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SEVEN GRAMS

FRANCE

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Submitting organisation  
France Télévisions

Contact  
Dounia Taha  
dounia.taha@francetv.fr

Author Karim Ben Khalifa  
Director Karim Ben Khalifa  
Commissioning editor Jeanne Marchalot  
Producer Chloé Jarry  
Co-producers POV, PBS, Think-Film

Key staff  
TT Svoronos (Art concept and animation),  
Quentin Noirfalisse (Investigative reporter),  
Juan Diaz Bohorquez (Animation advisor)

Production context stand-alone

Digital distribution not specified,  
Francetvlab platform under construction

Competing for  
Best European Online Media Project of the Year

While filming in the Congo, Karim Ben Khelifa discovered, ten years into his career as a war correspondent and photojournalist, that there is an unspoken moral contract that is established between the subject and the journalist. Why else would people accept to be photographed during some of the most difficult times of their lives? Do the people portrayed believe that journalism can have an impact on the events they are experiencing?

For the last 5 years he has been experimenting with new ways of practicing journalism, using emerging media such as VR, AR and 360° soundscapes in order to find new ways to engage audiences. With this project, he wishes to provoke real awareness of the misdeeds inherent in the mineral trade in the Democratic Republic of the Congo (DRC).

Via a free AR app on both IOS and Android systems, Seven Grams aims to bring the DRC's tragedy straight to the smartphone that its mineral resources helped make. The total value of the mineral resources still buried in the DRC is estimated at 24 trillion US dollars. The world's largest economy, the United States of America, was valued at 21 trillion US dollars in 2018. So how can it be that the DRC ranks only 176th out of 181 countries on the Human Development Index? For the Congolese people, their country's wealth in mineral resources has been a curse, not a blessing.

Through AR sequences, and an animated film, Seven Grams offers an entirely new way for people to understand the human cost that went into producing their smartphones.