



# Harnessing Video to Enhance Outreach and Impact

Africa to Asia - Testing Adaptation in  
Flood-based Resource Management

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# We are working towards using video as...

**A DELIVERABLE:** “A **video** based on footage from the four target countries: documenting the research processes and outcomes including testimonies of the relevance of the research by key farmer leaders, local decision and policy makers as well as academicians and other influential bodies”

**A LEARNING TOOL:** 4 Farmer Learning Centres established with complete training packages on FBFS including **videos** and practical notes (FBFS)

**A MEDIUM OF DISSEMINATION:** Production and dissemination - promotional materials and project outputs (posters, **videos**, flyers, brochures)



Video was only this....

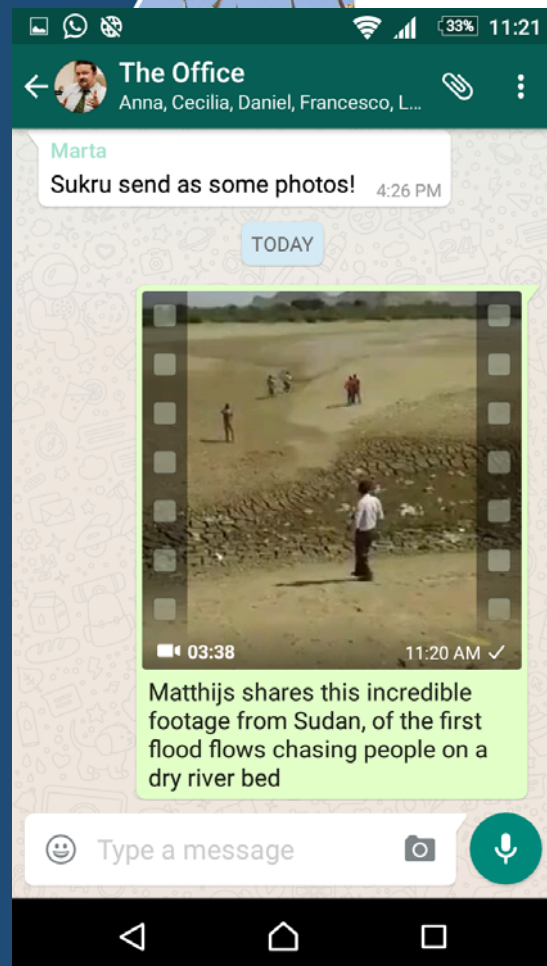


# Now video is everywhere





# Video is everywhere



# Video is everywhere

- Not just a separate, standalone product. Integrates seamlessly with the written word, images, etc.
- Not a preserve of the video expert. Everybody shoots and shares videos, just as everybody types text and takes pictures.



home

Ken Livingstone

## Ken Livingstone suspended from Labour after Hitler remarks

Former London mayor excluded from party after arguing Hitler supported Zionism, during defence of Naz Shah

Anushka Asthana and Rowena Mason

Thursday 28 April 2016 14.02 BST



Shares

1,163



Ken Livingstone and John Mann clash over Hitler comments

Labour has suspended the former London mayor [Ken Livingstone](#) “for bringing the party into disrepute” amid accusations of antisemitism and making offensive comments about Hitler supporting Zionism.

More than 20 MPs, including Sadiq Khan, Labour’s current London mayoral candidate, had [called on Livingstone to be expelled](#) over the remarks he made while trying to defend the suspended Bradford MP Naz Shah.

The party’s chief whip has also called in the MP John Mann, chair of the all-party group on antisemitism, to discuss his confrontation of Livingstone at the BBC in which he called him a “disgusting Nazi apologist”.

A Labour spokesman said: “Ken Livingstone has been suspended by the Labour party, pending an investigation, for bringing the party into disrepute. The chief whip has summoned John Mann MP to discuss his conduct.”

Livingstone was suspended after he appeared on BBC London to claim that, while

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# Video is everywhere

- What does that mean for this project?  
(Let's watch a little video)



# The Burkina Faso video

- Best part of the video was footage shot by Burkinabe farmers, extension workers, scientists, government







## The Burkina Faso video

- Best part of the video was footage shot by Burkinabe farmers, extension workers, scientists, government officials
- With them joining the process of collection of video footage, we could collect material at several points of time, and over a longer period of time
- So the video documentation was collaborative, detailed, and could cover all aspects





## The Burkina Faso video

What aspects could we replicate in our own project?

- We can shoot video more frequently
  - We can share video more frequently
- (Example)
- I visit the field with my own camera

... Some additional idea relevant to our project....

- Farmer testimonials (Example)
- Video Presentations (Example)
- More ideas?!



Thank You!

