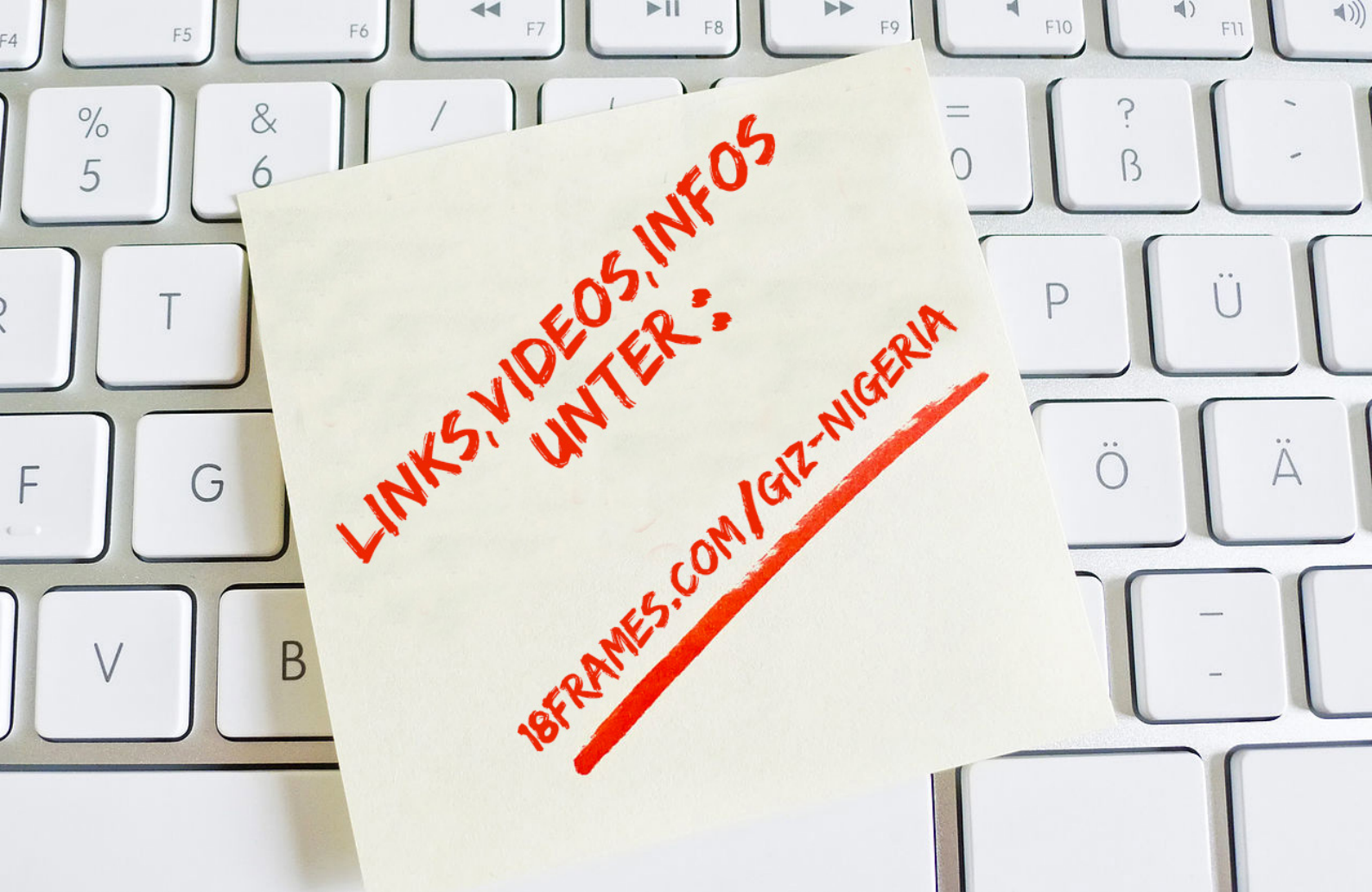




> Brasilien, 2013

GIZ- NIGERIA
N°81198570

CREATIVE IN eMOTION



LINKS, VIDEOS, INFOS
UNTER:

18FRAMES.COM/GIZ-NIGERIA

PASSWORD-PROTECTED ACCESS 18frames.com/GIZ-Nigeria

Here you can find all informations and examples:

Access: 18frames.com/GIZ-Nigeria

Password: GuteFilme16

18FRAMES

GIZ NIGERIA N°81198570

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TENDER FOR:

CONCEPTUALIZATION AND PRODUCTION OF A MOTIVATIONAL AND EDUCATIONAL MEDIA PRODUCTION (VIDEO) IN ENGLISH AND TRANSLATION (DUBBING) INTO HAUSA THAT PAINTS A PICTURE OF THE RESULT ACHIEVED BY PEOPLE IN PLATEAU STATE TO TAKE INITIATIVE AND MAKE CHANGE HAPPEN.

