

REQUEST FOR PROPOSALS - VIDEO DOCUMENTARY

Invitation to Submit Short Video Documentary Proposal for the "Action for Accountability – Civic Action for greater accountability" project

Action for Accountability is an EU co-funded project being advanced through a partnership between the Ahmed Kathrada Foundation (AKF), the Accountability Lab South Africa (AL-SA) and the Public Service Accountability Monitor (PSAM). The project has a three year duration and commenced in February 2022 and ends in February 2025.

Key elements of the project include establishing community action groups (CivActs) who through active engagements with office bearers would build on accountability for improved public service delivery. The CivActs are supported by Activists Media Fellows and data collectors to support the CivAct cycle of processing community issues. The project includes an Integrity Icons component that must be featured in the documentary. The attached concept note provides a detailed view of the project.

The approved project contains the following deliverable:

"A video documentary, on the local communities' (Lenasia, Finetown, Mondeor, Makhanda) processes of undertaking the local level community-based monitoring of service delivery, engagement with government and the overall results including the project successes and lessons learnt for various elements and project dimensions required for claiming local level accountable services".

The documentary (40-45 mins) would need to describe the project, need to capture the experience of the CivActs over the lifespan of the project using audio and visual content, and finally showcase the findings of the project.

The targeted audience for the final documentary would be wide ranging from the local communities, government departments, civil society groups as well as an international audience as required by the European Union.

Terms of Reference:

The call seeks to award funding to the value of **19,000 EU** for the production of one **40-45 minute documentary** in keeping with the theme of "**Action for Accountability**", and one 8-10min short version of the same.

Selection Criteria for Projects

All proposals must have:

- A strongly written concept for a stand-alone video-documentary with a clearly thought out premise or controlling idea;
- Concepts that aim for objectivity, while still presenting a clear point of view;
- The final length of the video-documentary should be 40-45 mins
- A short version of 8-10mins of the final documentary.
- Knowledge of target audience;
- Strong distribution potential both locally and internationally
- The producer must have the ability to deliver high value for money within the budget
- The content must appeal to local and global audiences;
- The producer must demonstrate a plan to complete and deliver the final documentary by October 2024
- The video-documentary should not focus on profiling any specific political figure or political party;
- Applying company must have a proven track record in producing video documentaries and must be able to provide samples for evaluation.

Deliverables

- Deliverable 1 - Planning and research (5000 euro),
- Deliverable 2 - harvesting of video clips and storyboarding and editing (7000 euro).
- Deliverable 3 - Final video clip harvesting, storyboarding and editing for the final production in year three, including legal and copyright issues.
- Total cost is 19,000.00

Eligibility

In order for a production company to be considered for this opportunity, the applicant must meet the following requirements:

- Producer/s must be either a South African citizen or be a permanent resident of South Africa.
- Preference will be given to female-owned companies.
- 51% black-owned and managed companies with a unique proposal.
- Production company should demonstrate an understanding of packaging and marketing of documentary video-documentaries.

Key Requirement

All applications must include:

- 1-page synopsis of the proposed elements of the documentary
- Visual Treatment
- Detailed outline
- Consent forms (compulsory requirement)
- CVs of the key creative team (Producer, Director, Writer, DOP editors) with showreel/portfolio of work
- Budget allocation and Proposed production schedule
- Chain of title documentation
- Archive list (if applicable)
- All applicants must submit the following compulsory documentation:
 - BBBEE certificate;
 - Original valid tax clearance certificate (valid for 3 months)
 - Certified ID copy of the principal applicant (valid for 3 months)
 - Company registration document

Failure to submit the above-mentioned key and compulsory documentation will render the application incomplete and therefore disqualified.

