



CRAZY MONEY

Small sum, big consequences



TRAILER



TEASER ♥ LOVE

A FILM BY STEVEN JANSSENS

Produced by Village One Film • **Directed by** Steven Janssens • **Executive producers** Violet Kobusinge, Madjiid Mugenyi, Edward Magezi, Maarten Goethals, Wouter Claes • **Scenario** Michel Smets, Steven Janssens
Edit Leen Anthonissen • **Music** Jenne Declair • **Sound Design** Raf Enckels • **Branding** A-to-B design
Animation Dries Van Broeck • **Color Grading** Sven De Ruyver

THIS PRODUCTION WAS REALIZED WITH THE SUPPORT OF THE TAX SHELTER MEASURE OF THE BELGIAN FEDERAL GOVERNMENT THROUGH FLANDERS TAX SHELTER.

WWW.CRAZYMONEY.WORLD



CRAZY MONEY

What would happen if you gave the residents of a small African village a basic income for two years that they could spend as they wish? That is the intriguing premise of a unique project that was filmed by Steven Janssens and executive producer Violet Kobusinge.

In **CRAZY MONEY** we meet the 150 inhabitants of Busibi, an African village in Western Uganda. Starting January 2017, they received a fixed monthly allowance through their mobile telephone: 16 euros for adults and 8 euros for children. Without any conditions, advice or obligations. But, of course, this will be accompanied by quite a few new challenges... and tension.

The result? This unique film shows how 'unconditional cash' ('crazy money' in the professional jargon) makes an entire village flourish. From a community without basic necessities, school or hospital to a village with a great zest for entrepreneurship.

CRAZY MONEY is an extraordinarily colourful and poetic reality portrait that honestly shows the significant impact a small sum of money can have.

These images inspire and move.

This is a film we are more than happy to present to you.

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Synopsis

Small sum, big consequences

CRAZY MONEY takes you to rural Uganda and the village of Busibi, surrounded by lush and overwhelming nature with crater lakes and mountain ranges. But everyday life is less idyllic for the villagers. There is poverty, most children don't attend school and there is no water or electricity. There is no future for these people. Until one day they get to participate in a unique project...

For two years, the people of Busibi get a monthly sum of money that is 'unconditional': 8 euros per child and 16 euros for each adult. At first, they react with suspicion, but they soon realise that there is no catch. They get to decide for themselves how to spend their basic income.

"In **CRAZY MONEY** we show how 8 euros a month can change an entire village. For the better and for the worse." Steven Janssens, director

The project starts on the introduction day, on January 14th, 2017. That day the initiators explain the cash transfer system to the people of Busibi and they make their first payment. For a period of more than three years, **CRAZY MONEY** follows the lives of the families in the village and watches how they change dramatically. We witness their success stories but also their dramas.

A road is constructed, the people get access to healthcare, they start up local businesses, build and renovate their homes, the women become emancipated... but there is also a downside. People want more and more money, friends become competitors, families fall apart and the villagers also run into ecological challenges.

"Money builds dreams. It offers people an opportunity to escape from poverty and reach their own goals."

— Steven Janssens, director

The inspirers behind this unique project were documentary maker Steven Janssens and sociologist Maarten Goethals. Together they founded *vzw Eight*. Their vision?

A basic income is an efficient way of offering development aid. Their experiences and particularly those of the inhabitants of Busibi have been recorded on camera.

The result is **CRAZY MONEY**, a 90-minute film. An unmanipulated reality show with real people that helps reveal the true cost of free money. Pure, uncut and painfully honest. The most important lesson of this project? Thinking you can better the world is an illusion, but a stone that is moved can inspire. And that is exactly what's happening in Busibi.

"This used to be a dead place. Desolate, depressing. Now you can feel the enthusiasm, entrepreneurial spirit and lust for life."

— Maarten Goethals, executive producer



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Edit, Leon Anthonissen • Music, Jenne Deoleer • Sound Design Raf Eriekels • Branding A-to-B design
Animation Orzes Van Broeck • Color Grading Sven De Ruyver

THE PRODUCTION WAS FINANCED WITH THE SUPPORT OF THE TAX SHIELD MEASURE OF THE KINGDOM OF BELGIUM, GRANTED UNDER THE FLANDERS TAX ACT 2002.