WE UNDERSTOOD...

The project 'Deepening Economic Development for Peace and Stability in Plateau State, Nigeria' is funded by the European Union Fund Instrument contributing to Stability and Peace (IcSP), which has been established as a mechanism to support conflict prevention, crisis management and peace building. Plateau state is the twelfth largest state in Nigeria and is roughly located in the centre of the country. It is geographically unique in Nigeria because its boundaries totally surround the Jos Plateaus. Plateau State is celebrated as "The Home of Peace and Tourism", an image that has been fractured in recent years by Muslim-Christian clashes in the state. Because of the high level of poverty, increasing instability, dissatisfaction and conflict potential of the region, that in the last 10 years has been experiencing economic underperformance and unemployment, the project aims at increasing income and employment among MSMEs by (1) improving access to financial services for MSMEs, (2) supporting reforms on the business and investment climate, (3) fostering domestic and regional trade, (4) enhancing the competitiveness and value addition of domestic resources.

The project has been helping the people of Plateau through employment and increased income. Therefore, now, the aim of this tender is the creation of "edutainment movie", in the form of a DVD Learning Set, showcasing the strengths of the recipients of the project, underlining the importance and the benefits of working together, for twofold utilization: social marketing & advocacy tool and educative entertainment. The main target groups of the movie will be the recipients themselves and those stakeholders and entrepreneurs able to influence the public opinion and able to invest and finance further developments of the project. This group includes: micro, small and medium entrepreneurs; BMOs, BDCs in each LGA, representatives from the local government, farmer groups and business association, MFBs and officials from state government agencies and departments.

This "edutainment movie" shall include a consistent number of key messages focused on change, both driven by individuals and groups as well as institutions, evoking eventually further behavioural changes. Seven general topics have been suggested by the tender, leaving to the producers the freedom of choosing the media production structure and format. The production will take stock of the different realities and stories of Plateau State people, documenting real cases of good practice.

TOPICS AND KEY MESSAGES

Responsible financial decisions

- What are the financial decisions
- Keeping business records
- Be part of a group
- Close the gap between you and the bank

Good Governance

- Social performance management
- Attract and hold on customers and investors
- Customer care
- Train your staff

Business formalization

- Benefits of formalization
- Registration process
- Make it transparent and clear
- Example of good business formalization

Access to market and network

- Where is your market?
- B2B
- Networking and exchanging
- SME-Line

Importance of information

- Information access
- Use modern technologies
- SME-Line utilization
- Example of good SME-Line utilization

Value of Advocacy

- BDC successes
- Cooperation strength
- Establish your network
- Example of good advocacy

Organizational development of Small Holder Farmer Groups

- Move as a one single body
- Group transparency
- Market orientation and self management
- Processor point of view



THE FILMS – CONCEPTS AND IDEAS

Motivational and Educational Media Production

People incorporate information best through emotions and internalize these in the long term. Therefore, our concept stipulates, that the viewer is initially motivated through an emotional and very cinematographic produced best-practice story, to the various key messages. Afterwards the audience can inform themselves purposefully relating to the interviews and animations. We put success stories to the fore, which are close to the people and their experiences and do encourage to imitate. The portraits are predicated on a mood of inspiration and motivation, which illustrate a positive image of the improvement and the potential of business and investment in the region.

DVD concept

For best results in your and our mind, we have developed a concept which consists of two levels: an emotional-motivational and informational level. The emotional-motivational level is about to attract the attention and the concern of the viewer as well as creating a motivating emotion, which inspires to participate and imitate. For this purpose, we do produce for each key message a single authentic success story consisting of five to seven people, focusing on the different topics. In each film the protagonist is portrayed individually and his story illuminates the context of the economic development. The told story is based on emotions. Furthermore, the viewer is witnessing primarily, what happened to the protagonist, what drives him, what are his dreams and goals as well as what he wants to achieve or already achieved. At this juncture it is a matter of thoroughly selected protagonists, who can fill and verbalize different topics and scopes for knowledge transfer in micro, small and medium-sized businesses.

After each motivation video the user has the opportunity to dive deeper into the topic to consolidate, expand and deepen his knowledge. We entered the information level now. At this stage the user has the option to select individual parts, he is interested in, accurately. This is not a continuous film, but individually selectable themes, such as eg. information about micro loans, SME-line and accounting. Experts will express and explain the mentioned themes in the motivation film, by continuing and amplifying them. In addition, there are for example animated factsheets, on which the most important procedures to a bureaucratic drain or the like are explained. For instance a variety of media techniques such as animations, interviews and factsheets provide an attractive and diversified knowledge transfer. In close consultation with GIZ, it is ensured, that all main topics of the key messages will be covered and addressed correctly.



