



NOT
MY
LIFE

Not My Life Awareness Initiative

Project Description



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Introduction

The *Not My Life* Awareness Initiative is based on the acclaimed documentary *Not My Life*, the first film to depict the widespread practices of human trafficking and modern slavery on a global scale.

The Initiative's fundamental goal is to radically alter, across a very broad set of global demographics, awareness as to what human trafficking actually *is*; who it affects; and the underlying causes that contribute to its proliferation. Because many, if not most human trafficking victims are children, the Initiative is ultimately about the exploitation of our planet's youth, and the correlative need for greater protection strategies wherever such exploitation takes place.



Talibe beggar boys in Senegal. From *Not My Life*

The Initiative is a project of Worldwide Documentaries (*Appendix A*), a not-for-profit film production company that focuses on subjects of cultural, social, and humanitarian concern. The producer and director of Worldwide's film projects is Academy Award nominee Robert Bilheimer. He is supported by a small team of experts in the field of using film as a catalytic agent for social change.

A recent three-year grant from the Swedish International Development Agency (Sida) enabled the *Not My Life* Awareness Initiative to become operational on January 1, 2013. Additional support is now being sought to expand, maximize, and sustain the Initiative through 2015.

Not My Life is a seminal and definitive film about human trafficking that needs to be seen by everyone. It will change the way we see and conduct our lives in some very fundamental ways.

-- Susan Bissell, Chief, Child Protection, UNICEF

Rationale: The Importance of Awareness

"We cannot rely upon the silenced to tell us they are suffering." — Hanan Ashrawi

The basic rationale for the Initiative is that the quality and content of the global dialogue on child trafficking and exploitation and has not yet risen to the level of the abuse itself.

Despite pockets of progress in various parts of the world, the consensus among professionals in the field is that at this point in its history, the anti-trafficking movement remains seriously challenged because its constituencies are still too small; its data too fragmented; its resources-- both human and financial-- too thin; and its leadership insufficiently unified. Among the general public, the common ground of knowledge and understanding that is essential in fighting human rights abuses of this magnitude has yet to be established, with the result that human trafficking crimes-- millions of them around the world-- go virtually unpunished. Indeed, recent data released by the European Commission reveal an *upward* trend in trafficking crimes generally, and a *downward* trend in prosecutions. These trends suggest, among other things, that human trafficking and child exploitation have yet to become a meaningful part of the public discourse, and until such time as they do, it is not unreasonable to expect more bad news.

Now that *Not My Life* has proven to be an effective, even transformative, global communications tool, the need to *make use* of this tool to stimulate, enhance, and broaden global dialogue around the exploitation of children is both compelling and self-evident.

Core Strategies

Combining both “traditional” distribution methods, such as television broadcasts, with innovative ones, such as partnership programs and customization options, the *Not My Life* Awareness Initiative constitutes a paradigm shift in how the powerful medium of film can be used as a catalyst for social justice and change.

The Initiative’s core strategies are based on the following premises:

1. As noted above, many of the organizations and campaigns fighting human trafficking and advocating for exploited children in the world today simply do not have the human or financial resources to take full advantage of what a multi-faceted awareness and communications program such as the Initiative can offer.

Strategy: Create a partnership mechanism to put the Initiative’s materials into the hands of those organizations who need them most, regardless of budgetary considerations, and provide those same organizations with ongoing consultation and support. (See International Partner Program, p.4)

2. To be most effective, films like *Not My Life*, and the distribution methods built around them, need to be flexible, user-friendly, and responsive to the needs of individual organizations on the ground.

Strategy: In addition to the full-length and abridged versions of Not My Life, provide anti-trafficking and human rights organizations with a wide array of customized materials and communications options around the film that are culturally, demographically, organizationally, and topic-specific. Provide consultation services to help partners understand and maximize available options.

3. Human trafficking is multi-dimensional, multi-national, and complex, making it all the more difficult to concentrate its abuses under a single rallying cry, or simple set of solutions. Indeed, there remains an ongoing discussion among human rights professionals as to what the problem should even be *called*: i.e., “human trafficking,” “trafficking in persons,” or “modern slavery.”

Strategy: Keep the focus on the issues of child exploitation and child protection. Over the Initiative’s three-year period, use the Archival Project (see p. 7) to create a continuous flow of solution-oriented short films and videos built around the reality of violence against children in the 21st century. Use television broadcasts, public service announcements, internet resources, and social marketing to complement partner-based programs; broaden the Initiative’s reach, and unify public perceptions of human trafficking as a fundamental assault on children’s rights.