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Technical specifications

CRAZY MONEY (DOCUMENTARY FILM)

Director:

Steven Janssens

Producer:

Village One Film

Producers:

Steven Janssens, Françoise Chombar, Vandersanden Group,
Koen Batsleer, Marc Lebbe

Executive producers:

Violet Kobusinge, Madjiid Mugenyi, Edward Magezi,
Maarten Goethals, Wouter Claes

Script:

Michel Smets, Steven Janssens

Music:

Jenne Declair, A Pass

Cinematography:

Michel Smets, Steven Janssens, Johan Bosgraaf

Editing:

Leen Anthonissen, Joël Mann, Steven Janssens

Branding:

A-to-B design

Animation:

Dries Van Broeck

Sound design:

Raf Enckels

Colour Grading:

Sven De Ruyver

Languages:

English / Dutch

Duration:

93 minuten

Location:

Busibi, Fort Portal, Western Uganda

Worldwide release:

01 October 2021

Format:

Full HD (option of 4k)

Carrier:

Digital File (anything possible upon request)

"This production was realized with the support of the Tax Shelter measure of the Belgian Federal Government through Flanders Tax Shelter."

Certificate: Children allowed

Keywords: people, Uganda, poverty, money, Busibi, Africa, equality, basic income, happiness, love

Main characters



Grace Kajumba (31) is a strong, intelligent, enterprising and warm woman who will do anything for her family. Sadly, her dreams were stifled by poverty. Her parents did not let her go to school as a girl. She works hard for a bright future for her children.



Besweri Asaba (64) has a lot of life experience, ecological knowledge and he is the village philosopher. He is also a national authority in the field of beekeeping.



Abel Eribankya (41) is Grace's kind and good-hearted husband. Despite his alcohol problem, he does everything for his wife and children. He is also on hand to help everyone in Busibi.



Edredah Kabadoma (65) is a cheerful widow who does everything she can to give her disowned nephew Stanley a golden future. She is a counselor for many people.



Stanley Mugambwa (12) is an intelligent teenager. His father, Edredah's brother, has rejected him because he does not "believe" him to be his child. His big dream is to become a pilot and if that doesn't work out a mechanic.



Rose Kamuli (32) is a strong woman who takes a lot of initiative. She is engaged in agriculture and has a small grocery store. She was able to realize her big dream, a permanent family home, thanks to the "basic income boost".

Interview with Steven Janssens, documentary maker



You spent more than three years filming in Busibi. Was it difficult to decide what direction to take with CRAZY MONEY?

Steven Janssens: "We started filming in June 2016, six months before the introduction of the basic income. We finished shooting in December 2019, one year after completing the project. This resulted in a lot of great footage but made it also very difficult to decide on a selection. Initially, we wanted to show how a village changes when you introduce a basic income. How people lift themselves out of poverty and start a business, go to school... Gradually this approach also evolved into a film on real life in Africa."

A basic income is a relatively unknown form of development aid. Why did you want to make a film about this?

"Scientific studies have shown that a monthly, unconditional sum can be beneficial. And that people know what's good for them. This is why I founded Eight vzw along with Maarten (Goethals) and launched the project in Busibi. We wanted to prove that a basic income works. Thanks to the collaboration with Edward Magezi, an experienced local development worker, we managed to get a front-row seat and monitor their life-changing experiences for over three years."

The basic income transforms the village in good and not so good ways. Would you call this a feel-good film or rather a documentary?

"CRAZY MONEY is not just about the good news. The film shows the success stories and the dramas. People take centre stage. And it turns out that people in Africa are not that different from those in Europe. The film has a narrative style and comes close to a reality documentary soap. The villagers are solely responsible for what happens and what is said. The cameras simply record."

You had to infiltrate the village's living environment as an outsider. How did you tackle this challenge?

"I wanted to work as a fly on the wall to get a unique perspective on life in a Ugandan village. In a way you would otherwise never get to see. This resulted in very intimate portraits. We did not use large cameras to film but small camcorders. After a while we were a part of the village."

The project has ended now. How do you look back on that period?

"The shooting took a total of 3.5 years. It was a fascinating period. Heart-warming, but at times also confronting. We were sure about one thing before we started: we did not want to go to Uganda as some white heroes to 'save' the people. People really can decide for themselves what they need to do to improve their situation. And by giving them a basic income, you create that option. We may have changed the world a tiny bit with this project... but improving the world is an entirely different ballgame."

Interview with Maarten Goethals, executive producer

Through Eight vzw you hand money to every person in a Ugandan village with no strings attached. How do people respond when you tell them this?

