

Increasing Our Impact:

**OneWorld, AfricaFiles, and the Christian
Council of Mozambique –
Sharing Audiovisual Resources
for Development**

Full Proposal
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**Christian
Council of
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AfricaFiles

Table of Contents

BACKGROUND	1
CONSTRAINTS ON DEVELOPMENT WORK AND COLLABORATION.....	1
THE BENEFITS OF AUDIOVISUALS.....	1
THE CONTEXT OF HIV/AIDS IN MOZAMBIQUE	2
PROJECT OBJECTIVES	3
PROJECT PARTNERS	4
CHRISTIAN COUNCIL OF MOZAMBIQUE	4
ONEWORLD IN AFRICA	6
AFRICAFILES	7
METHODOLOGY: WHAT CCM, AFRICAFILES, AND ONEWORLD WANT TO DO.....	7
OUTPUTS	9
FUTURE OUTPUTS	10
POTENTIAL DISTRIBUTION PARTNERS AND STRATEGIES	11
DRAFT BUDGET	12
CONCLUSION	15
CONTACT PERSONS	16
IN MOZAMBIQUE:.....	16
IN CANADA:	16
REFERENCES.....	17

Increasing Our Impact: Sharing Audiovisual Resources for Development

Background

Constraints on Development Work and Collaboration

HIV/AIDS, girls' education, rural community health-care, appropriate technologies – in whatever field, development staff work in relative isolation from others by definition. At the same time, they face large challenges, including large populations and geographical areas to serve, target audiences spanning multiple languages, varying educational levels and literacy rates, poor telecommunications, and low percentages of the population who can be reached by them. They address serious challenges with a lack of trained professionals to meet them, including HIV/AIDS, food security, and human rights. Helping development workers in similar situations around the world to share resources and information can enable learning, thereby improving methods and results.

Internet-based initiatives already exist for disseminating such information – portals like Development Gateway, InfoDev, Ecumenical Advocacy Alliance, OneWorld, Kabissa, and others. Though these can be useful, they tend to be general-purpose sources of what's going on in various fields. Visitors must conduct time-consuming online searches for resources that are applicable to their own work. Most of the materials on these sites are text-based. They also are one-way means of communication that do not allow development workers to contribute their own content.

Similarly, many email lists exist and are useful for putting like-minded workers in touch. But general-purpose email lists tend to leave the subscriber browsing for relevant content and discarding the rest. It is a challenge to serve a focused audience with the right balance between participation and information overload. Narrowing the focus of the discussion topic is a way to make email lists more fruitful.

The opposite challenge also exists – helping producers of resource materials find relevant channels to share these resources with others who might find them useful. However, Internet bandwidth constrains the ability to both upload and download resources, especially audiovisual content with its large file sizes. Helping small organizations overcome bandwidth challenges would be a significant contribution to enabling resource sharing. Combining a resource-sharing library with training materials about creating and using multimedia resources effectively, and offering opportunities to start focused discussion groups, are ways we propose to facilitate better collaboration for isolated development workers.

The Benefits of Audiovisuals

Content from audiovisual training materials is recalled four or five times better than heard material, and nine times better than read material.

(Fraser and Villet, 1994)

We value audiovisual content highly because most other people do too. An impromptu or planned audience is eager to watch audiovisual materials appropriate to their language and culture. When you consider the goals that development workers are seeking to accomplish, and the audiences and social contexts that they are engaged with, audiovisuals make even more sense.

Research shows that audiovisuals are more effective than text, and the richer the media, the higher their impact. Studies show that “we retain **10% of what we read**, 20% of what we hear, 30% of what we see,

50% of what we hear and see, 70% of what we say, and 90% of what we say and do” (Pike 1989, p.61, emphasis ours). In development contexts, **content from audiovisual training materials** is recalled **four or five times better than heard material**, and **nine times better than read material** (Fraser and Villet 1994, emphasis ours). Ninety-two per cent of primarily illiterate farmers in Peru liked watching training videos because “it was like ‘actually being in the field’” (Fraser and Villet 1994). Multimedia content is more relevant than text for many developing countries (Spence 2003, p.76).