All applications must be submitted via email to Loraine Brown on loraine@kathradafoundation.org

CLOSING DATE: 29 MAY 2023

1.1 Summary of Action

<p>Objectives of the action</p>	<p><i>Overall objective:</i></p> <p>Improved public governance and strengthened citizen agency in South Africa</p> <p><i>Specific Objective(s):</i></p> <p>Strengthen and reinforce the role of civil society, the private sector and specific state institutions to enhance accountability, democratic engagement and transparency in South Africa by supporting active citizens, responsible leaders and accountable institutions to shift norms and behaviors; equip reformers for collective action; and influence policies, processes and practices around critical accountability issues at various levels of governance.</p>
<p>Target group(s)</p>	<p>2000 citizens and community activists in at least 2 provinces in South Africa.</p> <p>100 civil servants serving in local, provincial and national government administrations and entities across South Africa.</p> <p>50 public representatives serving in local and provincial government administrations across at least 2 provinces in South Africa.</p> <p>15 independent local, provincial and national print, digital and broadcast news and information service outlets in South Africa.</p>
<p>Final beneficiaries</p>	<p>10 000 citizens, civil servants and democratically elected public representatives and officials in South Africa.</p>
<p>Estimated outputs</p>	<p>OP 1: Equipping reformers for collective action by establishing and amplifying innovative citizen-led interventions to hold government and the private sector to account.</p> <p>OP 2: Enhancing participatory democracy by influencing policy processes and practice through partnering, supporting and building government capabilities and institutional spaces for engagement between citizens, civil servants, public representatives and the private sector.</p> <p>OP 3: Shifting norms and behaviors to build state transparency and accountability; and challenging, refining and enhancing existing mechanisms of accountability at the local, provincial and national levels.</p>
<p>Main activities</p>	<p>ER 1: 1.1 Capacity and needs assessment; 1.2 Establish Civic Action Teams and engagements; 1.3 Select Media Fellows; 1.4 Training and development (formal participation in local and provincial government processes; community monitoring; performance monitoring and evaluation; inclusive budgeting; access to information framework; processing information requests; multimedia content production; media management); 1.5 Technical support for advocacy activities (awareness raising; and engagement with decision makers); 1.6 Strengthen shared access</p>

to information infrastructure (information request tracker; national and provincial government budget data tracker; municipal budget tracker); 1.7 Multimedia content production and distribution; 1.8 Creative advocacy and awareness campaigns and projects (film making, photography, community art projects).

ER 2: 2.1 Identification of key policy challenges and development of policy briefs, submission to provincial legislatures and recommendations; 2.2 Technical support for submission development; 2.3 Advocacy towards establishment of co-created forums for citizen engagement in provincial legislatures; 2.4 Structured formal and informal engagement among and between communities, civil servants and public representatives, respectively; 2.5 Development and distribution of campaign materials; 2.6 Development and distribution of learning and engagement materials.

ER 3: 3.1 Build out Integrity Icon SA nominations campaign; 3.2 Identify Integrity Icons; 3.3 Select Integrity Fellows; 3.4 Training and mentorship of Fellows; 3.4 Meet the Icon engagements (schools; communities; media) 3.5 Networking and peer-learning and support activities among and between Integrity Icons and Integrity Fellows; 3.6 Develop and distribute learning and engagement materials (learning briefs; multimedia).

1.2. Description of the action

Context Analysis and Background: The [Ahmed Kathrada Foundation](#) (AKF), [Accountability Lab South Africa](#) (ALSA) and the [Public Service Accountability Monitor](#) (PSAM) have joined efforts to propose a collaborative action in this concept note to the European Union. The action is centred on promoting public participation and transparency in the public and private sector through innovative citizen-led action to enhance public service accountability and good governance in South Africa. The AKF is the lead applicant and has been active in South Africa since 2008, working to continue the legacy of anti-apartheid stalwart Ahmed Kathrada characterised by integrity ethical and accountable leadership. Established in South Africa in 2018, ALSA (co-applicant) works to make governance work for people by supporting active citizens, responsible leaders and accountable institutions through creative campaigns, knowledge development and community building. PSAM (co-applicant), which is an institute within the School of Journalism and Media Studies at Rhodes University, has over 20 years' technical experience addressing societal problems originating from systemic public resource management (PRM) failures through engaging in country-wide processes, supporting learning amongst accountability practitioners, and sharing learning more widely.