Maarten Goethals: "The principle of handing out 'free money' leads to lots of questions. Many people find it difficult to trust others to spend the money wisely. We often heard that they'd have more children to get extra cash. Or that they would become dependent on the money. But nothing could be further from the truth. The people of Busibi used the money to meet their basic needs, to send their children to school, they set up a small business or build a road together. They want to generate their own income, apart from the basic income."

What made you think that you could lift people from a poor village from poverty with a basic income?

"The book 'Scarcity' by Mullainathan & Shafir was a real source of inspiration for Steven and myself, as was 'Poor Economics' by Banerjee and Duflo. Many scientists, as well as UNICEF have extensively studied the concept of 'free money' or a basic income. All these projects were successful. That gave us the confidence to do this. For a scientific basis we worked with Prof. Nathalie Holvoet and Dr. Sara Dewachter of the Institute of Development Policy at the University of Antwerp. We were, therefore, convinced that our project would be a success."

This is a unique project. What's the main lesson you take away from CRAZY MONEY?

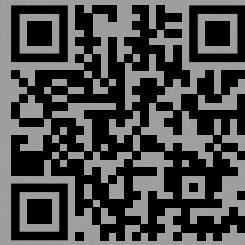
"Scientific research shows that people who live in poverty go into survival mode. All they can think about is scarcity. There is no mental room to do anything else. That was also true in Busibi before the project started. Half of the children did not attend school, there were only two small businesses, people lived in mud houses with straw roofs. But when the scarcity is lifted, they start taking action. They send their children to school, they seek medical care much sooner, become more entrepreneurial and collaborate more. You can see these people flourish and climb out of poverty. But at the same time they also face new challenges."



A preview



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TEASER  LOVE

Crew

Steven Janssens - Founder and filmmaker

During his film and video training at SASK Sint-Niklaas, Steven Janssens also trained to be an industrial engineer at KAHO Ghent. In the years that followed he built a career as an independent film maker, freelance editor, trainer and director. In 2015 Steven set up Eight vzw along with Maarten Goethals. In 2016, Steven began filming the developments in the Eight project in Busibi, a village in Western Uganda where each inhabitant receives a basic income, money without conditions. The result: CRAZY MONEY.



Filmography:

- Documentary 'Wardje' (2004)
- Freelance editor, postproduction supervisor, coach, director for Proximus TV, EVS,... (2007 – present)
- Short 'Point Off U' (2007, with Dirk Roofthoof, Herwig Ilegems, Robbrecht Vanden Thoren, among others)
- Postproduction for the documentary series 'Kongo' (2010)
- Web documentary 'Het Antwerpgevoel' (2010)
- Atoma By Brepols (2012, Silver dolphin at the Cannes Corporate Media & TV awards)
- Exhibition 'Herinner De Toekomst' (2013)
- Web documentary 'Kleine Grootmeesters' (2015)
- Web documentary series Village One Film (2017)
- Feature documentary Crazy Money (2020)



Maarten Goethals - Founder and sociologist

With a Master's degree in Sociology (University Ghent), Maarten started as the North-South consultant with "Ieder Voor Allen", later to become Trias vzw in 2003. There he worked as an organisation development and R&D consultant.

In 2014, Maarten started working as a consultant with communication agency Jusbox and founded "Alter.Today", working on meaningful and effective change using action research and process counselling. In 2015 he became the co-founder of Eight vzw along with Steven Janssens. Maarten is also an executive producer of CRAZY MONEY.

Violet Kobusinge - Producer

She is a social scientist who knows Uganda like the back of her hand. Violet has acted as a production adviser from early stage development through post-production and distribution. She also worked as a translator and coordinator for the Ugandan crew. She will be supporting an international impact campaign connected to the VOD-release of the film in October 2021.



Michel Smets – Scenario

“A critical link in the film process”, is what Steven Janssens calls his mentor and former teacher at the film academy. Whenever Steven is not in Busibi to film, Michel Smets shoots great images.

Madjid Mugenyi

He is the ICT-expert of the Mountains of the Moon University in Fort Portal. He designed the technical workflow and recruited the team of five people that took care of the translation of all the rushes in the local language. More than 500 hours of rushes were translated.
He also handles local production matters.

Alexander Bagonza (A Pass)

A Pass is a national celebrity in Uganda. He is a singer, songwriter and producer. His hit song “Didada” is part of Crazy Money’s soundtrack.

Jenne Declair

Actor and musical wizard. He composed the soundtrack for CRAZY MONEY.

