

IMPACT CASE STUDY

NIGER

ZINDER

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INTRODUCTION

STEPS AND IMPACT

Social transformation has always been central to the STEPS mission, and this dimension is apparent in all of the projects the organisation has delivered over the past twenty plus years. More recently however, the level of attention and support provided to filmmakers to facilitate and ensure outreach and impact has intensified.

This document has been commissioned by STEPS as part of an effort to track and record details of the impact campaigns of several documentaries that were completed as part of the GENERATION AFRICA project.

The aim is not just to report upon outcomes of the impact campaign but also to provide an insider's account that permits stakeholders to understand the logic of an impact campaign and more importantly, to empower other filmmakers to benefit from these experiences - to inform their own work and future impact campaigns.

It also has the function of providing a moment of reflection about what was done well and what was done less well – the wins, the losses, the opportunities and challenges – so that these can be addressed by future initiatives.

This case study

This case-study is based upon interviews with key members of the impact team of the film *Zinder*, including the film's director Aïcha Macky, who led the impact campaign in Niger, and Impact Producer Dr. Julia Hammett-Jamart who was responsible for the international dimension of the impact campaign. It also integrates information from various interim screening reports generated by the impact producers to track progress.



ABOUT THE FILM

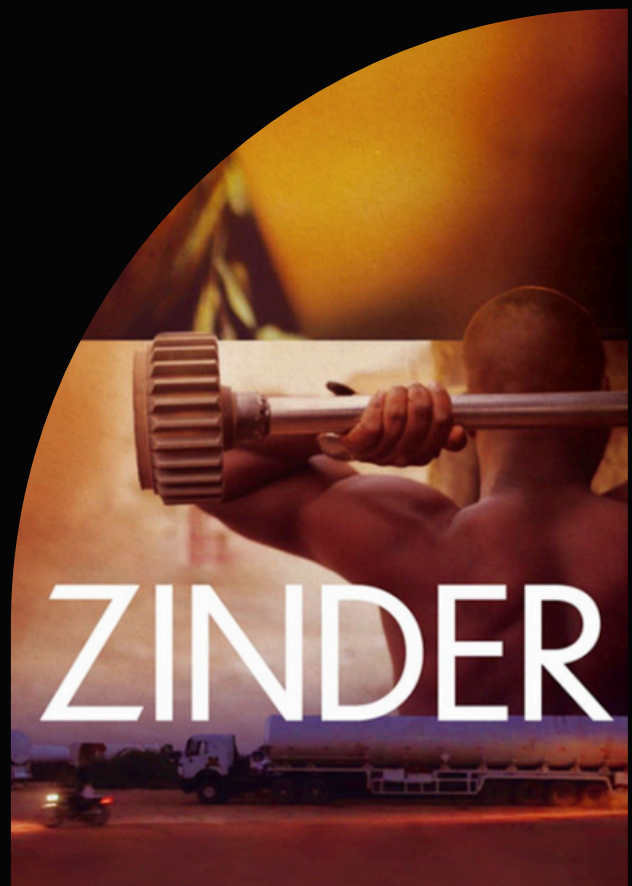
In the town of Zinder in Niger is a poor district known as Kara-Kara, a former leper colony which to this day remains the home of the marginalised, and where a culture of gang violence now reigns. A number of younger gang members are attempting to forge a path away from this violence. Some of them are starting families and they are desperately looking for ways to make an honest livelihood and to avoid the inevitability of incarceration. Director, Aicha Macky, herself a native of Zinder, films their daily lives with perspicacity and compassion as they move between the gang and their families. We come to understand the momentous challenges they face and how their ostensibly 'bad choices' and illegal activities constitute a desperate attempt to adapt and survive against all odds. We witness their resilience as they strive to break free from the cycle of violence upon which their identity has been built.

[Watch trailer](#)

Aïcha approached the documentary with a certain number of preconceived ideas about those who were responsible for the violence in her home town. In the process of making the film however, these assumptions were challenged. She realised that it was not a matter of wayward youths needing to be brought back on the straight and narrow, but rather that the rise in violence and criminality was linked to far more **serious and chronic underlying issues**.

WHY IMPACT?

"When I made this film, I was motivated by something far more important than the aspiration that my film would be screened at festivals. If I chose to expose myself to potentially dangerous situations, it was because I believe the things I could record and share are of critical importance to understanding the rise of crime and violence in my country. Accordingly it was always my fervent hope that the film would lead to concrete action and improvements for the subjects of the documentary and for my country as a whole". – AICHA MACKY