The value of accountability is enshrined in Section 195 of the [SA Constitution](#), which contains significant principles intended to guide the delivery of public services but which have lacked adequate implementation. In addition, Government also adopted 8 Batho Pele (People First) principles in order to transform the public service and enhance access, accountability and efficiency within the state. These principles sought to improve governance and the quality of services provided to "rights-holders." However, in the last decade, deep-rooted maladministration and corruption at all levels of government have substantially derailed the national project to build a capable, transparent, inclusive and accountable state and significantly hinders government's ability to deliver responsive services in line with citizens' needs.

The antecedent (and continued) structural inequality resulting from apartheid era policies, coupled with contemporary public sector failures further deepen inequitable access to services for the poor and marginalised. Maladministration and corruption, particularly at local and provincial level, push the poorest and most marginal communities further to the fringes of society and visibly socialises the costs of corruption. This is evidenced in the impact on women and girls who continue to bear a disproportionate burden of multidimensional poverty and exclusion. This points to deeper structural barriers that require an 'ecosystem' approach to deepening participation and social accountability.

Similarly, young South Africans' trust in state institutions and business confidence are at an all-time low. In the most recent national election held in May 2019 voter turnout was the lowest since 1994 especially among the youth. [One of the signs of youth disillusionment was the 47% drop in the registration of 18-to-19-year-olds](#). If progress is measured by the strides that a country makes in addressing gender inequality and actively engaging its youth, then corruption in South Africa severely hinders progress- its roots running deep and wide and its effects far-reaching. Any action aimed at enhancing accountability in SA must encompass an approach that strengthens implementation of the s.195 principles supported by the *Batho Pele* principles. This proposed rights-based action seeks to promote greater transparency and citizen inclusion in governance processes as a means of bolstering accountability and strengthening relationships between citizens, government and the private sector which put people first. For AKF, ALSA and PSAM, accountability means ensuring that people in power (in government, business, civil society and other types of organizations) are responsible and answerable for the use of that power; and that there are inclusive mechanisms in place to support this process. Accountability is important- because it ensures that governments and other service providers deliver on their responsibilities and citizens are empowered to claim their rights. This leads to the development of trust between people and power-holders and supports effective governance.

Accountability is also dynamic - we understand it as a continually evolving set of relationships, incentives and ideas - and as such it requires that stakeholders in the process of building accountability learn and adapt over time. The design of our action, therefore, is based on the notion that self-initiated and self-organising community and citizen action groups around grassroots issues of importance to that particular group offer entry points to enhance citizen capacity development and produce sustainable solutions. These solutions are informed and implemented by those who are most affected by the issues as in any classic grassroots movement. The action proposed thus encompasses the use of invited spaces i.e. existing platforms for engagement and holding government to account, into which civic action can be inserted, in order to shift norms and behaviors, equip reformers for collective action and influence policies,

processes and practices around critical accountability issues. The action also advances the creation of invented spaces i.e. new and co-created platforms for facilitating engagement and holding Government to account through which the same can be achieved. Objectives: The *specific objective* of this action is the reinforcement of the role of civil society, the private sector and specific state institutions to enhance accountability, democratic engagement and transparency in South Africa by supporting active citizens, responsible leaders and accountable institutions to shift norms and behaviors; equip reformers for collective action; and influencing policies, processes and practices around critical accountability issues, through growing coalitions and advocating for change - all of which will contribute to the *overall objective* of this action which is improved governance in South Africa.

Key Stakeholders: We have consulted with numerous stakeholders, including: [Activate Change Drivers](#); Association of Independent Publishers; SAHA; [Daily Maverick](#); [City Press](#); Institute for the Advancement of Journalism; Gauteng Provincial Legislature; Department of Public Service and Administration; Public Service Commission; Wits School of Governance; Gauteng Provincial Government and [Business Leadership SA](#) - all of whom have expressed enthusiasm and commitment to the focus of the action and its activities.

