking activities, a communication strategy and plan for 2020-2021 were prepared. A social media campaign timeline was designed with key messages on various human rights violations including right to life, liberty, security, freedom of movement and the right to live a life without fearing of torture and/or cruel, inhuman or degrading treatment or punishment.



"İnsan ticareti, önemle üzerinde durulması ve birçok kesiminin birlikte mücadele etmesi gereken insan hakkı ihlalleri arasında yer almaktadır. Bu alanda ülkemizde var olan yasal boşluklar, pek çok vakanın cezasızlık ile sonuçlanmasına neden olmaktadır."



Barolar Birliği  
İnsan Hakları Komitesi Başkanı  
Av. Aslı Murat

Barolar Birliği Başkanı  
Av. Hasan Esendağlı



Bu görsel Avrupa Birliği tarafından finanse edilen Sivil Hava Programı desteğiyle hazırlanmıştır. Bu görsel taramaya Mülteci Hakları Derneği'nin sorumluluğunda ve Avrupa Birliği'nin görüşlerini yansıtmak zorunda değildir.



A visual identity was developed with the design of a logo, a digital format for the monthly e-bulletins, an official header for the e-mails of the project team and business cards.

An informative leaflet providing a short description of the project, the project partners, planned activities, information on Trafficking of Human Beings (THB), and contact details of the Association were prepared in Turkish and English. The leaflets were distributed during all relevant project activities.

An awareness-raising booklet was also prepared in Turkish and English, providing information on the definition and constituent elements of THB, the differences between THB and smuggling and the current situation in the northern part of Cyprus. The booklet was printed and distributed to the stakeholders and broader society and is also available online.

As a result, COMMIT Project's visual identity and communication strategy were produced to increase access to the target groups.

## RIGHTS-BASED APPROACH

Raising awareness on THB as a crime and informing the general public about the current impunity has been one of the main focuses of the awareness-raising and advocacy work of the association. The most significant outcome of the communication campaign has been the amendments made in the criminal legal texts regarding THB which were adopted on 9 March 2020. With these amendments, trafficking in human beings is now considered a crime in the northern part of Cyprus.

"Multi-dimensional human rights breaches such as trafficking in human beings require structured and well-shaped actions against it. Well-prepared and well-thought campaigns and communication activities eventually pay off. Each day we participated in the meetings with the Turkish Cypriot community representatives to discuss legal amendments to combat THB. We had the printed materials that we produced with the help of Grow Civic in our bags. Several times the representatives would check the meaning of THB and elements of the crime from our booklets. This was very important for us. We believe that successful communication has already raised awareness in our target groups, and it will continue to do so through our ongoing social media campaign."

Başak Ekenoğlu

Unutmayın!  
İnsan  
ticaretinde  
kişinin rızası  
yoktur.



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İNSAN  
TACİRLERİNE  
CEZASIZLIĞA  
SON



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## WHAT'S NEXT?

The social media campaign on combating THB will run until mid-2021. The Refugee Rights Association will continue raising awareness of the public and local bodies on human trafficking and related human rights violations.

TO FIND  
MORE ABOUT  
THE ACTION



[www.mhd.org.tr](http://www.mhd.org.tr)



[www.patcyprus.org](http://www.patcyprus.org)



Mülteci Hakları Derneği

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alanspace Πολιτών

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