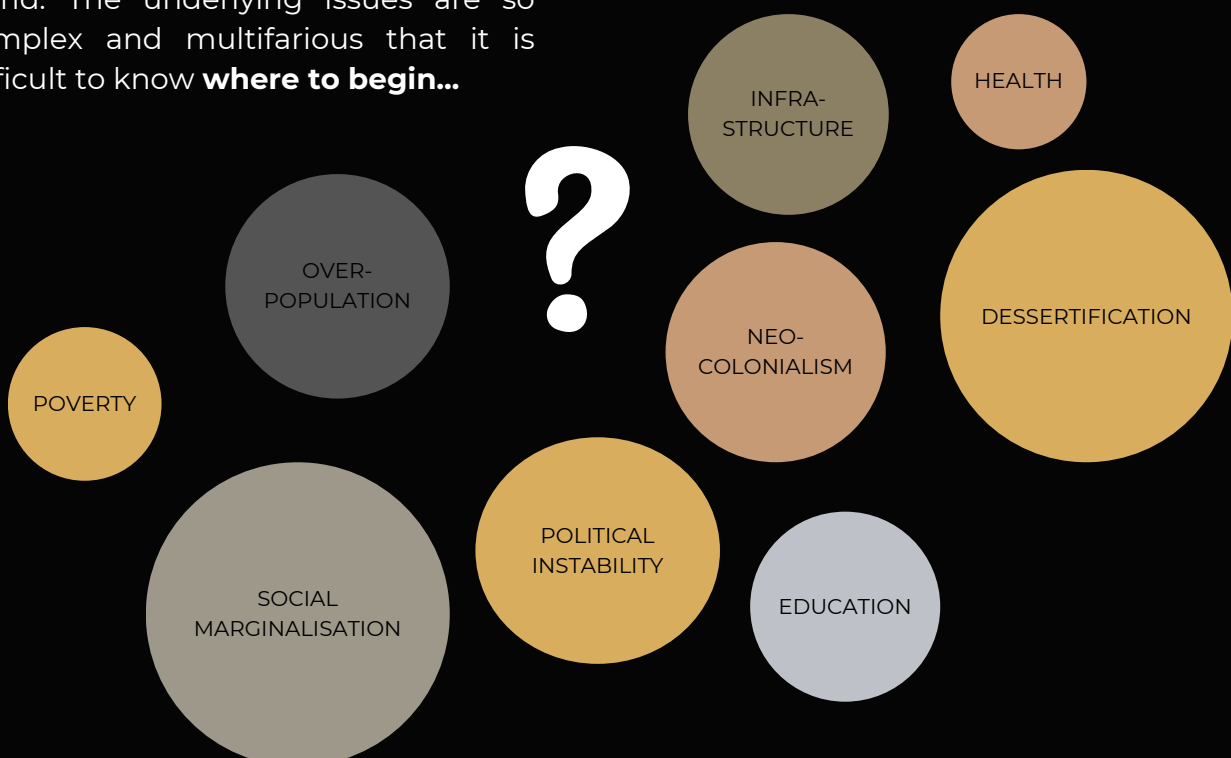


UNDERLYING ISSUES

Despite possessing significant mineral resources, Niger has been ranked the poorest country in the world, with almost half the population considered to be living in “extreme poverty” (UN Human Development Index 2019). By contrast it has the highest rate of population growth in the world, with hundreds of thousands of children born each year into unacceptable deprivation and squalor. In the absence of access to education and employment but determined to survive, Niger’s youth are increasingly susceptible to recruitment by violent gangs and extremist groups, including Boko Haram, whose capacity to provide food and a sense of purpose contrasts with the precariousness and hopelessness of their own circumstances. The situation has been described by UN agencies as a time-bomb waiting to explode. It is widely understood that insecurity in the region has ramifications for the whole world. The underlying issues are so complex and multifarious that it is difficult to know **where to begin...**

KEY FACTS

- *Niger is the world’s seventh largest provider and the EU’s primary source of uranium*
- *There have been seven military coups since independence in 1960*
- *41% of the Nigerien population live in ‘extreme poverty’ (UNHDI).*
- *Population reliant on subsistence agriculture but just 20% of Niger’s land mass is arable*
- *Desertification increasing at 200,000 hectares/year*
- *65% of adult population illiterate*
- *75% of girls married by 18 years old.*
- *Average of 7.2 children/per woman) (highest pop. growth in world)*
- *Niger has the most youthful population in the world (58% of the population are aged <18 years old).*



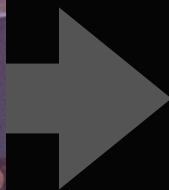
WHERE TO BEGIN?

Common to all impact campaigns is the will to bring about change. The desired change may be situated at various levels: one may aim to stimulate: a shift in perception or behaviour of a certain group; the reform of policies concerning a particular subject; structural or systemic reform of national and international institutions; or an amendment to the legal framework governing a specific issue. Ultimately it is hoped that these shifts will lead to a transformation and improvement in the living conditions of affected individuals and communities.

Types of change

- *Change perceptions*
- *Change behaviours*
- *Change policies*
- *Change systems*
- *Change institutions*
- *Change laws*
- *Create communities*
- *Change material conditions*

How, though, does one make the leap from having a film with a compelling issue at its core to actually triggering the changes in perceptions, behaviours, systems, laws and institutions that might result in social transformation?



The STEPS Impact Toolkit outlines the various processes for developing an effective impact strategy. The first task is to identify the impact objectives. On a film as complex as *Zinder*, this is not straightforward. The issues raised by the film, and indeed the challenges and injustices faced by the population, are so great that it is difficult to know on which of the many potential themes attention should be focused. For this reason, **we decided to assemble a Brain Trust** - a circle of experts who would inform our impact objectives and strategy.

THE BRAIN TRUST

Our decision to assemble a circle of experts around the project was motivated by our awareness that the underlying issues were extremely complex and required expertise beyond our own. The intended purpose of the Brain Trust was:

- to deepen our grasp of the underlying geopolitical, historical and sociological issues
- to generate meaningful ideas for concrete actions and interventions
- to assemble a range of support materials for use by facilitators and educators
- to strengthen outreach by involving public-facing individuals, particularly those working with youth, who could become 'ambassadors' for the project

To this end, we knew that the membership needed to include both intellectuals and artists as well as those active in the field (working with NGOs etc). We also knew that expertise across a variety of different disciplines would be needed in order to take account of the complexity of the issues. Moreover, in a conscious effort to decentralise the colonial gaze, we determined that the core membership of the Brain Trust would be Nigerien, with a secondary group of international experts who would be invited to contribute as and when needed.