Whatever their mandate, most development organizations rely on sharing information to inform their target audiences, build their capacity, and promote individual or societal change. Audiovisual materials are effective tools for sharing this information. Non-governmental organizations (NGOs), and even public ministries and institutions, are stretched to their limits, and cannot share important information using existing personnel in person. To address resource constraints and improve outreach, multiple communications channels are in use. It is critical to use the most effective methods for these important messages. Imagine yourself as a youth in Africa. What impact would a billboard or brochure about HIV/AIDS have on you? Would it be sufficient to cause you to change your sexual behaviour? Compare this to the impact of a radio message. Would any type of radio message convince you to change? Now envision a video. If you could see and hear someone’s testimony who got HIV from unprotected sex, or someone whose parent died of AIDS, or a grandmother who now must care for 6 orphans because their parents died, would you be more likely to adopt a safer lifestyle? If you envision the same message in the three different mediums – print, audio, or audiovisuals – you can imagine the relative impacts of each. And for some purposes, such as showing someone a new cooking or farming method, audiovisuals are likely the only medium that could successfully replace in-person training about it.

If audiovisual materials indeed communicate more effectively than text, then a great deal of development information could achieve better results if it was delivered differently. We want to help make this happen.



Domingos Francisco recording in CCM's studio in Quilemane

The Context of HIV/AIDS in Mozambique

The situation of HIV/AIDS work in Zambezia province typifies similar work in other provinces of Mozambique, and to some extent in other countries of the South as well. We expect that the situation is comparable in other development sectors apart from HIV/AIDS. In Zambezia, just in the area of the capital city of Quelimane, at least fifteen organizations are working in the field of HIV/AIDS. These include international NGOs such as Concern, World Vision, and Save the Children; ecumenical faith-based organizations such as the Christian Council of Mozambique, the Christian Network, and the Evangelical Association; individual religious denominations such as the Catholic, Presbyterian, and United Methodist Churches; and Mozambican NGOs such as the Nucleus of Women’s Associations of Zambezia.

The provincial body of the National Council for Combating AIDS (CNCS) coordinates the work of these, and all other groups working on HIV/AIDS. This is a government umbrella whose prime function is to vet proposals from various actors, fund the most promising proposals, and monitor the implementation of these projects. CNCS requires regular reporting from all actors to ensure that all approved activities complement, rather than duplicate, one another, and to identify under-served areas or sectors. However, though CNCS *receives* all this information necessary for its own use, it does not have the resources to *share it* in any regular or intentionally organized way. Although this work could be in principle part of the CNCS mandate, in practice, because of other administrative priorities, no functional

mechanism of physical or electronic distribution is in use. The result is that rather than a genuine network, a number of individual 'silos' exist, each focused inwardly on its own particular work, without windows outward to its neighbours.

Among the actors cited above there is a consensus that the need for such a sharing exists, that it would be both useful and feasible, and there is willingness both to receive and to use such information. But when it's everybody's task to find that information out for themselves, in practice it becomes nobody's task. Therefore the team implementing this proposal would undertake to gather and share all relevant material with all those interested, within and beyond Zambezia and Mozambique, so that everyone is not continually reinventing wheels alone. That is our plan – starting with HIV/AIDS educational material in Portuguese, and as steadily and rapidly as feasible, expanding to other development initiatives related to health issues, and other languages, especially English.

As to information and communication technologies (ICTs), Mozambique currently spends more per capita on ICTs than any other sub-Saharan African country. High-speed Internet access is available in its four largest cities (Maputo, Beira, Nampula, Quelimane). There are several Internet service providers in the larger cities. The former government telephone monopoly, TeleData Mozambique, has been privatized and faces healthy competition from Vodacom. Cell-phone use exceeds that of landlines, and total teledensity is about two numbers per one hundred persons. Well over 90% of that is based in urban areas, although this ratio is slowly changing since the cellular telephone network currently reaches parts of all ten provinces beyond the provincial capital cities. It continues to expand as a high investment priority of the national government and of service providers.

However, neither in Mozambique nor elsewhere in Africa is there a Portuguese-language interactive Internet portal dedicated to the sharing of audio-visual resources regarding HIV/AIDS and other development issues.

