

TRUESTORY.
A F R I C A
— REAL STORIES. CLEAR IMPACT. —

REC



4K · 25P

00:07:17:11 · ISO 800 · F2.8

● COMPANY PROFILE 2026

REAL STORIES.
CLEAR IMPACT.

STRATEGIC COMMUNICATIONS · DOCUMENTARY STORYTELLING
KIGALI, RWANDA · WORKING ACROSS AFRICA



● WHY WE EXIST

Stories with purpose.

Communication with clarity. Behind every programme, policy and partnership there are people whose lives are changing.

We help organisations show that work through true stories, photographs and films, so people understand it and act on it.

● OUR PROMISE

Real stories. Clear impact.

Documentary instinct, institutional discipline and one team from brief to final file.





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TRUESTORY.
A F R I C A



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● CHAPTER 01

01.

Who we are.

A Kigali-based strategic communications and documentary storytelling company, working across Africa.



● ABOUT TRUESTORY AFRICA

A Kigali team that documents real work.

TrueStory Africa Ltd is a communications and documentary company based in Kigali. We photograph, film and write about the work of governments, UN agencies, NGOs and businesses across Africa.

One team plans, shoots, edits and writes, and delivers files that are ready for reports, websites, media and social platforms.



Our mission.

To help organisations show their work through true stories, told with care and consent.



Our vision.

To be the team African institutions trust to document their work honestly.

HUMAN. Stories grounded in real people and context.

STRATEGIC.

Content shaped around communication objectives.



● AT A GLANCE

TrueStory Africa in numbers.

8

services, delivered by one team

12

sectors documented

8

East African countries covered

3

working languages: English, French and Kiswahili

4 hrs

to reply to every enquiry

2 days

to a written quote after a brief

Live

photos shared during every conference session

100%

written consent from every identifiable person

● CREDENTIALS

- ✓ Registered supplier on UNGM, the UN Global Marketplace
- ✓ Official coverage at the Kigali Convention Centre
- ✓ Event supplier listed with the Rwanda Convention Bureau
- ✓ Consent forms in Kinyarwanda and English





● **WHY TRUESTORY AFRICA**

We understand the story and the objective.



Documentary instinct.

We photograph what happens. We do not stage scenes.



Institutional understanding.

We work within the protocol, branding and approval rules of government, UN and corporate clients.



Strategic thinking.

Before we shoot, we agree who the content is for and where it will be used.



Field-ready execution.

We plan people, locations, permits, transport and deadlines before the shoot day.



Responsible storytelling.

Written consent from every identifiable person, children's identities protected, every caption checked.



One connected workflow.

Photos, film and writing planned together by one team, with one point of contact.





● WHERE WE WORK

Sectors we have **worked in.**

01

Public Health

03

WASH

05

Climate & Environment

07

Youth Empowerment

09

Agriculture & Livelihoods

11

Gender & Inclusion

02

Education

04

Child Protection

06

Humanitarian Action

08

Innovation & Technology

10

Governance & Development

12

Arts & Culture



● CLIENTS & PARTNERS

Trusted by institutions across Africa.

United Nations agencies, governments, development partners, summits and businesses we have documented, filmed and photographed for.

● UNITED NATIONS

08



● DEVELOPMENT PARTNERS

06



● GOVERNMENT OF RWANDA

07



● SUMMITS, BUSINESS & HOSPITALITY

07





● IN THEIR WORDS

What clients **say.**

● REC

00:21:43:08

"TrueStory Africa documented our work in Musanze, Rubavu and Kirehe with real care for the families, parents and community health workers involved. The team worked respectfully, secured consent, and captured genuine moments rather than staged scenes."

Bhai Shelly

Chief of Social and Behaviour Change Communication (SBCC), UNICEF Rwanda

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4.9



13 reviews on Google · search "TrueStory Africa Kigali reviews"

"What I appreciated most was how naturally the team worked with people. They created a comfortable environment, listened first, and captured moments that felt genuine rather than staged. That comes through clearly in the final work."

"In communications, sometimes you need a team that can receive a brief, understand what matters and simply get the job done. That was my experience with TrueStory Africa. They were flexible, easy to coordinate with and dependable throughout the assignment."

"Our work deals with issues that require sensitivity and good judgement. TrueStory Africa approached the assignment with respect for the subject and an understanding of the institutional environment. They knew when to capture the moment and when to step back."