Implementation & Components

1. International Partner Program

What the Partner Program Is And Who It Is For

The International Partner Program is a donor-sponsored distribution strategy that provides free, unrestricted exhibition licenses; at-cost DVD duplication rights; and free download and streaming rights for *Not My Life* and its related materials to qualified partners around the world.

These partners include, but are not limited to: NGOs; government agencies and unions; child protection alliances and networks; corporations and CSR programs; educational systems and institutions; web-based activist campaigns; faith-based organizations; and law enforcement organizations and training programs. Participation in the Program is a win-win scenario that empowers qualified partners to act as distribution agents for the film in a wide variety of regional, national, and community settings, while at the same time expand their own communications, fundraising, and constituency-building goals.

What the Partner Program Offers

Products

Qualifying partners in the Program will have access to a wide range of *Not My Life* products that include the feature-length and abridged versions of the film; additional trailers and short films edited with existing, archival, or new footage; demographically specific educational materials; public service announcements; and internet videos. All materials will be available in major languages on an as-need, partner-driven basis.

Services

Consultation. The experienced team at Worldwide Documentaries has been working with leading human rights organizations around the world for more than 25 years on issues including apartheid, mental health, AIDS, and human trafficking. A key element of the Partner Program is the ongoing consultation services provided by the Worldwide team, whose expertise includes networking, social marketing, and the development and execution of targeted distribution strategies.

Customization. The consultation team also offers special advice and support to partners who may wish to customize, adapt, or create new materials for specific organizational, branding, marketing, or demographic needs. This is a key component of the Program as a whole, as it recognizes the multi-dimensional nature of trafficking and modern slavery practices, and the need to develop targeted awareness responses to them.

How the Partner Program Works

Over a three-year period, the Partner Program's goal is to identify and support human trafficking and modern slavery organizations around the world whose programs include the main strategies set forth in the United Nations 2010 Global Plan of Action: prevention, protection, and prosecution. Of particular interest will be programs encompassing child protection, violence against women, and awareness for young people in the 13 – 18 year-old age demographic.

As the Partner Program grows and expands, it is anticipated that the solicitation, evaluation, and selection processes will be continuous and overlapping throughout the Program's three-year period.

Solicitation

The solicitation process is based on Worldwide Documentaries' extensive knowledge of and relationships with human trafficking, modern slavery, and human rights organizations around the world. Potential partners will be contacted by the Worldwide team, members of the Initiative's advisory board, other intermediaries, including existing partners. This outreach will include a "Request for Application" should a potential partner express preliminary interest in the Program.

Evaluation

Those responding in a positive way to the solicitation described above will then be invited to engage in a more detailed dialogue with Worldwide Documentaries regarding the following:

- Scope of organization's demographics, reach, and capacity of its "delivery" systems.
- Particular area of anti-trafficking activity and interest.
- One-year plan to distribute and disseminate *Not My Life* materials, including innovative ideas relating to the youth demographic.
- Human resources to implement program, and financial resources to access at-cost DVDs.
- Ability to participate in an annual measurement and evaluation study that includes submission of a report to Worldwide Documentaries describing usage of, and response to, the Initiative's materials.

Selection

The final selection of a partner will be based not only on an organization's responses to the evaluation itself, but also to the following:

- Commitment to the principle and importance of awareness.
- Standing and track record in the anti-trafficking, modern slavery, and human rights communities.
- Geographical location and representation.
- Level of commitment to the evaluation, measurement, and reporting process.
- Importantly, ability to innovate and *fully exploit* the Initiative's many options and opportunities.

2. National Television Broadcasts & Awareness Action Center

The Importance of Television Broadcasts

Following the broadcast of *Not My Life* in October, 2011, as a featured presentation of CNN International's Freedom Project, Worldwide Documentaries has initiated a country-by-country campaign to broadcast the film on high-quality national television networks around the world.

These television broadcasts are an important component of the Initiative's strategy to make human trafficking *present*, and *real*, for millions of people around the world over a sustained period of time.

The challenge with TV broadcasts is that they are, by definition, one-time events whose lasting impact can dwindle fairly quickly, even if the subject is powerful, and the quality of the presentation is high.