Membership



1. **Professor Seyni Moumouni - Historian and Philologist**
2. **Professor Mahaman Tidjani Alou - Sociologist**
3. **Professor Issoufou Yahaya - Geopolitics and International Relations**
4. **Nourrath la Debboslam - Slam Poet**
5. **Jhonel - Slam Poet**
6. **Ari Koutalé - Consultant in Security (Demobilisation, Disarmament & Reintegration)**

IMPACT STRATEGY

Priority Areas

The Brain Trust identified the following broad priority areas:

- Improving educational opportunities (particularly for girls)
- Adjusting training programs to better suit the context
- Providing a voice for youth and an avenue for leadership
- Promoting dialogue between youth and the justice system
- Facilitating exchange between population and political leaders
- Improving infrastructure and attracting development funding

Once these priority areas had been identified, it became possible for us to confidently set our **impact objectives**. We realised immediately that the campaign would need to have both a **national and an international dimension** (to include governmental and non-governmental organisations who are involved in development).



BEYOND NIGER

The film, which penetrates inside the world of gangsters in Zinder, reveals that the roots of violence and criminality in this Nigerien town can be traced back to poverty, lack of access to education and employment and basic infrastructure. Moreover all of these factors are intrinsically linked to the colonial legacy. As such the impact campaign necessarily had an international dimension. Our role at the international level was to get these insights to the people that needed to see them: to change their perceptions and hopefully change the way that their policies and programs would be rolled out".

– JULIA HAMMETT-JAMART PhD
Impact Producer (France)

CAMPAIGN OBJECTIVES

International

TYPE OF CHANGE	OBJECTIVE	ACTION/S
Perception	Contribute to decentralisation of the Occidental gaze and a better understanding of the colonial legacy in Niger.	<ul style="list-style-type: none"> Develop educational materials to accompany film and provide historical context for understanding current crisis. Organise youth screenings
Institutions/Policies	Better inform the policies and practices of international development agencies (govt and NGO) so that programs become more appropriate and effective	<ul style="list-style-type: none"> Organise screenings for key governmental and non-governmental organisations in the presence of Aicha Arrange meetings between Aicha and heads of agencies Facilitate partnerships between these organisations and Aicha's NGO in Niger

National (Niger)

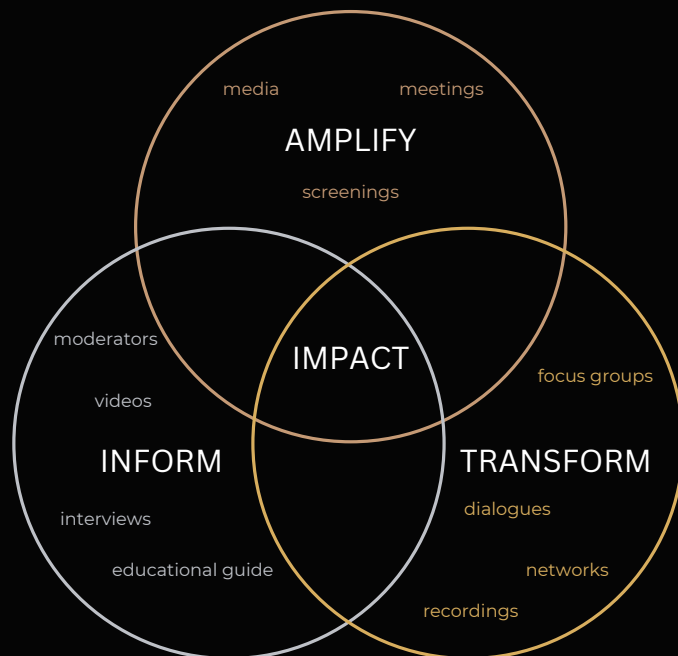
TYPE OF CHANGE	OBJECTIVE	ACTION/S
Perception	Promote greater understanding and dialogue within Nigerien society about the root causes of delinquency and criminality in marginal communities.	<ul style="list-style-type: none"> Organise screenings in universities and community facilities with trained facilitators for follow up discussion (refer STEPS learning cycle).
Behaviours	Empower youth to contribute to and influence policies concerning themselves.	<ul style="list-style-type: none"> Provide forums for youth to reflect upon, discuss and express themselves about relevant issues. Contribute to establishment of youth networks (other than gangs) to promote a sense of solidarity and belonging.
Institutions/policies	Contribute to better functioning democracy in Niger by providing avenues for the voiceless to be heard.	<ul style="list-style-type: none"> Organise screenings in public spaces easily accessible to all echalons of Nigerien society, and followed by facilitated discussion Elicit, record and relaying the views of illiterate and marginalised communities. Create opportunities for dialogue between alienated stakeholders

IMPLEMENTATION

The campaign had an international and a national dimension. To provide coherence to our work across two distinct regions of the world, we devised a conceptual framework which consisted of articulating and classifying our activities in terms of three strategic axes. This enabled us to plot and co-ordinate our actions according to a common overarching strategy.

Strategic Axes

- TO AMPLIFY
- TO INFORM
- TO TRANSFORM



AMPLIFY: This consisted of amplifying the filmmaker's voice by ensuring that:
a) the film was seen by targeted stakeholders; and
b) Aicha had a platform to speak and to be heard.

