
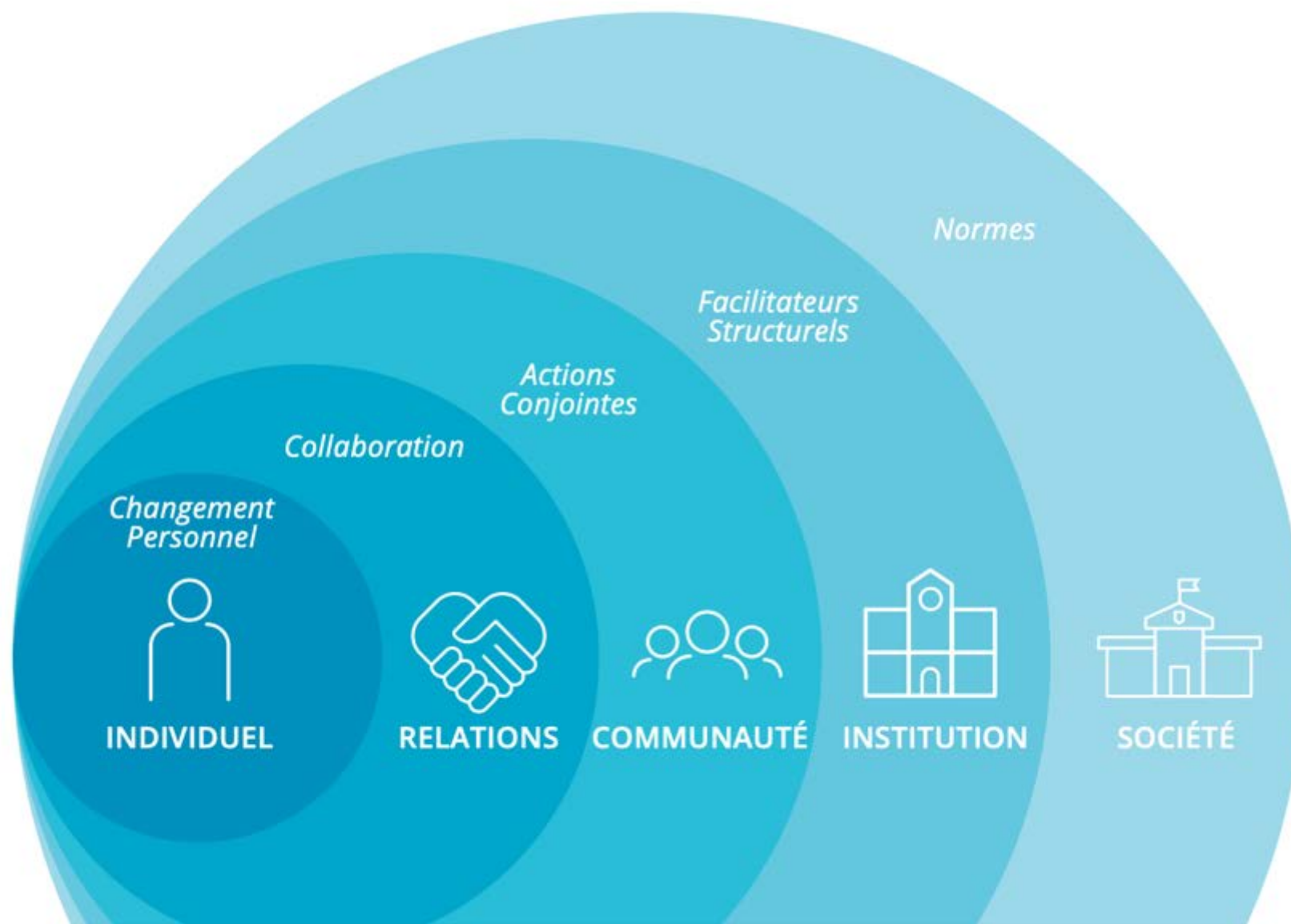


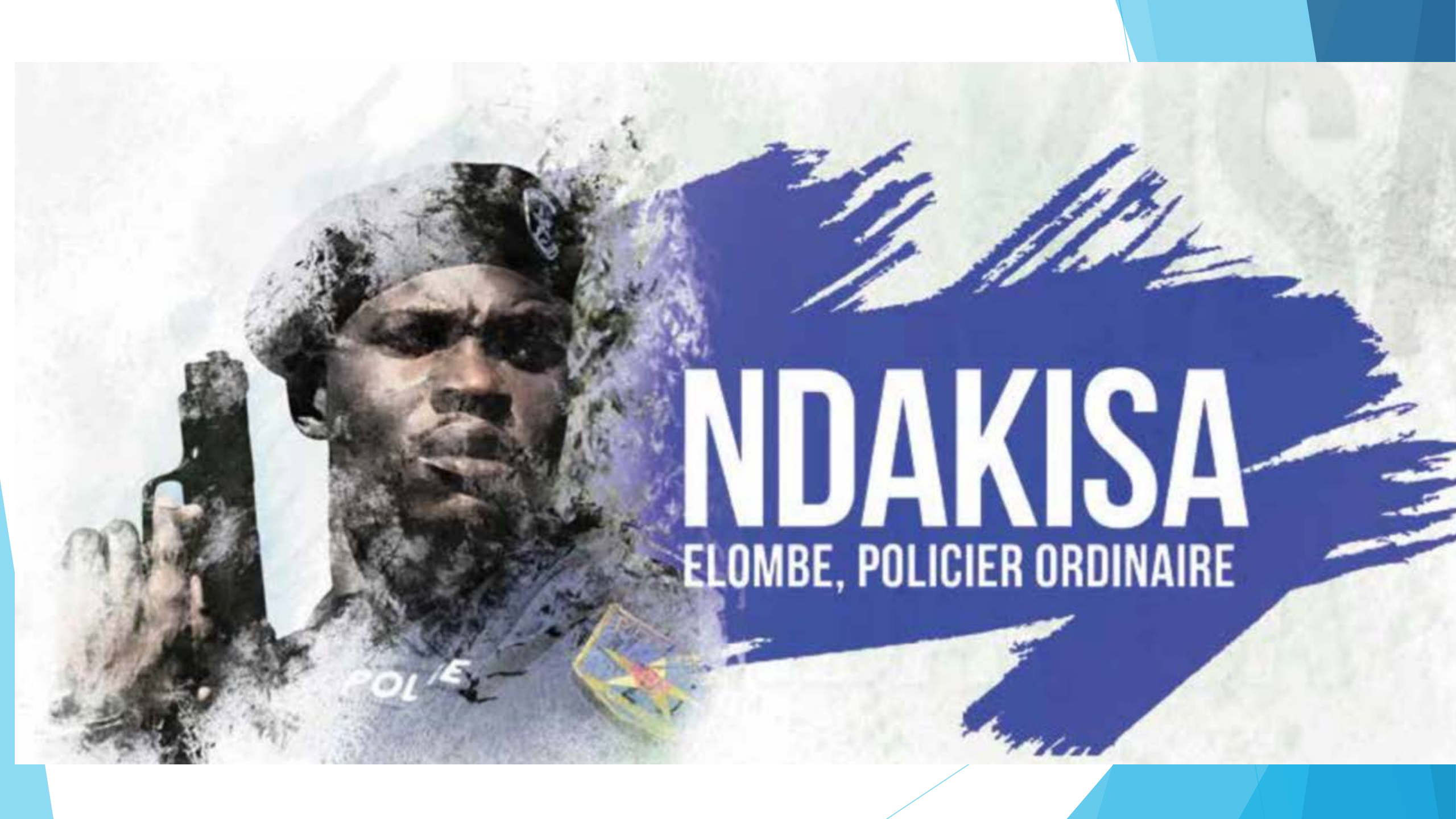
Example from The DRC

Africa in Transition

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- The background of the slide features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the slide, creating a modern, dynamic visual effect.
- ▶ Search for common ground in the DRC works in the area of peacebuilding since 2001
 - ▶ Media is the biggest components of our activities
 - ▶ Our content is designed to provoke discussions within communities in conflict and model new ways to overcome differences.