Project Objectives

Our goals for this project are to enhance CCM's and other partners' capacity to:

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.

Because CCM is currently working in HIV/AIDS education and programming, we will first apply these goals to HIV/AIDS. The desired outcomes of sharing HIV/AIDS content more widely are to improve knowledge about HIV/AIDS, to encourage behaviour that reduces infection rates and the impact of infections, and thereby to reduce sickness, suffering, and deaths resulting from this pandemic.

However, the processes and tools that will enable better HIV/AIDS resource sharing apply equally well to other types of content, and other countries and languages. We want to create a platform that will meet our immediate needs, and expand easily to meet the needs of others as they become aware of the platform. As producers of other types of content (including CCM) begin to share their resources, the project's outcomes will expand to improved wellbeing in areas beyond but related to health, such as small-scale income generation, primary health-care, pre-natal and post-natal maternity care, nutrition, education, and community development.

In the first year of the project, we wish to achieve the following measurable results:

1. Develop an online audiovisual resource sharing library in Portuguese, based on OneWorldTV's English resource sharing library, 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.

Our longer-term objectives will be developed in detail after evaluating the first year's results, and will focus on expanding/adapting the project model to new partners, sectors, languages, and countries (including other Portuguese-speaking countries) via the OneWorld portals.

Project Partners

Christian Council of Mozambique

CCM (www.ccm.co.mz) is an 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 is the marginalized in general, not limited to members of the Christian or any other particular faith. Various partners fund its national and provincial development programs, including funders from North America, Europe, Australia and Japan. Dr. Bill Butt is consultant to CCM's Communication Unit in Quelimane, Zambezia province (CCMZ), which has been producing video material related primarily to HIV/AIDS for three years. 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.

In the central Mozambican province of Zambezia, CCM has the strongest provincial council, with thirteen current projects related primarily to HIV/AIDS and rural community development. One project of CCM-Zambezia (CCM-Z) is called 'Youth, Video and Music against AIDS'. Implemented by its Sector of Communications, it produces and distributes video dramas and music videos by, about and for young people, who are the social group most at risk of HIV/AIDS.

The city of Quelimane, the Zambezia provincial capital, has an HIV+ rate of 33% among people over age 15 in our city. Among young women age 15 to 25, the chances of becoming HIV+ are about 50%.

Increasing Our Impact: Sharing Audiovisual Resources for Development

In response, the Christian Council of Mozambique has produced the following productions, all of them about HIV/AIDS and related issues, and all of them by, about, and for young Mozambicans. All of this material is aimed primarily at a mainstream secular audience, rather than an explicitly religious Christian audience, although it does often include some spiritual content:

- A forty-five minute ballet
- Two hour-long television dramas
- Forty-one original songs by Zambebian musicians, issued on two anthology CDs to date
- Seven music videos to accompany seven of those songs
- One ten minute drama about children's rights

In production or pre-production as of July 2007 are:

- Two hour-long dramas (script preparation stage)
- Three music videos (currently recording audio and/or video)
- Two documentaries about girls age 10-14 and HIV in rural Zambezia (currently being videotaped)
- One ballet (at choreography rehearsal stage)

All of this material is either produced in Portuguese, or subtitled in Portuguese, and is described in more detail below. As well, six pieces, including three music videos, are subtitled in English. These have been exhibited in North America, at the World AIDS Conference in Canada in August 2006, and elsewhere.

The effectiveness of AIDS education messages in changing risk behaviours is notoriously hard to quantify, but we can observe people's reactions and attentiveness while listening and watching this material. Wherever it has been viewed, the consensus is that this material is of professional quality and broad public interest, and we've become convinced of what we suspected from the beginning: that whether the subject be HIV/AIDS or anything else, the most credible messengers to young people are other young people, their peers.

CCM now has the minimum conditions and resources to continue a project of this nature.