Level 1 – Motivation Films

At this early stage of the project, there is no explicit local research, from our site, possible. However, the following example is about to illustrate our undertaking.

The story is about a young man from Lesotho, who we have found through internet research. His name is Wandile. In collaboration with a social project, Wandile has established a small doll production company and employs meanwhile 14 women. Furthermore, he has established the distribution of his dolls on the European market.

His story is illustrative and is intended to be seen as an example. The actual research of protagonists and their unique stories would be carried out on site with the commitment by GIZ and in close cooperation with GIZ.

The target audience for the learning DVD's ranges from simple workers to key decision-makers (LGA's, MFB's, BDC, etc.). Therefore, the choice of protagonists will be variegated.

Example of small business - Wandile's Story

On the first menu interface of the DVD the viewer chooses e.g. the theme "Access to market".

The story of Wandile is starting being told. We see him running through his neighbourhood by accompanying him on an equal footing. While he is running through the streets, we hear his voice out of the Off: "I was scared, because I didn't know anything about running a business." Through different settings Wandile is established in his surroundings. The motion pictures are accompanied by quiet positive music. This is how the viewer can immerse oneself into the world of Wandile more and more. Quintessentially

Wandile's voice-over is making the viewer identifying with the situation. The doubts and fears initially expressed convey authenticity and create a connection with the viewer. By arousing the viewer's interest about the story of the young entrepreneur, the viewer is getting curious. What kind of business has he established and what motivated him? Will he succeed or will he fail with his project? A certain tension is directly set up, that captivates the viewer and let him sympathize with the protagonist. During the film the viewer experiences, that Wandile founded a doll production company, which initial concerns and difficulties he had and how he approached to solve a problem. In addition the viewer will get the idea, how Wandile created





e.g. a brand and how he was able to establish it in the local market and even overseas in the European one. What has been very helpful and what was a hindrance for Wandile until the mercantile happy ending? "I never thought going international! Today I employ 14 employees! " The portraits are composed of a significant interview, which we conduct with each protagonist in familiar surroundings.

For instance, we do see e.g. Wandile sitting in the foreground of his doll production company telling his personal success story including all the doubts and obstacles. Considering of seeing the speaker himself, we do talk about an „on-level“. In the second level, the „off-level“, the protagonist continues of telling his story. However, we do watch him at work or the practical implementation of his spoken. This procedure maintains to a more intensive credibility and visualises the spoken word. In a documentary level, we show scenes cinematically, in which we accompany Wandile during his actions. For example we see, how he speaks on the phone with a distributor in Europe or how he negotiates with a representative of a local company. This is an entertaining diversion, which illustrates in a practical way his daily routine.

By using two cameras, we focus on the protagonists, who share their personal experiences with the viewer. Furthermore, we consciously renounce at our motivation films to a spokesman. The films are becoming just effective because of the statements and interview sequences of the protagonists. One camera shows a static close-up, while the other one shows a wider picture of the protagonists in their familiar environment. The second camera is a mobile camera, which follows the movements of the protagonist. Two cameras provide more flexibility for handling the film and ensure making the film entertaining and dynamic. We

do not stage-manage, but document an authentic scene by showing real emotions.

It is extremely important to create a relationship of trust among the protagonists and the camera team, so that the protagonists feel good in front of the camera and no longer perceive it after a while. Various recording techniques and camera systems such as steadycam or UAV (aerial drone) ensure a highly aesthetic look as well as offering diversification and a high entertainment factor for the viewer. The professional film appearance convinces the viewer in its credibility and reinforces the instructional emotions and information. In addition, the videos are accompanied with music elements that support and strengthen the intention of an inspiring mood.

Since we believe, that it is always important, that a strong empathic bond between the protagonists and the viewer is created, we will make sure, that the interviews will be conducted on an equal footing as well as being authentic and create a positive and pleasant atmosphere. The result of this combination will invite to mimic and further appropriation of knowledge. The specifications of the image concept of GIZ equal in large parts of the standards and requirements as well as the mode of operations of 18frames. This is why, it is an implicitness for us, that for example a slight depth of field, natural lighting mood and tidy image contents are a matter.





LEVEL 2 – INFORMATION TRANSFER

After being inspired by the positive example of Wandile, by clicking through the menu, the user now gets to know more about the subject. On the menu surface of the information level, that starts automatically, various clickable windows on the specific sub-topics appear.

For Wandile's story the following sub-category would be suitable:

GET INFORMED –
KNOWLEDGE MAKES YOU STRONGER!

