

PROJECT BRIEF 'RAISING AWARENESS ON CONSENT'

Document Information

Project name:	Raising Awareness On Consent
Date:	13/10/2021
Group:	Dult4Real
Client:	Suzanne Vink

Approval

Date	Name and Signature
	Suzanne Vink
	Noa Glastra van Loon
	Femke Rouschop
	Tessa de Waal
	Leila Azelmad
	Florian Schmidt

Definition

<p>Background</p>	<p>We choose this project because we all know someone close to our hearts whose boundaries have not been asked for or have not been respected. For this we want to raise more awareness on the topic of consent, starting with the students of Windesheim. We saw within the group we have different ideas of what the concept consent means, so we figured the first step of raising more awareness is letting people think about what their definition of consent is.</p>
<p>Purpose</p>	<ul style="list-style-type: none"> • Create more awareness. • Break the silence and open the conversation. • Spread awareness about an enthusiastic “yes”.
<p>Your idea(s)</p>	<p>We want to create a short documentary where different kinds of people talk about their definition of consent. We want to let people think about what they think about consent, and not give them a definition.</p> <p>We want to show our created short film at an arranged event at Windesheim, where we can talk with students about consent and inform them. The three idea's we have for an event are:</p> <ul style="list-style-type: none"> - Short movie and discussion in the auditorium - Tea-Time in front of the X-Building - A Consent Party
<p>Desired Outcomes / goal</p>	<p>We want to deliver a short film about consent that we can show at our planned event, and that the client can use for other campaigns. At the event we will organize we want to talk to students on Windesheim about consent. These will hopefully lead to:</p> <ul style="list-style-type: none"> • Open the discussion about consent • Raise awareness about consent amongst the students of WHC • Making people feel safe enough to set boundaries as well as providing students with the information on the topic of consent, leading to a safer environment.
<p>Constraints and Assumptions</p>	<p>We believe that education on this topic will provide long-lasting effects and ensure the creation of a safer and comfortable environment at WHC.</p> <p>Violation of consent is not only linked to harassment.</p>

Generic timeline

Milestones:

- Research and create storybook for short film
- Finding interviewees
- Recording their stories, experiences, questions and answer to the picture that will be shown.
- Edit and finalize short film
- Using it as promo tool apart from flyers, banners etc.
- Planning event(s)
- Executing events

Hand in project plan by the end of the first semester

- Prep of the film:
 - Create the short film script
 - Arrange the film equipment
 - Find the people we want to interview
 - Arrange a filming day
- Production short film:
 - Collaboration with media-oriented students
 - sign paper giving authorization to film and use their image for advertisement purposes
 - Editing
- Advertising campaign (some group member will edit the movie while other will start the planning of the ad campaign):
 - Create social media advertisement (ask Windesheim to publish on their accounts)
 - Use flyers to talk to student about the events
- Planning events:
 - Check location + ask for authorization
 - Order food/drinks
 - Arrange attributes needed
- Event



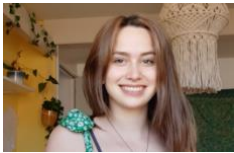




This Project Milestones Timeline shows the various goals we have set to achieve our mission and vision of making students aware of what consent is about. The bars in the timeline above show the approximate time, we will spend on the execution of each milestone set by the team. The time frame only shows the second semester, where the team will execute the project based on the project plan handed in on December 17th.

Key Stakeholders

Major Stakeholder	Notes
Students Windesheim	
Interviewees/Short movie participants	
Lecturer IPM Rik Berbé	
Suzanne Vink	
University of Applied Sciences Windesheim	

Project Management Team

Name	Photo	Role	Description
Azelmad Leila		Facilitator	<ul style="list-style-type: none"> - Schedule meetings (not the communication with Stakeholders). - Keeping the team members on track/on topic during the meeting. - Checking bullet points. - Guide us through meeting and agenda points.
De Waal Tessa		Group dynamic	<ul style="list-style-type: none"> - Organize and plan fun group activities. - Checks-up on group members, check how they are feeling about the project and group dynamics.
Glastra van Loon Noa		Keeping track of the timeline	<ul style="list-style-type: none"> - Keeping track of (project) deadlines, consisting of assessments for IPM class and deadlines set by the group for the Consent project. - Keeping an overview of the entire project.
Rouschop Femke		Head of finance	<ul style="list-style-type: none"> - Keeping track of the budget. - Making an overview of the expenses. - Finding out how we can cut back on costs as much as possible.
Schmidt Florian		External communication	<ul style="list-style-type: none"> - Communicates with the stakeholders, and peer coaches (through emails). - Also communicate back to the group and the Facilitator (the chair) to set meetings etc. - Putting team members in the CC of the emails if they wish to be.
Rotating-role		Keeping minutes	<ul style="list-style-type: none"> - Taking notes during the meetings