Edward Magezi – Local project coordination and production

Local coordinator for Eight vzw and support person for the people of Busibi. He helps them with all their (technical) questions or problems. He acts as the interpreter during interviews and handles local production matters.

Leen Anthonissen - Final editing

Experienced editor who helped to bring the final editing of CRAZY MONEY to a satisfactory end.

A-to-B design

Creative top couple. They developed and created the branding and graphic style for CRAZY MONEY.

Raf Enckels

Sound Designer who was responsible for CRAZY MONEY’s rich sound experience.

Eight vzw

the project behind CRAZY MONEY

Free money: the facts and figures

“More entrepreneurship is crucial for the development of people, but how can you accomplish that?” - Maarten Goethals

There are many different kinds of development collaboration, but they are not all equally efficient. Studies by the World Bank (World Bank, African Investigative Publishing Collective) show that donations from aid organisations often benefit the richer people in developing countries. And micro credits do not work for everybody because not every person is an entrepreneur. A poor use of a micro credit can even lead to a high degree of debt (study by Banerjee & Duflo, 2012).

What does work are direct cash transfers. The positive results obtained with this form of development aid have repeatedly been scientifically proven (Standing, 2017, Haushofer & Shapiro, 2016), and yet it is still only used on a small scale.

Inspired by projects with a basic income Belgian vzw Eight launched its first project with unconditional cash in Busibi, Uganda in January 2017.

In practice, the inhabitants receive cash directly without a middleman or organisation for a period of two years. Each adult receives 60,000 Ugandan shilling or 16 euros per month and each child (through the mother) receives 30,000 Ugandan shilling or 8 euros. This amount was determined based on scientific research and data from the World Bank. The basic income allows the people of Busibi to evolve from surviving to living, from dreaming to acting.



Busibi

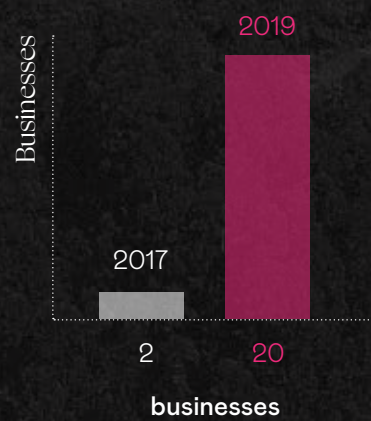
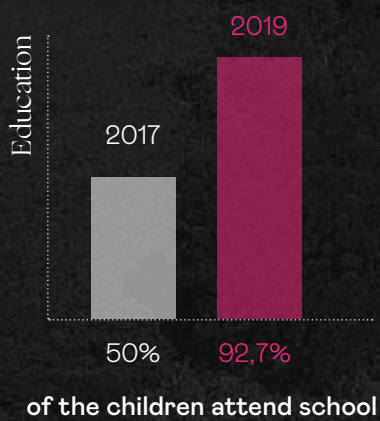
A rural, remote village

150 inhabitants

Can be reached via one small dirt road

Near Fort Portal in Western Uganda

Completely surrounded by a swamp



Maximum impact

CRAZY MONEY shows the positive impact the Eight vzw project has on the community of Busibi. The introduction of the basic income is in line with the Belgian policy for development collaboration (digitalisation, gender equality) and the United Nation's Sustainable Development Goals for 2030: no poverty, no hunger, good health and well-being, quality education, gender equality, dignified work and economic growth and less inequality.

Less extreme poverty

By handing out free money Eight vzw offers the people of Busibi the means to climb out of extreme poverty.

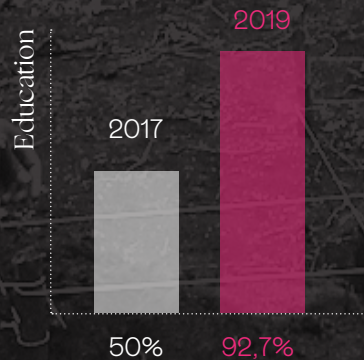
Better health and well-being

report having fewer doctor visits after one year. People enjoy a more varied diet and have better access to clean water. They have renovated most of their homes, contributing to better overall health.

55%

More children in school

The number of children attending school rises from 50% to 92.7%.

