



## MODULAR TRAINING

# Participatory Video in agrifood systems and digital environments

## PARTICIPATORY VIDEO IN DEVELOPMENT

Participatory Video can be used as an interactive tool to promote more inclusive and sustainable forms of development mirroring local realities and sharing people's values, cultures, and perceptions. Participatory Video production and sharing are part of a Communication for development process, grounded on a rural appraisal aimed at identifying

communication problems and needs of the intended audience. Within this framework, video can play a significant role in sharing relevant information and knowledge among peers and while reaching out to out to interest groups through digital environments, such as mobile phones, social media and ICTs.





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## WHY PARTICIPATORY VIDEO?

The use of Participatory Video in development can be adopted and appropriated by communities, farmers' organizations and rural institutions and applied extensively thanks to digital tools to domains such as innovation systems, digital marketing, policy dialogue, accountability and informed consent, to mention only a few. With the rapid widespread use of mobile phones and digital technologies, farmers' organizations and rural institutions are using low-cost video in different domains. Several rural institutions and farmers' organizations require enhancing their capacity to use Participatory Video in a systematic way as part of inclusive rural communication services. In collaboration with the Digital Green and the College

of Development Communication of the University of Los Baños in the Philippines, FAO has developed a modular training and is currently organizing series of trainings on Participatory Video. The intention is to assist extension services, farmers' organizations, development institutions and programmes in adopting Participatory Video in fields like family farming and sustainable agri-food systems. To this end, online and face-to-face training events will take place at the global and regional level to count on a critical mass of practitioners mastering Participatory Video. Furthermore, online communities of practice will be established in collaboration with different ComDev initiatives in Africa, Asia and Latin America.

## PARTICIPATORY VIDEO TRAINING SERIES

The Participatory Video training series is open to practitioners committed to engage in participatory communication for sustainable agrifood systems. It will also allow to share a flexible methodology enabling the co-creation and sharing of local contents through digital platforms and networks.

An initial Training of Trainers (ToT) is meant to engage a group of practitioners as video master trainers that will later lead the regional trainings. The ToT will be delivered through the Collaborative Change Communication (CCComDev) initiative, a hub for knowledge sharing on communication applied to

agriculture and rural development issues especially in the Global South.

Regional trainings will be later delivered through the ComDev initiatives promoted by FAO: ComDev Asia, YenKasa Africa and Onda Rural, in Asia-Pacific, Africa and Latin America respectively. They are designed to train people from governmental institutions (extension services, research centres, projects, etc), farmers' organizations, farmer field schools and communication practitioners to produce, use and share participatory video.

## LEARNING AND SHARING: COMMUNITIES OF PRACTICE

Each training will be associated to a dedicated **Community of Practice (CoP)**, a space for participants to share their learnings and discuss the issues they are confronted with in the production and use of Participatory Video. Coaching activities will also be offered to assist participants in using Participatory Video in their work and experiences among peers.

For further information please contact [ComDev@fao.org](mailto:ComDev@fao.org)

## JOIN THE PARTICIPATORY VIDEO TRAINING SERIES THROUGH THE COMDEV PLATFORMS



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