Activities: **ER.1:** Equipping reformers for collective action by establishing and amplifying innovative citizen-led interventions to hold government and the private sector to account. Activities: Assess the capacity and needs of the target groups; [Civic Action Teams](#); [Media Accountability Incubator](#); train and develop target groups (formal participation in local and provincial government processes; community monitoring; performance monitoring and evaluation; inclusive budgeting; access to information framework; processing information requests; multimedia content production; media management); technically support advocacy activities (awareness raising and engagement with decision makers); strengthen shared access to information infrastructure (information request tracker; national and provincial government budget data tracker; municipal budget tracker); produce and distribute multimedia content; and design and implement creative advocacy and awareness campaigns and projects (film making, photography, community art projects). **ER.2:** Enhancing participatory democracy by influencing policy processes and practice through partnering, supporting and building government capabilities and institutional spaces for engagement between citizens, civil servants and public representatives. Activities: Identify key policy challenges and develop policy briefs and recommendations; provide technical support for submission development; advocate towards establishment of co-created forums for citizen engagement in provincial legislatures; facilitate structured formal and informal engagement among and between communities, civil servants and public representatives, respectively; develop and distribute campaign materials; and develop and distribute learning and engagement materials. **ER.3:** Shifting norms and behaviors to build state transparency and accountability; and challenging, refining and enhancing existing mechanisms of accountability at local, provincial and national levels. Activities: [Integrity Icon SA](#) campaign; [Integrity Fellowship program](#); Meet the Icon engagements (schools, communities, media); networking and peer-learning and support activities; develop and distribute learning and engagement materials (learning briefs, multimedia). Cross-cutting Issues: The cross-cutting issues of the achievement and promotion of human rights, gender equality, democracy, support to youth and capacity development are integrated into the design of the action, at both a research and implementation level. At the level of implementation, environmental sustainability is mainstreamed through the execution of activities using technology, where appropriate.

Timeframe: The action will take place over 36 months.

1.3 Relevance of the action

1.3.1 Relevance to the objectives/sectors/themes/specific priorities of the call for proposals

Objectives and Priorities: Objectives: ERs. 1 and 2 are relevant to the objective of improved accountability of public and private institutions with activities linked to strengthening the capacity of citizens in holding these institutions to account through informed citizen participation in public processes, community monitoring and structured engagement between citizens, government and the private sector; ERs. 1 and 2 are relevant to the objective of enhancing access to information and improved public transparency- with activities linked to enhancing the capacity of citizens to use access to information frameworks effectively, and strengthening shared infrastructure providing citizens with access to- and the ability of the state to provide and publish public information proactively and in accessible and useable forms; and ERs. 1 and 2 are relevant to the objective of deepening citizens' engagement with public and private institutions- with activities targeting citizen-informed and led engagement and initiatives directed at public and private institutions. Priorities: ERs.1 and 2 are relevant to the reinforcement of the capacity of CSOs in enhancing accountability- with activities including capacity enhancement around- and coalition building in communities concerned with accountability, transparency and open government; ERs 1, 2 and 3 are relevant to the priority increased opportunities for engagement between civil society, the public sector and the private sector- with activities focused on supporting efforts within communities to find innovative solutions to governance challenges, support citizen engagement and develop people-driven feedback loops between citizens, government and the private sector, and promoting positive narratives of accountability and good governance in communities, the public service and private sector so reinforcing positive norms and behaviours which underpin accountability; and ERs. 1, 2 and 3 are relevant to improved transparency in the public and private sectors- with activities linked to enhancing the ability of the state to provide and publish public information proactively and in accessible and useable forms through shared access to information infrastructure. **Sub-themes/sectors/areas:** The action is aligned to the goals of the target organisations and will contribute to the European Union's implementation of the European Consensus on Development, which "emphasises the need for inclusive political processes to ensure that citizens can hold public officials to account at all levels." The action is also aligned to the objective contained in the National Development Plan Vision 2030, which is the "building of a capable and developmental state"; as well as to Sustainable Development Goals 16 and 17, by "promoting peaceful and inclusive societies for sustainable development, providing access to justice for all and building accountable, effective and inclusive institutions at all levels... and strengthening public, public-private and civil society partnerships." Based on the activities described, the action will deliver on the sub-sectors of advancing rights and improving service delivery, through a rights-based approach which promotes the achievement of efficient service delivery and access thereto; increasing transparency, through the promotion of access to shared infrastructure enhancing access to public information and the monitoring and publishing thereof; and fighting corruption, through citizen-led monitoring and better institutional performance management monitoring and evaluation processes.

