



Food and Agriculture Organization
of the United Nations

Telling the Zero Hunger Story: why and how?

Digital Innovation Team - OCCI

28/09/2017

Greetings from FAO



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Learning objectives

- ▶ Understand the Zero Hunger approach and how we can all contribute to it.
- ▶ Be familiar with the principles of storytelling and how to apply them to FAO's work towards a #ZeroHunger world.
- ▶ Recognize a good story and shape it into an article, a video or a photo story.
- ▶ Understand how to use the FAO digital storytelling guide and how to submit and publish related digital products.

Using storytelling for a #ZeroHunger world

- ▶ Think digital first
- ▶ Need to engage more with our target audiences
- ▶ Storytelling is a successful way to engage with people
- ▶ Storytelling will be used more and more on FAO.org and on the digital channels (social media, etc.)
- ▶ We all have a role to play in telling the #ZeroHunger story
- ▶ Let's see how we can do it together



Yasmina Bouziane

Office of Corporate Communication

[#ZeroHunger](#)

Digital storytelling for a #ZeroHunger world

Telling the Zero Hunger story: why and how?

Simon Davis - Creative Director, Unfold Stories

28/09/2017

Digital storytelling for a #ZeroHunger world

Using stories to support FAO's work

Welcome

In today's webinar...

- Part 1: What is digital storytelling?
- Part 2: What makes a good story? Followed by a quiz
- Part 3: Storytelling through video, presented by Denna Jones
- Part 4: Story gathering and publishing - hands-on tips
- Part 5: Q&A, close and evaluation

**What is
digital storytelling?**

Beginning > Middle > End

“Using digital tools and channels to engage people in your story”

We all know what a story is. Digital storytelling is about applying that approach to corporate communications. It's about explaining FAO's work through an individual's tale, or a shared experience or an unfolding drama.

A woman with dark hair, wearing a red long-sleeved shirt and dark brown pants, stands in a field of green, low-growing plants. She is looking slightly to her right with a gentle smile. The background features a dense field of tall, green, spiky plants, possibly a type of grass or reed, and a large, hazy mountain range under a grey, overcast sky. The overall scene is rural and agricultural.

Lima

Global city of gastronomy 2021


© About 17 minutes



BHF 
@TheBHF

Following 

You're on Twitter 
Your  stops
You go into cardiac arrest

 this Tweet to see what happens next.
[#RestartAHeart](#)

RETWEETS
2,815

LIKES
22,350





BHF 
@TheBHF

Following



@cat_lover47 Sadly, most people got this tweet.
Help us fight back. bit.ly/2dyTEDv
[#RestartAHeart](#)

YOU'RE UNLUCKY.

Nobody nearby knew CPR. By the time the ambulance arrived, it was too late.

Less than 1 in 10 people in the UK survive out-of-hospital cardiac arrest.

We want to change that.

Help us create a nation of lifesavers.



#RestartAHeart

Why is it important?

Informational > Emotional

Technical experts

General public

Member countries

Youth

#Zerohunger starts with you

Posted by Food and Agriculture Organization of the United Nations (FAO)

1,742,221 Views

It works...

NEWS

800 MILLION STILL GOING HUNGRY



14,612 shares
1.7 million views

**What makes a
good story?**

Your homework



A good digital story...

- Places **you** in the scene - makes you feel like you are there
- Connects you to “**real**” people and **everyday experiences**
- Is inclusive or **relatable** for the viewer
- Tells it from a **human** voice and follows a “**hero**” character
- Comes from those **directly affected** (rather than experts)
- Places the **viewer** “in their shoes”
- Is **visually** strong and enticing
- Is creative, novel, **intriguing**, exciting - challenges expectations
- Takes you on a **journey** - and can offer different paths to take
- Offers **hope** for change or a positive outcome

BUT

Not everything needs to be made into a story

Telling a story well takes time and effort.
We must be selective about what gets the “hero” treatment.



“My father was a farmer and we had eight siblings. I went to Australia when I was fifteen because my family didn’t have enough to eat. I was on a boat for forty days. When I got there, I couldn’t find a job, I couldn’t speak English, and I had to sleep on the street. I know what it’s like. So everyday I drive the van to the port and hand out bread to the refugees. My son is my business partner. He says, ‘Baba, please. It’s fine to help. But not every day.’ But I still go every day because I know what it feels like to have nothing.”
(Kos, Greece)

World Food Day, 16 October 2017

Home	About WFD	Theme	My Story	Communication Toolkit	Contest	WFD Friends	Events
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My Story



"I had a dream to send my daughter to a good school."