Thacien

Communications Specialist, Save the Children

Joshua

Communications Coordinator, World Relief

Isaac Kuradusenge

Communications Manager, Gender Monitoring Office



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● CHAPTER 02

02.

What we do.

Eight services, one team.



01



Strategic Communications.

Strategies, messaging frameworks, donor visibility to EU and UN guidelines, media relations, awareness campaigns, social and behaviour change communication (SBCC) and crisis communication support.



Documentary & Impact Storytelling.

Donor and fundraising films, programme results videos, success stories, most significant change stories and participatory video, subtitled in Kinyarwanda, English or French.

02





03



Photography & Visual Storytelling.

Field and editorial photography, annual-report imagery, executive portraits, ethical photography of children, and a licensable archive of consented images of Rwanda and East Africa.



Conference & Event Communications.

Summits, conferences, workshops, trainings, retreats and other official events: photography, video, livestreaming, speaker interviews and photos shared live during sessions.

04





05



Content & Editorial.

Annual and donor reports, case studies, speeches, press releases, newsletters and website content, with English, French and Kinyarwanda translation.



Digital Content & Campaign Production.

Reels and short videos, social media management, awareness and influencer campaigns, content calendars and monthly reporting.

06





07



Production Support Rwanda.

Fixers and line producers for visiting broadcasters and documentary teams: Irembo filming permits, Rwanda Media Commission accreditation, drone approvals, crews, locations and logistics.

WHAT CLIENTS CAN EXPECT

What every client gets.

- ✓ Clear briefing
- ✓ Respect for consent and context
- ✓ Organised file delivery
- ✓ Files ready to publish
- ✓ Professional field conduct
- ✓ One consistent look
- ✓ Every caption and fact checked
- ✓ Subtitles and social formats on request

08

● NEW SERVICE

Graphic design & publications.

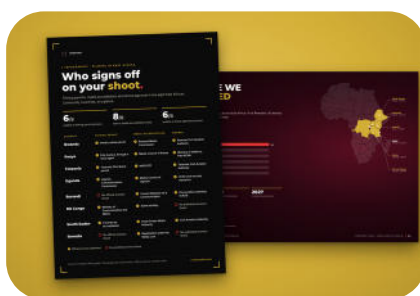
Annual and donor reports, infographics and data visualisation, one-pagers and policy briefs, social media carousels, company profiles and capability statements, pitch decks, brand identity and event materials. The same team writes, photographs and designs, so every layout is built on real photos and checked facts, in English, French and Kinyarwanda.

- ✓ Real photos, never stock or AI
- ✓ Every figure checked
- ✓ Print, web and social formats
- ✓ Online, worldwide

● SELECTED DESIGN WORK · ALL TRUESTORY AFRICA'S OWN



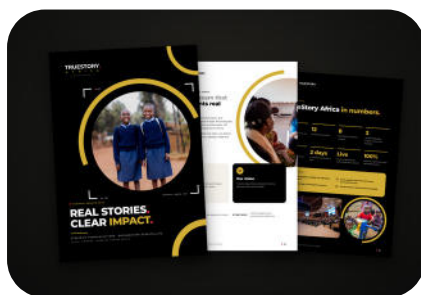
Annual reports



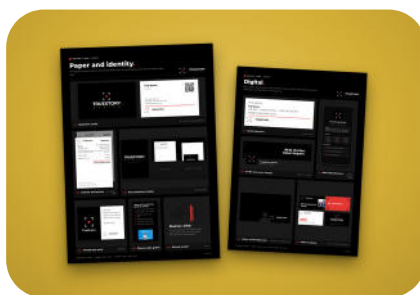
Infographics & data



Social media carousels



Company profiles



Brand identity



Photo stories & layouts

● ONE STORY, EVERY FORMAT

01.

Report

Print and accessible PDF

02.

Web summary

A page people share

03.

Infographics

Key numbers, one glance

04.

Carousels

Five slides per message

05.

Short film

60 seconds from the field



● SPECIALIST CAPABILITIES

More than a camera crew.

The services clients ask us for most often, delivered by the same team that films and photographs your work.



Aerial and drone filming.

A dedicated drone operator, with flight approvals requested from the civil aviation authority.



Livestreaming and hybrid events.

Live and hybrid streaming for conferences, launches and ceremonies.



