

**Increasing Our Impact:**

**Sharing Audiovisual Resources**

**for**

**Development**

*Proposal Summary*  
*Quelimane, Mozambique*  
*July 1, 2008*

**Christian  
Council of  
Mozambique**



**oneworld.net**

**AfricaFiles**

# Increasing Our Impact: Sharing Resources for Development

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

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## 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.

## 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. Share copyrighted materials, or openly licensed audiovisual materials that can be repurposed, translated or changed to better meet different audiences' needs, depending on the creator's preference.
2. Find audiovisual resources that others produce that can contribute to organizations' work in capacity building and advocacy.
3. Distribute these materials online and offline.
4. Collaborate with partners, including knowledge creators, content producers, and information disseminators in various sectors, to improve our capacity to create, distribute, and effectively use audiovisual materials in existing and new programs.

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

1. Develop an online audiovisual resource sharing library in Portuguese, based on OneWorldTV's English resource sharing library, [tv.oneworld.net](http://tv.oneworld.net).
2. Upload CCM's audiovisual HIV/AIDS resources into the library in the most readily downloadable formats, and make them readily available in other formats including DVDs.
3. Create and moderate online groups to collaborate on HIV/AIDS work in Mozambique, in Portuguese and English.
4. Create instructional materials in Portuguese and English on how to incorporate audiovisuals into community-based HIV/AIDS work.
5. Nurture partnerships with groups doing HIV/AIDS work in Mozambique, who can incorporate CCM's HIV/AIDS videos into their own efforts, and thereby expand the impact and reach of the materials.
6. Increase the capacity of CCM to use audiovisual materials in its country-wide HIV/AIDS programs, by supplying equipment, technical training, and participatory development training, including the use of audiovisual materials.
7. Organize video programs through CCM to show HIV/AIDS videos to at least 7,000 youth throughout Mozambique.
8. Develop the capacity to contribute and receive large files to and from the library via CD or DVD, and VHS if needed for wider distribution (e.g., through video rental stores). This is critical to the sharing of audiovisuals in a region where high speed Internet is unavailable or too expensive to use.
9. Develop an online monitoring and evaluation system for library users to report on their use of the resources.

## Project Partners

### Christian Council of Mozambique

Christian Council of Mozambique (CCM, [www.ccm.co.mz](http://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 topics 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 features – 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](http://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"> <li>• Customize Open Source Resource Library</li> <li>• Add monitoring and evaluation system, especially for NGO statistics</li> <li>• Translation to Portuguese</li> <li>• User Training</li> </ul>	72,000
Distribution Centre, with supplies/postage to distribute 2,000 CDs/DVDs	26,500
Travel Costs <ul style="list-style-type: none"> <li>• In-country flights, food &amp; lodging, local travel for 4 Project Staff</li> <li>• International Travel Costs for Consultant</li> </ul>	14,000 13,000
In-Kind Contributions from CCM <ul style="list-style-type: none"> <li>• Video production equipment, software, computers, instruments</li> <li>• Project Staff (equivalent to 2 ¾ fulltime staff)</li> <li>• Offices</li> </ul>	31,000 19,000 8,500
<b>Total Budget:</b>	<b>\$184,000 USD</b>
<b>Less CCM's in-kind contributions:</b>	<b>- 58,500 USD</b>
<b>Total Funding Sought:</b>	<b>\$125,500 USD</b>