PAXENTIA
Where Differences Meet Harmony

Status Report

Team Presentation

Location Nabeul , Tunis

University Higher Institute of Technological Studies of Nabeul

Team This team includes 2 members : Mazen Mrad and Mehdi Sahnoun

Project Description

Our project is a short cinematic exploration of coexistence, portraying it in its multifaceted dimensions—personal, social, and global. Through powerful visuals, atmospheric sound design, and symbolic narrative elements, we delve into what it truly means to live together in harmony despite our differences. The 7-minute film is designed to evoke emotion, spark dialogue, and challenge viewers to reflect on their own perceptions and behaviors. Motivated by the rising global tensions, polarization, and misunderstandings across cultures and communities, this project aims to promote empathy, tolerance, and mutual respect. Our overarching purpose is to use the language of film to inspire a collective reevaluation of how we connect, communicate, and coexist.

Target Audience

Our target audience consists primarily of youth and young adults aged 16–30, particularly students, creatives, and socially conscious individuals. This demographic is highly engaged with visual storytelling and often explores topics related to identity, belonging, and social justice.

Demographics

- High school/university students, aspiring artists, educators, peacebuilders. Mixed genders, multicultural backgrounds.

Motivations

- Curious about global issues, identity, social change, and intercultural dialogue.

Emotional/Cognitive Vulnerabilities

- Susceptible to feelings of isolation, identity conflict, social anxiety, or disconnection in the digital age. Open to empathy-driven narratives and symbolic visuals.

Access to Media

- Primarily consumes media through smartphones, YouTube, short films, and digital platforms. Our project is well-suited for such platforms and designed to appeal through short-form, cinematic storytelling.

Project Goals:
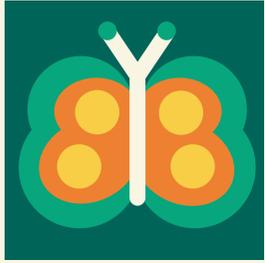
To spark emotional reflection on the meaning of coexistence.

To generate discussion among youth on how they experience or challenge coexistence in their lives.

To demonstrate coexistence visually and sonically in an artistic and memorable way.

To motivate viewers to consider real-world applications of the values shown (empathy, respect, openness).

To create a cinematic project suitable for screenings and future digital dissemination.

Research

We conducted qualitative research by analyzing short films, artistic campaigns, and humanitarian organizations that promote coexistence.

Primary research:
Informal interviews with students and peers regarding their views on conflict, belonging, and community.
Observations of cultural tensions and behaviors on campus and in online discussions.

