



*MediaHouse*

**Project Proposal:**

**Rights of people with a Physical Handicap  
in the Arab World**

13 TV programs that defend the rights of people with a handicap in the  
public arena of the Arab World

Cairo, February 7, 2008

## Basic Information

*Name and address of Organization Requesting Funding:*

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*Project Name: (working title of the project)*

Rights of people with a Physical Handicap in the Arab World

*Potential Partner Organizations to help us to implement the project:*

Dr. Alaa, Save the Children  
CEOSS, Egypt  
Caritas, Egypt  
Sesobel, Lebanon  
AMSAHM, Marocco  
Association Mobilité pour Tous, Marocco  
Brother Andrew, Salt, Jordan  
Deaf Unit, El Malek El Salek, Cairo  
Arab organization of disabled people, Lebanon

*Partner Organizations that will provide financial support:*

SDOK provided us with 50% of the budget.

*Planned starting date and duration of the project:*

The project started already. Depending on additional funding we want to finish it by the end of 2008.

*The overall budget*

The total amount for the project is 177,175 Euro; we still need 88,588 Euro.

## **Information about the Project Location**

This project will be implemented in the following countries

Egypt – Lebanon – Morocco - Syria – Yemen - United Arab Emirates

The reason for producing the 13 programs in these 6 different countries is because the series must have an appeal to the whole Arab World. These countries were selected for their population size and for their representativeness of the different regions of the Arab World. These following *Population Figures* come from UNFPA, 'The Arab Population', in *Arab World Competitiveness Report 2002-3* (Geneva, 2003), p. 38.

	Population in millions				
	1950	1975	2000	2025	2050
<b>Morocco</b>	8.9	17.3	29.8	42	50.3
<b>Egypt</b>	21.8	38.8	67.8	94.7	113.8
<b>Lebanon</b>	1.4	2.8	3.5	4.5	5
<b>Syria</b>	3.5	7.4	16.1	27.4	36.3
<b>UAE</b>	0.07	0.5	2.6	3.4	3.7
<b>Yemen</b>	4.3	7	18.7	48.2	102.3

As these countries are all very different, it is hard to describe them all in a few paragraphs. As regards the goal of our project, they all share the fact that they have many handicapped people, and that often they have adopted good legislation that ensures handicapped people of their rights, but not much of that is implemented.

## **Problem Statement**

According to E. Helander, in a UNDP Report titled Prejudice and Dignity one of twenty children is born with a disability or becomes disabled during their childhood. Helander estimates of the incidence of different kinds of disability:

Types of limitation	Prevalence
Moving difficulty	2.0-2.5%
Seeing difficulty	0.5-0.8%
Hearing/Speech difficulty	0.5-0.8%
Learning difficulty	0.2-0.4%
Chronic fits	0.3-0.6%
Strange behavior	0.1-0.2%
Feeling difficulty, in hands or feet	0.1-0.2%
Combinations of the above	0.2-0.3%
Total	4-5% approx

There is every reason to assume that in the Arab world, the percentage of handicapped is higher than the international average.

It is generally the poorest persons who are most likely to be disabled. This may be due to comparatively poor maternity care during pregnancy and delivery. Other factors are the unsafe environments in which the poor often live, and the lack of available care and support, which compound their disabilities. People in developing countries (and most Arab countries fall in that category) are especially vulnerable. They may be forced through poverty into dangerous occupations where safety precautions are inadequate.

War and conflict increase people's vulnerability to injury and permanent disability, especially from land-mines and other unexploded ordinance. This is made worse by the mental trauma and stress suffered as a result of personal injury or loss, or separation from family members. The Arab world has seen many wars during the past 25 years.

The situation for the disabled people in the countries where our programs are shot is very difficult. The negative attitudes from society are a big problem. There is a lack of understanding and knowledge of the needs of disabled people. The disabled are not considered to contribute to society.

Ingegerd Svahn researched the situation of handicapped in the Arab World in 2003 and 2004 for the Swedish organization Interact. In June 2004 she published her 'Report: Mapping and Pre-study of ongoing work among and specific needs of disabled people in five countries in the Middle East and North Africa. (Egypt, Lebanon, Jordan, Tunisia and Morocco). In her report Svahn concluded:

The disabled adults are without training and occupation when they are grown up. There are great problems to find occupation or job after the end of the vocational training, (if they have been allowed to participate vocational training). Most of the grown up disabled are in their homes with relatives or in the streets, without any occupation maybe except for some hours a week in a Sunday school. Some day centers for occupation are planned as well as some daily living flats.