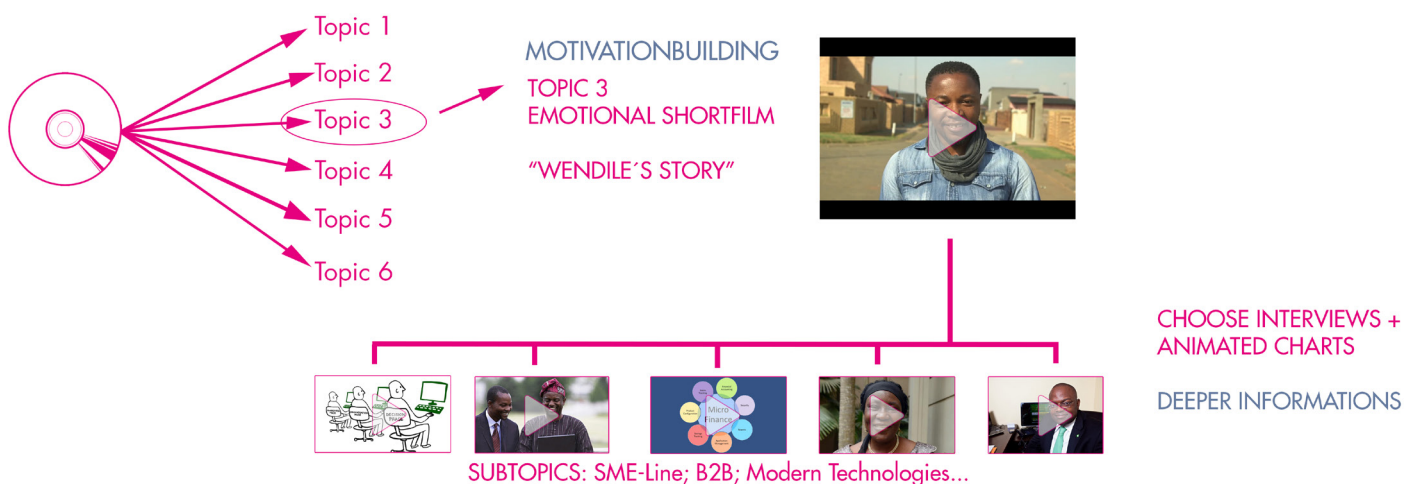
Specifically, it is required to undertake an extensive research for the exact description of the contents as well as a close consultation towards the wishes and ideas of GIZ. The consecutively mentioned possible subchapters are illustrative of our concept.

In this chapter the user finds an interview with an expert of GIZ about the SME-line. The expert explains in simple but concise sentences, where the benefits are, how to get access to the particular community and does away with prejudices. In a further window, the user selects an explanatory video in the form of a short animation. The title is: „Modern Technologies - they can help you!“. In a simple plotted film the benefits and opportunities through the use of modern communication are shown clearly (networking, fair market value, B2B, SME-line, etc.).

In the third selectable window, the user finds an animated factsheet on the practical approach of a simple market analysis. In clear and separate steps the user is introduced to the subject by getting important information and facts on this topic.

The separate sub-topics overlap presumably with other chapters. The user will be reminded through references like “see chapter 5” or “further information see chapter 6” and guided on the basis of which he has passed through the chapters and topics. By individually selectable information films, the user is not forced to acquire all information at once, but he can accurately acquire the content in its own pace.

CHOOSE CHAPTERS - DVD MENU





> Brasilien, 2012

NGO MEDIA

In our understanding, film is a societal working medium. We are aware of its power and also of the resulting responsibility. Our aim is to use this potential: giving impetus through audio-visual material in order to affect society in a positive way. We want to stay real and meet the people at eye level with our cameras. With this philosophy we create a new dimension of media information and enlightenment. 18frames consciously puts the focus on NGO media for the work with NGOs, foundations, nonprofit associations, lead partners and organizations. Along with partners from the nonprofit sector we develop different concepts – apps, image films, media workshops and campaigns such as feature-length documentaries – always suitable regarding the project and the budget.

The pivotal point of societal work is to impart its relevance and financing worthiness – whether it is based on donation or institutional funding. With our knowledge in managing projects and societal work, you can be sure to have a partner in the media landscape who speaks your language. Besides the creative, logistic and organizational realization, we can offer you many years of experience regarding national and European materials handling to support you with your applications. As you can see in our past projects we have a lot of experience with EU-funding and the bureaucratic requirements. We promise you creative ideas and consistent concepts that will draw attention to your organization and your objective.



DOCUMERCIAL

A brand needs more transparency and authenticity these days – the advertising film sector is currently changing.