However, *if*—as it was on CNN International-- the broadcast is aggressively marketed and properly publicized as a significant “event” for the viewing public; and, more importantly, if information embedded in the broadcasts and the publicity surrounding them drives viewers to action-oriented resource centers on the internet or in their communities, then their impact can be very real. Successful television is about numbers, exposure, publicity, energy, excitement, and follow-through. The human trafficking and anti-slavery movements need *all* these ingredients now more than ever, and the broadcast of *Not My Life* on TV networks around the world can provide them.

The Not My Life Awareness Action Center

With respect to the importance of *prolonging* the life and impact of a television broadcast, the *Not My Life* Awareness Action Center is conceived as a resource web site not only for the film's TV viewers around the world, but for any individual or group wishing to raise awareness about human trafficking in their communities.

The following information and resources can be found at notmylifedvd.com:

- DVDs and downloads for all available versions of *Not My Life*
- Toolkits for individual, educational and institutional use
- Community and educational screening packages
- Informational videos and written material on how to use *Not My Life* in community settings
- Links and access to *Not My Life* trailers and clips
- International events calendar
- Press and media materials -- including press kits, press releases, and newsletters

3. Not My Life Archival Project

Not My Life was filmed on five continents, in a dozen countries, over a period of four years. The production conducted more than 50 interviews with human trafficking survivors and their advocates in government, law enforcement, civil society, and the private sector. These interviews covered a wide range of topics including the specific horrors of human trafficking practices and crimes; the importance of child protection; the underlying social causes that have made victims vulnerable in the first place; and the broken or negligent systems that allow human traffickers to

commit their crimes with impunity. *Not My Life's* visual material includes particularly powerful scenes of trafficking victims still in captivity; survivors in rescue centers and other facilities; and hidden camera footage depicting the physical circumstances in which trafficking victims are enslaved and abused.

The materials described above constitute approximately 60 hours of super-16mm film footage, 80 minutes of which appears in the feature-length version of *Not My Life*. The unused footage, including hours of compelling testimony and survivor stories, constitutes, in effect, an oral history of human trafficking and modern slavery in the first decade of the 21st century.

Once transferred from film to high-definition video, catalogued, and then made accessible on DVDs or on an internet platform, this unique and invaluable material will be a key component of the Initiative's strategy to provide the general public and professionals alike with a steady stream of high-quality communications material that will keep human trafficking at the forefront of public discourse *over a sustained period of time*. As such, the archival project can and should be seen as a highly cost-effective way-- since the filming has already been done-- of implementing one of the Initiative's core long-term strategies (See *Strategy #3*, p.4).

Select Applications and Usage of Footage

- New short films on specific aspects and manifestations of human trafficking practices and crimes.
- Training material and case studies for law enforcement, including 5 hours of interviews with FBI Special Agents working on global trafficking.
- Raw interviews and information for human rights professionals, scholars, and researchers.
- Curriculum material for a growing number of plans and programs to educate and engage high school students around the world.
- High quality video material for student or youth competitions. (ie., Student-edited short films on trafficking for YouTube)

If knowledge is power, then the wealth of information and insight to be found, and shared, in *Not My Life's* Archival Project is extremely valuable, not only in and of itself, but relative to the effectiveness and success of the Initiative as a whole. Aligning the Archival Project with the Initiative's other core strategies should, therefore, be among the project's top priorities in the early stages of its implementation.

Measurement and Evaluation

Worldwide Documentaries recognizes the importance of establishing a framework whereby, on an annual basis, the progress and results of the *Not My Life* Awareness Initiative can be monitored and assessed. This is important not only for donors who sponsor the Initiative, but also for the movement itself, since there is no data that addresses the scope, nature, and demographics of human trafficking awareness at the present time.

The framework established for evaluating the Initiative is divided into three categories: goals, baselines, and indicators.

1. Goals

The Initiative has two basic goals:

-- Radically alter global awareness as to what human trafficking actually is; who it affects; and the underlying causes that contribute to its proliferation.

-- Empower organizations on the front lines of the anti-trafficking and anti-slavery movements by providing them with the communications tools they need to implement their awareness strategies and broaden their constituencies.

2. Baselines

Apart from calls registered to national human trafficking hotlines, such as the one operated by Polaris Project in the United States, there are no broad-based empirical or statistical analyses, at the community, national, or global levels, as to the baseline status of the general public's "awareness" of human trafficking. There are heightened "pockets of awareness" around the world-- Dallas, Texas, for instance, in the US, or the region surrounding Durban, South Africa-- where particular anti-trafficking programs and campaigns have taken hold, but the movement as a whole has yet to benefit from a systematic assessment of what people know, and do not know, about human trafficking, especially as it impacts, or exists in, their own communities.

