

promoting local solutions

We believe local people are the experts. Our experience convinces us that those living with a situation are best placed to devise and implement appropriate solutions to the issues they face. We are 'outsiders' working to assist 'insiders' to unlock their own expertise and agency.

sharing knowledge

We enjoy the proverb: 'Wisdom is like fire. People take it from others', though we prefer the idea of wisdom being shared rather than taken! Participatory video is all about sharing. Communities share their knowledge, experience, issues and solutions with one another and their intended audiences. Likewise, we learn from the individuals and communities we work alongside; from fellow facilitators and organisations we meet along the way. The nuggets of knowledge we gather as we go are shared back with you - the wider world - through guidebooks, articles, training courses and video tutorials. That's why we are called InsightShare.

video is a tool

We choose to use video for its unique qualities as a documentation and communication tool, particularly where language or literacy is a barrier. The richness of the exploration, analysis and reflection that precedes the production of a Participatory Video; the effect of the collaborative filmmaking itself; and the impact of the results being watched by the intended audience, is of far greater importance to our work than is the aesthetic quality of the videos produced.

community ownership

We will not waiver from our insistence that outputs (the 'products', if you like) of our projects belong to those who authored them: the participants and the wider community they represent. Almost without exception, participants grant us permission to share their productions (e.g. videos) to enable their messages to be heard by the right people. Permissions are determined by the participants, which typically allows and encourages the free sharing of productions by anyone. On rare occasions the ownership of outputs has been determined as belonging to both the authors (participants) and the project funder/partner equally. In such cases the participants are made fully aware of this compromise from the outset.

having fun

Whilst many of the subjects we engage with and situations we encounter are extremely serious, we know that having fun is the key to unlocking hidden energies and bringing people together in a spirit of harmony and collaboration.

connecting people

Our work connects people who otherwise might have no opportunity for dialogue and exchange. This typically includes connecting: marginalised communities with mainstream audiences, disadvantaged groups with decision-makers, or keepers of traditional wisdom with established institutions; to enrich conversations on key issues, advocate for change, and foster collaborations.

participation matters

Active and meaningful participation by those with the greatest stake in an issue is at the core of our approach. We take great efforts to ensure our projects are open and accessible to anyone regardless of age, education, gender, social standing, physical or mental abilities, language, literacy level etc. We actively seek to promote and encourage participation by individuals and groups otherwise excluded from community activities. Our Participatory Video workshops focus on listening to one another's perspectives; hearing different voices to foster understanding, build collaborations, and encourage new ways of thinking.

accountability

Our work has proven how Participatory Video can overcome barriers between the people and those in power; surmounting the challenges of language, geography, time, experience, and limited attention spans. We focus on how our projects can foster greater accountability amongst key stakeholders; by increasing pressure on those with the duty to support vulnerable communities and guiding them in their responses.

free, prior and informed consent

We believe that anyone taking part in a Participatory Video process, whether as participant (i.e. member of group producing video) or contributor (e.g. interviewee), must have every opportunity to fully understand any consent given. Our processes typically allow multiple opportunities for contributors to grant or withdraw their consent; including before filming, immediately after filming, and again post-production. We use video-based consent approaches, which avoid the need for legalistic forms and enable everyone opportunities to fully understand the basis and meaning of consent.