The disabled are very dependant on his or her family in order to have a decent life. There is no financial support like a pension from the governments. There are small or no opportunities to live an independent life as a disabled person. Society is not yet ready to include the disabled. However there are some great efforts and success stories, for instance regarding integrating special classes in ordinary schools.

The parent's voice is not heard. Few parents are members of any Parents Association. The parents are not used to meet each other and cooperate in order to express their needs, because of lack of time or energy, as a result of the daily struggles of having a disabled child. The feeling of shame and embarrassment for the parents and relatives is clear.

The feelings of isolation, loneliness, fear and helplessness are obvious. Parents in these countries as well as in all countries have a great need to meet other, parents in a similar situation that share experiences. They need encouragement and knowledge and the opportunity to look upon good examples how to handle daily life in spite of the disability. They need counseling from professionals and help from each other. They need to know that training and education makes a difference for their disabled children.

Handicapped people are entitled to proper education according to international law.

Attached is the 'Declaration on the Rights of Disabled Persons', proclaimed by General Assembly resolution 3447 of 9 December 1975 (See Attachment 2). Most Arab States adopted this declaration. A whole new generation of handicapped people has been brought up since then, but in most Arab countries they are still not seen as people entitled to being treated as anyone else. Their rights are legally recognized, but not implemented.

Even by organizations working with handicapped, services to the handicapped are often still seen as a matter of charity, not of rights. The first step in helping handicapped people to be treated as full and worthy citizens is by encouraging them and their families, to demand that politicians implement the law.

Major issues are that educational and governmental institutes should be made accessible to handicapped, that handicapped people and their parents and any concerned citizens should demand the full implementations of the rights of the handicapped, and that laws should be amended where needed.

## **Project Structure**

### **The Target Audience**

This project targets all people in the Arab World who are handicapped and those who have family members or acquaintances with a handicap. It also targets any Arab with an interest in advocacy and human rights.

Assuming that around 4.5% of all 300 million Arabs have a handicap, and that the average Arab has two parents and three siblings, this means a target audience of tens of millions. And this percentage is, as we saw, on the low side.

### **Style**

The programmes will be made in a modern documentary-type style where as far as possible, people with physical disabilities and their families will narrate their own stories and experiences. Each programme will be 28 minutes in length.

The information conveyed throughout the series will be reinforced by a range of testimonies from parents and professionals.

### **Content**

The series will comprise thirteen episodes. The 13 treatments will be written upon further research.

We will shoot in Egypt – Lebanon – Morocco - Syria – Yemen - United Arab Emirates. Each documentary will show the rights of handicapped people, and how those are only implemented to a limited extent.

We will use international human rights concepts in each documentary, to reinforce the fact that any work for the betterment of the lives of people with a handicap is not an act of charity to help 'the helpless parents.' Rather, these programs and the work done for people with a handicap, is because the *'entitlement to the enjoyment of human rights admits no hierarchy of holders. Persons with disabilities, whether physical or mental, enjoy, in virtue of the respect due to their human dignity and integrity, the same human rights, in equal measure, as all other persons.'* (from the Commissioner for Human Right of the European Union, 7 February 2003)

The documentaries will show people with a handicap in a positive light by always including something related to sports for the handicapped.

The documentaries will also contain the following sort of information:

- some general facts and figures about disabled people
- what is the government doing
- laws and regulations and changes that are needed
- integration in several fields (sports, TV, work)
- medical situation / facilities
- NGO's working with handicapped people
- Educational situation
- Common misunderstandings / folktales

## **Goal**

This project will encourage tens of thousands of Arabs with a handicap and people living with or working with a handicapped person change their mind about the rights issues. These people will begin to speak in public about the rights of handicapped to similar services, education, health care, and work as any other person. They will also demand the implementation of these rights in the political domain.

## **Rationale behind this approach**

According to the professionals and parents interviewed, TV and video are valuable tools in educating people about issues related to people with a handicap. Written materials have a small audience due to high rates of illiteracy in the Arab World. Almost all families in the Arab World possess a television, and of those the majority has direct access to satellite television.

*MediaHouse* considers this situation an unrivalled opportunity to see education transform the lives of countless individuals.

## **Output**

We will produce 13 documentaries of 28 minutes each. These will be made available to satellite broadcaster and national broadcasters in the Arab world. They will also be made available on VHS for distribution to institutes and parents all over the Arab world.

We will also produce a website in Arabic wherefrom these programs can be downloaded. The content of the programs will be broadly described on this website for those that cannot download. The website should also include contact information about the centers available for helping those with intellectual disabilities in the different countries.