Material resources:

- Some lighting equipment, if only a couple of halogen lamps on tripods and some gels
- One high-definition prosumer-quality digital video camera
- A boom mike, an insulating sock against the whoosh of stiff ocean breezes here, and an audio box to connect to the camera and measure audio volume
- One computer with adequate processing power, memory, and storage capacity to edit video, with up-to-date audio and video cards installed, the necessary connecting cables and interfaces to microphones and audio mixing board, and studio-quality speakers
- Software for capturing and editing video
- Software for recording and mixing audio
- Blank video cassettes for recording
- Blank CDs and DVDs for burning the final products
- A studio work-space

Human resources:

- Script writer
- Script editor
- Producer and co-producer
- Director
- Three people responsible respectively for lighting, sound recording, and continuity
- Camera operator
- Actors
- Video editor
- Musicians to compose and record a sound-track for a drama, or the original music in the case of a music video, with the necessary musical instruments—in our case, an electronic keyboard, 1 each of electric and acoustic guitar and bass guitar, and other traditional local instruments like drums and marimbas
- Music producer/arranger

Almost all of these work as volunteers; all are directly affected by the HIV/AIDS pandemic.

The Quelimane municipal council has authorized filming in any public site in the city, and local merchants and residents let us film for free in their houses, yards, restaurants, bars and stores, and offer props and costumes for free, or at discounts.

The Zambezia office of the National Council for the Combat of AIDS (CNCS), the government's umbrella body coordinating all HIV/AIDS work in the country, has helped get our material to market. They employ mobile audiovisual brigades who run educational programs in schools and rural communities, and exhibit whatever material we can produce.

MTV, the Mozambican national television corporation, collaborates by broadcasting our material in its various relevant program slots, for music videos, drama, AIDS programming, and children's shows. Radio Mozambique and Zambezia community radio stations play the AIDS-themed music.

In short, CCM has the capacity to produce content and to bring it to a sizable but limited market. While we are currently focusing on HIV/AIDS, in the future we intend to produce materials about other development themes. We need to develop our strategies of bringing that content to users and offering them opportunities to respond. Doing so could become a pilot for Internet-based audiovisual sharing in other languages than Portuguese, and other fields than HIV/AIDS. That is where OneWorld and AfricaFiles come in.

OneWorld in Africa

The OneWorld network and portal brings people the latest news, action, campaigns and organizations in human rights and global issues across five continents and in eleven different languages, published across its international site, regional editions, and thematic channels.

Many of these are produced from the South to widen the participation of the world's poorest and marginalized peoples in the global debate.

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 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.

OneWorld has an even longer experience with online radio. This is run by OneWorld Africa, based in Zambia and offers community radio stations the opportunity to exchange audio files for onward broadcast in many languages. They have also made a start on creating a Portuguese-language shell portal.

For our purposes, translating the OneWorld TV site into Portuguese is the best option. It means that the project can build on seven years of experience and software development, rather than starting again to re-invent the wheel. This will also save costs, although a budget is still required to create the Portuguese version and add some particular new features that will be required and which are listed below. OneWorld is excited about combining resources to launch this new and improved OWTV in Portuguese under the OneWorld banner.

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 twenty-five volunteer correspondents, including ten Africans from six African countries. Its main services are a website and nineteen topical email lists, through which we share original and found articles about African issues. Our main original contribution 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.

Our ICT consultant, Carole St. Laurent, will contribute to the design, development and training of the technical components of the Audiovisual Library and Monitoring & Evaluation system. She has extensive experience developing websites, has conducted multimedia capacity building in Africa, and holds a Master's degree in using ICTs for international development.

Methodology: What CCM, AfricaFiles, and OneWorld Want to Do

Very popular non-development-specific video libraries exist on the Internet, including YouTube, Google Video, and Vimeo. While they all have some social content, for example, about HIV/AIDS, none of them specializes in development videos or has a Portuguese interface. They also have very distracting content and inconsistent download rates due to their popularity.

Development workers need a development-specific audio-visual and video library. OneWorld's portals (www.oneworld.org, and its video and radio platforms tv.oneworld.net and radio.oneworld.net respectively) are arguably the best known and most effective on the Internet at present. However, OneWorld TV does not currently have a Portuguese interface. It does not presently offer order forms for physical media, or provide a means of sharing usage statistics for monitoring and evaluation. Adding such features, and translating the portal into Portuguese, are central components of this project.