Laxmi Sunar



"At the end of each day, I stop and think to myself, how can I empower the work of my community? What could we do better?"

Ismet Shehu



"I don't know how I managed to escape."

Agnes Lupetu



"There are endless resources that have never been put to use."

Manuel Antonio Figueroa Pérez



"We came here as displaced people. We had to leave when our place got attacked. We left immediately after the attacks."

Um Yazan



"Now I see the opportunities that I have here at home and with my family."

Nelson Chun Ramirez

Quiz time

1



*If you
ate today,
thank a
farmer!*



Food and Agriculture Organization
of the United Nations

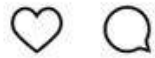


unfao

Follow

unfao If you ate today, thank a farmer!
©FAO

#ZeroHunger #WeLoveFarmers
#Agriculture #Agricultura
#СельскоеХозяйство #农业 #الزراعة
#Agricultura #Alimentos #Пища #Еда #
粮食 #غذاء #Alimento



FEBRUARY 4

Add a comment...



2



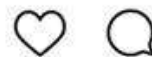
Food and Agriculture Organization
of the United Nations



unfao

Follow

unfao Agriculture is Mozambique's primary economic activity and around 3.2 million smallholder farmers account for 95% of this sector's production. The percentage of smallholder farmers with access to credit facilities in Mozambique has steadily decreased over the past 10 years, while inefficiencies in production and distribution have weakened the competitiveness of domestic products. Funded by the European Commission and the Government of Mozambique, #UNFAO launched an electronic voucher scheme at the start of the agricultural season 2015/2016 to enable market access to agricultural inputs and to improve distribution of quality agricultural products through the involvement of agro-dealers. The programme supports two groups of



OCTOBER 5, 2016

Add a comment...





Food and Agriculture Organization
of the United Nations



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Follow

unfao Combined with nutrition education, growing a school garden can help to increase children's preferences for fruits and vegetables and provide them with the nutrients they need to live a healthy life. ©FAO

#garden #SchoolGarden #SchoolFood
#nutrition #NutritionEducation #veggies
#vegetables #Healthy #HealthyFood
#food #SchoolLearningGarden
#FoodSecurity #GlobalGoals #Goal2
#ZeroHunger #Huerto #Сад #Огород #
花园 #حديقة #HuertoEscolar
#ПришкольныеСады #学校庭园
#AlimentaciónEscolar
#ШкольноеПитание #校餐 #ガーデン #
学校給食 #スクールガーデン



MAY 23

Add a comment...



Gathering story materials



Finding your story

- Research around the subject - what first grabs your interest?
- Take your time! The best stories need to be hunted out
- Find your personal story - zone in on the real people
- Plan it out - write a storyboard and check your “ingredients” list

③ CHARACTERS / PROTAGONISTS

- * Aid water
- * Medic
- * Mother
- * Family

NARRATOR

- Local born
- English speaker
- Female
- Mother
- Lost?

med. / mother

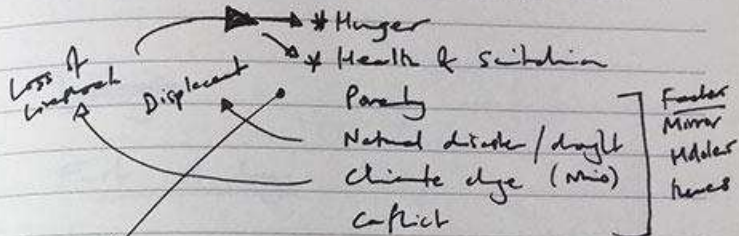
① SHOTS / SCENES / SOUNDS

- Cityscape - Sudan / run-up - Hills / up of Hajjeh
- Cityscape - for market? - sound of call to prayer
- Dining place w/ friends - messy pit / social - teacher / family
- Canals - desert or skeletons
- Face-to-face with child - scales
- Depleting medical stocks
- At dinner / w/ family / social - teacher
- Medic lobby w/ lots of patients
- Childen crying area - child-friendly space

med. / mother

STORY

① KEY ISSUES / IMPACTS



②

KEY ACTIVITIES

- * Therapeutic feeding
- * water delivery
- * Medication? (Anti-diarrhea?)