What attracts the consumer's attention are authentic stories from real people. Documericals provide the possibility to tell the special, authentic history of your product or company and give it the personal touch.

Documercial is a hybrid-format formed out of documentary-, image- and commercial film. We combine documentary's authenticity and storytelling with our sense for creativity and the classy esthetic of commercial films.

What we offer is to undertake the whole process of the production which contains a creative project development, presentation, budgeting, film shooting and preparation as well as postproduction. For Documercial-projects 18frames involves experienced staff from the advertising industry to unite the talents and know-how of documentary- and advertising film making.

18frames

In 2011, two engineers, Tobias Greber and Christoph Böske, founded the 18frames film + media production civil law association in Hamburg.

From the understanding, that a film officiates as a socially-working medium, several projects in cooperation with different public institutions and NGO's, which are often supported by German federal funds as well as European subsidies, accrued. 18frames has many years of experience in national and international projects, that have been realized throughout public foundations, grants and German federal funds. Through partners such as the Robert Bosch foundation, UNESCO or the German Federal Department for Migration and Education, we are very familiar and experienced with various regulations, financing models as well as bureaucratic specifications.

Cooperations and cross-linked networks are important to us and will determine the way we will work in the future. Within the last two years the network of partners and organizations, with whom we worked, grow significant. However, there was an increase of the 18frames team as well. The present 18frames team contains three permanent employees, an intern as well as a large and permanently growing network of filmmakers with years of professional experience, with whom we work on request.

Combining our experiences, ability and expertise of producing and creating powerful images, that arouse emotion and empathy, will make 18frame film + media production a strong, competent, reliable, flexible and creative partner on your side.