For the online discussions portion of this project, we do not intend to reinvent the wheel of providing group management software. Many alternatives exist in multiple languages, including Yahoo!, MSN, and DGroups. Instead, we wish to advertise relevant groups to new potential members, and make it easy for people to create new topic- and language-specific groups if none already exists.

Increasing Our Impact: Sharing Audiovisual Resources for Development

Some of the tasks and opportunities that present themselves in expanding the OneWorld TV website are described below. Others will emerge as the redevelopment proceeds:

- Make the search interface more advanced (similar to www.download.com, for example). It would offer items or categories by keywords and drop down boxes, sort results by number of downloads, editors' rankings, users' rankings, etc. Hovering over the title would display more details, such as the description, target audience, and language of the resource.
- In the future we would like to offer quality-assurance "seals of approval" with relevant partners' approval of sensitive content, especially health information.
- A tool for editors to log in and do reviews.
- A tool for users to log in, rank materials, add comments.
- A forum for user questions and answers.
- An order form for DVDs and CDs.
- E-commerce options for donations, or payments for paid materials.
- A registration process, and perhaps an administration feature so that we can rank NGOs to receive free resources, or pay a percentage of market value for the materials, depending on their size, budget, or mandate.
- Monitoring and evaluation tools, such as sending periodic reminder emails to people who have downloaded resources asking them to rank them, share comments, and estimate the audience they have reached.
- Capacity-building materials for producing and using multimedia resources for outreach.
- Links to related online user groups.

In the future, we could expand the portal to serve other languages.

A partnership of CCM as initially a content provider and OneWorld as a disseminating body would take several mutually complementary forms.

Beyond working to evolve the Portuguese platform, CCM would be sourcing, translating or writing capacity-building materials to help NGOs produce and use multimedia materials effectively. These would become part of our content contribution to OneWorld.

CCM and its associate organizations could contribute the perspective of a large user with custom needs. CCM's can also contribute non-technical materials, promotion in Mozambique, and the physical resource distribution centre we intend to staff and fund, at least for southern Africa. As well, CCM would actively promote OWA services in Mozambique, and help other OneWorld content providers distribute their audiovisual material to Lusophone African countries.

In the initial phase when all of CCM's material is HIV/AIDS-related, we hope to attract users in Mozambique and elsewhere including AIDS NGOs, WHO, the National Committee for Combat of AIDS, and organs of the Ministry of Health. After expanding to other information sectors, we hope to attract the Ministry of Rural Development, rural development NGOs, FAO, etc.

Finally, focusing on ICT4D, CCM could help provide training materials such as video case studies and "how to" materials. Through the website and online groups we will help support NGOs with the knowledge required to use multimedia materials in their work, thereby creating and distributing multimedia training materials there. Some of the NGOs could thereby be enabled in their turn to create new training materials to contribute through the web site.

Outputs

The following outputs are designed to meet the objectives identified above.