④

Qs for protagonists

- Deeb: name, age, see how, family, live w/ son
- How has this changed - 5 yrs / no job?
- What do you remember Somalia being like 5-10 years ago?
- What is the first thing you think of when you wake up?
- Talk me through your day
- What was your dream as a child? Now?
- What do you love?
- What's the hardest thing - this crisis for you to deal with?
- What for future / children's future?

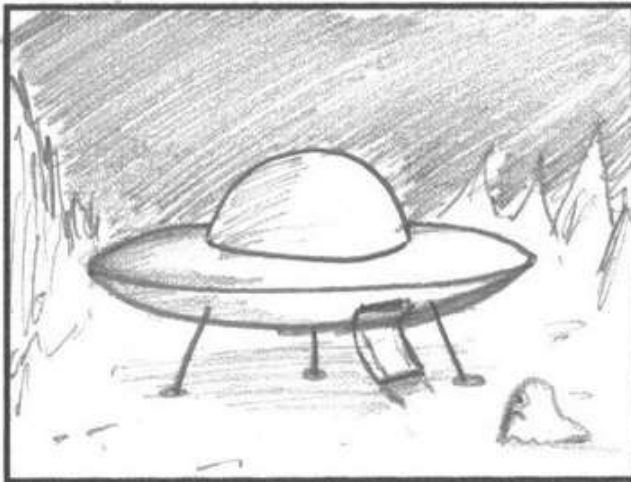
List out...

- Key issues & impacts
- Activities to illustrate
- Ideal characters
- Shots, scenes and sounds

ATTACK FROM MARS

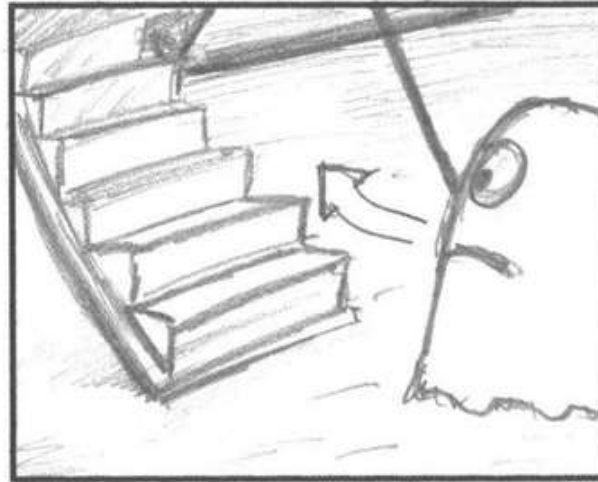
TITLE SCREEN
FADE IN FROM BLACK

6 seconds



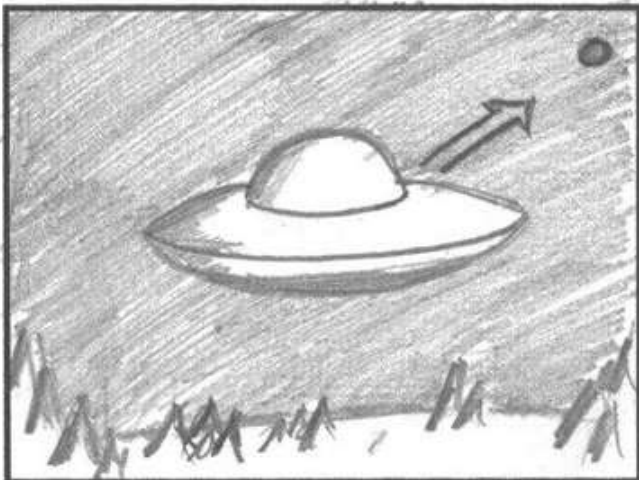
SPACE SHIP ON SURFACE
OF MARS

4 seconds



ALIEN ENTERS INTO
SPACE SHIP

4 seconds



SPACE SHIP HOVERS FOR
A MOMENT AND THEN FLYS
TOWARDS A DISTANE EARTH

5 seconds



SPACE SHIP FLYS OVER
CITYSCAPE

5 seconds.



