

**US AGENCY FOR INTERNATIONAL DEVELOPMENT**

**ANNOUNCEMENT**

**CALL FOR PUBLIC PRIVATE ALLIANCE PROPOSALS FOR  
USAID/AFGHANISTAN'S COUNTER TRAFFICKING IN PERSONS (CTIP)  
AWARENESS RAISING CAMPAIGN**

**UNDER EXISTING ANNUAL PROGRAM STATEMENT**

**Addendum - APS No: APS-OAA-13-000003**

**[USAID Afghanistan APS-306-13-000002]**

PLEASE NOTE: This is an addendum to an existing worldwide APS announcement. All interested organizations should carefully review both this addendum AND the worldwide full announcement (APS No. APS-OAA-13-000003), which can be found at <http://idea.usaid.gov/gp/aps> or at [www.grants.gov](http://www.grants.gov) under USAID Funding Opportunity # APS-OAA-13-000003. Important information in the full announcement is not repeated in this Afghanistan-specific addendum.

This Call for Proposals authorized in accordance with Part I of the Foreign Assistance Act of 1961, as amended.

Through this Addendum to the FY2013 Global Development Alliance (GDA) Annual Program Statement (APS) No: APS-OAA-13-000003 (the GDA APS), USAID/ Afghanistan is requesting the submission of Concept Papers for specific activities related to the Mission's initiative to raise awareness of the crime of trafficking and counter trafficking in persons among both Government of the Islamic Republic of Afghanistan (GIROA) officials and targeted audiences.

The objective of this Addendum is to leverage private sector resources and expertise to engage in a targeted awareness raising campaign throughout Afghanistan, and possibly regional countries including Almaty Consensus countries that are part of the New Silk Road Strategy, to complement a range of capacity building activities supported by USAID through other mechanisms to counter human trafficking.

Unless otherwise specifically stated herein, all terms and conditions of the GDA APS for FY2013 apply. As stated in APS No: APS-OAA-13-000003, USAID expects to receive alliance proposals that leverage private sector resources at a minimum ratio of 1:1 (both cash and in-kind resources are acceptable). Proposals that do not leverage private sector resources of at least an equal amount to USAID's contribution will not be considered under this announcement.

**I. Background**

Human trafficking is a crime that affects the whole of society regardless of age, sex, nationality or income level, stripping its victims of human dignity and depriving them of basic human freedoms. Furthermore, where human trafficking flourishes it undermines the credibility of the government to the local population and erodes stability in the region. Post-conflict countries are

often a breeding ground for human trafficking due to disrupted social mores, an influx of cash from international peacekeepers, an increase in poverty and vulnerable groups such as refugees, and increases in organized crime stemming from a weak rule of law. The threat that human trafficking poses to sustainable development has only recently been acknowledged and the development community has been slow to properly integrate, evaluate, and adapt development strategies to the challenge. Of great concern in Afghanistan is that once trade routes are better developed, regional infrastructure improved, and transit increases in areas such as the Central Asian Regional Economic Cooperation (CAREC) corridors, various forms of illicit trafficking may expand.

Trafficking in persons in Afghanistan remains veiled and misunderstood, with roots deeply entrenched in cultural beliefs and practices. While information about trafficking is highly speculative on a global level, even more speculation is required in Afghanistan. The lack of solid information about human trafficking in Afghanistan stems from a variety of sources: the limited definition of trafficking; the inability of government authorities to recognize cases; the lack of legal framework to prosecute cases; the shame/honor culture<sup>1</sup> that fails to recognize women as victims and instead re-victimizes them; and the lack of political will at all levels of government to deal with the issue. Parties to human trafficking typically involve vast networks of powerful business and government people as perpetrators and facilitators who profit from the trade who prey on highly vulnerable populations as victims. Widely recognized as one of the worst places in the world to be female, women are an exceptionally vulnerable population in Afghanistan.<sup>2</sup> Under these circumstances, government workers and legal professionals have little incentive to get involved in counter-trafficking unless they are highly passionate about the cause.

According to the U.S. State Department's Trafficking in Persons Report for 2013, Afghanistan remains a source, transit, and destination country for men, women, and children subjected to forced labor and sex trafficking. Currently in Afghanistan, it is widely recognized that both labor and sex trafficking are prevalent, with nearly 60% of cases involving trafficking internal to Afghanistan and 40% of cases involving cross-border transactions. According to a 2011 report by AIHRC entitled *Investigation of Causes and Factors of Trafficking in Women and Children*, internal trafficking accounts for more than 60% of women trafficked in Afghanistan. In 2012, 93 percent of the 341 IOM-assisted cases were victims of internal trafficking, and almost 75 percent of these cases were forced labor. For instance, young boys are commonly exploited, both domestically and across borders, for sexual and commercial entertainment purposes (a practice referred to as *bacha bazi*), while foreigners from the region are trafficked into the country for various forms of sexual exploitation and abuse. Recent statistics note that internal labor trafficking affects children more than any other group, especially those between the ages of 12 to 16, who are exploited most frequently in the agriculture sector (particularly in opium and cotton), carpet factories, brick kilns, and to a lesser extent in adult-organized begging circles. There are also reports of intergenerational debt bondage, primarily concentrated in Eastern Afghanistan in the brick kiln industry. Additionally, in poppy producing regions, concentrated primarily in Helmand and Kandahar, whole families are often tied to the land through debt. An

