



Facilitate

L'ATELIER

de la TRANSFORMATION SOCIALE

The Participative video – the people's video

A participative video means that a group of people or a community participate in the design and creation of their own film. It is the final product of a process of co-production of knowledge and action-research with the community itself.

Why include the population in the design of a film ?

- Because participants can shape the issues according to their own vision and priorities and control how they are represented. It allows the collective to take action to solve their problems and/or communicate their needs and ideas to decision-makers and/or other groups and communities. Participative video offers the opportunity for citizens to tell their own stories and share experiences, values and behaviours that seek more humane and sustainable development
- The final product of this process can be a fictional video novel, i.e. a fiction based on real events, or a report type with interviews and reporter's voice-over.

Strength of this tool

- The audiovisual tool is universal, inclusive, impactful. In general, visual or audio messages are more attractive, but it is also more accessible to people who do not read or write much.
- Participants learn, are informed and disseminate.
- After the process, participants are aware that they can disseminate news, alarm about a situation, report an event by recording it with their mobile phone and sending it via Facebook or WhatsApp.
- Empowerment tool, participants see themselves as agents of change.
- It shows that "audio-visual" is not only for the elite, that it is not so complicated to learn how to handle a camera and make a video. Making reports or documentaries is also for the people. And now with mobile phones, it is much more accessible.

Weaknesses of this tool

- The facilitator needs to be familiar with video recording and editing techniques.
- Security! With the expensive equipment that is brought along, care must be taken to ensure that they are not assaulted.
- Patience is needed when unforeseen situations arise : change of weather, audios that do not work, etc...
- The broadcasting stage is key. Sometimes it is not appreciated. It is not complementary to a report. It is a product in itself. It is good to make it more relevant and to present it in events specifically called for the projection of a participatory video. This allows the participative aspect to be valued more.

Key stages

The message : should be chosen by the participants. The community team conducted a participative observatory of everyday risks and community mapping. From the 2 most important risks, the participants chose 1 risk to illustrate in the 2017 participative video. From the mapping themes, one themes was also chosen for the participative video 2019.

Pre-Production : training by CENCA members. Theoretical-practical and playful training on what a script is :

- a literary script,
 - a technical script,
 - the handling of a camera,
 - the different types of shots,
 - filming angles,
 - the roles of the producer, the director, the videomaker, the actors, the journalist...
- With hand-drawn pictures, simple language, excerpts from soap opera videos for illustration and PRACTICE!

Production : by participants, CENCA in support and supervision.

- Writing the literary script. Start with a brainstorming session. Decide on the elements that seem most important.
- In the next session, the CENCA facilitator proposes a draft script. It is reviewed with everyone.
- CENCA makes the technical script indicating the type of shots, angles, etc...
- At the time of filming, the participants themselves take on the roles of director, producer, videographer, actors, journalist, etc. CENCA supervises.

Post production : So far, CENCA is in charge of editing the videos. The participants choose the music.

Distribution : Distribution takes place via social networks and at events to present the results of the action research process. The population, authorities and local organisations are invited to these events.

Resources

It can be done with few resources but ideally you need : 1 cámara

- 1 camera
- 1 tripod
- 1 chest microphone
- 1 clapperboard
- 1 stabilizer
- 1 bouncer
- 1 Rode microphone
- 1 boom
- 1 windshield

And 1 person with knowledge of audiovisual techniques (recording and editing).

A few tips

- Be dynamic.
- Be on the move, in the more theoretical trainings, don't just sit around.
- Share with people.
- Have patience for unforeseen situations that will arise.
- Have time!

Objectives :

- It empowers the collective. Participatory video offers the opportunity for citizens to tell their own stories, share experiences, take action to solve their problems and/or communicate their needs and ideas to decision-makers and/or other groups and communities.

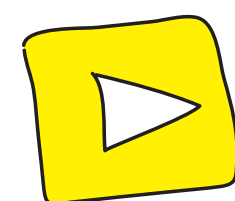
Uso:

- After a participatory process of co-production of knowledge and action-research to make results visible and to advocate.
- To make the daily life and reality of a community visible.

Link to the tool worksheet : <http://atelier.fdh.org/en/take-action/our-tools/facilitate/article/the-participative-video?lang=en>

Autor : CENCA





It is a video made by and with the residents to talk about the problems of the neighbourhood and present solutions to the governing bodies.

WHAT IS PARTICIPATORY VIDEO?

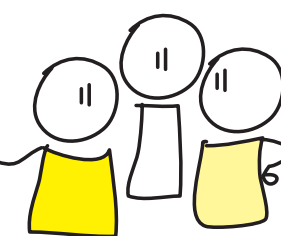


The objectives of the participatory video

- Involving and raising awareness in the community
- Sharing knowledge and proposing solutions
- Developing audiovisual skills
- Promoting the work of the group

WHO IS INVOLVED IN THE PARTICIPATORY VIDEO?

A group of volunteer residents of the neighbourhood.
For example: the community team, a youth group, women's groups, etc.



WHAT IS PARTICIPATIVE ADVOCACY?

A long-term action which allows groups to make their problems visible, and to look for solutions by involving all the actors of a geographic zone: the people concerned, the community, the governing bodies, other organisations...

EXAMPLES OF TOPICS COVERED

3 participatory videos since 2017 on :

- The risks of the area (rock falls, access to water...)
- The importance of green spaces
- Community canteens for food security

Sharing experience

"This allows us to raise awareness in a playful way."

"What is important is that people learn, have fun and share knowledge."

CENCA'S PARTICIPATORY VIDEO

(Peru)



Instituto de Desarrollo Urbano

THE STEPS OF THE PARTICIPATORY VIDEO

The initial dialogue with the group is important on the subject to be dealt with, on the motivations of the group, to establish trust.

1

Community analysis of the various problems

2

Development of solutions to be proposed

3

Technical/video training

5

Post-production: by CENCA or with the people on smartphones

4

Shooting the video with the residents

6

Public presentation of the video

7

Commitment of the governing bodies to solve certain problems

with the municipality, elected representatives, technicians, residents, etc.

TIPS FOR A SUCCESSFUL PARTICIPATORY VIDEO

Build trust between facilitators and participants

Be open to experimentation

Cultivate informal relationships with participants

Know the reality of the participants

Explore other participatory videos

POSITIVE RESULTS

- ✚ Development of individual empowerment: pride, self-esteem
- ✚ Collective empowerment through analysis
- ✚ Success of the video: spreads beyond the neighbourhood

CHALLENGES

- ⚡ Organising the timetable for presentation to the governing bodies (pay attention to elections, covid...)
- ⚡ Monitoring the commitment of governing bodies
- ⚡ Overcoming initial fears related to unfamiliarity with the video tool
- ⚡ Women's participation in the context of patriarchy