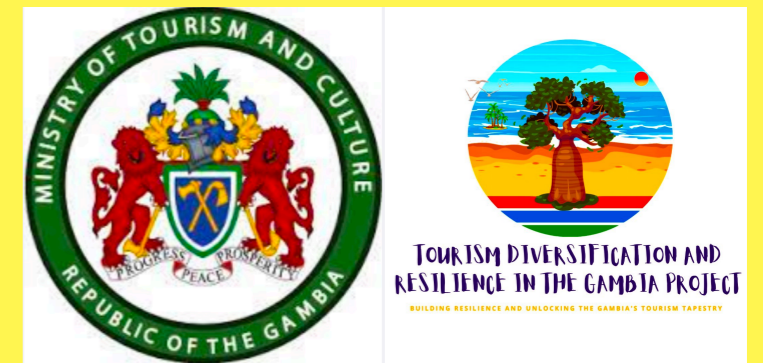


Key Messages Booklet

on GBV, SEA/SH & VAC

(Elaborated in collaboration with
stakeholders)

Community/Stakeholder Engagement



KEY MESSAGE BOOKLET ON GBV, SEA/SH & VAC FOR THE TOURISM DIVERSIFICATION AND RESILIENCE IN THE GAMBIA PROJECT (TDRG-P177179) FOR Community/Stakeholder Engagement

Tourism Diversification and Resilience in the Gambia Project (TDRGP),
Project Implementation Unit,
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ACRONYMS

Acronym		Meaning
CERC		Contingent Emergency Response Component
CSO		Civil Society Organization
ESMF		Environmental and Social Management Framework
FGM		Female Genital Mutilation
GBV		Gender Based Violence
GM-		Grievance Mechanism
IEC		Information, Education and Communication
LGAs		Local Government Authorities
MSME		Micro small and medium enterprises
NGO		Non-Governmental Organization
PIU		Project Implementation Unit
SEA		Sexual Exploitation and Abuse
SH -		Sexual Harassment
VAC		Violence Against Children
TDRG		Tourism Diversification and Resilience in The Gambia Project
TDA		Tourism Development Area

FORWARD

This message booklet contains important messages on the TDRG project. It is a reference material intended for use by the PIU and any organization, group, media house, community or individual involved in communication activities aimed at raising awareness about Gender Based Violence, sexual Exploitation, Abuse and Sexual Harassment and Violence Against Children (GBV, SEA/SH and VAC). It is also intended for stakeholder engagements and educating communities and advocacy with Lead firms, community leaders, landowners, Local Government Authorities (LGAs), policy and law makers etc. The messages were developed by key stakeholders in gender, women's rights, media and tourism sectors from the public, private and CSO/NGOs. The messages are aimed at facilitating community dialogue, radio talk shows, lobby meetings, production of other Information, Education, Communications (IEC) and promotional materials such as Posters, stickers, T-Shirts, Banners etc on GBV, SEA/SH and VAC.

The PIU is committed to the prevention of GBV, SEA/SH as enshrined in the company code of conduct as well as well as the WB Environmental and Social Standards ESS and additional social safeguard such as a Good Practice Note on addressing Sexual Exploitation and Abuse and Sexual Harassment (SEA/SH) in Investment Project Financing involving Major Civil Works[1] and Gambia government commitments to prevent all forms of GBV in relevant national laws and regulations.

It is the PIU's conviction that the messages will go a long way to support national efforts in combating all forms of GBV. The PIU will undoubtedly play its quota and we remain committed to working with other players in this noble course. We wish to express our sincere thanks and appreciation to the World Bank for the funding and the stake holders for their immense contribution towards the development of the messages.

I hope that users will find this booklet beneficial.



Momodou Ceesay

Project Director PIU

[1] <https://thedocs.worldbank.org/en/doc/6f3d9ddc6010c4221315dd1282958e41-0290032022/original/SEA-SH-Civil-Works-GPN-Third-Edition-Final-October-12-2022.pdf>



INTRODUCTION

The Gambia Government through the Ministry of Tourism is implementing a project financed by the World Bank at a tune of USD 68million. The Tourism Recovery, Diversification, and Resilience in The Gambia Project (P177179) is a five-year project which aims to improve the diversification and resilience of the Gambian tourism sector by strengthening institutional and policy framework, improving capabilities and access to funds for tourism-related MSME suppliers, and building resilience through the strengthening of sustainable coastal infrastructure and rehabilitation of existing tourism sites. The project will take a targeted approach to integrate gender actions across components and leverage significant global knowledge and experience in tourism recovery and small and medium enterprises (SMEs) upgrading initiatives, particularly related to building back better in post COVID-19 situations.

