



Call for activists with video storytelling expertise

CIVICUS is looking for five talented grassroots activists to develop compelling, powerful and inspiring human stories that highlight specific aspects related to the resourcing realities, needs and visions of grassroots activists and groups. This is a perfect opportunity for grassroots activists who have a passion and proven expertise and experience in producing short videos or animations to promote social causes.

Each selected activist will be granted USD 5,000 to produce one video or animated story, between three to five minutes long, complemented by a written description and at least five photos. The stories should be based on the activists' own experiences accessing and mobilising resources or the experiences of the grassroots group or movement they are part of. Interested applicants must have the expertise and tools necessary to develop and deliver the story as required.

These stories will contribute to and be promoted as part of the [Grassroots Solidarity Revolution](#) campaign.

If you are interested in submitting a proposal, please read this entire document carefully.

Background

About CIVICUS

CIVICUS is a global alliance of civil society organisations and activists dedicated to strengthening citizen action and civil society around the world. Established in 1993, since 2002 we have been proudly headquartered in Johannesburg, South Africa, with additional hubs across the globe. The Alliance currently comprises over 12,000 members in more than 175 countries.

About the Grassroots Solidarity Revolution Campaign

As part of CIVICUS *Strengthening 21st Century Citizen Action* (STCCA) programme and after extensive consultations and engagements carried out throughout 2019 and 2020 (especially about [potential mechanisms to better shift power and resources to grassroots](#) groups and movements), it became clear that CIVICUS should play a proactive role in influencing the behaviour of international funders and other civil society enablers. In response, CIVICUS is bringing to the fore diverse voices, visions, stories and demands of grassroots activists and groups, highlighting their resourcing issues and the importance of supporting grassroots organising for positive social change, especially at this moment in history.

In 2021 CIVICUS co-created and launched the [Grassroots Solidarity Revolution](#), a grassroots-led influencing campaign centred on grassroots activists' visions, voices and ideas to engage donors, allies and other key actors in mobilising more and better solidarity and resources to grassroots activism.

One of the priorities of this campaign is sharing stories from grassroots activists and groups to help humanise grassroots activism and put in the spotlight their resourcing realities, needs and visions.



*Note: What is a grassroots activist? Grassroots activists, organisations and movements are those who work in the frontlines with and for their **communities**, using collective action from the local level to promote positive change at the local, regional, national, or international levels. Grassroots groups are associated with bottom-up rather than top-down decision-making and structures and are often more spontaneous (even informal) than established civil society organisations.*

Objective of this collaboration

Support grassroots activists to develop compelling, powerful and inspiring human stories in video format, that help humanise grassroots activism and put in the spotlight the resourcing realities, needs and visions of grassroots activists and groups. These stories will contribute to and be promoted as part of the [Grassroots Solidarity Revolution](#) campaign.

Scope of work and deliverables:

Each selected activist is expected to develop and produce one video story (3-to-5 minutes long, with a complementing written version and five photos) that covers at least one of the following topics:

- Challenges or opportunities faced by grassroots activists in building meaningful relationships and solidarity with local or international funding and enabling organisations. Enabling institutions include for example international NGOs, national (non-grassroots) NGOs, media and government institutions, academia, among others.
- Challenges or opportunities accessing funds/resources to support activists' mental health and well-being.
- Stigma or toxic narratives facing grassroots activists which negatively affect their access to resources, support for their activism and personal well-being.
- Humanising grassroots activism and activists.
- Funding/resourcing opportunities or experiences that have supported and celebrated your grassroots group's visions, autonomy, agency and agendas.
- Innovative ways in which your grassroots group is funding/resourcing their work, visions, autonomy, agency and agendas, and how funding and enabling organisations can support these initiatives.
- Key role and powerful impact of grassroots activism and why funders and enablers must provide more and better support for it and build strong and equitable relationships with grassroots activists.