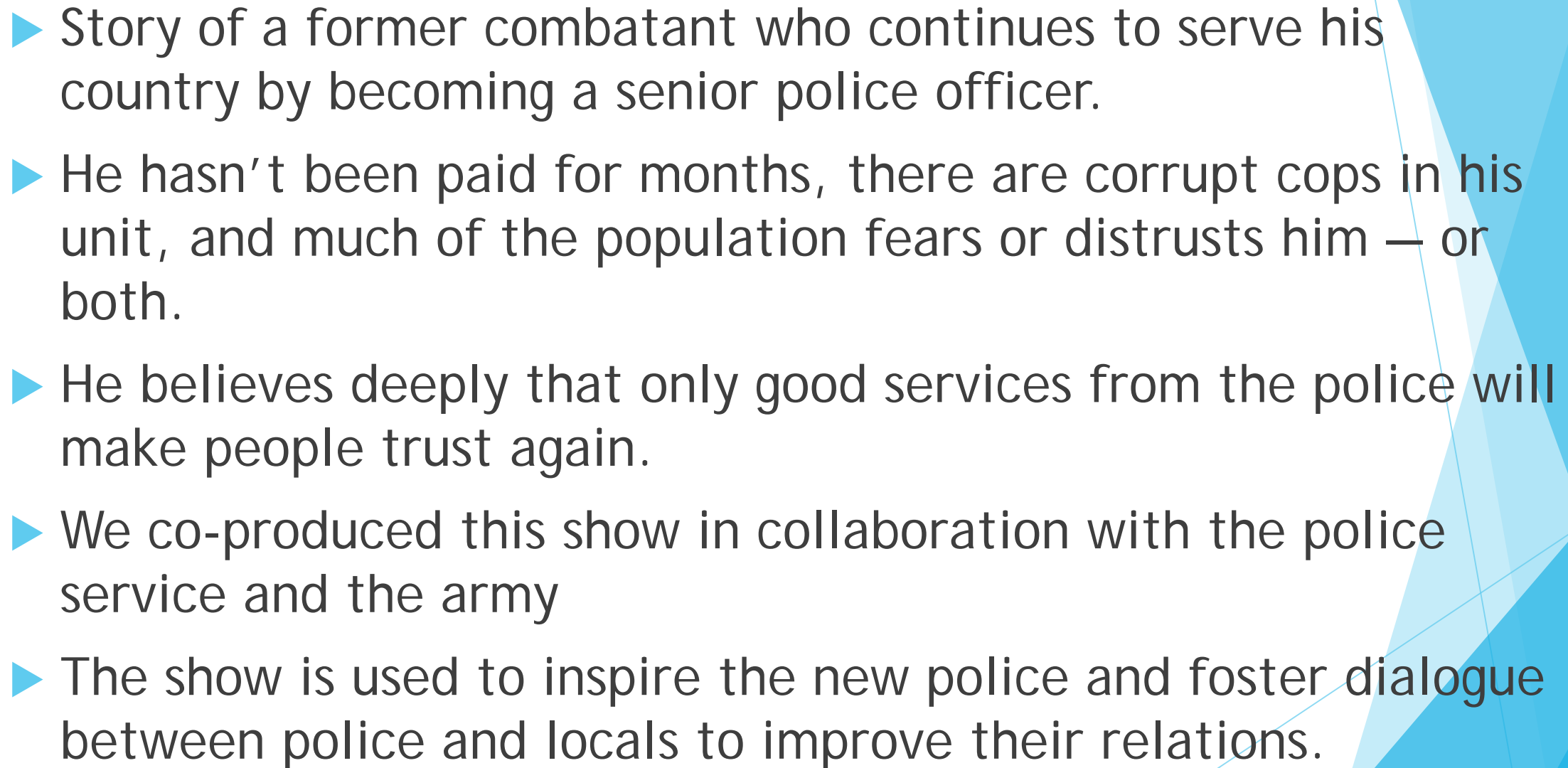
Levels of change we target





NDAKISA

ELOMBE, POLICIER ORDINAIRE

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- The background of the slide features a complex, abstract pattern of overlapping triangles and polygons in various shades of blue, ranging from light sky blue to deep navy blue. The pattern is concentrated on the right side of the slide, creating a modern, geometric aesthetic.
- ▶ Story of a former combatant who continues to serve his country by becoming a senior police officer.
 - ▶ He hasn't been paid for months, there are corrupt cops in his unit, and much of the population fears or distrusts him — or both.