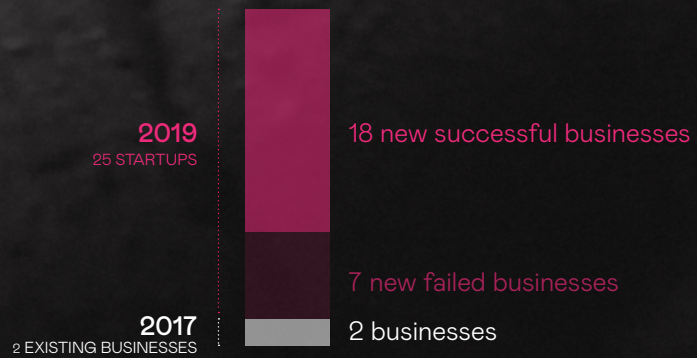


More equality between men and women

Women indicate that they are more independent in their relationships.

More entrepreneurship, more dignified work and economic growth

Entrepreneurship increases tenfold: from 2 to 20 businesses. 25 new businesses are launched, of which 7 fail and 18 are still active. People take greater risks to set up various activities that generate income. They decrease their debt and start saving money.



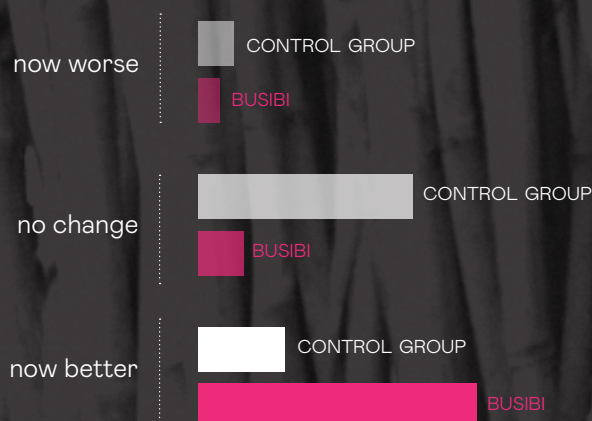
Better housing

Most of the people in Busibi invest in better housing. Many of the mud houses with straw roofs are replaced by permanent stone houses with iron roofs.

People unite

The villagers set up saving groups. With this money they build a road together and they help to renovate each other's houses. People often look for solutions to their problems together and they attend community meetings more often.

of the people say there is less physical abuse + **25%** | **53%** report less violent crime



Happier people

People report in greater numbers (80%) that they are more satisfied with their lives. Almost nobody is less satisfied. Over 25% of respondents suffer less physical abuse and for 0% there is more (!).

Milestones



Reviews

“



Frank Moens
Festival Director Docville

During two sold-out festival screenings, I really could feel the audience's enthusiasm for the film as well as for the groundbreaking development project. Crazy Money is a truly unique African "tranche de vie".

Scott Santens
Writer and Basic Income Advocate

Very human. Full of humanity. I loved how it ended and how everyone cheered when it was explained as no strings. That kind of reaction gets me right in the feels every time I see it. Really, the only truly crazy thing about Crazy Money, is that it doesn't already exist for everyone as a long-established human right.



”

“



Philippe Van Parijs
Political philosopher and economist

A moving, unedulcorated testimony of what life is like in a small African village and a glimpse of the sometimes-surprising impact that even a modest level of individual economic security can have on women and men and their relations with each other.

Sarath Davala
Writer researcher and consultant

Crazy Money is an amazing adventure by Steven Janssens. He dares to penetrate into the lives of people in a small village called Busibi in Uganda. Steven does this very difficult feat with deep respect and compassion and portrays the highs and lows of a bare human life. There is no lament in his storytelling. He shows how by turning the right wheels a big transformation is possible in the lives of people. He tells us this story with utter calm and striking camera work and music. As you are watching this film, you make friends with the characters in the film, begin to love them, and you don't want it to end. In all ways, this is a powerful film.



”


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Roland Duchâtelet
Tech Entrepreneur

Crazy Money is not a movie the way we think about the product "movie". Because there are no actors. Because there is no script. It is however definitely art, and in some way more than art.

Social media & contact

 **WEBSITE**
crazymoney.world
www.eight.world

 **INSTAGRAM**
<https://www.instagram.com/crazymoneyfilm>

 **FACEBOOK**
[facebook.com/crazymoneyfilm](https://www.facebook.com/crazymoneyfilm)
[facebook.com/8eightworld](https://www.facebook.com/8eightworld)
[facebook.com/stevenjanssens17](https://www.facebook.com/stevenjanssens17)
[facebook.com/bonacolli](https://www.facebook.com/bonacolli)

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