

Philosophy

Madmundo is a storytelling approach that is in tune with the coming era, and that crystallizes the creation of new possibilities. It is a presence for concerned citizens **who are eager for solidarity and hope**. MADMUNDO is both a witness and a stakeholder in the changes yet to come...

MADMUNDO enters the heart of **globalisation**, often from backstage. By focussing on initiatives brought forth by civil society and/or other actors, MADMUNDO amplifies them in order to embody a **“social network” of human value**. This audiovisual approach reflects the evolution that is wished of our societies, local and global, and of the role of the media, in the eyes of all those who do not want to feel powerless when faced with their own future. With MADMUNDO, the Article Z agency and the NGO Bridge Initiative have been, since 2000, the instigators of this bridge-building and dialogue process, in the name of everyday citizens.

Context

Evidently, the **parallel crises** we are faced with today - climate, energy, food, financial, economic, and social – call for completely new responses that question the very model from which they emerged. For the time being, it is **governments** and **institutions** who are once again finding a regulatory function and a much needed political role in a market that is expected to produce miracles all on its own. But the forces of what we call “civil society”, often described as lacking credibility, are increasingly solicited to put in place the changes that have become unavoidable.

Environment, cancellation of the debt of poor countries, fair trade, re-defining the criteria for growth, taxation of the financial flow, the return of food-producing cultures, etc. Truly, many of the official responses to our global problems have already come from civil society or from a dialogue with it. Beyond its symbolism, the hope brought about by the election of Barack Obama also corresponds to an upheaval which will sustainably renew our current systems of government. It also signals the increasing power of virtual social networks, which are redefining public space and acting as a giant amplifier of **citizen engagement** and initiatives. In the coming months and years, this general movement will continue to grow.



MADMUNDO « Ibrahima : How do we beat Hunger ? »

*“Well, we still hope, we hope. Because Martin Luther King said, I don't remember his sentence but: **“I have a dream”**. We also think that the day will come when the African People, and the African peasants will defend their causes loud and clear. Truly, this is my wish. That we be, that we no longer depend on multinationals, that we no longer depend on the large financial institutions, that we have our autonomy. That we all are happy, all over the world. Whether it be in Africa, Asia, Europe, everywhere! All the peasants. Truly, this is my wish.”*

Human Values

Unite rather than separate



Too often, these past few years, the big media outlets have separated segments of our societies, dividing communities, cultures, and civilizations.

In our approach, it is a bond that is created, a type of dialogue that opens up between actors concerned by the same stories, and a public interested in common outcomes. *It is interdependence on a human scale.*

Proposing answers, actions, and solutions.

The other advantage of this approach, is that in

fighting against the predominant feeling of powerlessness, we hear the concerns of people and give them to access the decision-makers. In other words, people are empowered. Then, throughout the weekly show or permanently through the multimedia component, we see the diversity of proposed solutions from the interwoven resistance and campaigns, whether they come from civil society, from businesses, or local, national, or international powers. This takes us out of the feeling of being trapped and opens new perspectives in understanding, action, and solidarity.

MOYEN

A partir d'une question simple



Tout sujet part d'une question vécue et posée par un citoyen quelque part dans le monde qui devient le personnage de référence de l'enquête. *Pour notre film sur le SIDA, « Sinesipho, pourquoi dois-je mourir ? », nous commençons avec Busi, une jeune mère Sud-Africaine séropositive qui voudrait savoir si la communauté internationale est capable de tenir ses promesses pour combattre le virus.*

Des journalistes se mettent au service du citoyen



Notre réseau international de journalistes et de documentaristes se met au service de ce personnage pour aller confronter avec rigueur les instances et les pouvoirs. Les enquêteurs sur le terrain décrivent leur recherche et montrent à notre personnage-citoyen ce qu'ils ont découvert.

Pierre Peyrot, notre enquêteur principal, retrouve Busi pour lui montrer les images tournées au sommet du G7.

Comprendre les enjeux du local au global



Au fil des épisodes, une relation singulière se noue entre un personnage local- et ceux que l'on rencontre au fil de l'enquête par delà les frontières.

Busi rend visite à Sinesipho, 15 ans, emblème de la campagne 2001 du Fonds Mondial contre le SIDA pour savoir ce qu'elle est devenue.

En confrontant les citoyens aux décideurs



La première vertu de la démarche, c'est de combattre le fossé qui se creuse entre gouvernants et gouvernés. Et de mettre en présence, sur un pied d'égalité, tous ceux qui sont concernés par le même enjeu.

En juillet 2005, Busi se rend elle-même au sommet du G8 au Royaume-Uni. Elle y interpelle Paul Wolfowitz, Gordon Brown et Kofi Annan

Avec une approche évolutive



Sur les thèmes traités, Madmundo ne prétend pas apporter de vérités définitives mais propose un état des lieux évolutif. Les données les plus complexes sont toujours ramenées à la perception et à l'émotion d'une vie et d'une conscience réelle afin d'être assimilables par le grand public.

Busi partage et compare (via vidéo conférence) avec Rachel, une mère française, elle aussi séropositive, la difficulté à vivre avec cette maladie dans leur pays respectif.