 - ▶ He believes deeply that only good services from the police will make people trust again.
 - ▶ We co-produced this show in collaboration with the police service and the army
 - ▶ The show is used to inspire the new police and foster dialogue between police and locals to improve their relations.

Why did we choose drama ?

- ▶ It touches the audience emotionally. Emotions are known to be the fuel that push people to step to the action.
- ▶ Drama/fiction allows us to dream and share our vision with the collective imaginary.
- ▶ Drama helps shifting social norms. By social norms I mean behaviors that are accepted and/or expected from us.
- ▶ Drama can address sensitive issues or tabou in a entertaining way, through allegories, comedy and much more.
- ▶ In the case of NDAKISA Cop series the dark side of the police which some authorities won't want to address come through an hilarious character: MABELE

OUR HERO

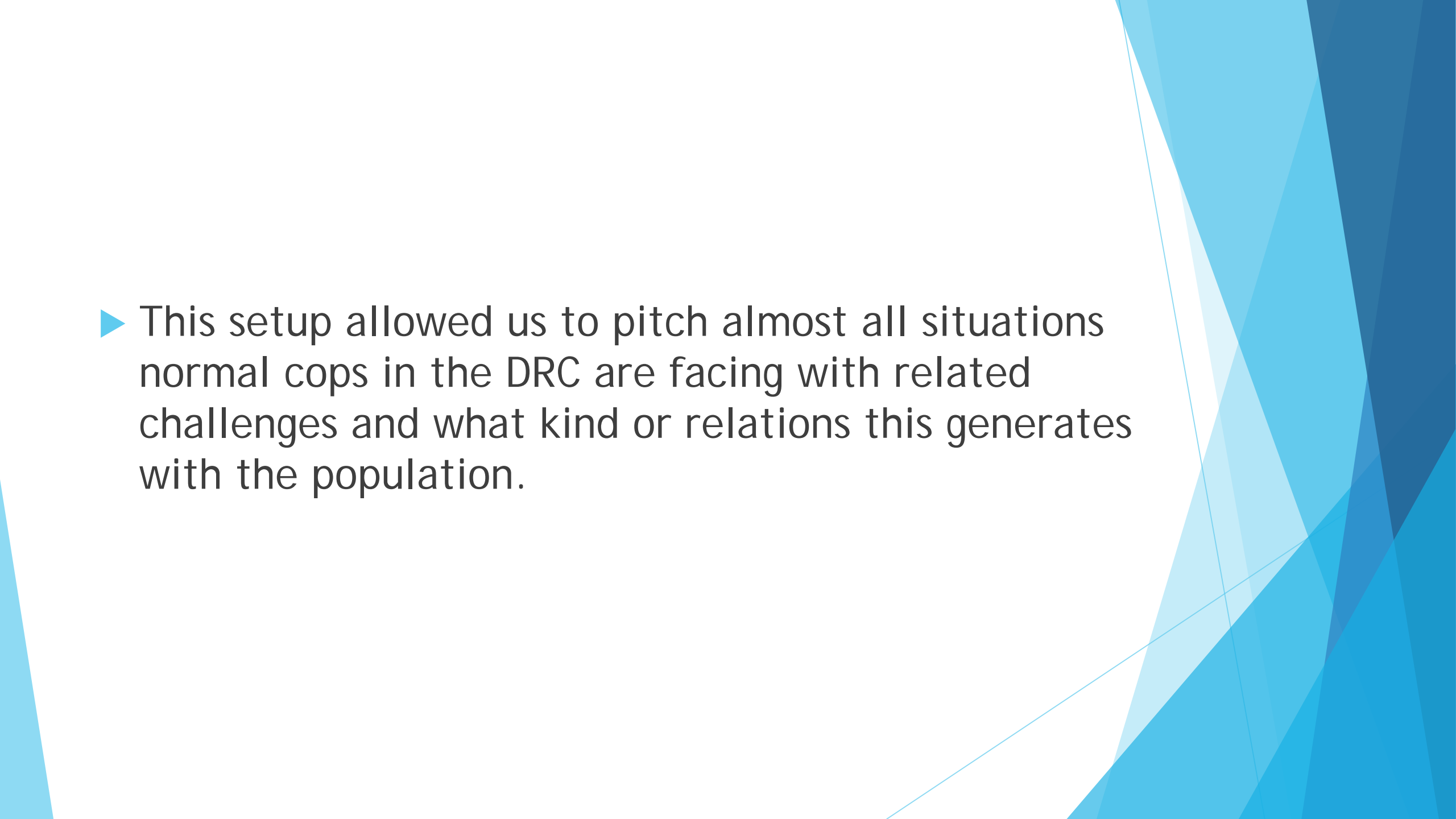
- ▶ ELOMBE (*The BRAVE*).
- ▶ Comes freshly from the police academy, He embodies the dream of the new police
- ▶ Main goal : to ensure a proper functioning of the police station in accordance with the current reform and gain people's trust.