- 1. Online resource sharing library.** This project proposes the development of a user-friendly, subject-indexed online library of practical materials in various fields of development work. This library will be unique in several respects:
 - It will focus on audiovisual resources, which are under-represented in existing development resource libraries.
 - It will be developed in such a way that it can be translated into new languages as new partners come on board. Initially, it will be launched in English and Portuguese.
 - Users will be able to upload materials themselves.
 - Editors who work in the subject area of the resources will be able to rank and annotate these materials.
 - Editors will be able to provide a “seal of approval” for sensitive materials (such as HIV/AIDS), when these have passed a quality assurance protocol.
 - Users will be able to rank and annotate the contents independently of the editors’ input.
 - It will promote email lists in topics and languages related to the contents of the library. Users will be encouraged to start new lists if no existing lists meet their needs, and we can offer a notification service of new lists to subscribed users.
- 2. Offline resource distribution centre.** As discussed above, audiovisual resources are more effective than text for information sharing, and can augment in-person communications in various high-impact and cost-effective ways. However, all but the smallest files are difficult to transmit through the Internet in Africa, where high-speed Internet access is largely unavailable or too costly for NGOs to use. Therefore the project will staff and equip an office to receive, produce, and mail out 2,000 CDs and DVDs. We intend to augment mailings with personal delivery methods, such as distributing media through video rental stores, faith-based networks, at NGO meetings, via government networks, or by people travelling between cities. A periodical mailing of new resources, “how-to” content, podcasts and serial messages is another tactic we wish to explore. Annual CD or DVD supplements to magazines and mailings by others is yet another option. Partners who might help us distribute this content include the Southern Africa Research and Documentation Centre (SARDC), SARDC Mozambique, faith-based networks, or the World Health Organization (WHO), for examples.
- 3. Portuguese “HIV/AIDS Work Incorporating Audiovisual Materials” Email List.** CCM and other organizations would benefit from a network of partners with whom to exchange information, best practices, and content and information requests. Therefore, an email group will be created to discuss HIV/AIDS work, and incorporating audiovisual resources into it. It is also much easier to receive an email than to remember to visit a website, especially when your online access is limited or expensive. Therefore this list will be used to alert the members of new resources, and to remind them to periodically search the library. CCM-Z staff will moderate the list.
- 4. Capacity Building Content.** Our hope is that increased access to resources will lead organizations to begin or increase their use of audiovisual materials. It is also important to share information about how best to integrate these materials into their work. This content can include resources that already exist, and new content to meet language and content gaps. For example, *Centre de Services de Production Audiovisuelle* (CESPA) in Mali uses culturally adapted visual pedagogy principles developed by Manuel Calvelo, and trains people to use educational videos for community outreach. Assuming their ability and willingness to share this material, it could be translated into Portuguese and customized to Mozambique’s circumstances. Other helpful content includes how to produce various audiovisual content (e.g. digital images, video, or flash),

understanding various media formats, the best options for online and offline distribution, equipment and software recommendations. Finding, translating or writing such materials in Portuguese is important for our target audience.

Future Outputs

While they are not included in the present proposal, the following components are important for future development. They will be more precisely defined after evaluating the work completed in year one. Given the resources, we are strongly interested in developing these outputs experimentally to determine their feasibility and replicability in the African context:

5. **Audio Content.** As our core message is to increase the use of audiovisuals in development work, it is appropriate to consider how we can practise what we preach by publishing audio content. Content ideas include organization-to-organization messages about doing HIV/AIDS work in Mozambique, or producing short audio messages geared to target audiences. A story produced as a serial (like an audio soap opera), public health messages, interviews, or an “Ask the Expert” type of interactive show are various ways that target audiences can be engaged.
6. **Audio Content Delivery by Podcasts.** In high-bandwidth areas, podcasts are the perfect delivery method for the audio content. A podcast is in essence a radio show that is delivered by Internet. Podcasts can be sent to wireless portable devices such as iPods, or be accessed through a computer and Internet connection through aggregator software such as iTunes. They are gaining importance in the North, although bandwidth seriously constrains their accessibility in the South. When podcasts are implemented, a central CCM office can take care of uploading them to iTunes and other podcast distributors. Alternatively, regional CCM offices can also be trained to upload their content, if they are producing independent audio shows. It is quite straightforward to publish your program content through podcasts. Since one minute of audio takes one megabyte to download, podcasts will effectively be limited to partner headquarters in the North, in major African cities, and elsewhere with high-speed Internet access.
7. **Audio Content Delivery by Radio.** Radio is a much more accessible distribution channel for audio content where Internet access is expensive or slow. We intend to advise community radio networks about the resource library, both for downloading and uploading their programs. The key networks we are aware of are the Developing Country Farm Radio Network (DCFRN), and the World Association of Community Broadcasters (AMARC).
8. **Audio Content Delivery by Telephone.** An alternative, non-web-based alternative to deliver audio content is much more accessible in Africa – telephone-based messages. We can use an interactive voice response (IVR) telephone system to allow people to select a message by entering a number, or navigate through a menu system to “press 1 to hear ‘Ask the Expert’ answers”, or “press 2 to ask the expert a question”. Especially if we can secure a toll-free number, this will be very accessible in Africa. A content guide can be advertised via SMS messages, emails, and on the website. In fact, a text-based copy of the messages can be offered online, as well as by telephone. This solution involves programming IVR software, creating the programs, and updating the menu choices that lead to each new audio file. This is an approach that OneWorld has been pioneering in India with its LifeLines project supported by BT and Cisco Systems. It is currently receiving an average of 400 calls a day from farmers asking for advice on crops or livestock.
9. **Text Content Delivered by SMS (cell phone).** SMS messages have the advantage that one can send them to one’s audience, whereas one must entice one’s audience to phone in to hear an audio message. If we develop audio messages for delivery by telephone, we should also offer an SMS notification service to alert subscribers to new content. SMS can also be used alone to deliver short messages, such as health advice or a mini SMS “soap opera”. Again OneWorld has experience of using SMS in this way. In Nigeria it offers a free SMS question and answer service

