

**Increasing Our Impact:
Sharing Audiovisual Resources
for
Development**

*Proposal Summary
Quelimane, Mozambique
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**Christian Council
of Mozambique**



Increasing Our Impact: Sharing Resources for Development

Project Partners: AfricaFiles, and Christian Council of Mozambique (CCM)

Contact Person: In Mozambique:

Dr. Bill Butt
Christian Council of Mozambique – Zambezia
945 Avenida Julius Nyerere
Post Office Box 400
Quelimane, Mozambique

ccmzambezia@teledata.mz

+258 82 3861197 (cell); +258 24213146 (landline); +258 24212062 (fax)

In Canada:

Carole St. Laurent
AfricaFiles
300 Bloor Street West, Room 21
Toronto, ON M5S 1W3
Canada

carole@africafiles.org

+1 (416) 762-2245 (landline); +1 (647) 500-3436 (cell)

Executive Summary

HIV/AIDS, education, agriculture – in all fields, development staff face significant challenges with inadequate resources. Helping development workers collaborate and share resources can improve their impacts and outcomes. While audiovisual materials are effective for knowledge sharing and motivation, they are shared the least, because Internet bandwidth is inadequate for their large file sizes, and finances are inadequate to exchange CDs and DVDs by mail. An online library will enable two-way sharing of audiovisual materials which can be browsed, ordered, transferred online, or mailed, depending on their sizes and the user's download capacity. Starting with CCM's locally-produced HIV/AIDS videos and music in Portuguese, the library will immediately provide value to organizations working on HIV/AIDS in Lusophone Africa. The same facilities will enable others to contribute or find resources for other development sectors or countries. In addition, equipping two mobile theatre units will greatly enhance CCM's ability to bring these life-saving messages to the public.

Project Objectives

Our overall objective for this project is to enhance CCM's and other organizations' capacities to share and distribute audiovisual material about AIDS, and other development issues. Our specific objectives are:

1. Contribute openly licensed audiovisual content that can be repurposed, translated or changed to better meet different audiences' needs, and find materials for their capacity building or outreach.
2. Distribute these materials to organizations online and offline, expanding their impact.
3. Show these resources to the public in church or schools, as well as open-air village cinemas, which in CCM's own experience draw crowds of 200 to 300 in a Mozambican village.

Project Activities

CCM has produced over a dozen original music videos, songs and dramas by Mozambican artists about HIV/AIDS, with more in development. Therefore, the initial use of the library and open-air theatres will focus on HIV/AIDS. However, the project infrastructure is applicable to other types of content, countries and languages, and we plan to expand its use after development. Therefore we will create an open platform that is easy to translate into other languages. We will also source others' videos to be shown in our open-air theatres, at churches, schools, etc., with CCM providing translations into Portuguese or other languages, as required.

We plan to achieve the following measurable results in the first year of the project:

1. Convert OneWorld's existing audiovisual resource library, tv.oneworld.net, into Portuguese, and upload CCM's existing HIV/AIDS videos and songs into it.
2. Staff and equip an office to receive, produce, and mail out 2,000 CDs and DVDs. This is critical to the sharing of audiovisuals in a region where high speed Internet is unavailable, or too expensive to use.
3. Expand the English and Portuguese OneWorld TV website to allow online orders of CDs and DVDs.
4. Equip and train two CCM teams to hold open-air theatre events providing HIV/AIDS education. Provide them with a small screen that is set up in a CCM office for scheduled or on-demand screenings, when it is not being used in schools, churches, etc.
5. Show three HIV/AIDS videos to at least 12,000 people in the last six months of the program (during the first six months we will focus on website development and training).
6. Advertise the AV library and videos to development organizations in Mozambique, radio stations, television broadcasters, SchoolNet, WHO, government ministries, video rental stores, telecentres, etc.
7. Develop an online monitoring and evaluation system for people to report on the outreach numbers for their group, which can be collated per video, sector, etc. Those without online access can report on paper, and an administrator will input the data.

Project Partners

Christian Council of Mozambique

Christian Council of Mozambique (CCM, www.ccm.co.mz) is a national ecumenical faith-based organization that unites twenty-four member denominations and organizations. It has existed since 1948, and has provincial councils and offices in all ten provinces of Mozambique. Its mission is socio-economic justice through sustainable programs in the areas of gender and development. Its target group are the marginalized in general, not limited to members of the Christian or any other faith. Various partners fund its national and provincial development programs, including organizations in North America, Europe, Australia and Japan. Dr. Bill Butt is the full-time consultant to CCM's Communication Unit in Quelimane, Zambezia province (CCMZ), which has been producing video material related primarily to HIV/AIDS for since 2004. CCMZ also runs a project called PEDRA, which is the only HIV/AIDS education program for girls aged 10-14 that we are aware of in Mozambique. The distribution channels of a website, multimedia mailings, and open-air theatres will greatly enable this work, while preparing CCM to expand their country-wide programs in sustainable livelihoods, education and health.

OneWorld in Africa

Since 2000 OneWorld has pioneered the use of online video as the most vivid medium to wake people up to the urgency of issues like HIV/AIDS. Working with more than 3,000 NGO partners worldwide, OneWorld has showcased their videos and put them into an interactive context to encourage the audience to explore each topic more deeply through links to the millions of resources within OneWorld. In addition, OneWorld provides tools for the general public to upload their own video clips, whether from cameras or mobile phones. For this project OneWorld plans to extend its TV platform with a further powerful feature – the invitation to users to recommend and embed in their blog entries those video clips that have been put online at sites like Youtube and, increasingly, by mainstream broadcasters as well. OneWorld believes that as more and more broadcasting is delivered via the internet, people will increasingly value recommendation sites that can gather together the very best material available on vital subjects like HIV/AIDS. OneWorld has also been pioneering sub-titling tools that will allow programmes from one culture to be appreciated in another. OneWorld TV is run by the centre based in London, OneWorld UK.

AfricaFiles

AfricaFiles (www.africafiles.org) is a network of people committed to Africa through its promotion of human rights, economic justice, African perspectives and alternative analyses. Based in Canada, it has existed since 2002, and has 25 volunteer correspondents, including 10 Africans from 6 African countries. Its main services are a website and 19 topical email lists, through which we share original and found articles about African issues. Our main original contribute is our *eZine*, which publishes three topical issues a year sourced primarily from African writers. This project will expand our information-sharing services in Africa in new ways.

Estimated Budget

The following resources are required to implement the project.

| Item | Cost (USD) |
|---|---------------------------|
| Website Development, Technical Project Management <ul style="list-style-type: none"> • Customize Open Source Resource Library • Add monitoring and evaluation system, especially for NGO statistics • Translation to Portuguese • User Training | 72,000 |
| Distribution Centre, with supplies/postage to distribute 2,000 CDs/DVDs | 26,500 |
| Travel Costs <ul style="list-style-type: none"> • In-country flights, food & lodging, local travel for 4 Project Staff • International Travel Costs for Consultant | 14,000 13,000 |
| Village Cinema Capacity for Quelimane Regional CCM Offices <ul style="list-style-type: none"> • Equipment (screen, DVD player, projector, microphone, speakers, stands, cases, generator, battery) • Travel Expenses for One Village Cinema Outreach Team | 13,000 10,000 |
| In-Kind Contributions from CCM <ul style="list-style-type: none"> • Video production equipment, software, computers, instruments • Project Staff (equivalent to 2 ¾ fulltime staff) • Offices | 31,000 19,000 8,500 |
| Total Budget: | \$207,000 USD |
| Less CCM's in-kind contributions: | - 58,500 USD |
| Total Funding Sought: | \$148,500 USD |