REQUEST FOR PROPOSALS FOR A DOCUMENTARY FILM PROJECT ON CHILD WELLBEING DURING THE FIFA WORLD CUPS

Terre des Hommes International Federation (TDHIF) is seeking proposals from an experienced documentary filmmaker to tell stories about the impact on children of the 2010 FIFA World Cup in South Africa and the 2014 FIFA World Cup in Brazil, with a special emphasis on telling the story through the eyes and voices of children themselves.

The filmmaker will work with TDHIF to identify, film and produce stories covering the positive and negative impact of World Cups on children before, during and after the event. The film will be used in current and future advocacy and information campaigns.

BACKGROUND AND SCOPE

The World Cup is one of the planet’s great unifying events, bringing together people and cultures in an international celebration of peaceful competition. At its best, it provides entertainment and inspiration to billions, and serves as a once-in-a-lifetime economic and cultural boost to its host communities.

But its benefits are not universally shared. Preparing for and hosting a World Cup can also lead to displacement, the diversion of funds, economic and social disruption, violence, exploitation and other unwanted side-effects. These can put children at risk of harm.

In South Africa 2010, concerns over the potential for child exploitation, abuse and trafficking led to a variety of initiatives – such as the ‘Red Card’ information campaign – to keep children safe. Despite these efforts, numerous abuses were reported to have taken place, including the relocation of street children to transit camps, and an increase in problems such as sexual violence against children.

In Brazil, there are concerns over the impact of evictions, the building of stadia, police violence (including towards street children), the mass influx of tourists, price increases, ‘pacification’, sex trafficking and other issues.

TDHIF is inviting documentary filmmakers with experience in investigating and documenting social justice issues to propose a documentary film package from conception to completion which captures compelling child’s eye stories of children affected by the 2010 and 2014 World Cups, both positively and negatively, in a format which can be used in an international information and advocacy campaign, to raise awareness and inform action to ensure a more child-friendly approach to major sporting events.
The winning filmmaker will conduct original research, explore ways to tap into existing reporting initiatives, and work with TDHIF to bring these issues to international attention.

**TIMELINE**

TDHIF envisages the project unrolling in two-three phases:

- **Phase 1 (Development)** will take place in January 2014, in which the filmmaker and TDHIF will work together to settle on the scope of work, and budget, and plan the subsequent phases.

- **Phase 2 (Execution)** will take place from February 2014 to October 2014, and track a series of stories about child wellbeing around the South Africa and Brazil World Cups. The filmmaker will propose a means to film, produce and edit on a rolling basis, whereby early products can be delivered and promoted in stages before the final completion of the project.

- **Phase 3 (Follow-Up)** Depending on the direction taken the filmmaker may be invited to take part in subsequent campaigns to promote child wellbeing in major sporting events, and to undertake further work.

**SCOPE OF PROPOSALS**

Applicants should submit a concise package to sportfilm@terredeshommes.org by **Thursday, January 9, 2014 CET** including the following:

- Examples of previous work, and how/if they were used to drive an effective social advocacy campaign;
- A creative vision for the documentary film project. This may include a series of mini-documentaries, multimedia products, or other formats which showcase the firsthand experience of children, both positive and negative, potentially but not exclusively including issues of sexual exploitation, violence, disruption to economic and cultural life, and the situation of street children;
- Ideas for working with or alongside existing initiatives to document the effects of the 2010 and 2014 World Cups, both domestic and international;
- A strategy for translating complex national issues into stories which appeal to an international audience, with relevance for future world cups and major sporting events;
- A concept to reach a variety of decision makers and opinion leaders, as well as other key audiences, including distribution and outreach;
- Awareness of child protection issues;
- A clear set of deliverables;
- A draft timetable; and
- A proposed budget.
TDHIF also requires a no conflict of interest declaration, specifying no affiliation to FIFA or any national football associations, no affiliation to the host government or host authorities, and no affiliation to contractors to the World Cup, broadcasters or other organisations that might have a commercial interest in minimizing adverse publicity around the World Cup.

Terre des Hommes will not pay for the development of this proposal. Submission of the proposal implies no guarantee of subsequent use, and does not prejudice any future work undertaken by TDHIF.

**ELIGIBILITY**

- 10 years + of making documentaries which explore social justice themes, and the capacity to tailor those products towards an effective social change campaign;
- Access to and knowledge of all necessary filmmaking equipment;
- Demonstrated ability to work in a complex and potentially hazardous environment, and to translate difficult themes into accessible prose;
- Capacity to work in a multilingual environment, including Portuguese and English;
- Healthy and able to travel to various venues in Brazil over a course of time in 2014; and
- Able to obtain the necessary authorizations and permits to work in South Africa and Brazil.

Useful, but not essential, will be:

- Specific knowledge of the Brazilian and South African contexts;
- An understanding of the World Cup, including its history, structure and audiences; and
- Demonstrated potential to contribute to subsequent campaign promotional activities.

Proposals will be evaluated according to a combination of technical merit, a demonstrated understanding of TDHIF's requirements, and financial criteria.

**BUDGET**

At this time no budget range is available. Please consider submitting scalable or modular budget proposals.

**TONE/STYLE**

The documentary film project touches on extremely serious concepts, and will need to treat them with the requisite sensitivity. At the same time, the World Cup is a joyful event beloved by billions, and the product should not demean their love of the sport and the competition.

TDHIF is open to advice on effective approaches, but would like to strike an inspirational, positive attitude towards the material, finding the humanity in adversity, highlighting solutions as well as challenges.
SECURITY, ETHICS AND DUTY OF CARE

The filmmaker will behave in a professional and ethical manner at all stages, including a commitment to truthfulness and accuracy.

Some of the work could involve complex and potentially dangerous situations, both for the filmmaker and those they work with. The filmmaker will be expected to safeguard the safety, dignity and wellbeing of any personnel and third parties affected by their activities, especially children, and should display a full awareness of child safeguarding issues. TDHIF will provide training for the winning filmmaker in this area.

The filmmaker will undertake to discuss potential risks at all stages with TDHIF, and to accept TDHIF’s decision if it decides not to proceed with a certain avenue of enquiry. TDHIF reserves the right to halt the project if the filmmaker is found to be in breach of these and other ethical standards.

OWNERSHIP / COPYRIGHT

TDHIF will own the final product and retain all rights to use, edit and distribute it as it sees fit.

QUESTIONS

Please submit any further questions to sportfilm@terredeshommes.org