for young people. When it was launched in November 2006 it received over 1,000 text questions in the first two days.

10. **Audio Content Delivery by CD.** Sharing our audio content via CD is particularly helpful for community radio stations, and organizations working in HIV/AIDS outreach. Our offline distribution centre can easily manage this by producing quarterly compilations of our audio programs onto CDs. Each version will replace the previous one, so that only one CD is required for newcomers to receive all of the content (until it exceeds the capacity of one CD).
11. **Audiovisual Production Capacity.** With the resource library and distribution channels in place, we wish to increase the production of audiovisual materials, especially video, to make better use of its powerful communication capabilities. Currently there is only one audiovisual production unit in CCM (at Zambezia), although Mozambique is a large country serving four primary language groups. We want to begin to dub material already produced into other main Mozambican languages. (Subtitles are not feasible, because those who do not understand Portuguese also tend not to be able to read their native Mozambican language). This work has already been requested by CNCS. Discussions are underway about financing the translations, hiring casts in each language, recording the new text, and inserting it into the original Portuguese videos.
12. **Videocasts.** Videocasts are clearly appropriate to our goals and message, but they face even greater bandwidth constraints than podcasts do because of larger file sizes. Therefore they are not presently in scope.
13. **Bit Torrents.** A Bit torrent is restartable, peer-to-peer file sharing method for large files such as videos. If we provide some always-on “peers” (computers) which are ready to send these files to others, they are a feasible means of transferring small videos over slow Internet connections.
14. **Help Desk.** It would be helpful to offer telephone-based support for people who need the kinds of resources in the library, but who do not have adequate Internet access or search skills to find and order them online.
15. **“Seal of Approval” Protocol.** Particularly for sensitive information such as about HIV/AIDS, and a resource library that accepts content from any producer, known or not, it would be very helpful to have a mechanism of vetting material. For HIV/AIDS materials in Mozambique, the Mozambique Ministry of Health, or the National AIDS Secretariat, are potential partners to quality assure materials.

Potential Distribution Partners and Strategies

The goal of this project is not an audiovisual library per se; it is to improve people’s lives through better knowledge, which brings both the motivation and ability to change. Therefore, following through with a strategy for the distribution and showing of the resources is an essential component of the project. This involves networking and collaborating with partners who share our goals, and whose distribution channels and audiences will complement CCM’s. Some of the outreach methods we wish to develop as models for other organizations and contexts are:

- Mobile, open-air shows by CNCS mobile brigades
- Television broadcasts
- Radio broadcasts
- Distributing videos and music through video rental shops and stores
- Distribution through schools. SchoolNet Mozambique is a program that develops ICT capacity for schools. Their computer facilities are often open to the community after school hours. Providing them with the audiovisual and pedagogical materials is a potential means of reaching a large number of students with important HIV/AIDS information.

Increasing Our Impact: Sharing Audiovisual Resources for Development

- Distribution through telecentres and cyber cafés. Community-based telecentres, in particular, are potential distribution points for audiovisual materials. Several exist in Mozambique. Our experience in one Nigeria telecentre was that the youth played the only music video CD they had every day, whereas written materials about science, malaria prevention, and solar cooking went virtually unused. Portuguese music and videos have a strong potential to attract viewers. If local NGOs partnered with cyber cafés or telecentres, they could co-sponsor formal outreach programs.
- Distribution through churches, including CCM member churches, and institutions such as the Bible Society.