Secondary research:
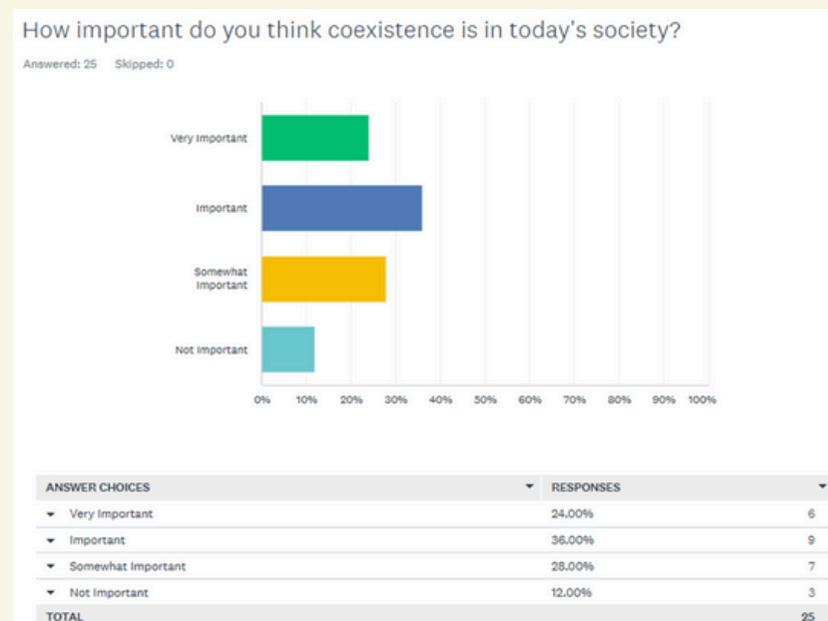Analysis of video campaigns by UN, Amnesty International, and TED Talks focused on tolerance and peacebuilding.
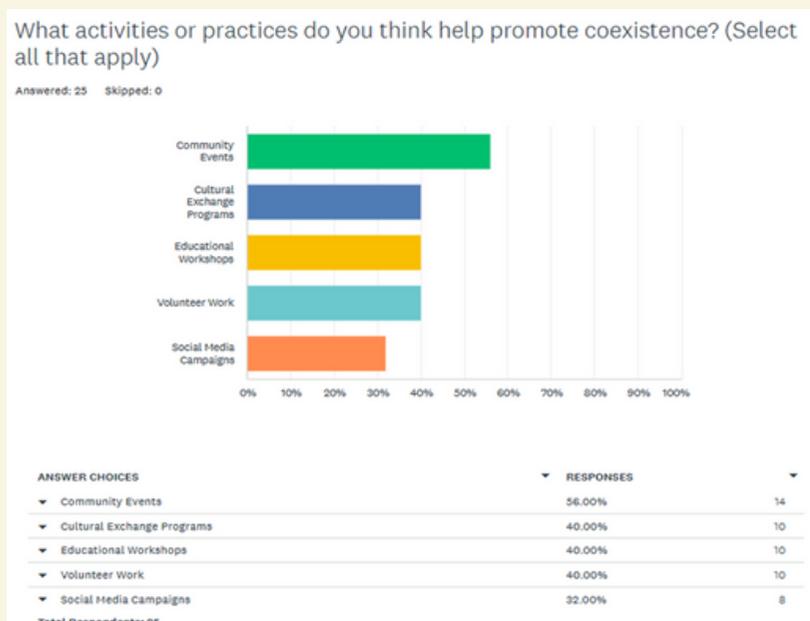Academic references on media's impact on empathy and perception.
These insights shaped our film's tone and choice of imagery, helping us ensure the message was emotionally grounded and widely interpretable.

Survey

· The survey collected data on key aspects such as communication barriers, cultural differences, conflict resolution strategies, and personal experiences with adapting to others' lifestyles. By distributing the survey on a group in Reddit, we targeted a broad, international audience to ensure varied perspectives across cultures, age groups, and social contexts.

· The idea behind this approach was to identify common pain points in coexistence while uncovering practical solutions that people have successfully implemented in real-life scenarios. The responses will help analyze patterns in interpersonal adaptability, the impact of cultural norms on relationships, and the role of empathy in bridging differences. This research contributes to a deeper understanding of how individuals navigate diversity in everyday life, offering insights for fostering more inclusive communities.

Statistics from the survey

What activities or practices do you think help promote coexistence? (Select all that apply)

Answered: 25   Skipped: 0

ANSWER CHOICES	RESPONSES	
Community Events	56.00%	14
Cultural Exchange Programs	40.00%	10
Educational Workshops	40.00%	10
Volunteer Work	40.00%	10
Social Media Campaigns	32.00%	8
Total Respondents: 25		

How important do you think coexistence is in today's society?

Answered: 25   Skipped: 0

ANSWER CHOICES	RESPONSES	
Very Important	24.00%	6
Important	36.00%	9
Somewhat Important	28.00%	7
Not Important	12.00%	3
TOTAL		25

Budget

Aa Item	# Amount (TND)	# Allocation	≡ USD
Canon EOS 80D (1 week Rental)	700	24.56	241.17$
ASUS TUF GAMING F17 PC (1 Month Rental)	1000	35.08	344.53$
Graphics Designer (logo)	300	10.53	103.36$
Video Editor (7min at 115TND/min)	800	28.07	275.62$
Total	2800	100	964.68$

Explanation

1. Canon EOS 80D (1 week Rental)

Purpose: The Canon EOS 80D is a high-quality DSLR camera that is widely used for professional and semi-professional video production. It offers features like good image quality, manual control over settings, and the ability to capture stable footage with interchangeable lenses.