Live photo sharing.

At conferences, edited photos are shared session by session. Field photos are edited and delivered after we return from the field.



Instant portrait station.

Portraits for delegates on site, a professional alternative to a photo booth.



SBCC and crisis communication.

Behaviour change campaigns and calm, clear support when communication is under pressure.



Social and influencer campaigns.

Reels, short videos and creator partnerships for Instagram, LinkedIn, Facebook and TikTok.



Photo licensing.

Authentic, consented images of Rwanda and East Africa under a clear, royalty-free licence.



Translation and subtitles.

English, French and Kinyarwanda translation, and subtitles for films and social media.



Hotel and real estate photography.

Rooms, venues and spaces photographed for websites, listings and brochures.



Proposals and tenders.

Responses to RFPs and tenders from UN agencies, NGOs and governments.



● **ACROSS EAST AFRICA**

One crew, one standard, **eight countries.**

Documentaries, conferences and campaigns in Kigali and across the region, including Nairobi, Kampala, Dar es Salaam, Bujumbura, Goma and Juba.

 Rwanda

Our home base. Irembo filming permits, Rwanda Media Commission accreditation and civil aviation drone approvals.

 Kenya

Kenya Film Classification Board licence through a registered local agent; drone filming needs defence clearance.

 Uganda

Uganda Communications Commission licence, Media Council accreditation and civil aviation drone approval.

 Tanzania

Tanzania Film Board permit about a month ahead, MAELEZO accreditation and civil aviation drone permit.

 Burundi

Media matters under the Conseil National de la Communication; we confirm the steps before every shoot.

 DR Congo

Authorisation from the Ministry of Communication and Media; travel outside Kinshasa needs its own approval.

 South Sudan

Media work regulated by the South Sudan Media Authority; accreditation confirmed before travel.

 Somalia

Journalists register under the Media Law; accreditation, security and local partners planned first.

● **HOW WE WORK ACROSS BORDERS**

- ✓ A core crew from Kigali, with the same kit and the same standard everywhere.
- ✓ Local partners where the law requires them, and interpreters for interviews.
- ✓ Permits, accreditation and drone approvals planned with you before travel.
- ✓ One written quote that includes travel, so you know the full cost first.

Permit rules change. We check the current process with each authority when we plan your shoot.



● THE TRUESTORY PROCESS

From first conversation to final delivery.



STEP 01

Discover.

We learn the brief: the audience, the message and where the content will be used.



STEP 02

Connect.

We meet partners and communities and agree consent before we film.



STEP 03

Create.

We photograph, film, interview and write on location.



STEP 04

Refine.

We edit, grade colour, mix sound, caption and check facts.



STEP 05

Deliver.

Named, organised files delivered on the agreed date, ready for reports, websites and media.



4 hours

Our reply to your enquiry

2 days

Written quote after your brief

Live

Conference photos shared during each session

On time

Final files on the agreed date



● ETHICS & SAFEGUARDING

Stories told with **care** and **consent**.

Every person we photograph is a person first. Consent, dignity and accuracy come before the picture.



Informed consent.

Written consent from every identifiable person, explained in Kinyarwanda or English before we film.



Nothing staged.

We document what happens. We do not stage scenes or recreate moments for the camera.



Dignity first.

Mothers, patients and vulnerable people are shown with dignity, or not at all.



Children protected.

We photograph children ethically, with guardian consent, and hide identities where a story could cause harm.



Every caption checked.

Names, titles, places and facts verified before delivery.



Secure files.

Organised, named files delivered through client galleries and download links.



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● CHAPTER 03

03.

Selected work.

Recent assignments across summits, conferences and institutional storytelling.



● AFRICA HEALTHTECH SUMMIT · KIGALI CONVENTION CENTRE

Africa HealthTech Summit 2026.

Three days of coverage at the summit's fifth edition, 30 September – 2 October 2026: main-stage panels, round-table sessions, speakers, delegates from 75 countries and questions from the floor, with edited photos shared live, session by session, and two highlight films.

3

DAYS

75

COUNTRIES

2

HIGHLIGHT FILMS



— The host opens the summit



— A standing welcome



— The summit chair





● AFRICA CEO FORUM • ANNUAL SUMMIT • KIGALI

Africa CEO Forum, Kigali 2026.