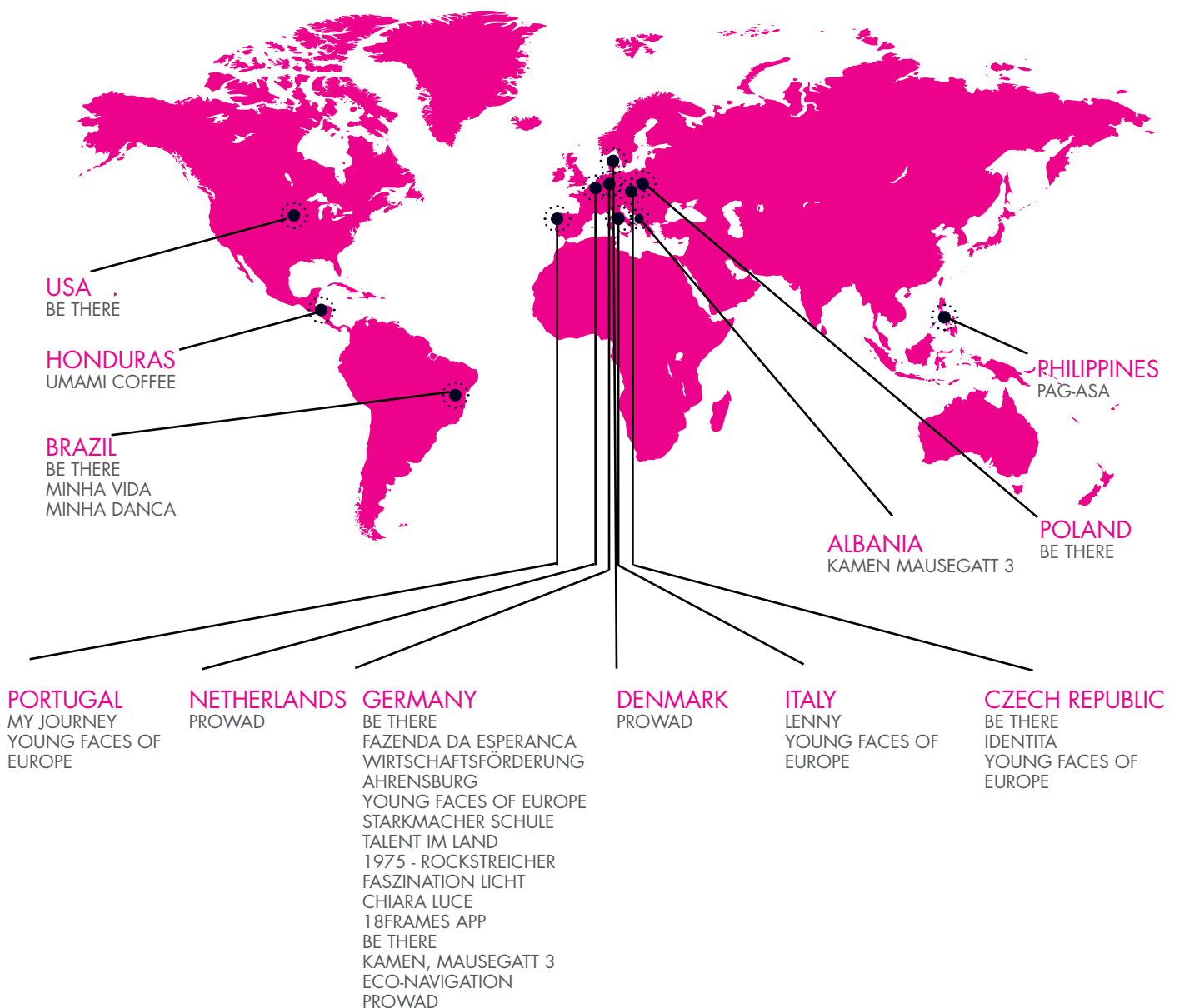
> Brasilien 2013



GLOBAL PROJECTS

Located in Hamburg, we are working with a worldwide network with the attempt to be as barrier-free and international as possible. Through our transboundary project-partnerships we have lots of contacts, including interpreters and translators. Our team consists of people who often travel privately and professionally, seeing the world as a global community.

The way we produce our films is directly connected to our philosophy: Working as resource-efficient as possible, we achieve the best results. We take a stand for our projects having a social background and being a benefit to commonweal such as to cultural rapprochement.



REFERENCES/FESTIVALS

NEISSE FILMFESTIVAL – special jury award (18 BILDER/SEK)

PORTOBELLO FILMFESTIVAL LONDON – nominated for best foreign film
(18 BILDER/SEK)

JUNGE OHREN PREIS – winner in the category music and media
(ROCKSTREICHER – 1975)

INTERNATIONALES SEHSÜCHTE FILMFESTIVAL – film script pitch
(ZWISCHEN INNEN UND AUSSEN)

NEISSE FILMFESTIVAL – nominated special jury award (IDENTA)

MICROSOFT AD DONATION – award of October 2014 (JEDER ZÄHLT)

STORY:FIRST Program Bayrischer Rundfunk - selection 2016
(LEBENSBLUES)



> Brasilien, 2013

PROJECTS ^{*}selection

I AM HERE (2016)

cinema documentary, 100min

director: Tobias Greber

dop: Christoph Böske

funded by German Federal Ministry of Labor and Social Affairs
and by the European Social Fund ESF

CAFFEE UMAMI (2016)

documericals, campaign in Honduras

director: Tobias Greber

PROWAD (2015)

11 documericals á 3 min

director: Tobias Greber

dops: Julia Bönisch, Christoph Böske

client: Common Wadden Sea Secretariat, Wadden Sea World Heritage,
UNESCO, funded by the European Regional Developing Fund

JEDER ZÄHLT! (2014)

interactive campaign

promotional clips and developing of world first user-video-integration-
server

selected for the Microsoft Ad Donation Program

funded by the Federal Office for Migration and Refugees (BAMF)

18 BILDER/SEK (2010)

featurefilm for cinema

director: Tobias Greber

dop: Christoph Böske

winner special jury price Neisse Filmfest

nominated as best foreign film at the Portobello Filmfestival London

PROWAD
11 DOCUMERCIALS

I AM HERE
CINEMA DOCUMENTARY

FAZENDA DA ESPERANCA
WEBDOCUMENTARY

CAFFEE UMAMI
DOCUMERFCIALS

PROWAD (NL, DE, DNK)

Entrepreneurs from the three neighboring countries Denmark, Holland and Germany show their personal way to combine sustainability and profitability together. The result are 11 personal portraits of representatives of various sectors of the tourism industry. The project was funded by the EU (Regional Development fund)

I AM HERE (BR, DE, CZ)

Young people from Germany and Brazil with different social topics and backgrounds, who apparently have nothing to do with each other, lead us through the documentary film. All of them try to find their path in their own way. The upcoming year will be crucial for everybody of them: They are part of the participatory musical project of the international and well-known band "Gen Rosso".

It is a film about the second or maybe the third chance, about seeking and finding the own potential and falling down and getting up again. It is a film about finding a preferred place in life.

FAZENDA DA ESPERANCA (DE, CH)

This documentary is a portrait about Fazenda da Esperança – a home for those who suffer from different kinds of addictions or other psychological problems. Fazenda da Esperança is located worldwide and for this film 18frames visited the six German and Swiss communities. The film gives a detailed look of the institution including its philosophy and accompanies young inhabitants on their way of a better and new beginning. "Fazenda da Esperança" includes a lot of interviews in different settings and treatments.