1.3.2 Relevance to the particular needs and constraints of the target country/countries, region(s) and/or relevant sectors (including synergy with other EU initiatives and avoidance of duplication)

The [Auditor General \(AG\) Report 2018/2019](#) identifies 20 well-performing municipalities, out of a total of 229. The commonalities between good performance at municipalities are stable leadership, a strong control environment, the continuous monitoring of audit action plans and a proactive approach to dealing with risks. By contrast, under or mal-performing municipalities across the country share a culture of a lack of accountability and a tolerance of transgressions- this includes a lack of consequences for poor performance or transgressions, unreliable reporting on finances and programmes, systems failures in the management of internal controls and accountability mechanisms, and a lack of basic financial disciplines, skills and responses to implement and monitor action plans. The picture of a failing local government is illustrated by a total of 76 municipalities' regression, compared to the improvement of a scant 31 over the last financial year.

This image of an unaccountable local government is mirrored at national government level, as reported in the Public Protector's [2016 State of Capture Report](#) which details an investigation into alleged improper and unethical conduct by the President and other state functionaries in improper relationships that extended to private individuals influencing and deciding how state resources were

directed and used resulting in rampant corruption. Four years subsequent to the publishing of this Report, the South African public finds itself both outraged at the testimonies of state capture unravelling at the Commission of Inquiry into Allegations of State Capture (Zondo Commission); and frustrated at the slow pace at which law enforcement agencies are able to act decisively against the alleged perpetrators. The estimate of funds siphoned from the public purse vary but a minimum of [R1 trillion](#) is plausible given Crispian Olvers's writings on how ['How to Steal a City'](#) and investigative journalist Pieter-Louis Myburgh's ['Gangster State,'](#) which simultaneously depict the deep-seated and wide-spread corruption at provincial government level. The ['Enablers Report'](#) (Open Secrets) highlights the role of the private sector in enabling state capture and corruption across all three tiers of government.

These revelations have left the South African public at large feeling a sense of despair at the current fragmented (economic, social and political) state of our nation - the result of which is a lack of social cohesion, and a perception that civil society and the civil service in particular are not motivated to tackling corruption and building an accountable state. However, there remain pockets of activists, civil society organisations, civil servants and members of communities who are eager to take up the task of enhancing accountability in SA- and whom this project will endeavour to meaningfully support.

Problem Analysis: The problems that the action will address include the rise in fruitless and wasteful expenditure in local municipalities, as well as the regression in compliance with supply-chain management legislation; the high levels of non-compliance with key governance laws, at all levels of governance; the lack of consequences for poor or non-performance, as well as for implicitness in corrupt behaviour; and the deterioration of democratic values and a thriving democracy. These problems are interrelated at the level of a lack of accountability for non-compliance. For democratically-elected representatives, public officials and institutions of governance, there is currently little to no accountability for non-compliance and no common standards by which to measure compliance- against key legislation, performance agreements or institutional mandates. This has been evidenced in the gross corruption of the budget and resources ring-fenced for mitigating the effects of the Covid-19 pandemic. These problems will be addressed by exploring and redefining existing, invited spaces and co-creating new and invented spaces of accountability by equipping reformers for collective action through establishing and amplifying innovative citizen-led interventions to hold government to account; enhancing participatory democracy through influencing policy processes and practice through partnering, supporting and building government capabilities and institutional spaces for engagement between citizens, civil servants and public representatives and shifting norms and behaviours to build state transparency and accountability; and challenging, refining and enhancing existing mechanisms of accountability at the local, provincial and national levels. **Plans undertaken at national, regional and/or local level relevant to the action:** In addition to various national and regional programmes and plans, this action will complement the [National Development Plan 2030](#), through the promotion of the building of a capable and developmental state; as well as the [National Anti-Corruption Strategy](#) adopted by Cabinet in Nov 2020, which can serve as a mechanism to which new models of citizen-led accountability, emerging from this project, can be fed. **Previous action; part of a larger programme:** The action will build on and form part of the AKF's youth and strengthening democracy programmes, as well as be relevant to the Gauteng Together network, the Orange Mask campaign and the Civil Society Working Group on State Capture; ALSA's experience applying the CivActs Team methodology successfully in multiple countries, including, [Nepal](#) and [Liberia](#), as well as the experience of running the [Integrity Icons](#) campaign which provides a springboard to promote positive narratives around- and incentivise transparency, accountability and integrity among civil servants; and PSAM's coordination of the [Imali Yethu Coalition for Open Budgets](#) and the [Budget Justice Coalition](#) as well as its role in the EU funded [Putting the 'People' in People's Parliament](#) project. We will leverage our experience of working with other alliances and networks to ensure that the project complements existing mechanisms and avoids duplication; as well as lends itself to greater civil society participation and buy-in.