Why Used: For filming the video content. This camera would be essential for capturing clear, high-resolution footage necessary for a professional-looking video about coexistence.

Cost: 700 TND (24.56% of the total budget).

2. ASUS TUF GAMING F17 PC (1 Month Rental)

Purpose: A powerful gaming laptop or desktop computer is needed for editing and rendering video content. The ASUS TUF GAMING F17 PC likely has high-performance hardware (e.g., a strong CPU, GPU, and ample RAM), which is crucial for handling video editing software efficiently.

Why Used: To edit and render the video footage. Video editing requires significant computational power, especially when dealing with high-definition video files.

Cost: 1000 TND (35.08% of the total budget).

3. Graphics Designer (logo)

Purpose: A graphics designer is responsible for creating visual elements such as logos, title cards, and other graphical assets that enhance the video's aesthetic appeal and convey its message effectively.

Why Used: To design a logo or other graphical elements that represent the theme of coexistence. These visuals can help brand the video and make it more engaging and memorable.

Cost: 300 TND (10.53% of the total budget).

4. Video Editor (7min at 115TND/min)

Purpose: A video editor is responsible for assembling raw footage into a cohesive final product. This includes tasks like trimming clips, adding transitions, incorporating music, and ensuring the video flows smoothly.

Why Used: To edit the raw footage into a polished video. The editor ensures that the narrative of coexistence is conveyed clearly and effectively through the video.

Cost: 800 TND (28.07% of the total budget).

Total Budget

Total Cost: 2800 TND (964.68 USD)

Allocation Breakdown:

Camera rental: 24.56%

PC rental: 35.08%

Graphics design: 10.53%

Video editing: 28.07%

Tactics

·Leveraging symbolism and metaphor to trigger emotional and cognitive interpretation.
·Selection of original music/sound to enhance emotional depth.
·Professional-grade editing and color grading to give the film a polished look.
· Plan for targeted screenings (schools, festivals, youth groups) to reach key audiences.

Strengths

1. Powerful, Relatable Storytelling,
 The video used real-life scenarios and emotional narratives to show the importance of coexistence in a way viewers could connect with.

2. Simple but Impactful Visuals
 Clean cinematography, expressive close-ups, and symbolic imagery reinforced the theme without needing complex effects.

3. The narrative moved from moments of tension to resolution, letting viewers feel a journey from conflict to hope.

4. The video ended with a concise, uplifting message inviting viewers to take small steps toward unity in their daily lives.

Opportunites to improve

1 Social Media Presence – We lacked time and resources to develop a promotional social media presence.
 Future Improvement: Launch Instagram/YouTube with teasers, BTS, and viewer testimonials.

2. Absence of Post-Engagement Materials : After the film ends, there is no guided call-to-action or supporting material to deepen reflection.

3. Future Improvement: Develop a post-viewing discussion guide, reflection worksheet, or companion website where audiences can explore the theme further or share interpretations.

4. Time Management – Some production steps (editing, sound design) were rushed.
Future Improvement: Better task delegation and pre-planning.

Mesure of Effectiveness

- Peer 1 (Student in Social Sciences) Most Engaging Section: Chapter 3 (Power of Coexistence) – Loved the success stories (e.g., interfaith projects). Suggested Improvement: Shorten Chapter 1 (Introduction) by 20 seconds to tighten pacing. Viewing Setting: "Social media—especially the 60-second clips you could pull from Chapters 2 and 3."

 - Peer 2 (Community Activist)
Most Engaging Section: Conclusion – The call-to-action felt inspiring and clear. Suggested Improvement: Add subtitles in Arabic/English to reach broader audiences.

Future Plans

- Develop a "living document" version that updates statistics annually Partner with cross-party youth political organizations for wider dissemination
- Create age-specific discussion guides (elementary/high school/adult versions)
- Develop an interactive web platform with discussion forums
- Launch a "Coexistence Curriculum" certification for teachers
- Develop a sponsored content series with cultural institutions

Media

creates vibrant, diverse societies, it

textbooks, exams, or getting a job.

to connect, how to live together without