

KNRG: Video application guidelines

As a pilot project, the Karibu New Realities Grant (KNRG) is open to receiving less-traditional applications in the form of *optional* video applications. This video application would replace the written “concept note” - but it must still cover the same questions raised in the “guidelines for concept note”. Both written and video formats are both acceptable, and will not have an impact on how your application will be considered. Video applications must be sent in English for practical reasons.

All applicants are required fill out the online registration system and send a written budget when submitting the video application.



Video applications are only recommended as an option for those with access to higher internet data allowances.

Please note that the maximum file size that can be sent is **28 Megabyte**. The average 10-minute video on a cellphone is around 45 Megabyte or more. This means that the video file will likely need to be compressed in order to send it.

In most cases, applicants choosing to submit a video application may need to use a good amount of internet data allowance in order to a.) upload the original file for compression, b.) download the new compressed file, and c.) upload the new compressed file into Karibu’s grant management system.

A. General Guidance

Answer all the three questions listed below in **one video and not separate videos**. Kindly note that your video **should not be more than 10 minutes**. You can possibly divide your time in the following manner (**optional**):

- Spend the first 3 minutes on a brief introduction (Name and Country) and question one
- Spend the next 5 minutes on question two
- Spend the last 2 minutes on question three and conclusion

Also ensure that you seek consent from other people that might be involved in the video as well as permission from your place of recording if that is a requirement by the premise owner(s). The questions are listed in next section. Kindly note that our focus is majorly on the content and not on the videography professional skills that one might or might not possess.

B. Communication Guidance

Question one: Briefly tell us about your **group (movement / association / organization / cooperative / collective / network)**. Some important details to be included are:

Your group’s vision, values and profile; leadership and those responsible for this initiative; information about how the group is organized (structures, decision- making process, etc.); information on your main constituencies; in what ways your group is well positioned to make change. You should also let us know whether your group is formally registered or not.

Question two: Please describe **the imaginative and bold initiative** (action / intervention / campaign) that you are requesting us to support.

Outline of some the key activities, tactics or actions that will be included in this initiative (maximum 3 to 5): how this initiative brings about change or makes a difference; how this addresses the root causes and systems of injustice; the geographic scope of the initiative; your target groups; how the initiative will be conducted practically; and when/how/why this initiative was started.

Question three: Please describe how you will **gauge/evaluate the “success” of this initiative** in disrupting the status quo of systemic injustice. How will you monitor and follow the progress of the initiative, and follow the stories of change?

C. Technical Guidance

How to record a video using a cell phone

- Have your small introduction (Name and Country) as well as responses to the three questions ready, whether as a script or off-head
- Choose the flow/nature of your narration. Remember to place your camera at or above shoulder height.
- Landscape (horizontal) view/orientation is highly recommended since it captures a wide view which is aesthetically pleasant even on big screens
- Look into the lens and not at yourself
- Don't speak too quickly or too slowly
- Avoid disturbing pictures or videos of disturbing scenes
- Avoid sunglasses or clothing that could potentially obscure your face. Also, avoid wearing black or loud patterns for better visibility.
- Check your recording for audio and video quality. If you don't find the recording okay, feel free to redo it.
- Keep it to MAXIMUM 10 minutes and have fun!

D. Submitting Your Video Application

- The name of your video should take the following format: **Full name_affiliation_location**
- The best file format is a .MP4 file. But we can also accept .AVI, .MPEG, or .MOV formats
- Files can be no larger than **28 MB**, and thus will likely need to be “compressed” in order for them to be uploaded. This can be done through programs that you download directly to your computer such as HandBrake (<https://handbrake.fr/downloads.php>), or via online services in your web browser such as Video Smaller (<https://www.videosmaller.com/>). Please note that online services may be less secure if the application includes sensitive information.
- If you are able to provide a TRANSCRIPT of your video (a written or printed version of what is said in the video), this is very helpful for us! But it is not required in order to submit the video.
- Upload your video in Karibu's “Grant Management System” as an “attachment” when registering your application, along with your budget. If the file size is larger than 28 MB, the system will not accept the attachment.