Activities and Duration

The following activities will enable us to accomplish our goals:

Month 1	Define user requirements and website specifications for enhanced OneWorld TV website
Months 2 - 3	Develop new OneWorld TV website functionality
Month 4	Translate website into Portuguese Design Monitoring and Evaluation (M&E) components M&E plan, indicators, and assessment methods (e.g., statistics maintained by CCM; M&E questionnaires sent by email to those who requested or downloaded materials)
Month 5	Create an offline AV distribution centre, to be housed at CCM in Zambezia or Maputo. Includes training in CD, DVD and VHS production, order fulfillment, and record keeping for statistics. Develop M&E system
Month 6	User Training, including: <ul style="list-style-type: none"> a) How to use the library, upload, download, and rank resources, join the email group, participate in the email group (Offline Fulfilment Centre and CCM Zambezia staff) b) How to input statistics collected by mail and phone (Offline Fulfilment Centre and CCM Zambezia staff)

Increasing Our Impact: Sharing Audiovisual Resources for Development

Months 7 – 12	Develop Content (one per month): <ul style="list-style-type: none">a) Resources on participatory video methodologiesb) Resources on HIV/AIDS for trainersc) How to record audio productions using computers, microphones and open source softwared) How to create videos using camcorders, computers, and editing softwaree) Good content development for audio showsf) Good content development for videos Promotion and networking in Mozambique
Month 13	1 year assessment

Draft 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
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:	\$184,000 USD
Less CCM's in-kind contributions:	- 58,500 USD
Total Funding Sought:	\$125,500 USD

Conclusion

Some organizations are primarily knowledge creators. Examples of these include the World Health Organization, agricultural research centres, and others. They are information sources, and may also work in knowledge sharing and dissemination to expert audiences or the public.

Other organizations are primarily knowledge sharers. These include schools, health centres, human rights advocacy groups, faith-based organizations, Ministries of Health, Education and Agriculture, agricultural extension agents, and others. These organizations, because of their work at the community level, are best positioned to contextualize the knowledge produced by the information sources. They are important partners who can adapt content for their own communities, for different ages, both genders, and in local languages. Their physical presence in communities allows them to make this knowledge accessible to populations who could not otherwise access it. These organizations may be small and local to one community, or serve a country or region. The minority have audiovisual production and sharing capacity; for others, these are new outreach and capacity building methods that would augment their work. These grassroots organizations are well positioned to tell knowledge creators about their communities' priorities for future research and production.

Organizations that produce content tailored to local needs and languages could increase their impact if their content was available to others for wider distribution. Organizations without the mandate or resources to produce their own content could enhance their advocacy and development work by using audiovisual resources produced by others. They could be used internally to train-the-trainer and improve their staff's knowledge and skills, and then be shared in person to the local community. They could also augment their communications with their target audiences and be shown to the public in small or large group meetings.

With the magnitude of the challenges and the limitations of the resources that all organizations face, it is important to maximise their impact by collaborating, sharing, and distributing audiovisual content more effectively. Our hypothesis is that helping knowledge producers, local content creators, and outreach and advocacy organizations find each others' resources, share and customize audiovisual materials, and distribute them more widely, will improve development results. Organizations can focus on their core competencies, and find and use the resources produced by others. They could also produce better audiovisuals faster by tailoring shared content to their local needs. This proposal recommends the development of an online resource sharing library that facilitates this. Some organizations would primarily upload content; other organizations would download it for their use directly, and may revise it to better meet their needs. The revised content would be uploaded to share these new versions with others.

In addition, we recommend that communities of practice use email groups to build partnerships and share advice, to help them work more effectively.

At a high level, the three main components of this project are knowledge creation and knowledge sources (the input), resource production (the output), and resource distribution (the dissemination). The focus of this proposal is resource distribution. After meeting this need on a small scale for existing content producers and distributors, we wish to expand the project's impact in future phases by helping more partners use the library as contributors or borrowers. We also want to build the capacity of organizations to become content producers, and help more organizations incorporate audiovisual resources into their outreach programs. The present scope is a pilot project and proof of concept for our future vision.

Our long-term vision is to build awareness of the resource library and to help other organizations contribute to it and use it.

Contact Persons

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, fax)

+1 (647) 500-3436 (cell)

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