

The script

Introduction

In this documentary, I aim to show how “Because I’m a Man” campaign, launched by the National Council for Women in Egypt, has immensely challenged the notions of manhood, gender inequality and toxic masculinity; each of which has increased during the pandemic and put women rights at stake. The campaign takes onto different phases (online phase and onground phase divided into two levels or two subphases: cafes/street and sports clubs), all in all three phases. The NCW would precisely rely wholeheartedly in the onground phase (Cafes and sports clubs) on its male volunteers to speak to other men on the street, in cafes and sports clubs and engage them in their fight against gender inequality.

The Script

Video	Audio
<p>Nat sound: zaghrouta</p> <p>Shots of a family marrying off their daughter to a man with the traditional mindset that a woman should stay home to handle the housework.</p> <p>https://www.youtube.com/watch?v=WUh8LVILVjU (includes the NAT sound)</p>	<p>Grave disparities in gender roles in many areas including domestic work, education, and employment have always been part and parcel of the Egyptian society and have seemingly endangered women rights</p>
<p>The animation video (created by the NCW) :https://www.youtube.com/watch?v=HreQem191jq (0:27-1:08) showcasing the aims of the campaign in closing the gender gap in caregiving, childcare, and domestic work, but also work on the prevention of violence against women and girls, and the promotion of gender equality.</p>	<p>To promote gender equality, the National Council for Women launched its campaign called “Because I’m a Man ”that is an advocacy and behavioral change campaign which calls on men to be supportive to women and seeks to engage them as well in caregiving, domestic work, and prevention of violence against women and girls.</p>
<p>Shots of the NCW meetings for setting the</p>	<p>To accomplish these aims, the NCW fleshed out the campaign into two main phases, the first of which is</p>

<p>agenda of the campaign https://www.facebook.com/watch/?v=3448548461900885 (0:31-0:36)</p> <p>https://www.youtube.com/watch?v=KHfPhTxVm0E (0:24-0:34)</p> <p>Set up shot: Isis, the managing director of the campaign</p>	<p>the social media phase.</p>
<p>Mrs. Isis</p> <p>Cut away: Video of the campaign on social media...how public figures and TV presenters have embraced it and advocated for it.</p> <p>https://www.youtube.com/watch?v=Htcrskk0Cn8 (shots of the social media phase: 2:01-2:07...showing the part where the online campaign posts and videos have gained around 10 million views from followers.</p> <p>https://www.youtube.com/watch?v=Htcrskk0Cn8 (only here focus on the presenters and public figures who embraced the campaign mottos: 0:23-0:39)</p> <p>https://twitter.com/MoSalah/status/933290226134417408</p>	<p>“The first phase was the social media campaign...the campaign was carried on social media first to see how people would react in 2018. (Let her establish the point where she mentions how successful this phase was and how it was embraced by many public figures)</p>
<p>Shots of men sitting in a local cafe playing cards and backgammon...etc (Jazeera footage)</p> <p>https://www.youtube.com/watch?v=B2Ws-Sr dkUY&t=595s (8 seconds only in the documentary project)--source: Jazeera/filmed in Alex</p> <p>Shots of coach training players in a sports club (NCW Alex footage)</p> <p>https://www.facebook.com/watch/?v=359694745268177</p>	<p>VO: Given the success of the online phase, the NCW launched the on-ground campaign that was divided into two parts, local cafes and sports clubs.</p>

<p>VO: Shots of male volunteers signing up for training...working on slogans and engaging in simulations https://www.facebook.com/unwomenegypt/videos/359694745268177 (0:28-0:34)</p> <p>https://www.facebook.com/watch/?v=3448548461900885 0:30-0:36 --AND 0:45-0:51</p> <p>I also could use:</p> <p>https://www.youtube.com/watch?v=Htcrskk0Cn8 (1:48-2:01)</p> <p>Or from 0:25-0:30 in https://www.facebook.com/unwomenegypt/videos/3349885361804818</p> <p>Set up shot for Mina</p>	<p>However, the essential drivers of the onground phase campaign are the male volunteers, who would sign up for the training program that includes conducting debates and simulations to prepare them for real-life situations.</p>
<p>Mena Ashraf</p> <p>I could use here a cut away for volunteers speaking to other men on the street and in local cafes</p> <p>0:37-0:44 in https://www.facebook.com/watch/?v=3448548461900885</p> <p>AND (MOST PREFERABLE)</p> <p>https://www.facebook.com/unwomenegypt/videos/359694745268177 (0:21-0:27)</p> <p>https://www.youtube.com/watch?v=KHfPhTxVm0E (0:17-0:23)</p>	<p>“In preparing ourselves for real-life conversations with other men, we used to hold simulations where we--volunteers--would be divided into two groups. I’d take the anti-gender equality side and the other group would defend women rights....”</p>
<p>VO: Shots of these simulations where male volunteers are engaging with female volunteers in topics related to sexual harassment</p> <p>Shots of sexual harassment and domestic abuse</p>	<p>Practices as such would particularly pay off whenever volunteers would speak to people in local cafes about harassment and sexual assault.</p>

