



# insightshare

## ANNUAL REPORT

2019-2020





Trainees and facilitators at an InsightShare Participatory Video course, Oxford, September 2019



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Formatting note: Elsewhere,  
hyperlinks are underlined  
throughout the document.

## Welcome From Maasailand to Marseille

Earlier this year, in February 2020, a group of Maasai representatives were presenting to an audience of academics, curators and members of the public at the University of Oxford. They were discussing clips of a participatory film that had been made in Maasailand, part of a process to build community consensus around what should happen to objects of great Maasai cultural significance held in UK museums (p64). The group had spent two weeks in the UK — organised by InsightShare — working with museum directors and curators to reclaim their heritage, and redefine their own narratives from which they have long been excluded.

At the same time in Paris, a group of young people from Marseille's economically deprived *quartiers* (p17) were presenting a film of their own making to an audience including representatives from the French Ministry of Labour. The new participatory filmmakers in Marseille had interviewed their peers, their educators, and their own social workers, to craft a film that represented their lived realities of the education and employment systems that fail them.

Both of these InsightShare events embody a restructuring of the status quo of communication and decision making. At InsightShare, we do not believe that this should be 'unique', or 'radical', but should be standard best practice in meeting spaces, boardrooms and classrooms around the world.

This is the approach InsightShare has taken since it was founded twenty years ago. We have always seen citizens and communities as the owners of their own stories, as the selection of projects in this annual report shows.

At a time when no one can any longer afford to close their ears, our global team are continuing to work to open the channels of real collaboration, social innovation, and true change for a better system. This work, and the work of our partners and associates, is a source of hope for us, and we hope it is for you too.

**- Chris Lunch and Nick Lunch, InsightShare  
Directors and Co-Founders**





Attendees at the Video4Change gathering, October 2019



A livestream at the Video4Change gathering, October 2019



## Our vision

We believe that innovation comes from the margins. Citizens are the experts on their situation, and they should have the right to determine their own lives.

In InsightShare's approach, action and decision making are driven by communities through participatory media. Participatory media promotes collective intelligence. It allows local people to see their situation in a new light, and to innovate solutions to the problems they experience.

This decolonised system of learning, consensus-building and communication recognises communities and individuals as agents of change. This approach has the power to change our broken system for the better.



Participatory exercises in Madagascar, 2018



Participatory filming with the NENO hub, Kenya, 2019





Presenting at the Video4Change gathering, South Africa, October 2019



## Our model

InsightShare is based on a social enterprise model. This means we are driven by a social purpose and profits are reinvested into the projects for communities we support.

InsightShare Network supports Indigenous Peoples to protect their territories, languages and cultures using Participatory Video.

InsightShare Ltd provides courses and tailored consultancy services to organisations wishing to harness participatory media as a community engagement, accountability and people-led development tool.







Reviewing an exercise at an InsightShare course, September 2019



## Our team

### CAMEROON

Timothee Emini, Associate

### CANADA

Marleen Bovenmars, Associate

### DEMOCRATIC REPUBLIC OF CONGO

Patrick Saidi, Partner

### FRANCE

Chris Lunch, Director  
Jacob Redman, Associate  
Madeleine Sampson, Associate

### INDIA

Kazu Ahmed, Associate  
Seno Tsuchihashi, Associate

### KENYA

Amos Leuka, Associate  
Jillo Katello, Associate  
Magella Lenatiyama, Associate  
Scholastica Kukutiya, Associate

### MEXICO

Anabela Carlon, Associate  
Thor Morales, Associate  
Eusebia Flores, Associate

### MYANMAR

Jack Jenkins-Hill, Associate

### THE PHILIPPINES

Jen Awingan, Organiser

### PORTUGAL

Tricia Jenkins, Associate

### SOUTH AFRICA

Ayanda MaMncwabe Mama, Organiser  
Neville Meyer, Associate  
Margie Pretorius, Organiser  
Theresa Wigley, Organiser