PERSON ON GROUND
SPOTS SPACE SHIP

6 seconds.

Lay out your story...

- Does it include the key “ingredients”?
- How does it first engage the viewer?
- Does it cover the key information?
- What *doesn't* it need to include?



**Top tips on
visuals and audio**

- Talk to different people - find your hero
- Interview your subject - record the story
- Visuals: portraits, detail shots and context
- Audio: interview, surrounding sound and detail effects



The 21st floor



Lulya misses the flat. "Like when I walk through, I open the door and I hear my dog bark. And then I miss my friends that I would play with."



Lulya: "I miss my friends"

Helen's flat was painstakingly decorated - a haven of white with a few splashes of purple in the form of cushions and carpet. She was proud of the home she'd created with its corner sofa in the living room, its large television and its designed feel.

"It was very nice. Whoever comes in that house is shocked. It was a beautiful house. The living room was very big. And the kitchen, it's very big. I have never seen a council flat that big."

Off the entrance corridor, Helen had created a prayer room - a quiet place for someone with a hectic working life.





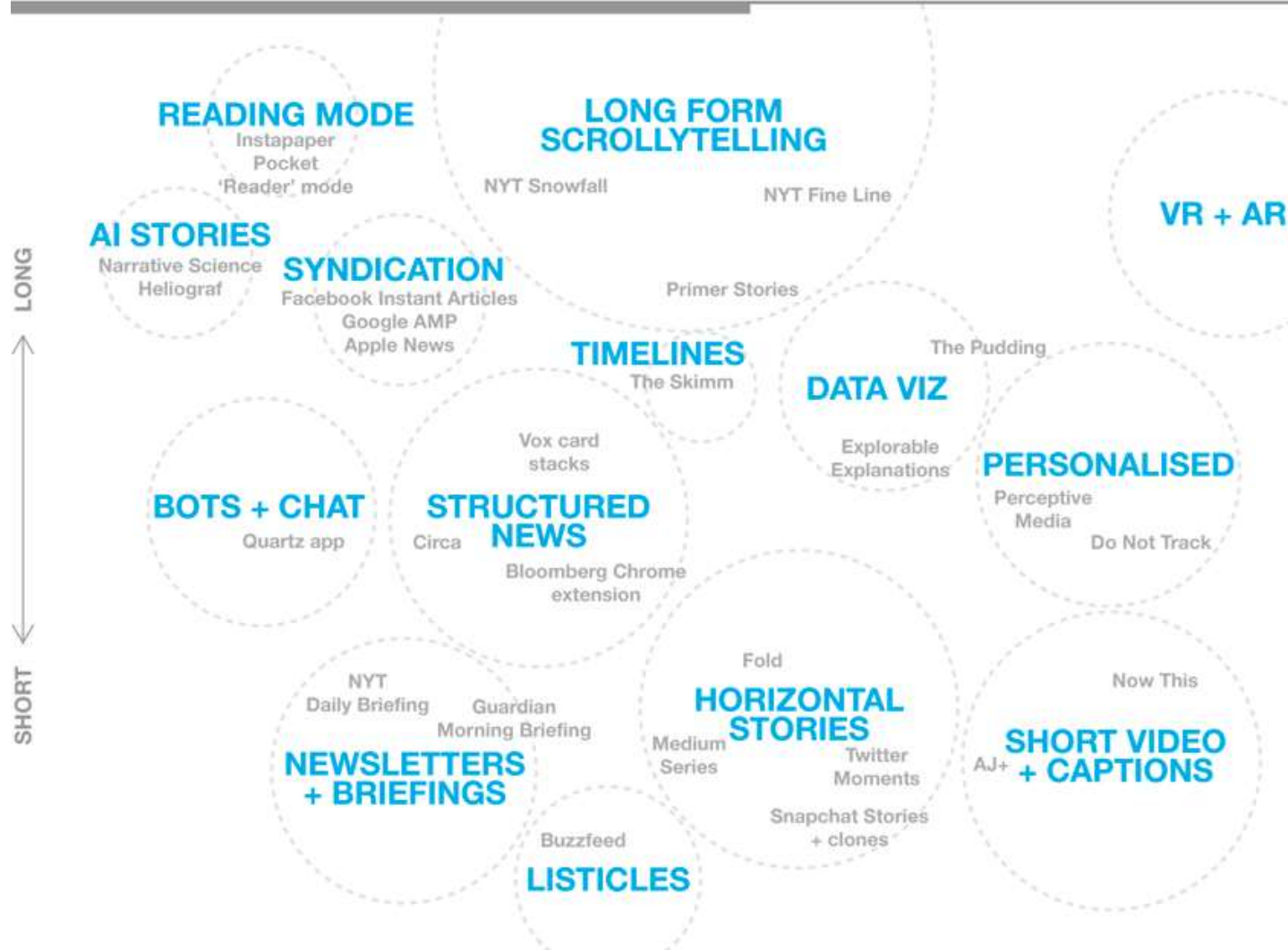
The power of a phone

- Your smartphone can be a powerful story gathering tool
- Practice your photography, videography and audio recording
- Some useful apps...
 - Photo: Camera+ , Snapseed
 - Video: iMovie, Splice
 - Audio: Voice Record, Hindenburg Field Recorder
- Think about accessories... mic, lenses, grips and tripods

And finally...

New Digital Story Formats for News

With some notable examples



bit.ly/new-digital-story-formats

Q&A

Using video for storytelling

Telling the Zero Hunger story: why and how?

Denna Jones - Director of Content and Client Services - Rooftop

28/09/2017

*Tell me the facts and I'll learn.
Tell me the truth and I'll believe.
But tell me a story and it will live in
my heart forever.*

– Native American Proverb



Find a *good*
story to tell



NEWS

800 MILLION STILL GOING HUNGRY



It's not about what *you* like
It's about what *your audience* wants to watch



Find a message that will spark interest