His antagonist

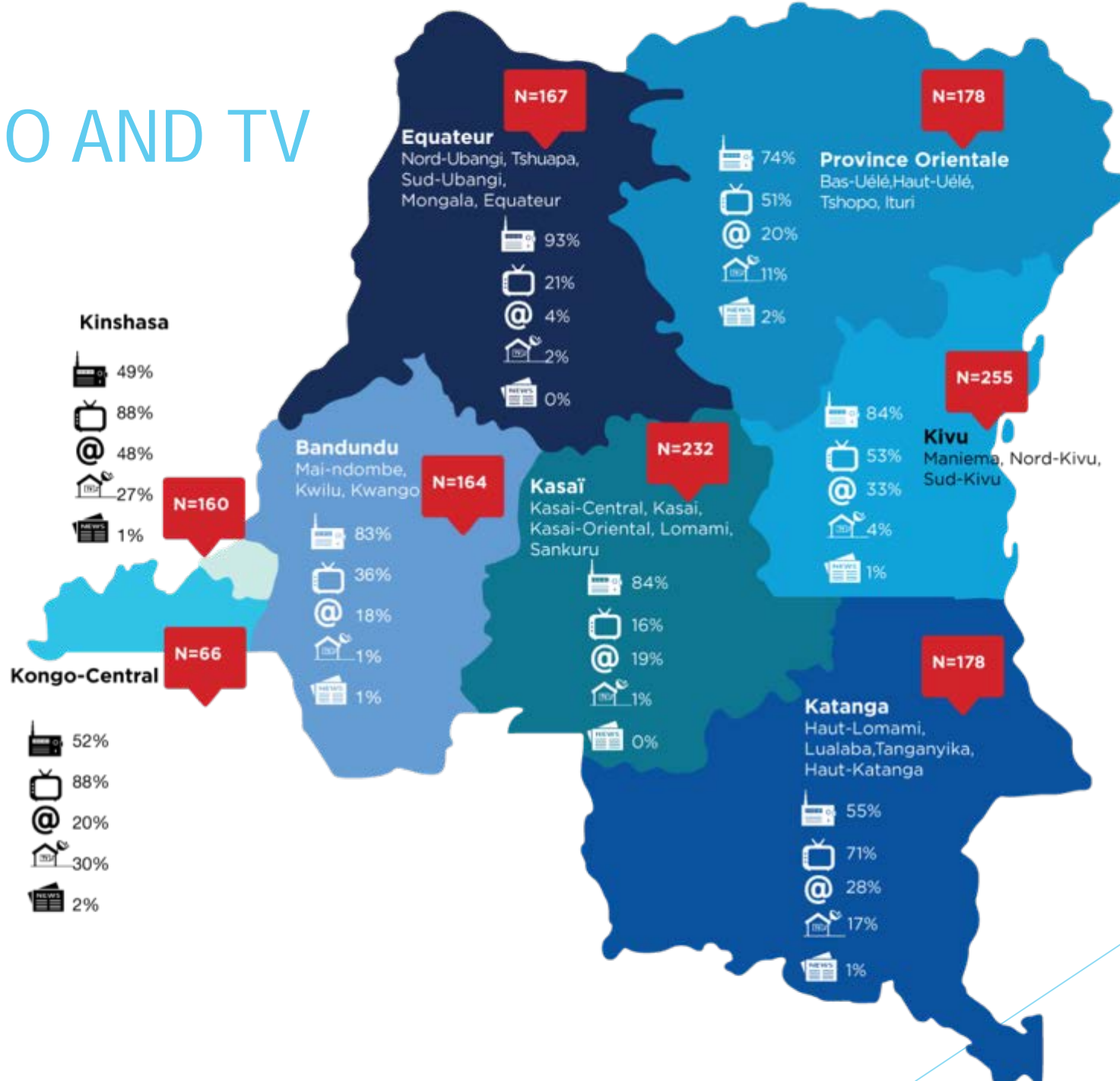
- ▶ MABELE, a frustrated old policeman who never had the opportunity to raise through ranks.
- ▶ With a rather chaotic family life, MABELE did not know how to take care of her children who ended up in neighborhood gangs.