INFORM: This consisted of developing a series of tools and support materials to accompany the film so that when targeted stakeholders saw it, they had enough contextual information to correctly understand what they had seen. It was particularly important to us that the film be read neither as an defence of violence nor as a condemnation of the subjects.

TRANSFORM: This strategic axis concerned Aicha's work on the ground in Niger through the initiative 'Cine-nomad: Caravan for Peace'.

OUTCOMES



Koira Tegui, Niger - January 2023



Nantes, France - November 2022

I. AMPLIFYING

Amplifying the director's voice meant taking steps to ensure that the film and its message were seen and heard by targeted stakeholders. This last term is used very deliberately. It is what differentiates the impact approach from that of distribution. We were not simply seeking to make the film available to the largest possible public nor to sell tickets in cinemas around the world. For this film to have the desired impact, we needed to ensure it was seen by the relevant stakeholders. Our activities included: targeted screenings; meetings; positioning Aicha and giving her a platform.

TARGETED SCREENINGS

Promoting the film to the public at large is the role of the film's distributor. However, cinema screenings, broadcasts and any associated marketing campaigns may not attract those who we believe need to see the film and to hear its message. This may include decision makers and sponsors and also communities who are most affected by the issues raised and who may not otherwise have access to the film. As impact producers, our role is to bring targeted stakeholders to the film and to secure their engagement in the cause. To this end, we organised a multitude of special screenings for specific people, organisations and institutions, each time accompanied by 'outreach' activities - debates, Q&A with the filmmaker/s and/or recorded messages from the director. These screenings sometimes took months to organise because they were always done in close collaboration with the targeted stakeholder group in order to secure their participation. Of course we were always present at these screenings in order to ensure appropriate follow up with those we had invited.

Agence Française de Développement

In April 2022 we organised a screening for personnel of the AFD whose work pertains to the region where Zinder was filmed. This took several months to organise but was very much worth it. The AFD appreciated the importance of the film and of Aicha's insights and accordingly sponsored her attendance at the screening in Paris so that she could take questions from AFD staff afterwards.



High School Students, Nantes (France)

Aicha's film was invited to open the 2022 edition of the Festival des Trois Continents in Nantes, screening to 500 people including the media. We decided to make use of this opportunity to conduct special screenings for local youth, followed by a Q&A with the film's Director of Photography, Julien Bossé.



The youth were from surrounding high-schools. Their questions revealed an incredulity that Niger's natural resources and wealth were being exploited by international interests whilst the local population lived in poverty. They asked pertinent questions about how this injustice could prevail.

In addition to the festival and special youth screenings, the French and Nigerien impact producers participated in a studio interview to speak of the project's development and also of the ongoing issues faced by the film's protagonists. This interview remains available on the Festival's website: <https://youtu.be/UH0yPkQwX5g>



MEETINGS WITH DECISION MAKERS

Aicha Macky is herself a child of Zinder where the film is made. Both through her own lived experience and through the making of the film, she has a very thorough understanding of the issues faced by the film's protagonists and is thus a highly effective ambassadrice for them. With this in mind, one of our strategies for amplifying the film and its message was simply **to raise Aicha's profile, to position her and provide her with a platform**, so that she could communicate what she knows with those who are in a position to make a difference - either through funding or through developing policies or new initiatives in the region.

Chief Executive of AFD, Niamey

In April 2022, the Chief Executive of the Agence Française de Développement, who had been unable to attend the Paris screening, happened to be visiting Niger.

We took this opportunity to arrange a special screening of 'Zinder' for him and AFD field workers at the Centre Culturel Franco-Nigérien in Niamey, followed by a private meeting between Remy Rioux and Aicha Macky to discuss the implications for AFD development programs in more detail.

The screening was particularly poignant given the context. Rémy Rioux was receptive to the issues raised by Aicha and communicated his support to other decision-makers and NGOs on Twitter.



President of the World Bank

In March 2023, the World Bank hosted a panel in Niamey on growth and stability in times of crisis. Aïcha participated on the panel alongside the President of the World Bank, David Malpass, and the then President of Niger, Mohamed Bazoum. When her time came to speak, Aïcha boldly raised the issues that are central to the impact campaign and to social transformation. Her speech can be heard [here: https://fb.watch/qEigbwprpE/](https://fb.watch/qEigbwprpE/)



Medecins Sans Frontières (MSF) West Africa

Talks were held with the Director of Communications for Médecins sans Frontières West Africa. This resulted in Aïcha being invited to screen the film for MSF personnel and to assist them in understanding the underlying issues that may impact health campaigns in the area, possibly even becoming involved in future health campaigns.

NGO Noé (Niger)

Noé is the NGO responsible for the management of the Nigerien National Reserve of Termit and Tin-Toumma, which is one of the largest protected reserves in Africa. As part of its remit, Noé operates a boarding school for girls and is also responsible for several refugee camps in the region. Our meetings with Noe resulted in an agreement to embark on a collaboration and an invitation for Aïcha to screen the film and lead debates for these communities.

MEDIA COVERAGE

Gaining the attention of mainstream media was an important part of our strategy of providing a platform for Aicha. She was interviewed extensively and each time spoke passionately and intelligently about the issues at hand. Below is a small selection:

The Guardian (UK)



Libération



Radio France



Télérama



In this interview, Aicha eloquently outlines the link between regional insecurity and lack of access to education. She also speaks about the importance of film as a means of communication in a society where 65% of the population are illiterate. The interview is published on the AFD youtube channel at: https://youtu.be/0Pdt2_IDK9c?si=kxHf2MaQkyf-ARN



II. INFORMING

Whilst amplifying the message carried by the film was the first tier of our strategy, the second tier was to contextualise that message and ensure that those who viewed the film had enough information to enable an appropriately nuanced interpretation. This was considered particularly important so that:

- a) the film would not be misconstrued as a defence of violence or extremism
- b) a fresh non-Occidental perspective could emerge/perceptions changes
- c) Teachers, animators and facilitators would have access to support materials which would enable and indeed encourage them to use the film as a pedagogical tool (in geography, history or sociology classes for instance).