Project Components

The project will be delivered under four main components:

Component 1: Policy framework and MSME participation (US\$13 million equivalent) in the Gambia tourism ecosystem, to ensure the sector realizes its potential as a source of sustainable and inclusive growth. This component addresses key bottlenecks in the tourism ecosystem, focusing on data-driven planning, marketing, and branding. Special emphasis on gender-sensitive policies and promoting inclusivity.

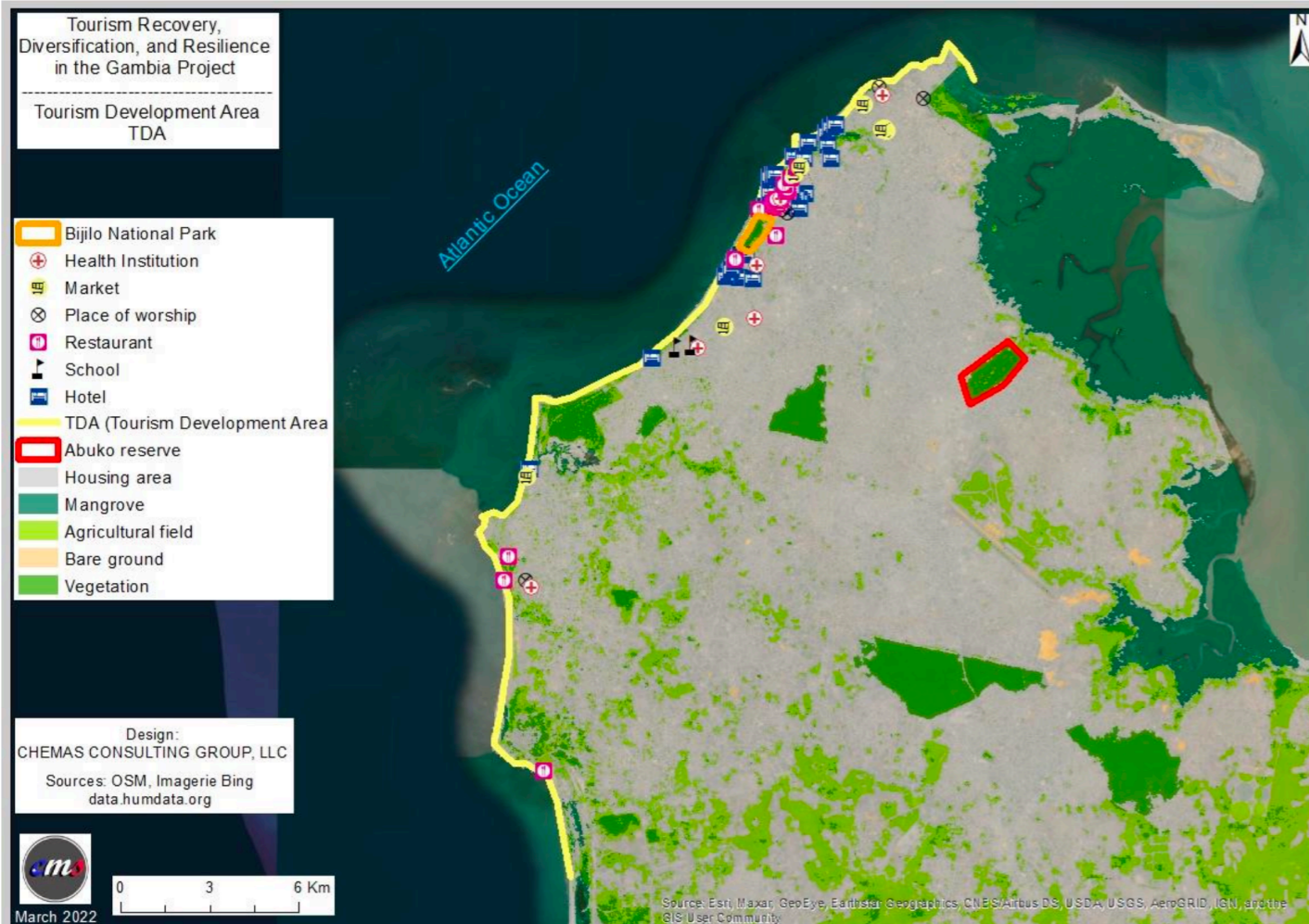
Component 2: Infrastructure support for the diversification and resilience of the tourism sector (US\$50 million equivalent) This component aims to build the climate resilience of the tourism sector.

