

Module 2: Participatory video using cell phones



Participatory video

- Participatory video (PV) is a process where stakeholders are involved in making their own video to tell their story in their own words.
- Usually short – 2-4 mins; It gives stakeholders a direct voice using a very powerful communication medium.
- PV is not traditional documentary film-making, as the community and other stakeholders are fully involved in all stages of the production of the video. The persons involved in the PV often move from being the “object of study” to become the “subject” of the process and, therefore, this enhances the participants’ motivation and attitude to take action.
- Participants get to decide what the issues and questions are, who should be part of the process, who needs to hear the messages and how those messages should be crafted and possible solutions.



Participatory video

- Includes creating a storyboard, capturing video clips of interviews with stakeholders and scene shots; and direct editing of the video clips and dissemination to the chosen target audiences.
- The final product may take the format of a documentary, a skit or a music video
- Typically, the participants learn to use the camera, video editing skills and are facilitated to create a storyboard.



Participatory video

- PV has proven to be particularly useful for marginalised stakeholders such as those in rural communities or groups such as the fisherfolk and rural women. It brings the challenges and issues facing stakeholders alive for others who may not have an opportunity to see the challenges directly.
- PV can be use for advocacy, monitoring and evaluation, research, exchange of ideas and building consensus.



Let's look at an example

Fish for gas: The challenge of the Blanchisseuse
fishermen.

Participatory video - example

Fish for gas: The challenge of the Blanchisseuse fishermen.

The feedback:

- **Easy to use:** Video was shot using video cams on their cell phones over 1.5 days
- **Exciting:** Fisherfolk loved sharing their stories in their own words.
- **Empowerment:** This was fisherfolk talking about their own issues in their own words. They decided what to say, who to say to, how to say it, and where and when to share it.
- **Vertical communication:** (1) The video brought the decision-makers directly to the rural community so that they could see the situation for themselves. (2) It allowed the fisherfolk to speak to decision-makers comfortably because they were talking to the camera held by their colleagues and friends
- **Horizontal communication:** The fisherfolk used the video to talk to others facing similar situations in the country.



Results:

- Office equipment
- Private sector providing ice machine
- Electricity
- Repair of the facility
- Talks about a gas station with national gas supplier

PV - Key Steps

Planning

- Mobilise key stakeholders – do site visit if useful, get permissions
- Get equipment ready – phones, PV cameras, still shot cameras, laptop/software, microphones, batteries, memory cards
- Practice capturing footage

Facilitating PV

- Brainstorming – common understanding of issue to present, purpose of video, what are the objectives, target audiences and key messages. What are the best communication pathways



PV – Key Steps

Facilitating PV (continued)

- **Create the story board**
 - review key messages and determine how best these should be conveyed – what scenes, which people? Draw!
 - determine where scenes will be captured, who will be filming the video and who will appear in the video. Do interviews need to be arranged; prepare interview questions before hand
 - Is there a need for narration or voiceover of some parts?
- **Collect footage in the field**
- **Edit/develop the video**
 - draft and get feedback from others, screening
 - finalise video
- **Dissemination**

Example of a PV process:

Documenting local perspectives and actions on climate change in Montserrat's fisheries

When: 2018

Where: Montserrat

What

Using participatory video as a tool to capture local perspectives from Montserrat fisherfolk, other coastal and marine resource users and organisations that support these groups on climate change impacts, vulnerabilities, possible solutions and priorities.

Participants were supported to:

- review key issues and determine which stories they wanted to tell about climate change and their priorities for adaptation in the fisheries sector, including showcasing existing content that could potentially be incorporated into the video; and identifying gaps to be filled
- draft a story board and script/messages for a participatory video to be produced by Montserrat stakeholders.

Who was engaged?

