

... presents an exciting tool ...

# Simple Video Reporting

*Local reporters bring  
your African projects to life*

## Create

The local reporter works to document the project, topic, theme or event



## Briefing

Reporter receives the project briefing



*That's  
Simple Video  
Reporting!*



## Upload

The material is uploaded and edited for publication



## Watch

The report can be seen on the internet, your own website or a platform like YouTube

## This is what our clients say



**Sjef Ernes, director Aqua for all:**

*'A very clever way to use local expertise. And a direct way for possible donors to have a look at the project they might want to support. It's cheap and efficient. It proved effective for us.'*

**akvo.org**

**Peter van der Linde, Co-founder AKVO:**

*'Simple Video Reporting played an important part in getting two of our projects funded. It really helps when stakeholders and benefactors can see what our projects are about. They get excited about what we are doing and want to get involved. We especially like the fact that we support local media talent in the process.'*

## Contact

For more information visit our website:  
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## What is Simple Video Reporting?

A highly innovative and simple tool to document and visualize your activities in Africa. Local African reporters use advanced mobile phones or simple hand-held cameras to collect text, photo and video in Africa. It's fast, cheap and most importantly it brings out the real Africa. The reporters offer a local perspective and get paid for their services. It's real simple.

Due to the use of simple devices, these videos are especially suitable for the internet. The quality of the videos can vary.



## Where can I see examples?

[www.africa-interactive.net/svr](http://www.africa-interactive.net/svr)

# Simple Video Reporting

## How to use Simple Video Reporting?

Our reporters can bring your activities into the picture. Western audiences increasingly seek content in still and moving images. Stakeholders increasingly want to feel and experience what is happening on the ground. Partners, investors and donors want to follow a projects progress over time and share in the experience. Developments in media now make it affordable to do so.

## What are the advantages?

Simple Video Reporting is flexible, effective and easy. Via Simple Video Reporting you can now easily document your projects over time. We document the challenges and successes, giving your stakeholders an inside look into what is happening on the ground.

## How does the process work?

For every mobile report we ask for a project description. A reporter in the Africa Interactive network will be selected and a one-page shot list will be written. This outline will be approved by the partner organization. The local reporter will then visit the location and collect the text, photo and video as required. SVR is done in one day. The material will be uploaded to the server. The editorial team will review the material and edit the footage.

## How much does a mobile report cost?

A Simple Video Report costs € 1.150 to produce for companies and € 850 for non-profit organizations. Multiple reports from a set number of locations can greatly reduce the costs.

## Under what circumstances does a project cost more?

We strive to offer our partners a standard product and price. In doing so, it is important we take into consideration the geographic size of the continent, the range in media talent and the varying quality of local infrastructure. Sometimes what resembles a simple task requires extra effort to complete.

Our aim is to develop long lasting and sustainable partnerships. Our team can learn about your organization and projects in Africa. At the same time, your organization can see how the process works and explore different ways to make use of the content. Together we review this process and find ways we can best partner together.

**The Africa Interactive Team: A Social Venture changing the face of African Media.**