High-level summit photography across plenary sessions, presidential panels, business leaders and delegates, with edited images shared with the client live, as each session went on.

5

DAYS OF SUMMIT PHOTOGRAPHY

Live

PHOTO SHARING



— President Paul Kagame follows a plenary session.

— **Presidential panel on the future of African business.**





● INTERNATIONAL IDEA · EU · UN WOMEN · WYDE

Women's Leadership Summit, Kigali 2026.

Conference photography of speakers, participants, discussions and the event itself.

[VIEW GALLERY →](#)



Delegates between sessions

● WHAT WE COVERED



Speakers.



Participants.



Discussions.



The event itself.

Organised by International IDEA with the European Union, UN Women and WYDE: one visual record of a summit on women's political leadership.



● 17-21 AUGUST 2026 · KIGALI

Africa Water & Sanitation Systems Leadership Symposium.

Five days of coverage: plenaries, technical sessions, participants and event branding.

5

DAYS

17-21

AUGUST 2026

[VIEW GALLERY →](#)



Left Panel discussion
Right Session presentation



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● IN PICTURES · WATER & SANITATION SYMPOSIUM

Five days, one **visual record.**





● AFRICA FOOD SYSTEMS FORUM 2026 • KIGALI

Africa Food Systems Forum 2026.

Photography of plenaries, speakers, delegations and audiences at the 20th-anniversary forum, 31 August – 4 September 2026.

20th

ANNIVERSARY FORUM

5

DAYS



Panel on capital for food systems



Keynote address



Plenary audience



● EQUITY GROUP · AFRICA CEO FORUM SIDE EVENT · KIGALI

Gala Dinner: Powering Africa's Opportunities.

Evening event photography: keynote speakers, the host, guests, a cultural performance and the Equity, Africa CEO Forum and Milken Institute branding.

[VIEW GALLERY →](#)



Keynote address



Cultural performance



The host



Guest speaker



Guests and hosts



● NCDA · ECD CONFERENCE 2026 · KIGALI

Early Childhood Development Conference 2026.

Conference documentation for Rwanda's National Child Development Agency and partners: speakers, sessions and the people shaping early childhood development.





● PRESS & STAKEHOLDER EVENTS

Announcements, briefings and partnerships.

Press conferences, partner announcements and stakeholder engagements, covered with photos shared live for media and partner communication.



— Partner announcement press conference, Kigali.



— Partner remarks to the media



— Ingazi stakeholder engagement luncheon



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● CHAPTER 04

04.

Institutional & field storytelling.

From national campaigns and policy moments to the homes and health centres where change happens.



● MIGEPROF · RBA · UNICEF

Hafiyawe Positive Parenting Campaign, Musanze 2026.

Field and campaign documentation focused on people, participation, public engagement and real moments.

[VIEW GALLERY →](#)



Community health workers and parents at a campaign outreach session.



● CAMPAIGN COVERAGE



People.



Participation.



**Public
engagement.**



Real moments.

● CHILDREN'S RIGHTS, NATIONAL MOMENTS

Days that put **children first.**



Day of the African Child, with NCDA and UNICEF Rwanda.



World Children's Day, Kigali.

● MINISTRY OF JUSTICE & UNICEF RWANDA

National Diversion Framework Launch, Kigali 2026.

Institutional event documentation of the launch: speakers, participants, formal moments and event branding.

[VIEW GALLERY →](#)



Panel discussion at the launch



Launch participants



● NCDA • UNICEF RWANDA • BUGESERA • 9 OCTOBER 2026

International Day of the Girl Child 2026.

A complete creative package for Rwanda's national celebration under the theme **Umukobwa Ushoboye, Ahazaza Heza** (Empowered Girl, Brighter Future): event identity, venue branding, social media plan and content, video frames, a crew brief, and live photo and video coverage.

7 m

STAGE BACKDROP

3

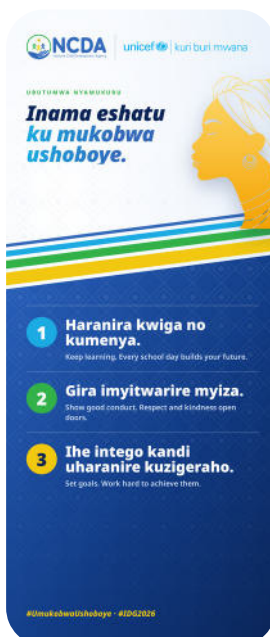
PULL-UP BANNERS

5

CAROUSEL SLIDES



— Stage backdrop, 7 × 2.5 m: the girl inside Rwanda, with Bugesera marked.