CAFFEE UMAMI (HND)

In Honduras we shoot diverse short films on social coffee growing plantations. The idea is to create a direct contact between the coffee farmers in developing countries and the consumers in Europe. Therefore, we do shoot personal portraits of the farmers and the coffee bean pickers, who show their daily work as well as their personal lives. Back in Europe the consumer will be able to find a QR code on the coffee packages and by scanning it, he can see directly who has produced the coffee and how he lives. Accordingly there is a possibility of direct contact between consumer and producer through social media platforms.



SCHEDULE FOR THE PROJECT / PROJECT STAGES

March

30.03. Delivery of proposal, **DE**

April – May

Research, **DE**
Further concept development, **DE/NGA**
Research, **NGA**
Further concept development, **NGA**
Discussion and validation of concept with GIZ-SEDIN, **NGA**
Integration of feedback, **NGA**
Finalization of conceptualization, **NGA**

June – July

Development of storyline, **NGA**
Validation final script with stakeholders and GIZ-SEDIN, **NGA**
Development of interview guides, **NGA**
Logistical arrangements and planning, **NGA**
Shooting, **NGA**

August – September

Editing English version, **DE**
Translation/Dubbing, **DE/NGA**
Design DVD Learning Set, **DE**
Production Trailer, **DE**
Adjustment of time frame, **DE**
20.09. Delivery of final material, **DE**



THE TEAM AND LOCAL CREW

18frames – passion for film and interactive media, bearing the resulting responsibility. Our claim is to realize movies and media products on the highest level.

As the combination of all core competences in a team has become rare, we are able to produce more efficient and high-grade. This synergy of technical skills, creativity and know-how in producing film and media projects has been honored by several European film festivals. The quality standards are our top priority.

Within our team we are able to develop, shoot, produce and do the postproduction on our own. We have high standard and up-to-date equipment that guarantees best results (for further information about our equipment check: <http://18frames.rentals/>). Because of the fact, we work in a small but highly professional team over a long period of time we have a lot of technical experience and know-how. Our strength is forced on working creatively, flexibly, professionally and always in an open dialogue and at eye level with your protagonists.

Through multitudinous projects abroad, such as in the favelas in Brazil or with Gypsies (Sinti and Roma) in the Czech Republic, we are used to interact with different religions and cultural habits. We are led by the social utility of our projects. Working in a respectful manner is important to us since we are dealing with people and real stories. This attitude is primarily realized in NGO-media: Media productions for non-profit organizations and public projects. This is how we turn our creed, creativity and professionalism into capturing movies.

Another advantage in the implemenation of international projects is in our large and wide inventory of film technology, which is fully owned by us as well as capable of flying at any time. This fact makes us completely independent of lenders and enables 18frames to a absolute and a 100% flexibility in terms of the use. Furthermore, we can respond to changing incidents immediately and are ready for action instantly.



> Chicago 2014

For this project, we work together with Ermanno Perotti. He is an expert in the field of micro-credits and also incorporates considerable experiences of working in developing countries. We have already been collaborating with him during the „Honduras Coffee“ project as well as in the development of other film ideas. Especially for this project we recommend to cooperate and collaborate with various crew members on site. Out of our experiences we can claim, that it has been proven to collaborate with local professionals. They know the local conditions and have access to the local people. For our own research regarding filming permits and resources we already have contacted and approached various film production companies, recording studios as well as the appropriate film committee. Moreover, we are already in close contact with the SPS-Media company, which has assured a collaboration for this project. In addition, we are in colloquy with the Managing Director of the Nigerian Film Cooperation, Mr Afolabi Adesanya, who will familiarise 18frames and its crewmembers with the common and typical rules about filming permits.

We, as a film crew, have already implemented numerous international projects. From distant coffee plantations in the high plateau of Honduras to icy conditions during the blizzard in Chicago. Both the team and the technology have worked under a variety of harsh weather and regional conditions. This fact implicates mainly a certain routine and flexibility, which is also a great advantage for the shootings in Plateau State. Whether remote or inaccessible areas, we are able to assort our technique equipment to a size, which for example allows us marches to remote filming locations and makes us independent of external power sources or cars.

TOBIAS GREBER

Director, Poducer



Tobias Greber works as a producer and director in Hamburg and also lives there. He developed and directed numerous documentaries, music videos and feature films. He is one of the shareholders of the film company 18frames film+medienproduktion GbR. At the age of 14, he started accompanying his family with the camera and created an intense and personal documentary with the footage: MAN IST HALT UNTERWEGS. PAG-ASA (hope) was his following documentary dealing with the displacement of farmers in the Philippines.

In 2008 Tobias Greber met the international successful German director Detlev Buck. Together they produced 23 TAGE – a soccer fan movie. The Film was shown in movie theaters and was sold to TV-broadcaster ZDF. The roadmovie 18 BILDER/SEK, being the first feature-length film, was nominated for the best foreign film at the Portobello Filmfestival London, the biggest independent-film festival in Europe. The film won the special jury award ("Sonderpreis") of the international Neißer Filmfestival.

