

Proposal Prize Pitching

Shooting Cameras for Peace, Colombia

John Sánchez, RTVC, Colombia

In Colombia the phenomenon of the forced displacement because of the violence has generated deep hurt in the society. The statistics indicate that the 10 percent of the country population has been displaced affecting mainly to farmers and natives children. Colombians has a big ignorance about the impacts that this problem has caused, is important to show the situation, to describe how difficult is the lives of this population.

Most of the displaced persons are farmers with rich and strong cultural traditions but they are forced to face an urban culture which they do not belong, is necessary to demonstrate the necessity to protect our cultural diversity as a wealth of our immaterial patrimony.

There are initiatives which look for to solve some of the psychological, social and cultural problems that the children in forced displacement suffer because of the emotional shock when they facing a new environment that sometimes is aggressive for them. They use some creative educative to.

SunChild TV

Barbara Siebert, FPWC, Armenia

Armenian society is not yet aware how crucial the solution of the growing environmental problems will be for the country's well being in future. In schools children are not introduced to important issues, such as, the protection of the environment, wildlife and biodiversity. The main aims of FPWC are to counter this lack of environmental education and to raise awareness for the preservation of Armenia's natural heritage. Pursuing these goals FPWC developed a new educational approach combining environmental and media education. In SunChild Eco-clubs youngsters learn to shoot their own nature and wildlife films. FPWC aims to broaden through SunChild TV the outreach of its environmental education approach. The program will be the first and only Armenian environmental TV program for young people. SunChild TV's unique feature is a "youths for youths" concept as many parts of the program will be made by young members of the SunChild Eco-clubs. This surely will result in high interest among the target group.

Mursi Me

Bruktawit Tigabu, Whiz Kids Workshop PLC, Ethiopia

The Mursi are one of the most untouched civilizations in the world. They are a nomadic tribe of cattle herders, famous for the large ceramic plate worn in the lip of the women. Their livelihood is severely threatened, as lower rainfall leads to dried out tributaries. Drought is pushing the Mursi into the highlands in search of water, which will likely lead to war with farmers.

The Mursi believe that their fortunes will soon turn, largely unaware of the extent to which their livelihood is threatened, that it is caused by human action, and that it is global in nature. They have no voice in international dialog regarding global warming.

Neighboring farmers tend to fear the Mursi, viewing them as ferocious and wild, with no empathy for their plight. This production aims to share their true nature, as I personally know them to be: gentle, emotional, intelligent, and well-humored. The Mursi are not strangers, they are our Ethiopian brothers and sisters, and their struggle is our own.