To this end, we developed a number of educational resources which were made available freely online, including a written educational guide, audiovisual capsules and additional publications by members of the Brain Trust. To our delight, these initial resources were then added to by students themselves, who produced video capsules in response to viewing and interacting with the film.

EDUCATIONAL GUIDE

An educational guide was produced with the following aims:

- to uphold our objective of decentralising the Occidental gaze, by providing historical and geo-political contextual information, thereby enabling viewers to perceive links between Niger's current situation and the colonial legacy.
- To provide a tool for educators and animators to use when screening the film, particularly to youth groups, with suggestions for activities and discussions.
- To ensure that Aicha's intentions were understood and not misconstrued as a defence of violence.
- and finally, by encouraging those who used the guide to react creatively, it became a tool for outreach and engagement (inviting students to make their own video capsules for example, which we could then share on social media)

Zinder: Educational Guide

Prepared by Julia Hammett-Jamart PhD

with contributions from members of the 'Zinder Brain Trust'



[Guide available for free download via the website](#)
(English and French versions)

SHORT VIDEO CAPSULES

Each member of the Brain Trust was interviewed by the impact team about an issue raised by the film within their domain of expertise. The interview was then intercut with relevant extracts from the documentary to make a short video capsule. Our aim in producing these thematic video capsules was:

- to provide expert opinion about specific issues raised by the film
- to make this information available in a manner that is easy to understand
- to provide a resource for educational and group settings where time constraints may not permit the screening of the full 90min film.

Topics covered by the video capsules are shown at right. Each one is supported by further written material in the Educational Guide.

Civil Rights

<https://youtu.be/MKLhN-wrk0s>

Marginalisation

https://youtu.be/Yxm2P_fe9ho

The Status of Women

https://youtu.be/OWpI_pV90XA

Ruralism and Modernity

<https://youtu.be/OsjAli0MzOY>

Roots of Violence

https://youtu.be/_HTZYTmq3Is

Social Justice

<https://youtu.be/4TmEqwExlrw>

Citizenship

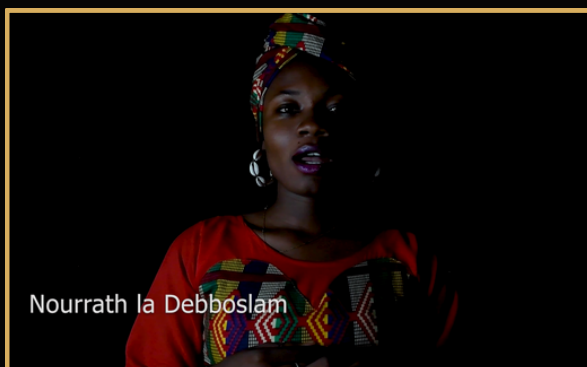
<https://youtu.be/H69CmyluBZ4>



Watch: <https://youtu.be/MKLhN-wrk0s>

COMMISSIONED ARTISTIC WORKS

Included in our Brain Trust membership were two slam poets - Jhone and Nourrath. Both of these artists have large followings in Niger (37,000 and 10,000 facebook followers respectively) and are particularly popular amongst Nigerien youth. In an effort to reach this demographic, we solicited a poem and video from each of these two artists. Their response was magnificent and their videos became part of the package we were able to propose to facilitators to assist in stimulating discussion after screenings, for youth in Niger and in France.



Watch: <https://vimeo.com/701314885>



Watch: <https://vimeo.com/701314053>

STUDENT CONTRIBUTIONS

As the campaign unfolded, the film was screened within academic institutions both in France and Niger. We were delighted to find that students were willing and enthusiastic to become engaged in the campaign - producing short videos which, with their permission, then became part of our impact campaign materials. This was a particularly effective way of overcoming budget constraints. More importantly, it enabled young people to appropriate the film and its messages for themselves.



Watch two of the many videos produced by students for dissemination on social media:

<https://youtu.be/b84CWeQJCCQ>

<https://youtu.be/Maomde3zyPs>

SOCIAL MEDIA

In ensuring an online presence, our aim was to create a community around the film, to keep the public informed about our activities, and to promote discussion and exchange amongst members of that community.

- **WEBSITE:** Educational resources were made available for download free of charge.
- **FACEBOOK:** Co-administered by the Nigerien and international impact producers and has 8,100 followers, principally Nigerien. It became a useful way of communicating about forthcoming screenings in Niger and also in sharing Aicha's work with governmental and non-governmental organisations. It is on this account, for instance, that we posted the recording of Aicha addressing the World Bank panel on security.
- **TWITTER/'X':** Aicha Macky has a hugely influential twitter account @CatalyaMacky (over 22,300 followers. Whilst this is Aicha's personal account, it was a powerful tool for her to communicate about the campaign.



PLATFORM	SUBSCRIBERS	STRATEGIC VALUE
Facebook https://www.facebook.com/Zinderthefilm	8,100 followers	An effective means of communicating in real time about campaign activities and updates
Twitter @CatalyaMacky	22,300 followers including heads of key national decision makers and international development agencies	Aicha uses this platform to communicate not just about the film but to stimulate public discussion about key societal and geo-political issues.