2011 Tobias Greber and Christoph Böske founded the film production company 18frames film+medienproduktion.

18frames focuses essentially on the human being and its behaviour in social contexts, therefore it is important to maintain a respectful relationship and work on an equal level.

Furthermore, they produced a documentary about the Fazenda da Esperanca, a place where people with different addictions and eating disorders can live and get supported in countering their problems. 18frames followed some of the residents who were searching for a new approach of life.

Currently, BE THERE is being produced. A documentary film about five young adults from different parts of the world, who were influenced by a lot of bad experiences. They get to know each other at a musical project and find their very own common language in music and dance.

Ongoing productions include KAMEN, MAUSEGATT 3, a film about the European peace project „go4peace“ and the integration of young refugees in the city of Kamen, Germany.

Qualification Type

engineer of media technologie

Main Responsibilities

creative director, producer, content director, research, communication director

Shooting experience

HN, AL, D, NL, PH, LK, CZ, BR, DK, CH

CHRISTOPH BÖSKE

DoP / Head of technical Department



Christoph Böske is the manager of 18frames film+medienproduktion GbR. After he had completed his studies of media technique with the focus on audio-visual media, he jointly founded the company with Tobias Greber. Christoph Böske's function within 18frames is the camera operator as well as the person being responsible of the technical organization. In 2010 he shot his first feature film 18 BILDER/ SEK, which was awarded and utilized as DVD. Additional films were produced, mostly with documentary character. His experiences from documentary films contribute to the production of Documericals. The authentic story-telling on a personal level as well as the aesthetics of a commercial are combined here. Next to different projects that are considered to be from the Documericals genre, Christoph Böske has also produced the cinema-documentary BE THERE.

Qualification Type

engineer of media technologie

Main Responsibilities

director of photography, producer, budgetting, finance, controlling, financial accounting, technical director

Shooting experience

CL, BO, D, NL, USA, PL, CZ, BR, CH, AT

JULIA BÖNISCH

Producer, 2nd DoP, Editing



Julia Bönisch, born in Lüdenscheid, lives and works in Hamburg. After her Abitur (high-school diploma) she studied social education, is an approved child-care worker and worked for several years in management position in several Kindergarden. She met 18frames in 2010 for the first time, started being a helping hand for lots of projects and started a job training in audiovisual media design of. She has been part of the team since 2012 and produced and developed numerous film productions with 18frames as well as with other partners.

Qualification type

Degree of audiovisual media design

Main Responsibilities

project manager, editor, 2nd DoP, customer support, production management, preproduction

Shooting Experience

BR, AL, CZ, LK, USA, NL, D, DK, PL, AT

SARAH SCHÜTZ

Project Manager Documercial



Sarah Schütz has been producing a range of commercials and has recourse to a Europe-wide network of creative co-workers. She coordinated commercials for VW, Fiat, Telekom, REWE, Samsung, Apple and Coca Cola, working with directors such as Sofia Coppale, Detlev Buck and Wim Wenders. Along with our director Tobias Greber she accompanied the Google project "23 TAGE" (produced by Detlev Buck) as well as the award-winning feature film "18 BILDER/SEK." (produced by 18frames). Above all, Sarah Schütz is coordinating the commercial projects of 18frames.

qualification type

master of development economics

main responsibilities

international co-ordination, senior producer, project manager, content management

shooting experience

USA, COL, IND

ERMANNO PEROTTI

Advisor & Assistant Director



Ermanno Perotti developed an early interest in international relations and interdisciplinary studies. He thus decided to take courses related to Human Relations and International Cooperation. He received his Master of Development Economics from the University of Florence, and, earlier, a Bachelors of International Cooperation and Development from Sapienza University of Rome. He grew up and has been trained in an intercultural and interreligious environment, bringing him to develop a genuine interest and a particular awareness of other people's needs. His main occupation has been in the microcredit field, which has brought him to work, after a two-month training in Bangladesh, with Grameen Bank and with people in need living in conditions of extreme poverty. He now works as a project manager, with particular focus on development of pro-poor value chains, poverty-reduction strategies, social business, quantitative development policy analysis, projects addressed to the poorest of the poor, using games and workshop as means to understand poverty and inequality and disadvantaged youth empowerment.

qualification type

master of development economics

main responsibilitys

project management, expert in the sector of microcredits, team leading, Inter-cultural and Inter-religious Environment

shooting experience

USA, BD, MA, PHL



FOTOS: KATHARINA MESSMANN & 18FRAMES

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