● WHAT WE DELIVERED

- ✓ Event identity
- ✓ Stage backdrop, pillars and podium
- ✓ Pull-up banners
- ✓ Venue signs and photo booth
- ✓ Badges and certificates
- ✓ Social media carousel
- ✓ Photo and video frames
- ✓ Live photo and video

— Three pull-up banners, 85 × 200 cm



● **UMUKOBWA USHOBOYE · SOCIAL & VIDEO**

Made to be shared.

Bilingual Kinyarwanda and English content built on three key messages, with photo and video frames so every image from the day carries the campaign.



— Five-slide carousel: the day, the three key messages and the programme, 4:5



— Photo frame, Story 9:16

— Photo frame, feed 4:5

● **HOW WE BUILT IT**

- 1 Brief and key messages
- 2 Event identity
- 3 Venue branding
- 4 Social and video content
- 5 Live coverage on the day

From one brief to every screen.

Produced by TrueStory Africa for the National Child Development Agency (NCDA) and UNICEF Rwanda.



● PHOTO ESSAY · WATER, SANITATION & HYGIENE

Water within reach.

A day in the life of one woman and the tap that changed her routine: photographs that show what clean water changes in one day.



— At the new tap.

— The walk home.





● UNICEF RWANDA · DENMARK · 16 FEBRUARY 2026

Health, seen **up close.**

Documenting the visit of Denmark's Minister for Foreign Affairs, Lars Løkke Rasmussen, with UNICEF Rwanda: the vaccination moment, the families and the health workers, with the dignity of mothers and babies protected.



— The Minister takes part in a routine vaccination.



— Health workers and the delegation during the visit.



Arrival of the Danish delegation.



● PROGRAMME & FIELD DOCUMENTATION

Where the work happens.

Field visits, trainings, community sessions and institutional moments, documented with consent and context.



Protection training session



Institutional anniversary event



Umuganura 2026: national harvest celebration

- ✓ Field visits
- ✓ Trainings
- ✓ Community sessions
- ✓ Institutional moments
- ✓ Consent and context



● OUR TEAM

The people behind **every story.**

Filmmakers, photographers, a drone operator and writers who work as one team on every assignment.



FILMMAKER AND VIDEO
PRODUCTION LEAD

Hakizimana Shaban.

Directs, shoots and edits films, and sets the creative look of each production.



PHOTOGRAPHER AND CONTENT
CREATOR

Yuhi Irakiza Augustin.

More than 10 years photographing state events, summits and sport, from CHOGM 2022 to the Tour du Rwanda.



PHOTOGRAPHER

Laury Habyarimana.

Photographs events, portraits and documentary stories.



WRITER & EDITORIAL SPECIALIST

Aliane Karerangabo.

Writes and edits stories, reports and Insights, and checks every fact.



CINEMATOGRAPHER

Isaac Gisubizo.

Films events, interviews and field stories.



CINEMATOGRAPHER

Benjamin Irihose.

Shoots and lights interviews, events and documentaries.



07 • DRONE OPERATOR

Fiston Nyirishema.

Captures aerial footage and photographs of events, landscapes and project sites.



● WORK WITH US

Ways to work with us.

01

Fixed-scope projects.

A film, photo story, report or campaign with a defined brief, timeline and deliverables.

02

Monthly or quarterly retainers.

A dedicated storytelling partner for ongoing content, visibility and social media.

03

Framework agreements.

Call-off support for organisations with recurring documentation needs.

04

Event & campaign packages.

Conferences, launches and campaigns covered end to end, with photos shared live during each session.

05

Local production support.

Research, locations, crews and logistics for international agencies filming in Rwanda.

● HOW TO START

1.

Send a short brief

On our website, by WhatsApp or by email: the story, the dates and the place.

2.

Hear from us within four hours

A producer confirms the details and asks what we need to know.

3.

Receive a written quote

Within two working days, with every cost listed before you confirm.

Let's tell the story well.



Whether you're documenting a programme, covering a conference or sharing results, we can help you tell it.

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 KG 522 St, Kigali, Rwanda



SCAN TO START A BRIEF

Real stories. Clear impact.