III. TRANSFORMING

This is the label we gave to strategies that were destined to be implemented on the ground in Niger and to directly impact the community as opposed to inciting others to do this.

CINE-NOMAD: CARAVAN OF PEACE

Cine-nomad was born of Aicha's determination to bring about real transformation within Nigerien society, and the recognition that this would first require overcoming a certain number of challenges (see box). Aicha realised that one way she could address all of these challenges simultaneously would be to organise free screenings of her documentary on the buses which drive the long route between the Maradi, Zinder and Diffa regions. The journey is over 1000kms and, because of the poor state of the roads, takes around 24 hours. The buses are filled with people from all sectors of Nigerien society (up to 70 passengers/bus) so there is a demographic mix that is rarely brought together for a sustained period of time in other public spaces (schools and universities for instance are generally accessible only to the educated few).

Challenges

Those who had been the subject of the documentary:

- did not have access to film screenings so could not see and discuss the film she had made about them and their lives.
- being marginalised, they rarely had the opportunity to socialise or communicate with other sectors of civil society, including community leaders and public servants
- being illiterate, they were unable to contribute to or influence policies affecting themselves



Phase 1

The buses were already equipped with basic television screens. Aicha reasoned that by improving the technical set-up (particularly speakers to enhance audibility) and placing moderators on the bus, she could screen her film to this mixed public and conduct debates afterwards thereby generating a dialogue between the different groups of society. Moreover, she could record these discussions so that any points of tension and in particular the opinions of the illiterate and disenfranchised, could subsequently be communicated to decision makers. In this way her film would become a vehicle for democracy, giving a voice to the voiceless.

This was how Cine-nomad began. Partnerships were secured with the bus companies. Seed funding from Bertha Foundation enabled hire of technicians and equipment and these early debates were moderated by members of the Zinder Brain Trust and Aicha's entourage.

Phase II

Financing from STEPS permitted the purpose-specific training of three facilitators who could thence accompany the film - ADAMA GARBA, NASSIROU BODO, HADIZA HIMA – and an extension of the initiative to include additional screenings at various locations along the bus route – in universities, high-schools and public spaces freely accessible to all. The latter was particularly important to us, for reasons of inclusion, and we were delighted with the response. Of note: a public screening at the bus station of Koira Tégui which was attended by over 1000 people and followed by a heated debate between youth and the police force. This resulted in an unprecedented and specially convened meeting between the Commissaire de Police and the youth. A very constructive outcome.



Phase III

The aforementioned STEPS funding and the positive public reaction to Cine-nomad triggered the participation of other sponsors which enabled us to further develop and expand the initiative. The screening program was extended to include five regions of Niger and, over and above the facilitated public debates, was added a series of smaller focus groups addressed specifically at youth in order to garner their views on issues affecting them (see focus questions). The outcomes of these focus groups provided a rich harvest of qualitative data which Aicha was able to transmit to decision makers and is included as an appendix to this report.

Focus Questions

Following a screening of the film Zinder, groups of youth were asked:

- How does the film resonate with your situation locally (problems, causes, consequences)?
- What themes and messages did you derive from the film?
- Please share your opinions/ reflections and ideas for resolution of these issues at the local level.

Phase III also included the roll out of a digital communication campaign, whose purpose was to:

- Inform the community about screenings and public debates
- Create dialogue between online communities
- Enable community leaders to identify with the non-violence campaign and become 'Ambassadors for Peace.'



Watch: <https://youtu.be/SCpLP8JX3Js?si=9Z53E6QVcxzYMQIW>

DATA FROM NIGERIEN SCREENINGS

REGION	NUMBER OF SCREENINGS	FOR WHOM?	PARTICIPANTS
Tillaberi	2	<ul style="list-style-type: none"> CES (Students) Tillakaina (Public) 	300
Maradi	2	<ul style="list-style-type: none"> CEG2 Maradawa Quarter 	347
Zinder	3	<ul style="list-style-type: none"> Mirriah Lycee Amadou Kouran Daga Universite Andre Salifou Espace Tanimoune 	477
Niamey	10	<ul style="list-style-type: none"> Place AB EMIG Centre Culturel Franco-Nigerien Koira Tegui Forge ART Alliance Eglise Village de la Francophonie Gamkalle Quartier CENO Quartier Banga Bana 	2585
Tahoua	2	<ul style="list-style-type: none"> Quartier Gueben Zogui Universite de Tahoua 	350
Agadez	2	<ul style="list-style-type: none"> School district School district 	195
TOTALS	19	n/a	4254

DIGITAL CAMPAIGN - NIGER

The Digital Campaign consisted of creating and sharing a frame which could be appropriated by individuals and influencers in order to promote Cine-nomad and to show their engagement and adherence to the values espoused by the initiative.

The text below the frame reads: "Youth, raise your voice and become agents of peace"

The frame was shared by numerous extremely influential Nigerien figures, for example the slam poet 'Althess' who has over 106,000 followers, in this way reaching many individuals who subsequently signed up to become involved in the campaign and/or 'peace ambassadors' in their community.