What *is* empirically verifiable, however, is that those organizations--- large and small-- on the front lines of the anti-trafficking and anti-slavery movements universally insist that there needs to be, as Queen Silvia of Sweden has often said, "far greater popular awareness than presently exists" if the movement's basic strategies and needs are to be met. These include, but are not limited to, advocacy, partnerships, law enforcement, rescue, rehabilitation, prevention, protection, constituency-building, financial viability and resources, long-term sustainability, and greater transnational unity and cooperation.

3. Indicators

There are five basic indicators of the Initiative's progress, each tied to one or more of the Initiative's basic strategies and goals.

Partner Reports

Reports from those participating in the Partner Program will provide a wide and useful array of information as to how the Initiative is working; where it is working best; how it can be improved; and what impact the film is having in communities around the world.

Television broadcast ratings and viewership estimates.

Website and social media analytics

Analytics of internet-based outlets can provide concrete details as to how many people visit a website or social media outlet and how they are interacting with its content.

Not My Life has an established presence on several internet platforms. The data collected from these sites will be as follows:

- *Notmylife.org* - Visits to the site; location and language demographics
- *Feedback* – Notmylife.org houses a “Feedback” component (<http://notmylife.org/feedback>) where viewers of the film may submit a form that will be used to gather information such as level of knowledge about the issue, age-groups, occupation, how many people they will share the film, or its message with, etc. The “Feedback” component will be advertised on our social media outlets, at screenings of the film and through retail sales of the film.
- *Facebook* – Follower growth (“Likes”); Gender, age, location and language demographics
- *Twitter* – Follower growth; location demographics
- *YouTube & Vimeo* – Video plays & downloads; location demographics

Retail Sales of Not My Life

Through the retail site (notmylifedvd.com), the Initiative can track the number of copies or downloads purchased and determine where they are being used. These sales can be further broken down into usage type, i.e.: home use, educational use and institutional use.

Information deriving from screening package sales includes: location of screening event, attendance, screening type (i.e., educational, community, church, conference, etc), and post-screening activities (i.e. panel discussion or Q & A).

DVD Duplication

Under the Partner Program, organizations will have access to unlimited copies of *Not My Life* at a wholesale rate. Each time an order is placed at the established fulfillment house, Worldwide will be notified and the number of copies duplicated and shipped will be recorded.

These indicators will be assessed and summarized in an annual report that Worldwide Documentaries will share with all relevant participants and partners in the *Not My Life* Awareness Initiative.

Conclusion

The spirit of the *Not My Life* Initiative is embodied, in many ways, in Grace Akallo, a former child soldier whose story is told in the film.

Abducted at the age of 16 with forty of her classmates from a school in Northern Uganda, Grace was forced into violent combat and endured torture, rape and starvation. After more than a year, by sheer force of will, she found her way out of the wilderness of southern Sudan and escaped. Grace is now a mother, and enjoys a challenging professional career running a human rights foundation in the United States.

In her interview for *Not My Life*, Grace talks about herself, and all who suffer at the hands of human traffickers....

Slowly but surely, I'm getting healed. It's hard to say I'm healed, because I feel inside pain, sharp pain that children are still going through what I went through, and I feel inside me that this kind of evil must be stopped. What crime have these children committed that they are held in captivity so long? It's like I constantly want to find the answer why such a thing happens?



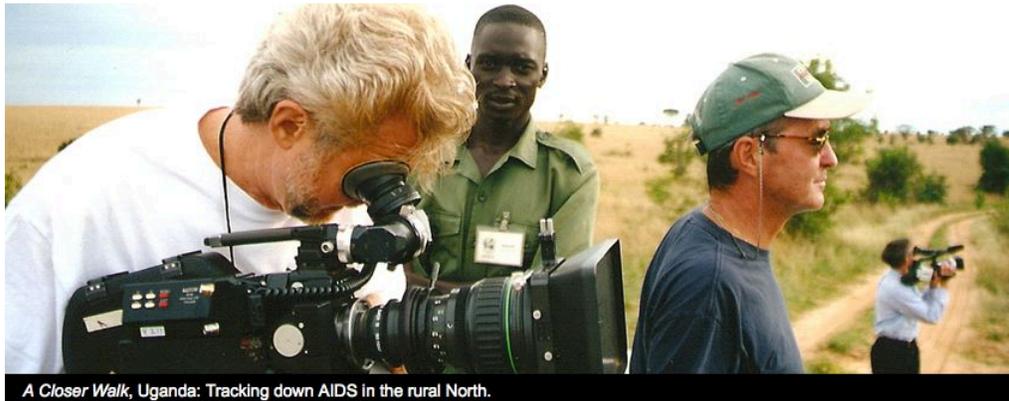
Grace Akallo, United Africans for Women and Children Rights