<p>0:22- 0:29 and 0:34-0:36 in</p> <p>https://www.youtube.com/watch?v=xAFDJ8fEckI</p> <p>https://www.youtube.com/watch?v=r-tuuisFd8g&list=WL&index=34</p>	
<p>Mena Ashraf (Anecdote)</p> <p>B-roll: shots of a young girl followed and catcalled by a man to sexually assault her</p> <p>https://www.youtube.com/watch?v=r-tuuisFd8g</p>	<p>“The incident on sexual harrassment and how he altered the other man’s perception on women’s clothes and sexual assault..”</p>
<p>Video of the team players competing in different cities</p> <p>Video of volunteers talking to football players, as well as shots of football players holding signs to show their support for the campaign</p> <p>0:34-0:38 in https://www.facebook.com/unwomenegypt/videos/359694745268177 (volunteers speaking with relatives of the players in sports club)</p> <p>https://www.youtube.com/watch?v=Htcrskk0Cn8 (3:12-4:33)</p> <p>https://www.facebook.com/ncwegyptpage/videos/3349633681829986 (0:20-24)</p> <p>Players posing with signs: https://www.facebook.com/unwomenegypt/videos/359694745268177 1:24-26</p>	<p>Besides local cafes, the second major place that comprises male youth is sports clubs. So the NCW thought about launching the “Football league” phase in seven governorates to engage in their campaign as many youth male players as possible, alongside their relatives who come to watch their games.</p>
<p>Snapshots of old men trying to block their daughter from becoming a politician (NCW video for Ta’ Marbouta campaign prior to this one)</p> <p>https://www.youtube.com/watch?v=kFzJD9OwJIU</p> <p>Set up shot</p>	<p>Nonetheless, Gender equality remains to be a heated topic particularly for the elderlies, who would refuse to change their stereotypical perspective on gender roles.</p>

<p>VO</p> <p>--shots of elderlies sitting in a local cafe. (Al Jazeera Port Said footage): duration of 9 seconds in the documentary https://www.youtube.com/watch?v=ilg_WBW71zs</p> <p>Set up shot for Mina</p>	<p>Sometimes, volunteers would even be treated aggressively by old men.</p>
<p>Mina (anecdote)</p> <p>B-roll: two volunteers speaking with two old men</p> <p>https://www.youtube.com/watch?v=KHfPhTxVm0E (0:21-0:24) NCW</p>	<p>The slipper incident</p>
<p>Photo essay of male youth carrying slogans and doing the questionnaire to record their acceptance of the aims of the campaign (pics provided by the NCW)</p> <p>Also a photo essay of men handling domestic work to support their wives/mothers.</p>	<p>On a positive note for the NCW, based on the analysis of the surveys distributed by volunteers to people they have come across, 88% out of 85000 men from the 7 governorates displayed between moderate and high acceptance of the aims of the campaign, as opposed to only a 19% rejection by elderlies.</p>
<p>Footage of an adult man (villager) helping out his wife in fixing the sewing machine to support her work in sewage</p> <p>UN footage: https://www.youtube.com/watch?v=HX5PyT_NL4M&t=25s</p> <p>Set up shot for Isis</p>	<p>This is an indication of the vast influence volunteers have had on male youth and adults. Reasons for such influence are numerous</p>
<p>SOT Isis Mahmoud</p> <p>B-roll (Marco volunteering in a cafe..shots of him writing the slogan on a banner as a display of commitment to the aims of the campaign, followed by other shots where he walks towards a local cafe to talk to young people in there.</p>	<p>“Their....(skills...perseverance) on The reason for the success of the campaign..how volunteers enabled the success of the campaign...by Isis</p>

<p>(the aim behind these shots is to show how committed and resilient volunteers are to put themselves out there and support women rights.)</p> <p>Footage is shot by me</p>	
<p>UN Footage: footage of male youth showing support for women rights and gender equality by engaging in household chores and childrearing.</p> <p>https://www.youtube.com/watch?v=TT9kBq8Ncpw</p> <p>https://www.youtube.com/watch?v=SI0YtgkaRBk&t=1s</p> <p>https://www.youtube.com/watch?v=tLr4YjrWOkE</p>	<p>Other indicators for the success of the campaign include many men taking it to social media to show their support for women in the domestic sphere including participating in caregiving, cleaning and cooking</p>