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- The background of the slide features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side and bottom of the slide, creating a modern, dynamic feel.
- ▶ This setup allowed us to pitch almost all situations normal cops in the DRC are facing with related challenges and what kind of relations this generates with the population.

HOW WE REACH AUDIENCE

RADIO AND TV



South Kivu
Maniema
North Kivu

More than
8,000,000
Radio Broadcast

More than
6,000,000
TV Broadcast

PARTICIPATORY THEATRE



Audience between 100 and 500 per performance

MOBILE CINEMA



An audience between 200 and 500 per performance


COMIC BOOKS



More than 100k copies distributed!

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the image, creating a modern, dynamic feel. The text is positioned on the left side, set against a plain white background.

HOW DO WE MAKE SURE THE MESSAGE
RESONNATES WITH THE AUDIENCE?

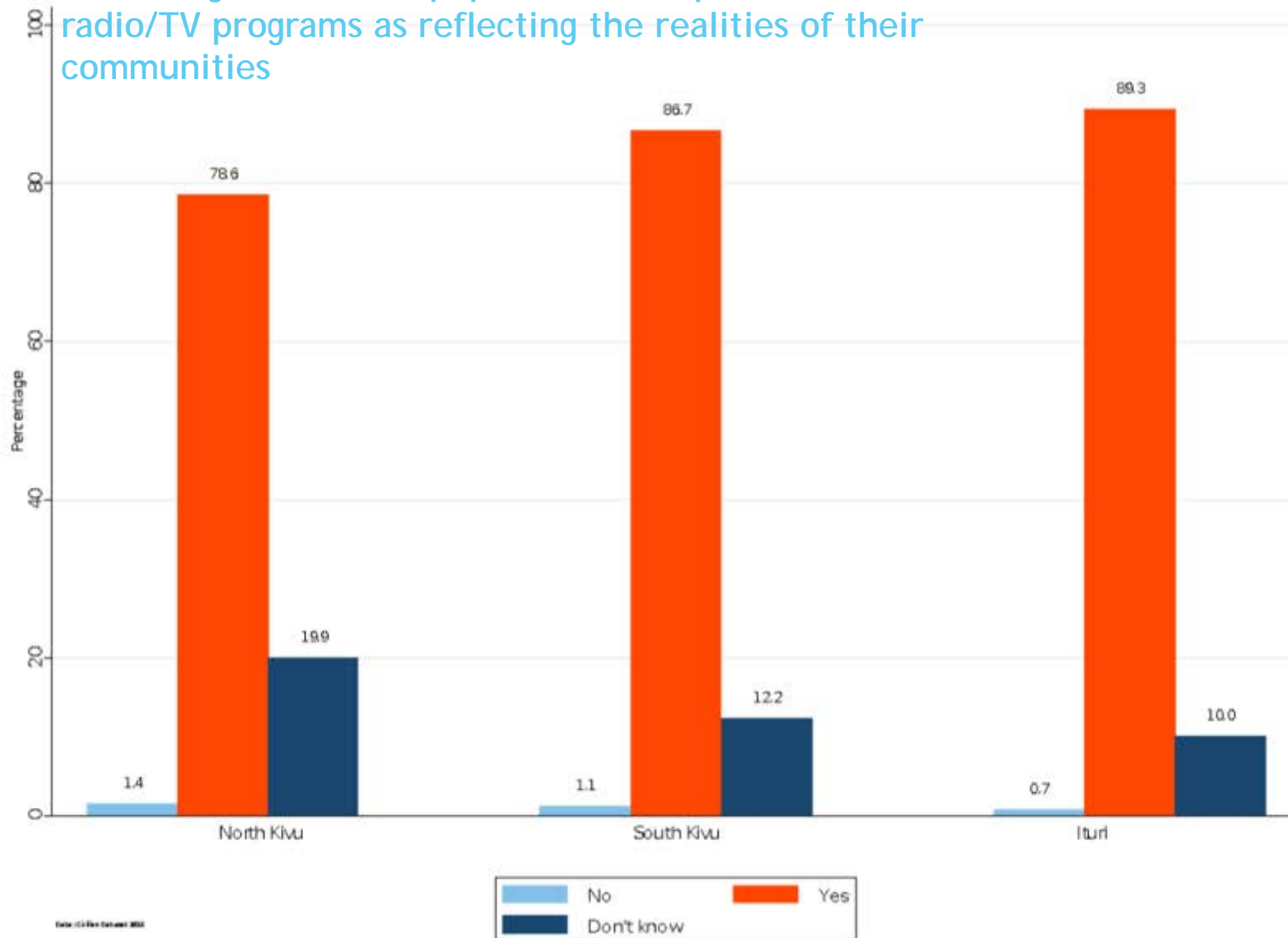
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- ▶ Our content is developed in collaboration with our target audience to make sure that the issues we are addressing will resonate with their daily life.
 - ▶ All pieces of drama that have been developed with this approach have been well received by the audience and people identify themselves through the story and the characters
 - ▶ We take actors within the targeted communities. That way they will naturally advertise in the community and spread the message.

HOW DOES THE AUDIENCE RESPOND?