It will focus on strengthening and upgrading infrastructure to better preserve existing assets by being more resilient to the impacts of hazards and climate change as well as enhance the attractiveness of tourism sites and promote economic development. It will also include capacity building on climate resilience at the community level. The activities are based on extensive technical assessment and stakeholder consultations.

Component 3: Project Management, Monitoring, and Evaluation: Encompasses overall project supervision, quality assurance, monitoring, evaluation, and policy/regulatory framework implementation by the Project Implementation Unit.

Component 4: Contingent Emergency Response Component (US\$0)/ This is zero-cost component which is contingency component that allows a rapid reallocation of grant proceeds from other components to provide emergency recovery and reconstruction support following an eligible crisis or emergency. The component would finance public and private sector expenditures on a positive list of goods or specific works, goods, services, and emergency operation costs required for The Gambia's emergency recovery. This component will be triggered through the Contingent Emergency Response Implementation Plan of the project



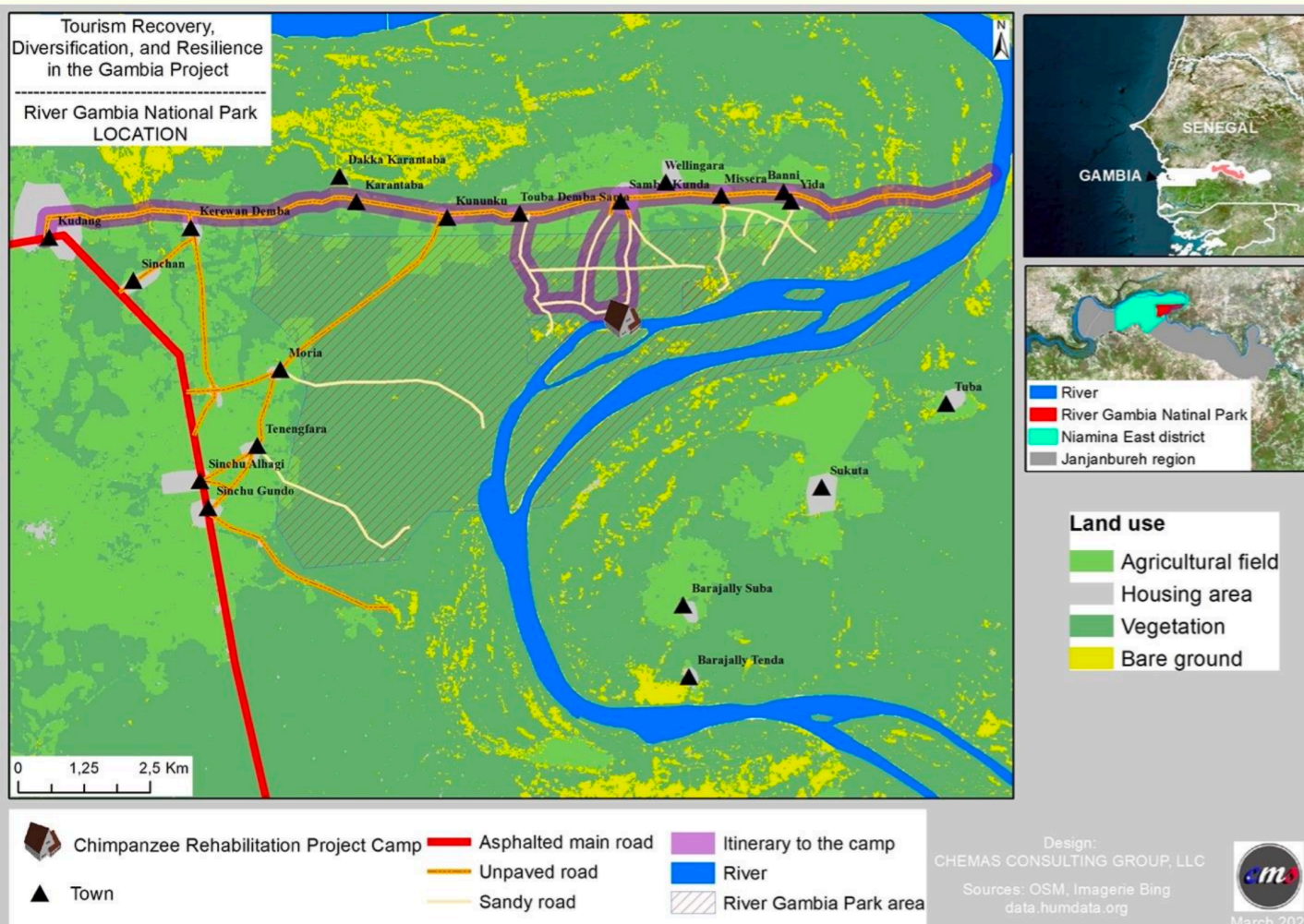


Project Intervention Zones

The priority intervention areas include the Tourist development Areas -TDA along the Atlantic coastline, the North Bank Region - Kunta Kinteh Island, the Central River Region (South), and the West Coast Region. These areas host major tourism facilities and infrastructure.

The Environmental and Social Management Framework -ESMF

The ESMF sets out the procedures to ensure that the environmental and social risks and impacts associated with the implementation of the project activities are properly assessed, monitored, and managed throughout the project lifecycle. The ESMF IS applicable to the entire project including all activities. It contains measures and plans to reduce, mitigate and/or offset adverse risks and impacts. Specifically, this message booklet will focus on the SEA/SH Prevention and Response Action Plan of the project as detailed in Annex four of the ESMF. It is aimed at raising awareness to inform project stakeholders including project host communities on GBV, SEA/SH risks and mitigation strategies.



KEY RISKS IDENTIFIED:

The gender related risks identified within the project include contextual risks which present a pre disposing factor for the fear or actual experience of incidences of GBV, SEA/SH and VAC during project implementation. Some of those risks as stated in the ESMF are women's low literacy as compared to men's, women's limited access to resources such as land and credit and women's overrepresentation in unpaid labor, higher unemployment rate for women than men (12.6% women versus 6.7%men), social acceptance and even justification of some forms of violence such as wife battering, child marriage, FGM ect. Specific Risks identified relating to the project include: exacerbation of gender, social norms and practices, particularly those which are harmful to women and girls as a result of project implementation, this includes imbalanced power dynamics, division of labor and participation in decision-making processes in both professional and private spheres, partner/non-partner sexual violence and physical violence, SEA/SH, family violence, early marriage.

THE GRIEVANCE MECHANISM:

The Project has a grievance mechanism (GM) in place to address concerns, receive complaints and facilitate their resolution, including procedures with distinct channels for receiving, documenting and responding to complaints related to SEA/SH. Depending on the choice and comfort of the complainants they can choose to report starting from any point at local or national level, as the GM has multiple accessible and safe entry points especially for women and girls from community. The GBV referral pathway and GBV service directory has been updated and its dissemination is an integral part of the GM dissemination and stakeholder consultations. This will enable survivors/complainants to disclose/report incidents and access medical, psychosocial, and legal GBV services through referral protocols. The GM adopts a survivor centered approach and as such, the management procedures will prioritize survivors' confidentiality, safety, dignity and informed consent.



RISK 1 Sexual exploitation and abuse (SEA)

Preamble

Sexual exploitation: is any actual or attempted abuse of a position of vulnerability, differential power or trust, for sexual purposes, including, but not limited to, profiting monetarily, socially or politically from the sexual exploitation of another (UN Glossary on Sexual Exploitation and Abuse 2017, pg. 6). Sexual abuse: actual or threatened physical intrusion of a sexual nature, whether by force or under unequal or coercive conditions. Sexual abuse is a broad term, which includes a number of acts including rape and sexual assault, among others (UN Glossary on Sexual Exploitation and Abuse 2017, pgs. 5-6). SEA is a risk that has been identified within the project appraisal documents as well as the ESMF. The tourism sector in general is prone to SEA incidences and any project that aims at increasing tourist arrival at any destination is likely to face increased risks of SEA Incidences. As such the World Bank additional safeguard measure i.e. the SEA/SH good practice note is aimed at addressing SEA/SH in all operations.