"Do you want to become involved in the digital campaign for Cine-Nomad: Caravan of Peace? if so, paste your photo in the frame, publish it accompanied by the following hashtags":
#CineNomade #Paix #CineNomad #Peace

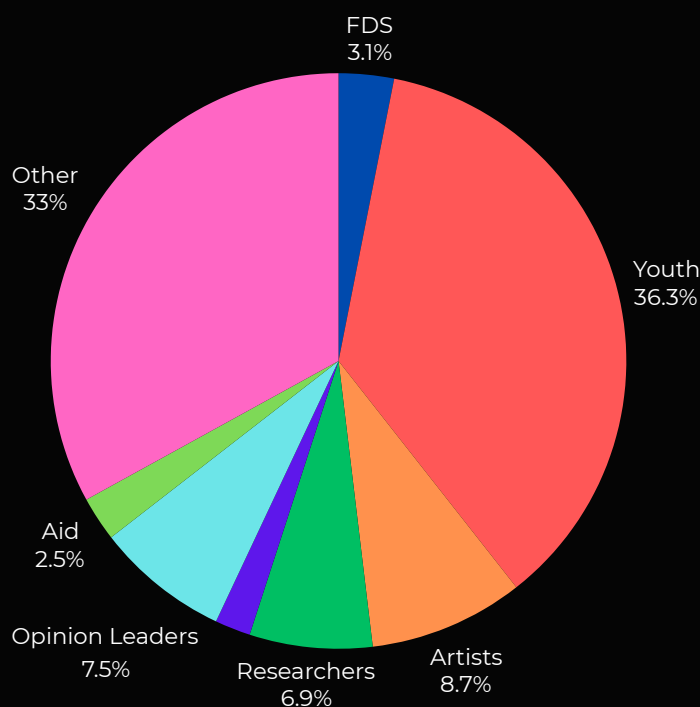
INDICATOR	RESULTS	INTERPRETATION
Number of influencers taking up the frame	584 influencers shared the message	Of those who shared were amongst those with the most followers in Niger
Estimated number of people reached	More than 116,000 internet users became aware of the project and its objectives	Based upon an estimation of 200 people reached per share

FOCUS GROUPS - NIGER

The focus groups made it possible to deepen reflection on the questions raised by the film. From these we produced a 'perception study' which dealt with:

- Identify and address the roots of violence and radicalization;
- Address social, judicial and institutional injustices;
- Ensure educational opportunities for marginalized communities;
- Fight against violence against women;
- Commitment to peace.

We were able to involve young people and experts in the field of youth & peacebuilding, and in this way collected quite specific and well-developed thoughts.



163 people responded to the questionnaire.

Of the respondents:

- 36.3% identified as youth
- 8.7% identified as artists
- 7.5% identified as opinion leaders
- 6.9% identified as researchers
- 3.1% identified as Forces de Défense et Sécurité (FDS)
- 2.5% identified as humanitarian workers



Indicative responses to questionnaire

QUESTION	RESPONSE
What do you think are the greatest difficulties faced by Nigerien youth and the consequences today?	<p>The inappropriateness of the educational program and the lack of engagement of the State does not help young people to reach an acceptable level. Young people are not considered capable of making decisions. They are neither hired nor encouraged and supported to be entrepreneurial.</p> <p>Cumulatively there are problems linked to insecurity, access to health and sufficient healthy food.</p>
What signs of violence and insecurity exist in your own community?	<i>Armed conflicts pushing young people to desert villages or join armed opposition groups; lack of stable outlets for their economic activities; lack of or little land/livestock due to the effects of climate change.</i>
Why do you think these problems persist?	They persist because people think that to resolve insecurity you have to engage the police.
Root causes? The factors that contribute to youth becoming involved in illicit activities?	In my opinion, to solve a problem you must first identify its sources and for me the causes are linked to corruption, injustice, inequity and unemployment. When a young man of 25 to 30 doesn't have a job, a lot of thoughts run through his mind and sometimes he becomes desperate. This desperation can push him and tempt him to take action. For such a man, the rich have stolen his wealth in one way or another. The consequence for the population is insecurity.
What are the consequences for social cohesion and community?	<p>The consequences are that insecurity is permanent and this generates inter-community conflicts where social cohesion is at stake. We are sinking into an infernal and vicious cycle.</p> <p>Young people who seem succeeding in these bad circumstances attracts others who see it as an easy gain and a solution to their misery often ignored by the authorities in the country.</p>
What challenges must be overcome to bring about concrete solutions?	Access to education. Have young people with sufficient educational background to have access to these training courses and these professions. The inclusion of young girls in these plans is essential because if women are not more educated, their children will not be either. More educated women means a society that grows intellectually!
Concrete actions to be taken	Create a youth coalition for peace at all levels.

OVERVIEW

The Zinder impact campaign began at the end of 2022. It had a national dimension, led by the director Aicha Macky in Niger, and an international dimension led by impact producers in France. Seed funding from STEPS and the Bertha Foundation permitted the development of the campaign strategy; the establishment of a Brain Trust; the production of educational and communication materials; the training of facilitators in Niger and the launch of the Cine-nomad initiative (free public screenings and debates on the bus route between Maradi, Zinder and Diffa regions). This triggered additional sponsorship from the US Embassy in Niger, enabling expansion of the Cine-nomad initiative and leading to screenings and debates in schools, universities and freely accessible public spaces right throughout Niger.