1.3.3 Describe and define the target groups and final beneficiaries, their needs and constraints, and state how the action will address these needs

Target groups: The target groups of this action include: 2000 citizens and community activists in at least two provinces viz. Gauteng and the Eastern Cape, whose needs include the need for improved governance structures and institutions of service delivery; the need for participation in processes affecting them; and thus, the need for strengthened capacity and an active citizenry to enhance accountability and democracy. The constraints of this group include, but are not limited to, political apathy and complacency; limited education and capacity around key governance participation processes and financial constraints.

The target group also includes 100 civil servants serving in local, provincial and national government administrations and entities across South Africa and 50 public representatives serving in local and provincial government administrations across Gauteng and the Eastern Cape provinces. Their needs include capacity enhancement on processes of governance and positive productive engagement with constituencies. The constraints of this group include but are not limited to apathy surrounding new and innovative mechanisms of accountability and governance; limited capacity and education related to participatory processes of governance and pressure from political party mandates trumping obligations to constituencies.

15 independent local, regional and national print, digital and broadcast media news and information service outlets in South Africa whose needs include capacity enhancement and equipping with tools for effective local, community-based and specific media production.

Final beneficiaries: By enhancing the capacity of the target groups, this project will have a direct impact on 10 000 citizens, civil servants and democratically elected public representatives and officials in South Africa. Working with committed partners who have an established track record of productive and critical engagement with government and non-government entities to enhance accountability will enable us to multiple and sustain our impact on the general citizenry, civil service and democratically elected public representatives in South Africa. Participatory process ensuring by the target groups and final beneficiaries: To ensure that the action remains current and applicable over the 36-month action to both the target groups and final beneficiaries, the program design includes a number of touch point activities and feedback loops, including validation workshops to ensure the cogency of the research papers and subsequent accompanying advocacy strategies. The action also encompasses the ongoing collection and analysis of data, using the KoBo Toolbox, in order to provide real-time feedback from target groups and beneficiaries. The action also includes extensive participatory M&E activities (including an internal mid-term evaluation and a final assessment), as well as regular report backs from AKF, ALSA and PSAM staff. The action will therefore give a voice to the beneficiaries through engagements, campaigns, research as well as publicly accessible shared infrastructure supporting constructive engagement and advocacy with government, the private sector, civil society and other decision makers.

1.3.4 Particular added-value elements

Added-value elements: We draw on the knowledge, skills and expertise of a wide range of actors in each of our networks for the proposed action. This includes organisations and individuals working across the three levels of government, as well as in academia, communities, media and the private sector. The cross-sector approach to cooperation ensures that action mainstreams the following added-value elements: the promotion and consolidation of public-private partnerships; innovation and best practice; Digital4Development ; gender mainstreaming, joint capacity development; activities executed at national, provincial and local level; focus on youth and youth groups and local knowledge, analysis and participation in project design and planned implementation.