If *Not My Life* and the awareness initiative built around it can bring millions and millions of people around the world to ask, as Grace does, “why”-- and then act in response to that question-- then the world, like Grace, will slowly heal from the wounds human traffickers have inflicted on it, and our children’s lives will once again be their own.

Appendix A

Corporate Profile

Worldwide Documentaries, Inc.



Founded in 1985, Worldwide Documentaries is an award winning, not-for-profit film production company focusing on subjects of social, cultural, and humanitarian concern. The President of Worldwide Documentaries is Academy Award nominee Robert Bilheimer. Philip B. Hallen, President Emeritus of the Maurice Falk Medical Fund, is Chairman of the Board of Directors. Worldwide Documentaries maintains a small core staff, which expands as required during periods when production is underway.

Worldwide Documentaries has earned a reputation over a period of more than 25 years of undertaking select film projects of the highest quality that carefully adhere to schedules, budgets, and accounting procedures. The company's projects have been sponsored by dozens of corporations, philanthropic organizations, and non-governmental agencies around the world.

Worldwide Documentaries' films have been seen by millions of people all over the world. A partial list of the films include: and include *Cry of Reason*, a film about the South Africa apartheid leader Beyers Naude; *I'm Still Here*, a film about victims of schizophrenia and their families; *A Closer Walk*, about the global AIDS epidemic; and *Not My Life*, a film about the realities of human trafficking and modern slavery.

Worldwide Documentaries does not discriminate in its employment or hiring practices and policies with respect to age, gender, racial origin or sexual orientation. Worldwide Documentaries' accounting and auditing procedures are overseen by the firm of Davie Kaplan, in Rochester, New York. The company is legally represented by the law offices Greenberg, Traurig, LLP, in Los Angeles and New York, and Janet Burak, New York.

Financial contributions to projects undertaken by Worldwide Documentaries, Inc. are tax-exempt under section 501 (c) (3) of the Internal Revenue code.

Partial Funders List: 1985-2012

**indicates number of grants*

Foundations

Benton Foundation
Cadbury Trust
Curtis L. Carlson Family Foundation
Carnegie Corporation**
Richard & Helen DeVos Foundation
Ford Foundation***
Bill & Melinda Gates Foundation**
The Grace Jones Richardson Trust
The Greenbaum Foundation***
George Gund Foundation**
Laird Norton Foundation*****
John M. Lloyd Foundation
MAC AIDS Fund
J. Roderick MacArthur Foundation**
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Maurice Falk Medical Fund*****
Open Society Institute
Ramsey Merriam Fund
Rockefeller Brothers Fund
Rockefeller Foundation
Joseph Rowntree Charitable Trust
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World Vision

Corporations

Arri, Inc.
Bank of America
BD (Becton, Dickinson and Company)
Coca-Cola
Eastman Kodak
First Niagara Bank
General Motors Corporation****
Latif Group
LexisNexis
Orascom Telecom Holding
Xerox Corporation

Non-Governmental Agencies

Christian Aid**
Church World Service
Church of Sweden Aid**
Church of Sweden Mission**
Cleveland Park Congregationalist United Church of Christ
Danchurchaid***
Diakonia
Global Health Council
National Council of Churches**
Norwegian Church Aid
Oxfam
Presbyterian Church (USA)***
Swedish Ecumenical Council
Foundation "United Internet for UNICEF"

Governmental/Inter-governmental Agencies

Federal Ministry for European and International Affairs, Austria
Joint United Nations Programme on HIV/AIDS (UNAIDS)
Swedish International Development Agency (Sida)****
Royal Ministry of Foreign Affairs, Norway
United Nations Development Programme (UNDP)
United Nations High Commissioner for Refugees (UNHCR)
United Nations Global Initiative to Fight Human Trafficking (UN.GIFT)
United States Agency for International Development (USAID)

Individuals

Names available upon request

Highlighted entities indicate supporters of the production and/or distribution of *Not My Life*.