

**MILLENNIUM NEWS FOOTBALL VAN**  
*70° of football latitude*

**AMREF's Participatory Video for the 2010 South Africa World Soccer Championship**

by Renata Torrente and Angelo Loy

**BACKGROUND**

AMREF's Participatory Video (*Different Perspective*) within the "Children in Need Program" started in 2001 with the production of a series of documentary films (among them, TV\_SLUM, 2002 and the African Spelling Book, 2006) and reportages for international institutions (the World Bank, UNESCO, Bank of Sicily Foundation) that were aired by national and international broadcasters.

The project was inspired by a critical reflection on the role of communication in portraying street children issues in Africa. *Different Perspective* demonstrated in the last years its educational and rehabilitative potentials, allowing an increasing number of slum's girls and boys to leave the streets and start their life in a stable environment.

The last of the *Different Perspective* projects is *Millennium News* (2009), a series of eight news magazines on the UN Millennium Goals, produced by the Italian Ministry of Foreign Affairs and the Italian Public Television RAITRE.

**MN FOOTBALL VAN**

*Millennium News Football Van* uses the experience of *Different Perspective* to offer a different point of view on the 2010 World Soccer Championship.

*Millennium News Football Van* is a series of short documentaries on street soccer in Italy (4 episodes), in East Africa (4 episodes) and South Africa (1 episode, right before the beginning of the tournament).

It's produced by AMREF in collaboration with the Italian Public Television RAITRE. It will be conceived and filmed by a young *Different Perspective* crew (Niko Kori, 17, Henry Kanghete, 20, Pauline Njoki, 15), with the support of a director and a professional editor.

The production includes an itinerant tv studio, equipped with production and postproduction facilities, that will be set up in each filming location and will host the episode's guests. The studio will be open to local communities for them to assist in the making.

Each episode will have the format of a news magazine with anchorpeople (Henry and Pauline), guests (the main character of the episode), reporters from the field (Niko). It will have its proper **sting** (bumper, launch) that will highlight informations on major problems afflicting the world. For instance, concerning HIV-AIDS: *in the 90 minutes of a soccer game, 400 young people in the world will be infected by HIV AIDS*. Such dramatical but necessary information will be always counterbalanced by the irony and the humor that characterizes the *Different Perspective* crew.

Part of the footage that will be not used by RAI for the broadcasting will edited and posted on a special AMREF's web site.

Soccer in Africa represents an important tool of social redemption, a way to meet other people, to loose ethnic conflicts, to promote conflict resolution; through soccer, social workers in Africa address positive messages, teach desease prevention, fight against drug abuse. In Italy it is still possible to find places where soccer maintain such positive value. This is the role of soccer that will be explored and promoted with *Millennium News Football Van*.

The young Different Perspective crew will have the task of bringing together the experiences of the World's North and South, recovering the deepest values of such sport experience.