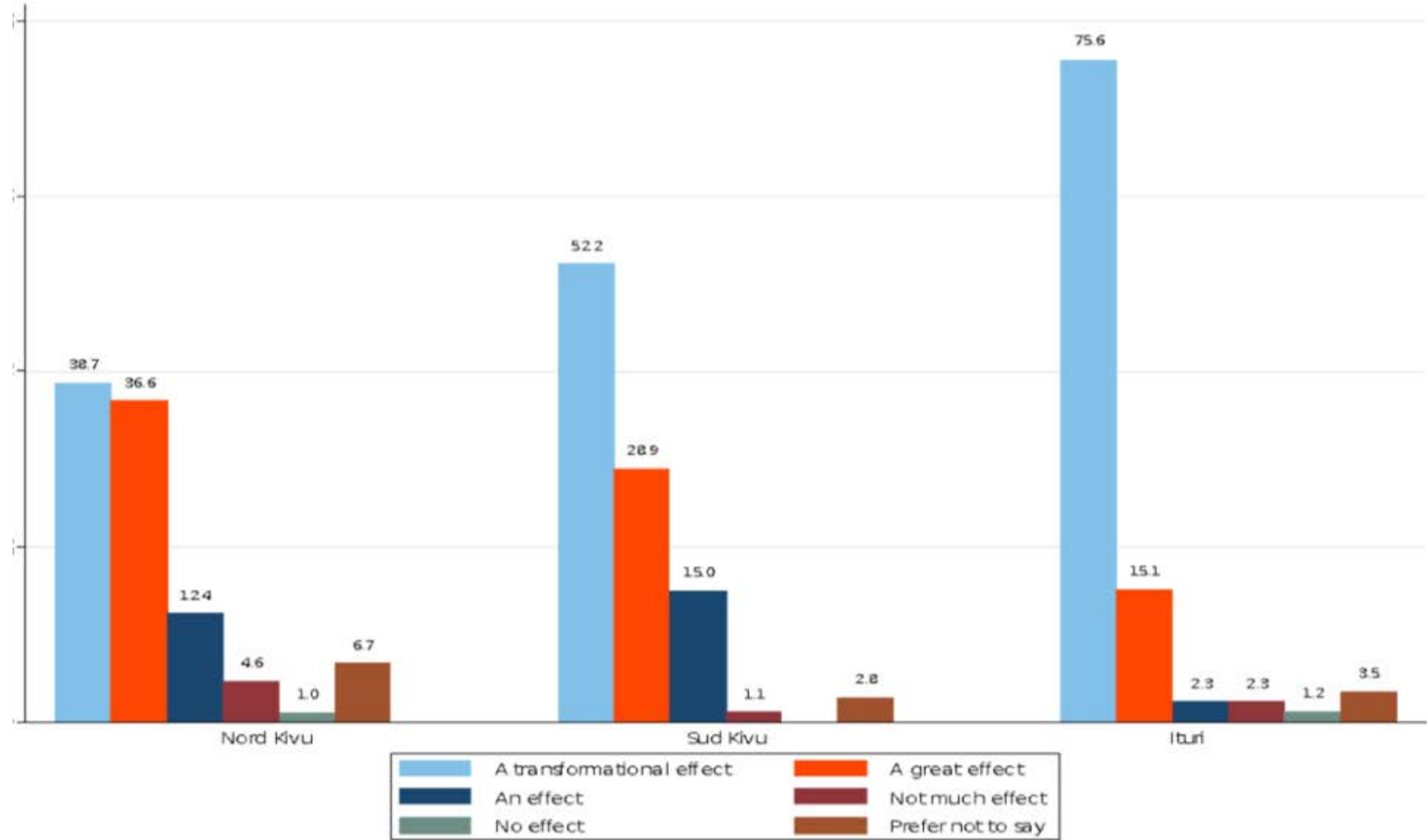
For this media approach including radio and TV drama, perceptions were positive, **with 86%** of the population sampled during the end line reporting in 2018 believing that the PNC contributed to security in their communities, compared to **74% at the baseline** in 2013.

When we started working with the police in 2008, positive perceptions were under 30%

Percentage of civilian population that perceived Search radio/TV programs as reflecting the realities of their communities



Impact of the radio and TV productions on the behavior of security forces toward civilians.



ANECDOTES

- ▶ The day we launched Mobile Cinema campaign within the police in South Kivu, the Provincial Commander of the police, after participating in the discussion moderated by one of his officers was so excited that he decided to provide all police stations with DVD players to allow cops watching the series and learn in this entertaining ways.
- ▶ The fact was clear that all cop were excited because they see themselves presented in positive role. In this series they are the stars.

FEEDBACK

- ▶ *During a public mobile cinema discussions in Luberizi, a woman takes the flow and asks : “Why the government doesn’t send cops like Elombe over here? They keep them in Kinshasa and leave us with skinny and drunk ones?” The Commander of that place felt uncomfortable...He was actually drunk... but the discussion on this negative behaviour took place in a constructive way.*
- ▶ We wanted to project a role model of good cop and it worked. Some good cops are being called ELOMBE.

NDAKISA VIDEO SAMPLE

2'50"

THANKS!