Campaign highlights included:

- **Screenings and moderated debates for over 2000 Nigeriens**
- **Establishment of a forum for dialogue between disenfranchised youth and police/justice representatives in the Zinder region**
- **Contribution to national policy development through recording and sharing the views of marginalised and illiterate populations with government officials**
- **Production of nine original recordings by Nigerien artists and experts about the people of Kara-Kara and the issues they face (freely available on website)**
- **Creation of a digital network of youth peace ambassadors throughout Niger**
- **Screenings and information sessions for key international development agencies and decision makers in Paris (Centre Pompidou, MKII Bibliotheque)**
- **Co-operation on targeted health and education initiatives with international NGOs working in sustainability and health in Niger– MSF, Noe, UN Women**
- **Participation of Aicha on the World Bank international panel “Security in Times of Crisis” with the President of World Bank and the President of Niger**
- **One-on-one meetings with high level officials from international governmental agencies active in Niger including President of World Bank, UN Regional Representative Niger, CEO of Agence Française de Developpement, as well as the French, Italian and US Ambassadors to Niger**
- **Aicha named Ambassadrice for Peace by the AFD**
- **Mainstream media attention in Europe and in Africa – including in depth radio and press interviews and proper discussion of underlying issues.**
- **Numerous Nigerien youth received training - three facilitators and eight focus group leaders – and are now able to apply these skills in other domains**

Aicha has become a point of reference for youth in Niger, as reflected in ongoing media attention both nationally and internationally. Without exception she uses this platform to raise awareness of the problems and potential solutions and to identify avenues for engagement and co-operation.

SUMMARY OF OUTCOMES

International Outcomes

OBJECTIVE	ACTION	OUTCOMES
1. Contribute to decentralisation of the Occidental gaze and a better understanding of the colonial legacy.	a) Develop educational materials to accompany film and provide historical context for understanding current crisis.	<ul style="list-style-type: none"> • Creation of a circle of Nigerien experts (Brain Trust) to advise on issues and salient content for planned Educational Guide • Production of Educational Guide in French and English available for download on website • Short audiovisual capsules with Nigerien experts available on website • Two videos made by Nigerien slam-poets • Publications of Brain Trust members and other resources made accessible via website
	b) Organise screenings for French youth with facilitated discussions and educational resources and activities	<ul style="list-style-type: none"> • Screenings for 300 high schoolers in Nantes, France followed by Q&A with film crew • Screenings for 60 students at Université de la Sorbonne Nouvelle in Paris resulting in production of video capsules about film. • Screenings for journalism students at the Institut de Journalisme Bordeaux Aquitaine resulting in production of short video 'reportages'
2. Better inform the policies and practices of international development agencies and organisations (govt and NGO) so that interventions are more appropriate/effective	a) Organise screenings and Q&A with Aicha for key governmental and non-governmental organisations	<ul style="list-style-type: none"> • Three special screenings organised for targeted stakeholders: <ul style="list-style-type: none"> ◦ Centre Pompidou Paris (500 guests incl politicians, foundations, aid agencies, private orgs and the Council of Nigeriens in France) ◦ Agence Française de Développement (300 personnel working in the region) ◦ AFD Niamey (CEO and field workers)
	b) Arrange meetings between Aicha and decision makers	<ul style="list-style-type: none"> • Meetings held with Head of AFD, President of World Bank, President of Niger, UN Regional Director, Ambassadors of Italy, France, US at which Aicha communicated forcefully about key issues.
	c) Facilitate partnerships between Aicha and NGOs based in Niger	<ul style="list-style-type: none"> • Co-operative work partnerships established with : <ul style="list-style-type: none"> ◦ Medecins sans Frontières ◦ Noe (NGO in charge of the Reserve of Termit and Tin-Toumma)

National Outcomes (Niger)

OBJECTIVE	ACTION	OUTCOMES
1. Promote greater understanding and dialogue within Nigerien society about the root causes of delinquency and criminality in marginal communities.	Organise screenings in universities and community facilities with trained facilitators for follow up discussion (refer STEPS learning cycle).	<ul style="list-style-type: none"> • Hosting of 22 screenings with facilitated discussion in educational institutions and community facilities with 4354 participants (full list at p24)
2. Empower youth to contribute to and influence policies concerning themselves.	a) Provide forums for youth to reflect upon, discuss and express themselves about relevant issues.	<ul style="list-style-type: none"> • 8 focus groups created led by specially trained youth leaders. • 163 questionnaires completed identifying root causes, proposed solutions, concrete actions.
	b) Contribute to establishment of youth networks (other than gangs) to promote a sense of solidarity and belonging.	<ul style="list-style-type: none"> • Digital campaign reached 116,000+ • Online community created • 580+ identified as "Peace Ambassadors"
3. Contribute to better functioning democracy in Niger by providing avenues for the voiceless to be heard.	a) Organise screenings in public spaces easily accessible to all echalons of Nigerien society, and followed by facilitated discussion	<ul style="list-style-type: none"> • Cine-nomad initiative, with screenings on buses between Zinder, Maradi and Diffa regions for mixed demographic. Total number of participants at screening >4000
	b) Elicit, record and relaying the views of illiterate and marginalised communities.	<ul style="list-style-type: none"> • Trained facilitators led debates following screenings. • Views of the illiterate were recorded on camera • Meetings held between Aicha and President Bazoum + international NGOs based in Niger and extracts from recordings were shared.
	c) Create opportunities for dialogue between alienated stakeholders	<ul style="list-style-type: none"> • Proactively sought the participation of disenfranchised youth and law enforcement officials. • Public screening at the bus station of Koira Tégui was attended by approx 1000 people and followed by a heated debate between youth and the police force. This resulted in an agreement for an urgent and specially convened meeting between the Commissaire de Police and the youth to discuss the issues. An unprecedented and very constructive outcome.