



Call for Proposals

Issue Date: July 31st 2018
Closing Date: August 10th 2018
Closing Time: 5:30 PM (Kampala local time)
Reference: CCEDU/003/Elections Documentary

About CCEDU:

Citizens' Coalition for Electoral Democracy in Uganda (CCEDU) is a Ugandan consortium of about 972 civil society organizations and over 25,000 individual members established on August 19th 2009. Since inception, CCEDU has been the leading civil society actor in Uganda in advocating for electoral reforms, monitoring electoral processes and conducting voter mobilization/education campaigns.

Call for Expression of Interest:

CCEDU is calling for expressions of interest from reputable organizations/individuals/firms to assist in the conceptualization and production of a high quality (Full HD), forty-five minute, 'Elections in Uganda' documentary film.

Objectives of the film:

1. The film (documentary) is envisaged as a reality feature that will highlight good practices as well as deficits in Uganda's elections;
2. Among other things, the film should subtly aim at arousing actions to support progressive changes that counter electoral challenges such as: voter bribery, vote rigging, electoral violence; boost citizen confidence in elections; and inspire civic-minded participation;
3. The film can be utilized as a way to drive people towards the actual documentary, but should also be useful in drawing wider attention to the plight of elections in Uganda and other societies with potential to be utilized in various forums (to open talks on the issue, as a viral internet phenomena etc).

Method:

- CCEDU proposes a seamless combination of real-life feature that leverages available high quality footage, content obtained from on-going electoral events (in local government and parliamentary elections juxtaposed against

experiences in general elections), interviews and use of characters that tell the story in a captivating manner.

- The film should satirize both electoral events and how these affect the quest for genuine democracy in Uganda's context.
- The script should be designed to ensure that the film prompts urgency and agency of both communities, local governments and key national agencies to take action in favour of correcting existing and perceived electoral deficits through building on 'what is working'.
- As a red-thread, the film should trigger an action-conversation on electoral reforms, while providing analytical archival for electoral trends and practices for reference by election stakeholders such as: election administrators, candidates, voters, election monitors (international and domestic), policy makers and implementers.
- CCEDU recommends that the film is conceptualized as a typical Ugandan, socially responsive documentary that draws on Ugandan culture, arts, practices, experiences and resources (resources including human resource as film characters).

Postproduction:

The selected organization/individual/firm should be ready to work with local video jockeys (VJs) to translate/narrate the film into 7 widely spoken local languages in Uganda.

Screening:

The film will target: ordinary citizens, local leaders (councillors, Members of Parliament, public servants) and key (local and national) influencers as specific audiences. The film will be premiered at a main event in Kampala, Uganda and screening tours will be conducted in five locations across Uganda. Special screening sessions will be negotiated for local government officers, parliamentarians, and judicial officers. Prior to the screening tours, the film will be promoted through conventional and non-conventional media channels – as a 'must watch, must act' movie.

Expected Output:

Increased and ongoing support for substantive electoral reforms and genuine democratic governance in Uganda.

Duration and budget

The production of the film is expected to take place from September 2018 till December 2018.

Content and form of Application Submission:

Organizations/firms/individuals interested in working with CCEDU in conceptualizing and producing the film should apply by submitting the following:

1. A technical concept note that details:
 - Proper understanding of the political context of Uganda;
 - Proposed 'big idea' or concept around which the film should be framed;
 - Ability and track record in conceptualizing and designing creative, powerful, exciting, satirical political (documentary) films that achieve intended objectives;
 - Proven experience working on social/political change film projects with in the African context.
2. A (documentary) film script:
 - 45-minute proposed storyline, based on 9, five-minute seamlessly connectable episodes. The script should clearly spell out the story to be told (narrative) and how the story will be told (plot).
3. A budget that details:
 - All costs associated with concept development and production of the film;
 - Justification for each of the costs envisaged at every stage of the project.
4. Three (3) samples of relevant previous works, including references (these should be submitted as both text and links).

Applications are to be submitted via the email address below by August 10th 2018, 5:30 p.m. Kampala Time. Paper copies of the applications will not be accepted. The address for the receipt of applications is: info@ccedu.org.ug to the attention of The Coordinator, CCEDU. Please state reference as: **CCEDU/003/Elections Documentary**.

Applications, which are submitted late, or do not follow the instructions contained herein run the risk of not being considered in the review process.

NB: Inquiries with regard to the 'Call for Proposals' may be submitted to the above address.