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<sup>1</sup> Valerie Hudson, Bonnie Ballif-Spanvill, Mary Caprioli, Chad Emmett, *Sex and World Peace*, Columbia University Press, New York. 2012.

<sup>2</sup> Afghanistan's 2011 ranking as worst place in the world to be female was eclipsed in 2012 by the Democratic Republic of Congo.

inability to pay off debts often leads to outright bonded labor, and in some cases, families use the exchange of children (boys and girls) to achieve the cancellation of debts.

Although sex trafficking presents distinctly grim outcomes for its survivors, available documentation reveals labor trafficking as the more ingrained practice in Afghanistan. Trafficking of women for sex and the widespread and deeply entrenched cultural practice of girls sold and traded make it impossible to determine the prevalence. Moreover, the legal definition for trafficking connotes smuggling male migrant labor. Within this realm, women cannot be considered victims of trafficking and enforces the public perception of trafficking in persons in Afghanistan excludes women and children. As a result, the activity goes unreported.

Afghan government officials are unable to recognize and lack awareness of trafficking according to the United Nations Office on Drugs and Crime. Even members of the High Commission on Counter-Trafficking do not recognize internal trafficking within Afghanistan, nor are they able to differentiate between smuggling (active consent of people who want to be transited) and trafficking in persons (for the purpose of exploitation). Those who acknowledge a difference maintain a focus on transit as a prerequisite to classify trafficking crimes as such. Among male and female government employees there is little variance in their inability to identify trafficking. Therefore, government officials are unable to provide appropriate responses for victim care and legal rights, and how to analyze and address the underlying socio-economic causes of the crime. Similarly, broad segments of the Afghan population misunderstand the criminal nature of human trafficking, and often confuse victimization with prostitution, adultery, and/or labor smuggling.

A nationwide awareness raising campaign that targets vulnerable individuals and groups and key actors in civil society and the Afghan government is urgently needed to improve understanding, facilitate coordination, and ultimately reduce the occurrence of human trafficking in Afghanistan and the region. Through the implementation of a robust counter-trafficking awareness raising program in Afghanistan and possibly bordering countries to the North and East of Afghanistan, USAID hopes to ensure that increasingly open borders to trade and transit do not unintentionally exacerbate the problem of human trafficking in the region.

## **II. Solicitation**

Through this addendum to the GDA APS, USAID/Afghanistan seeks to develop new and innovative alliances with the private sector (including local and multinational corporations, foundations, NGOs, and academia) to support the programmatic goal of increased awareness throughout Afghan society and government, and possibly regional countries, of the crime of human trafficking. USAID is open to forming partnerships with both local Afghan entities and international partners, and plans to engage in as many as 1-2 partnership awards with a total USAID contribution of up to \$3 million USD. The bidders are encouraged to form national and international partnerships when and where possible. The alliance partners will work together to devise an awareness raising campaign that is strategically targeted at vulnerable individuals and groups, key actors in civil society and the government in Afghanistan and possibly regional border areas in order to facilitate the necessary information to better protect victims, effectively pursue those responsible for the crime, and to prevent human trafficking in the future.

Successful alliances pursued under this solicitation will tap into the strong tradition of community radio in Afghanistan, TV programming, internet-based social networking, as well as creative and innovative uses of public signage, billboards, and other relevant communication networks. The purpose of the anti-trafficking public awareness raising campaigns will be to increase the general understanding and scope of human trafficking and inform potential victims and their families, as well as community leaders and educators of the risks and perils of human trafficking. The awareness raising campaigns will also educate the Afghan public and responsible government officials on how to identify and protect victims and to prevent the future occurrence of human trafficking in Afghanistan. Successful alliances will work closely with key civil society actors (religious, tribal, and political leaders) to gain a robust understanding of community attitudes surrounding sex and labor trafficking, and will facilitate the development of community-driven actions towards the eradication of human trafficking. Well-rounded awareness-raising campaigns will leverage the efforts of influential actors in the Afghan government at both the national and sub-national levels, notably throughout the Ministries and agencies of the High Commission for Combatting Crimes of Abduction and Human Trafficking/Smuggling.