- representatives from fisherfolk and other coastal and marine resources users including dive shop and eco-tour operators.
- representatives from the Fisheries and Ocean Resources Unit and other key agencies, for example, the Department of Environment and Disaster Management Coordination Agency, that work directly with these stakeholders to manage fisheries and coastal and marine resources

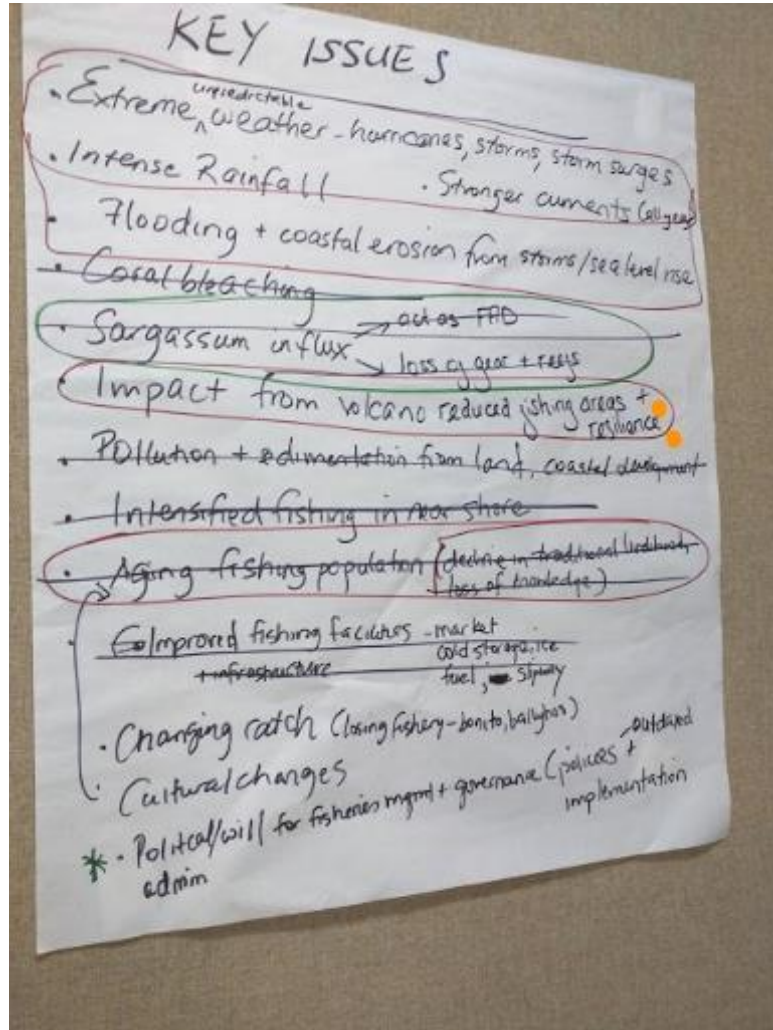
Approach:

Fisherfolk and other coastal and marine resource users and managers engaged to develop a participatory video by:

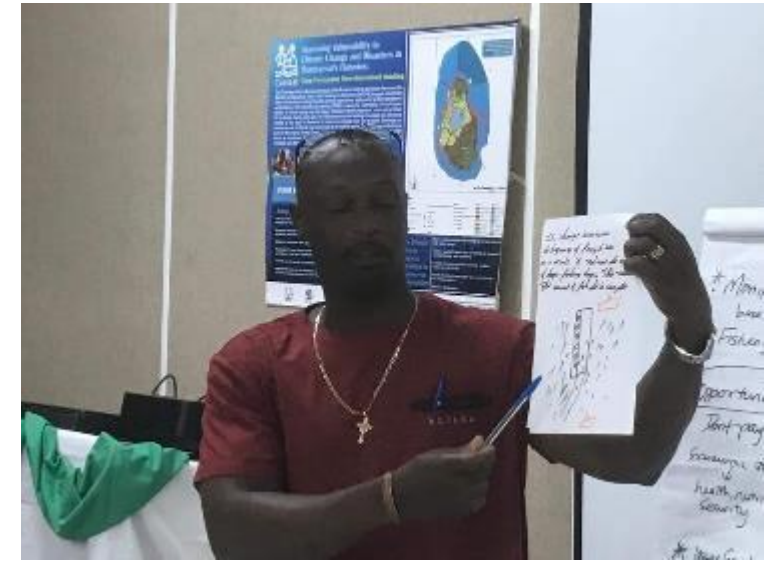
- identifying local impacts of climate change and priorities for action for Montserrat's fisheries that they wish to document in the video;
- identifying target audiences and developing appropriate objectives, key messages and communication pathways for the video
- developing a story board, script and title for the video;
- learning to use cameras on their cell phones and PV cameras to collect video footage;
- starting to collect video footage using cell phone and PV cameras as part of a field visit.