We will use different media to disseminate these messages to different stakeholders as deemed suited. These media include but not limited to face-to-face engagements, posters and stickers, radio and TV programs, roll up Banners etc.

Key Message:

Report all cases of sexual Exploitation to your community Grievance Committee members, the GBV Specialist at the PIU, the Department of Social Welfare or call project toll-free line on 1031 or national tollfree line 1313 for adults and 199 for children or to the nearest police station. Complainants can also walk in at the PIU Office.

Detailed Messages:

- Break the Culture of silence (Muslaha syndrome) report all cases of SEA
- Beware! The Abuser may be your family member, a friend. The Abuser is not always a stranger.
- Rape is punishable by law and equal to fourteen years in jail.



- The Project Code of conduct prohibits and states that an individual worker should “Not engage in sexual favors – for example, making promises or making favorable treatment conditional on sexual acts – or other forms of humiliating, degrading or abusive behavior”.
- Report rape instantly! Protect your sisters, daughters and boys from sexual abuse.
- Prompt reporting helps to prevent HIV&AIDS and unintended pregnancy.
- Post Exposure Prophylaxis (PEP) and emergency contraceptives are available at all major health facilities and one stop centres to prevent HIV&AIDS and Pregnancy from rape
- Be aware of sex-tourism don't fall victim.
- ALL eligible MSMEs have a right to be free from all forms of sexual abuse and exploitation under the project.
- You will not face reprisals for reporting SEA case.
- The TRGP will protect your identity after you report a case of SEA.
- You can report your own experience or on behalf of a victim.
- Sex for work or opportunity within the TDRGP is highly prohibited.
- Victims/survivors are free to report to any service provider as they so wish.
- All information relating to Survivors will be confidentially kept according to Gambian Law and Company code of conduct.

RISK 2. Sexual Harassment

Preamble

Any form of unwanted verbal, non-verbal, or physical conduct of a sexual nature with the purpose or effect of violating the dignity of a person, in particular when creating an intimidating, hostile, degrading, humiliating, or offensive environment. This may include unwelcome sexual advances, or requests for sexual favors, and may take place through online activity or mobile communications as well as in person. Under the project direct employees, employees of contractors/construction workers, employees of lead firms and community members may be at risk of SH relation to the project. The project put in place the Grievance mechanism and other organizational policies to mitigate or offset the impact of this risk.

Key Message:

Sexual Harassment is not about your intention but how your action makes the complainant feel. The TDRGP takes a survivor centered approach to dealing with SH. As such SH is defined from the point of view of the complainant and not the intention of the perpetrator. Acts of SH create unhealthy work environment for the victim.

Detailed Messages:

- Every person has right be free from SH at Work
- The PIU has a zero tolerance to SH at work.
- All Contractors, Consultants must commit to prevention of SH
- Incidence of SH may lead to contract termination.
- All PIU staff are committed to prevent SH through the individual code of conduct.
- Whistle Blowers are protected under the TDRGP. No one will face reprisal for reporting.
- Employers should put in place work place policies to prevent SH
- The project code of conduct prohibits all workers from perpetrating SH and states 'Not engage in sexual harassment - for example, making unwanted sexual advances, asking for sexual favors, or engaging in any other verbal or physical behavior with a sexual connotation, including subtle acts of such behavior (for example, staring at someone one up and down kissing or blowing kisses making sexual innuendos by

making noises; brushing against someone; whistling; giving personal gifts; making comments about someone's sex life, etc.)'

- If you know a project worker has committed or about to commit these acts



RISK 3. Sexual Harassment



Preamble

Child sexual abuse, also called child molestation, is a form of child abuse in which an adult or older adolescent uses a child for sexual stimulation. There are two types of child sexual abuse - contact abuse that is where an abuser makes physical contact with a child and non-contact abuse non-contact abuse is where a child is abused without being touched by the abuser. This can be in person or online. Children within the Tourism sector especially those whose parents (mothers) operate medium and small enterprises including kiosks and

street vendors along the TDA are vulnerable to child sex abuse and the project will employ all practical measures to ensure that children are not harm as a result of coming intact with the project.