USAID/ Afghanistan will give priority to projects that support one or more of the following, or similar illustrative activities:

- Youth-oriented awareness campaigns using popular social media, TV, and radio. Such campaigns would provide information and confidential referrals on services available to youth at risk for labor and sex trafficking.
- Small grants to organizations that are providing services to youth at risk for labor and sex trafficking in the locales where awareness raising efforts are being implemented.
- Cross border awareness raising campaigns that target men, women, and at risk youth, engaging civil society and national actors in broader efforts to combat trafficking. Informational campaigns in IDP/refugee camps and communities near border crossings, exposing scam tactics and encouraging residents to report instances of abuse. Information on anti-TIP resources, including hotlines, social and legal services could be included.
- Street theater, puppet shows, public debates or other culturally appropriate techniques will be introduced, based on the local context and target audience.
- Media training programs that strengthen local organizational capacity to cover the issue in a professional manner. Media reporting must consider the special needs of victims, including the need for protection from traffickers during legal proceedings. Stories must raise awareness of the threat posed by the many forms of human trafficking.
- The provision of public billboards, signage, and/ or radio and TV time to educate the public on the crime of human trafficking, the availability of victim services, and how to identify victims or potential victims.
- Awareness raising campaign targeting Afghan government officials, including police and border patrol/ customs agents, on the nature and scope of human trafficking in Afghanistan and their respective roles in combatting its occurrence.

The specific results that successful alliances will support must be explicitly stated in the submitted Concept Papers. USAID will prioritize innovative, cost-effective, and private-sector

driven concepts that may include the illustrative interventions above and that contribute to the program's overall goal of increased awareness and understanding throughout Afghan society and government and possibly the region of the crime and range of activities that are considered a part of human trafficking. Applicants may expand on the named illustrative activities above, while clearly articulating an explicit and direct link to the achievement of the awareness raising campaign's overall programmatic goal. In addition, successful alliances will leverage private sector resources at a ratio of at least 1:1 to USAID's contribution.

### **III. Evaluation Criteria and Partnership Considerations**

Proposed alliances will be evaluated based on the general criteria set forth in the GDA APS in Section VIII. Concept Paper Evaluation Criteria and Considerations and how well the proposed activities support USAID/ Afghanistan to accomplish its stated goal with regards to human trafficking awareness-raising. As stated in APS No: APS-OAA-13-000003, USAID expects to receive alliance proposals that leverage private sector resources at a minimum ratio of 1:1. In addition to the general evaluation criteria outlined in the GDA APS section VIII, USAID/Afghanistan is interested in partnerships that address the following considerations:

- *Capacity Building of Local Organizations* - Does the alliance proposal present an opportunity to assist in the capacity building of local organizations? For example, will local media companies, NGOs, or universities build on an existing skills set through the implementation of the awareness raising campaign?
- *Local Knowledge* - Does the alliance partner(s) have a solid understanding of local Afghan customs and values and trafficking issues in Afghanistan and the region in order to successfully engage on complex topics such as sex and labor trafficking and the exploitation of women and children? If USAID requests a full technical application, applicants will be given additional, specific evaluation criteria that will be used in subsequent reviews of applications. Proposed alliances should be consistent with USAID legal and policy restrictions, including those set forth in USAID's Automated Directive System (ADS), and in the Foreign Assistance Act of 1961.

### **IV. Application Instructions and Review Process**

USAID/Afghanistan's Office of Program and Project Development (OPPD) will be responsible for the review of Concept Papers and full technical applications, as well as the management of any awards solicited under this addendum.

Applicants are required to submit Concept Papers (not to exceed 5 pages) and a separate one-page budget to USAID/Afghanistan's Office of Acquisitions and Assistance (OAA) at [kabulaidoamailbox@usaid.gov](mailto:kabulaidoamailbox@usaid.gov) and [jtembo@usaid.gov](mailto:jtembo@usaid.gov), with a copy to [gda@usaid.gov](mailto:gda@usaid.gov). Concept Papers should be submitted with 1 inch margins and utilize Times New Roman 12pt font. After review by USAID/ Afghanistan, applicants will receive instructions from USAID/ Afghanistan's Agreement Officer on whether and how to proceed with a full application.

**Concept Papers are due January 31, 2014. While the Agency will likely review the Concept Papers prior to January 31, 2014, and communicate with the applicant/s and partner/s if and as appropriate, the Agency is not obligated to review and respond to the Concept Papers prior to January 31, 2014.\***

For more information regarding guidelines and procedures to submit Concept Papers, please refer to the GDA APS (p. 14), which can be found at the following website:  
<http://www.usaid.gov/work-usaid/get-grant-or-contract/opportunities-funding/global-development-alliance-annual-program>. Note that additional information on alliances can be found at <http://www.usaid.gov/work-usaid/get-grant-or-contract/opportunities-funding/global-development-alliance-annual-program-0>.

**\*Note, this is a revision to the standard procedure under the 2013 GDA APS which normally requires a response to a Concept Paper within 45 days.**