The image is a vertical split composition. The left half shows a golden-brown field with a long line of green combine harvesters moving away from the viewer. The right half shows a lush green rice paddy with a farmer in a hat and blue shirt guiding a team of oxen pulling a wooden plow. The text is overlaid in the center, spanning both halves.

**GLOBALLY
WE PRODUCE ENOUGH
FOOD TO FEED
EVERYONE.**

A blue garbage truck is shown from a low angle, dumping a large amount of mixed waste into a massive pile. The truck's body is a vibrant blue, and its yellow cab is visible on the right. The waste being dumped is a chaotic mix of plastic, paper, and other debris. In the foreground and background, hundreds of birds, likely gulls or terns, are seen foraging on the trash. The sky is a pale, overcast blue. A dark blue horizontal bar is superimposed over the middle of the image, containing white text.

Strong visuals speak for themselves



A young boy with a large afro hairstyle is looking down. The image is dark and has a grainy texture. Overlaid on the image is the text "WE ALL HAVE A ROLE TO PLAY..." in a bold, white, sans-serif font. The text is arranged in three lines: "WE ALL" on the first line, "HAVE A ROLE" on the second line, and "TO PLAY..." on the third line. The text has a slight red glow or shadow effect.

**WE ALL
HAVE A ROLE
TO PLAY...**

TELLING THE
#ZEROHUNGER
STORY

RESULTS

Launched over 48 hrs

Focused the views on the following countries: Australia, Bangladesh, Brazil, Canada, Germany, Egypt, Spain, France, United Kingdom, Indonesia, India, Italy, Mexico, Nigeria, Netherlands, Peru, Philippines, Pakistan, Thailand, United States, South Africa

Keywords: Sustainability, Food waste, Food, Healthy diet, Cooking or Climate change

Age: 18-45 year olds



Video Views:
1,656,518

Reach:
6,779,036



Digital Innovation Team

OCCI

OCCI
Digital Innovation Team
Gerrit Beger

Platforms
and
Innovation

Content
and
Engagement

Knowledge
and
Resources

Digital Storytelling @FAO

Think digital first

- ▶ Read the Digital Storytelling guide from OCCI
- ▶ Find a story to tell
- ▶ Think about your audience and develop your story
- ▶ Evaluate the best way to tell your story (video, photo story, article, ... ?)

Got a story to tell?

Involve OCCI from the start:

- ▶ to get advice
- ▶ help in developing the best product
- ▶ to ensure full visibility on digital

Contact us!
digital@fao.org