Key Message:

Child sexual abuse has a long-lasting impact on any survivor regardless of gender.

Detailed Messages:

Contact abuse is where an abuser makes physical contact with a child. This includes:

- Sexual touching of any part of a child's body, whether they're clothed or not
- Using a body part or object to rape or penetrate a child.
- Forcing a child to take part in sexual activities.
- Making a child undress or touch someone else in a sexual manner.
- Touching, kissing and oral sex - sexual abuse isn't just penetrative.

Non-contact abuse is where a child is abused without being touched by the abuser. This can be in person or online and includes:

- Exposing or flashing a sexual image
- Showing pornography
- Exposing a child to sexual acts
- Making them masturbate
- Forcing a child to make, view or share child abuse images or video
- Making, viewing or distributing child abuse images or videos
- Forcing a child to take part in sexual activities or conversations online or through a smartphone.
- Report all Child abuse to the nearest Police or service provider
- Be suspicious of gifts to your child by adults, BE Alert!
- The TDRGP has zero tolerance to all forms of child abuse.
- No child should have to sacrifice their childhood for economic gains
- Stop child abuse! Support child education and development
- Break the silence, end child sexual abuse in tourism sector.
- Child Sexual abuse perpetrators often begin with friendship and gifts, Beware!
- Never blame or judge a child for being sexually abused.
- Monitor your child's online activities.
- Break the barriers and talk to your children about exploitation and abuse.
- Lead Firms/Hotels have a responsibility to protect children from Sexual abuse.

Risk 4- Trafficking In person (TIP)

Preamble

Trafficking in persons is defined as the recruitment, transportation, transfer, harboring, or receipt of persons by means of the threat or use of force or other forms of coercion, abduction, fraud, deception, abuse of power, or of a position of vulnerability, or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purposes of exploitation. Women and children are particularly vulnerable to TIP practices. Under this project the World Bank ESS 2 clearly provides guidelines on how to safeguard vulnerable people from this practice. The project will involve works under component two which is the most susceptible to TIP practices including child labor.

Key Message:

Human trafficking is the intentional forcing of another into slavery. Trafficking in Person is grave violation of human rights, stop it!

Detailed Messages:

- Human trafficking has no space in the Gambia.
- Secure our borders against trafficking in persons.
- Report all TIP cases to Call 1313, 1025, 199
- Trafficking in person is a criminal offense.
- Be alert, TIP exists. The Gambia is source, transit, and destination for TIP.
- Children and women are not commodities.
- Protect the victim, not the trafficker.
- I am a human, not a commodity.
- People who are trafficked are often the most vulnerable in our society.
- Young people can end human trafficking.
- Young people add your voice to end human trafficking.
- Real men/women don't steal and sell children and women as commodities.

- Trafficking in Person is grave violation of human rights, stop it!
- Human trafficking enriches few and impoverish many in society.
- Zero tolerance for Trafficking In Person.
- Protect your child from human trafficking.
- Be the parent to end human trafficking.
- Lead Firms/Hotels have a responsibility to protect children from Sexual abuse.



RISK 6 Child marriage:

Preamble

Child marriage refers to any formal marriage or informal union between a child under the age of 18 and an adult or another child (UNICEF). In relation to the project, and with increased tourist arrival children are prone to this risk. Although child marriage is provided by law in the Gambia, some parents and traditions accept a child under 18 years getting married. Some parents have tendency of clandestinely forging their children's age in order to get them married to tourist.

Key Message:

Child Marriage is illegal in the Gambia and violates rights to childhood, education and development.

Detailed Messages:

- Do not trade your children for money.
- Foster open communication between parent and their children
- Do not forge your child's date of birth to get her married.



NOTE:

- **GBV is caused by gender inequality, the abuse of power and disregard for human rights.**
- **Anyone can experience GBV including men and boys, but women and girls are disproportionately affected because of gender inequality and power imbalance between male and female.**
- **GBV is not only rape/sexual violence but includes different forms of violence such as physical and emotional violence, early marriage, and economic violence.**
- **GBV survivors need various services to overcome the negative consequences of GBV. The needs of GBV survivors are not always the same even if the survivors experienced same form of violence.**



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