We will offer the programs for broadcasting to different local, national and satellite broadcasters in the Arab world.

This project will be formally finished by December 2008 – if the remaining funds will be available on time - but we will continue to push the usage of the videos in the years ahead. Our experience is that most of the programs we produce are broadcast 25-50 times in the 5 years after finishing the production. We offer the documentaries for free to the broadcasters that want them.

## **Project Management**

Mr Wimco Ester and Mr. Amgad Shafiq will be responsible for this production, together with other MediaHouse staff and production staff in the different countries. MediaHouse has a track record of productions about the integration of people with a handicap in the society.

The change of attitudes in the Arab world at large toward people with a handicap is one of the indicators that will show that our project has possibly contributed to the achievement of our goal. Moreover, a change in the confidence level of parents regarding their children would also signify an area of success for us. As most of that is impossible to measure, I propose we use the usage and the dissemination of the programs as an indicator of success. How often will the series be broadcast in the Arab world, how many institutes use the videos, how many parents watch it...all these things are pointers that we have taken the right path.

## **Relationships with Stakeholders**

Stakeholders with high importance to the project are people with a handicap in the Arab world, their parents, the institutes, and the Arab authorities. In order to involve these to the maximum, we will interview handicapped people in each program, to let them speak for themselves and likewise their parents.

We hope to encourage institutes and parents to become better organized and use their awareness of the rights of the handicapped to challenge the authorities to offer better facilities, better training, etc.

## **Risk Assessment and Management**

1. In order to continue with this project long term, we need a level of wisdom of how to sensibly go against accepted social norms.
2. The media should be willing to broadcast programs of this sort.

3. The level of censorship should not go up and we must get censorship permissions for the videos.
4. The government should not block our work by deciding that we should not receive money from overseas for this project. This might happen if the authorities decide that in spite of our 'commercial' registration as *MediaHouse*, we should in fact be treated as an NGO because of the type of work we do.

By doing these programs with a local institute, I believe we have a workable situation with the government. We know from experience that the media are open to broadcast programs like this. Censorship is not very concerned about programs like this (although they normally make us work hard for getting screening permissions), and I do believe we will survive the government's interest in our work. Even though we have regularly been invited to come and talk to the Security Police, they do not seem to be overly worried about the work of our company.

## **Sustainability**

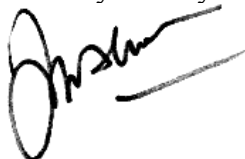
As soon as these programs are finished, we are convinced that they will be used for at least 5 years on TV and by institutes and parents' organizations all over the Arab world. This means that the investment needed to produce these 13 programs, will be very effective in helping physically handicapped and their parents and institutes, for the wellbeing that they are entitled to.

## **Cost and Time Line**

The remaining budget we need for this project is 88,588 Euro. If this budget is available before June 2008 we will finish the production phase by the end of 2008.

It is our hope that it will influence the lives of many children and adults in Egypt and the Middle East.

If you need more information about this series or *MediaHouse*, please contact us.  
Thank you for your interest!



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## *Attachment 1*

### **Budget for the Production of 13 documentaries in Euro**

#### **Rights of people with a Physical Handicap in the Arab World**

##### ***Pre-Production***

Research worker 3 months	1,800	
Treatment writing 13 documentaries	2,400	
Consultant	3,750	
Travel and office cost researcher in Egypt	1,350	
Travel Producer 7 Arab countries	6,500	
Salary Producer 3 months	3,600	
Assistant Producer 1 month	600	
Permission Censorship (total)	5,750	
<i>Subtotal</i>	<b>25,750</b>	<b>25,750</b>

##### ***Production***

##### ***approximately 52 days of shooting***

Cameraman	9,100	
Light Staff	3,120	
Sound Staff	2,860	
Director(s)	13,000	
Assistant(s)	6500	
Producer 2 months	2,400	
Assistant producer	1200	
Cost of participants / presents	1,750	
Transport and Accommodation (7 Arab countries)	22,000	
Gofer	850	
Food	2,925	
Tapes	1,950	
Camera's + mixer, etc.	8,600	
Light equipment	3,100	
Sound Equipment	5,800	
Unforeseen	3,500	
<i>Subtotal</i>	<b>88,655</b>	<b>88,655</b>

##### ***Post-Production***

Logging of Tapes	2,600	
Editing (1040 hours)	13,000	
Music	950	
Design and Print Covers	850	
Tapes for Broadcaster	1,500	
Travel outside Egypt to broadcasters	1,000	
Director (3 months)	4,500	
Producer (2 months)	2,400	
Website design, hosting and update (2 years)	4,230	
Add programs as streaming video	1,000	
<i>Subtotal</i>	<b>32,030</b>	<b>32,030</b>

