

Letter of reference – SDG Action Award

To whom it may concern,

As director of [PLATFORMA](#), I hereby fully support the application of Jean Crousillac, Director of BackPack Production, to the “SDG Action Awards” for his “Ghost Children Fight” 52’ film project. PLATFORMA is the pan-European coalition of local and regional governments and their national, European and global associations active in the field of development cooperation.

To promote the best practices in city-to-city and region-to-region development cooperation and to raise citizens’ awareness on local and regional governments’ international action, PLATFORMA has created in 2018 the [PLATFORMAwards](#). The partnership between Roeselare in Belgium and Dogbo in Benin on birth registration was [awarded with the first prize](#) by a jury of international cooperation practitioners at the first edition of the PLATFORMAwards.

After a competitive bidding, we selected Jean Crousillac to produce the [20’ promotional movie](#) that was offered to the laureate cities. During the selection process, we noticed that Jean had an outstanding experience with decentralised cooperation. He participated in the production of videos and the organization of several editions of Cités Unies France annual “Rencontres” and UCLG-Africa summits. He also received prestigious prizes for his 52’ documentary “[Umoja, the village where men are forbidden](#)” filmed in North Kenya. We haven’t been disappointed with our choice as Jean has been tireless in his job, helping us on the dissemination campaign and taking part to debates with the laureates after the process.

There is no doubt that Jean himself and the subject of the movie are strongly committed to the SDGs. In his “Umoja” movie released in 2009, Jean is already making strong reference to the then Millennium Development Goals. By the richness and the diversity of the issues addressed by birth registration, several key SDGs are addressed in the film made for PLATFORMA, namely SDG 1, 2, 3, 4, 5, 10, 11, 16 and 17: without a birth certificate, people struggle to register for schools, obtain a passport, open a bank account or access social services. Former chair of the Committee on Development at the European Parliament, Linda McAvan, who was a member of the PLATFORMAwards jury said: “I think that one of the key messages from this project in Benin, is that nobody should be left behind by the Sustainable Development Goals”.

On the tenth anniversary of the partnership linking Roeselare and Dogbo, the birth registration scheme developed by the two cities has become a reference in the whole country. While Roeselare is now ready to provide its expertise to three or four other cities in Benin with the support of the European Commission, several municipalities from Western-Africa are also taking advices in Dogbo. No doubt that the PLATFORMAwards and the visibility provided by the 20’ movie produced by Jean increased visibility on the partnership.

Images and short videos are everywhere. Therefore, producing a video in the 21st century might not seem really innovative. However, the European Commission was so enthusiastic with the Roeselare-Dogbo 20’ video that it decided to do the same for all the projects of its recent call for proposals “Local Authorities: Partnerships for sustainable cities”, asking PLATFORMA for advice and recommendations.

For the undeniable experience of Jean, for the quality of the Dogbo-Roeselare partnership and for its limited cost and easy replicability, PLATFORMA is fully supporting the 52’ film project. Winning an UN SDG Action Award will help Jean to finalise the production of the movie, promote the SDGs and the birth registration scheme worldwide, especially at international festivals or during debates with citizens, in schools... and make it available for free on online platforms.

I sincerely hope that his efforts will be rewarded.

Yours sincerely,

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