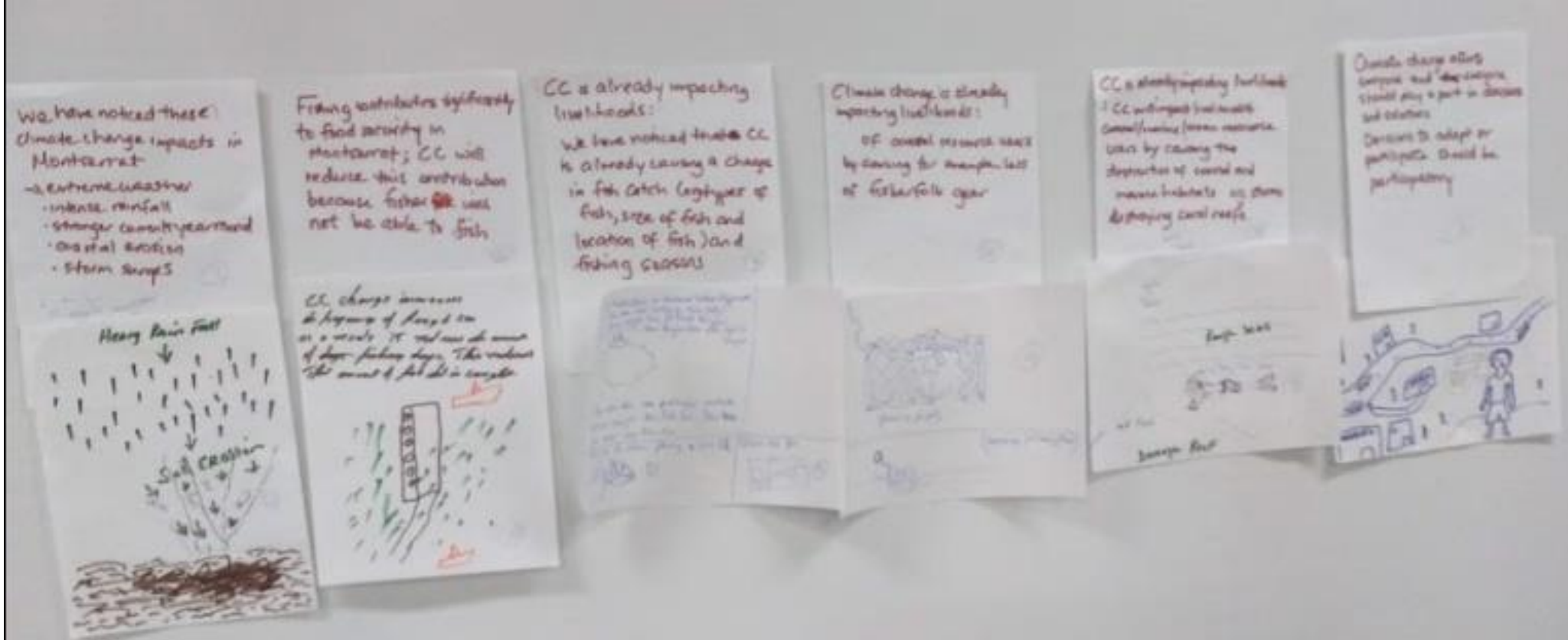
The process in pictures:



1. Results of participants brainstorming on local impacts of climate change and priorities for action they want to document in video



2. Participants work on developing their key messages and story board, and review existing footage that could potentially be used in the video



3. Story board with accompanying messages developed by participants



4.
 Left: Participants learn to use PV cameras
 Right: Participant practicing taking footage for video



[Our changing fisheries: Voices from Montserrat](#)

A video by Montserrat fisherfolk and other coastal and marine resource users, documenting from their perspective the key impacts of climate change and ideas for solutions to build the resilience of fisherfolk and the small-scale fisheries sector in Montserrat.

Questions?

Recapping the Session - Jeopardy