**Overhead (10%)** 14640 14,640

**TOTAL** 161,075

10% Taxation 16,100

**Total Cost Euro 177,175**

## *Attachment 2*

### **Declaration on the Rights of Disabled Persons**

**Proclaimed by General Assembly resolution 3447 of 9 December 1975**

#### ***The General Assembly,***

Mindful of the pledge made by Member States, under the Charter of the United Nations to take joint and separate action in co-operation with the Organization to promote higher standards of living, full employment and conditions of economic and social progress and development,

*Reaffirming* its faith in human rights and fundamental freedoms and in the principles of peace, of the dignity and worth of the human person and of social justice proclaimed in the Charter,

*Recalling* the principles of the Universal Declaration of Human Rights, the International Covenants on Human Rights, the Declaration of the Rights of the Child and the Declaration on the Rights of Mentally Retarded Persons, as well as the standards already set for social progress in the constitutions, conventions, recommendations and resolutions of the International Labour Organisation, the United Nations Educational, Scientific and Cultural Organization, the World Health Organization, the United Nations Children's Fund and other organizations concerned,

*Recalling also* Economic and Social Council resolution 1921 (LVIII) of 6 May 1975 on the prevention of disability and the rehabilitation of disabled persons,

*Emphasizing* that the Declaration on Social Progress and Development has proclaimed the necessity of protecting the rights and assuring the welfare and rehabilitation of the physically and mentally disadvantaged,

*Bearing in mind* the necessity of preventing physical and mental disabilities and of assisting disabled persons to develop their abilities in the most varied fields of activities and of promoting their integration as far as possible in normal life,

Aware that certain countries, at their present stage of development, can devote only limited efforts to this end,

*Proclaims* this Declaration on the Rights of Disabled Persons and calls for national and international action to ensure that it will be used as a common basis and frame of reference for the protection of these rights:

1. The term "disabled person" means any person unable to ensure by himself or herself, wholly or partly, the necessities of a normal individual and/or social life, as a result of deficiency, either congenital or not, in his or her physical or mental capabilities.

2. Disabled persons shall enjoy all the rights set forth in this Declaration. These rights shall be granted to all disabled persons without any exception whatsoever and without distinction or discrimination on the basis of race, colour, sex, language, religion, political or other opinions, national or social origin, state of wealth, birth or any other situation applying either to the disabled person himself or herself or to his or her family.
3. Disabled persons have the inherent right to respect for their human dignity. Disabled persons, whatever the origin, nature and seriousness of their handicaps and disabilities, have the same fundamental rights as their fellow-citizens of the same age, which implies first and foremost the right to enjoy a decent life, as normal and full as possible.
4. Disabled persons have the same civil and political rights as other human beings; paragraph 7 of the Declaration on the Rights of Mentally Retarded Persons applies to any possible limitation or suppression of those rights for mentally disabled persons.
5. Disabled persons are entitled to the measures designed to enable them to become as self-reliant as possible.
6. Disabled persons have the right to medical, psychological and functional treatment, including prosthetic and orthetic appliances, to medical and social rehabilitation, education, vocational training and rehabilitation, aid, counselling, placement services and other services which will enable them to develop their capabilities and skills to the maximum and will hasten the processes of their social integration or reintegration.
7. Disabled persons have the right to economic and social security and to a decent level of living. They have the right, according to their capabilities, to secure and retain employment or to engage in a useful, productive and remunerative occupation and to join trade unions.
8. Disabled persons are entitled to have their special needs taken into consideration at all stages of economic and social planning.
9. Disabled persons have the right to live with their families or with foster parents and to participate in all social, creative or recreational activities. No disabled person shall be subjected, as far as his or her residence is concerned, to differential treatment other than that required by his or her condition or by the improvement which he or she may derive therefrom. If the stay of a disabled person in a specialized establishment is indispensable, the environment and living conditions therein shall be as close as possible to those of the normal life of a person of his or her age.
10. Disabled persons shall be protected against all exploitation, all regulations and all treatment of a discriminatory, abusive or degrading nature.
11. Disabled persons shall be able to avail themselves of qualified legal aid when such aid proves indispensable for the protection of their persons and

property. If judicial proceedings are instituted against them, the legal procedure applied shall take their physical and mental condition fully into account.

12. Organizations of disabled persons may be usefully consulted in all matters regarding the rights of disabled persons.

13. Disabled persons, their families and communities shall be fully informed, by all appropriate means, of the rights contained in this Declaration.