The key **deliverables** for this assignment are the following:

- Develop a video or animation story proposal and work plan which will be reviewed and approved by the CIVICUS resourcing team before the content is produced. Please note that the video or animation length should be three minutes minimum and five minutes maximum.
- Provide a rough cut of the video or animation for review and feedback from the CIVICUS team.
- Participate in three group meetings: one to meet all the selected storytellers, a second to exchange ideas and discuss proposals and a last one to share final insights and experiences after producing the stories.
- The final deliverables are (a) the final 3-to-5-minute video or animation, (b) a complementing written version of the story of around 500-600 words (this would be published as a blog with the video or animation) and (c) at least five high quality pictures that portray the activists and groups featured in the video doing activities related to their activism (to be discussed in the case of animations).

Additional considerations

The CIVICUS resourcing team will work closely with the selected activists in the refinement of their proposed story ideas, but the activists must have the proven expertise and tools required to develop strong and compelling audio-visual stories and produce them independently. This collaboration is designed to support the narrative of the [Grassroots Solidarity Revolution](#) campaign, but it should also be an opportunity for grassroots activists and groups to amplify their voices, realities and visions. Therefore, the content must tell real stories of grassroots activists and groups and be produced by grassroots activists and groups in the Global South.

Language: The stories can be produced and delivered in English, French or Spanish.

Creative freedom: The desire of the CIVICUS resourcing team is to encourage activists to develop the stories with enough creative freedom to express themselves in ways that resonate with the grassroots activists, groups and communities that will be portrayed in the stories and involved in producing them. We must emphasize that the CIVICUS resourcing team will review and provide feedback in different moments of the production process to make sure that the stories align with the thematic focus of the campaign and are clear and compelling for a broad international audience.

Safety disclaimer: The goal of assignment is to produce stories that will be widely promoted at an international level on different social medial channels. Activists and groups featured in these stories will be publicly exposed to different audiences. If you and your group are targeted or at risk, or if your safety could become threatened in any way by producing and promoting content with your story and image, please do not submit an proposal.



Story examples:

- This video was produced by an activist for the Grassroots Solidarity Revolution campaign: <https://www.youtube.com/watch?v=zQ9raHhfe3M&t=24s>. Please note that for this assignment we are looking for shorter videos (5 minutes maximum) and, preferably, stories that portray grassroots activists doing field activities related to their activism.
- Video example produced by the Fund for Global Human Rights: https://www.youtube.com/watch?v=NpehN8Gz_sA
- Animation example produced by AWID: <https://www.youtube.com/watch?v=FINGRrje7tE>

Candidates profile and experience

- Proven experience as a grassroots activist and must be actively participating in a grassroots organisation, group or movement.
NB: Please note that proposals from audio-visual producers who are not grassroots activists actively participating in a grassroots group will not be considered.
- Proven expertise and experience in producing high-quality and compelling audio-visual stories (video, writing and photography).
- Experience in organising projects, meeting deadlines and thinking critically.
- Knowledge of civil society resourcing issues relevant to this assignment is desirable.

Expected time frame

Selected activists will have eight weeks to produce and deliver their stories.

Budget

Selected activists will receive a USD 5,000 grant to remunerate their time and cover production expenses.

Application process

Interested candidates are welcome to submit their proposal in writing to yessenia.soto@civicus.org by **31 October 2022**.



The applications must include the following:

- **Story proposal:** Send us a one-page compelling pitch of the story you would like to portray in the video or animation (proposals exceeding one page will not be considered). Remember that the story must align with one of the campaign themes listed above in this document. Make sure to include:
 - a) What the story is about, who is part of it (grassroots activists and groups) and why it is important to tell this story.
 - b) How the story connects with and illustrates one of the themes of the campaign.
 - c) Indicate if you want to produce a video or an animation and describe briefly what it would look like.
- **Portfolio** or examples of previous similar work from recent years. Please do not send attached video files. Send links to the examples.
- **Resume** of maximum two pages outlining (a) your relevant skills and expertise in relation to the requirements of this assignment (for example, relevant education, jobs and projects you've done in the areas of storytelling and producing videos and animations), and (b) briefly describing your experience as an activist and the group or movement that you are part of.
- **A very brief budget proposal** that includes (a) your daily work rates, (b) an estimate of the days it would take you to complete this project, and (c) an estimate of any other work or material costs likely to be incurred (transportation, food, subcontracting services, etc.). Keep in mind that the maximum budget allocated to this assignment is USD 5,000.