### SPAIN

Ingrid Guyon, Associate  
Manon Koningstein, Associate

### TANZANIA

Kooya Timan, Associate  
Samwel Nangiria, Associate  
Francis Shomet Naingisa, Associate

### THAILAND

Pooja Kishnani, Associate

### UNITED KINGDOM

Nick Lunch, Director  
Emilie Flower, Associate  
Grace Hutchison, Programme Dev. Officer  
Rebecca Morehan, Associate  
Sabine Hellman, Associate  
Sara Asadullah, Associate  
Victoria Bridges, Associate  
Zoe Young, Associate  
Soledad Muniz, Head of Innovation & Development





## Our approach

### **PARTICIPATORY VIDEO**

A set of techniques to involve a group or community in shaping and creating their own film. Film-making is accessible, and a great way of bringing people together in storytelling to explore issues, voice concerns or simply to be creative.

### **ACTION - REFLECTION - ACTION**

We seek participation from everyone regardless of their literacy level, physical ability, age or background, and we use games and exercises to do this. Actions – or recordings – are reflected upon by the group, who then determine how they will respond and react.

### **CALL AND RESPONSE**

Participants often join the process as representatives of a wider community. Through regular screenings – of footage and finished productions – participants can take into account community responses to the direction and focus of the process.

### **COLLABORATION AND SELF-REPRESENTATION**

In participatory video, groups identify, prioritise and investigate the issues they want to address. They also devise, plan and produce their videos collectively. Production roles are regularly rotated to ensure equal opportunity, decision making and experience.

### **COLLECTIVE OWNERSHIP OF COMMUNICATION**

The videos produced through our projects belong to the participants. Depending on the group, the videos may be used for a range of purposes: advocacy, awareness-raising, knowledge-sharing, evaluation, consultation, action research and more.

### **DIVERSE PARTICIPATORY TECHNIQUES**

Our approach to participatory video incorporates a wide variety of complimentary techniques, including: Participatory Learning and Action, Visualisation In Participatory Practices, Non-Violent Communication (NVC), Design Thinking and Theatre of the Oppressed.





Peacebuilding through music and video with the NENO hub, Kenya, March 2019



A photograph of two women in a rocky, open landscape under a blue sky. The woman on the left, with blonde hair, is wearing large headphones and a pink tank top, smiling. The woman on the right, with dark hair and glasses, is wearing a black long-sleeved shirt and gesturing with her hands. A professional video camera on a tripod is positioned to the right, pointing towards the women. The ground is covered in light-colored rocks and pebbles.

"THIS IS NECESSARY TO RAISE  
AWARENESS ABOUT HOW IMPORTANT  
THE RECYCLING WORK OUR  
COMMUNITY MEMBERS ARE DOING IN  
THE DUMP IS."

---

RICARDO RIVERO  
YANDE CO COMMUNITY  
ARGENTINA

Participatory filming in Argentina, 2019



# Livelihoods in Jujuy, Argentina

- What?** Participatory video community training
- Where?** Libertador General San Martin, Jujuy, Argentina
- When?** July 2019
- Who?** Guarani community members, European Investment Bank (EIB)

## What happened?

InsightShare delivered a project in partnership with the EIB to work with the Guarani community in Jujuy, Argentina, whose livelihoods are closely connected to local rubbish dumps.

By recording their lives from their own point of view, community members contributed to a documentary by the EIB that aims to improve the local government's rubbish collection, while also improving their own living conditions.

The programme was a four step process:

- Participatory video workshop
- Identification of stories
- Participatory filming and post-production
- Community screening



Participatory filming in Argentina, 2019



Participatory filming in Argentina, 2019

"We learned to avoid saying no right away...If we listen to each other we can build more solid things."

**Hermanos Unidos Community Member, Argentina**





"THE TRAINING WAS SUPERB. THE ENERGISERS,  
PLANNING, TIME MANAGEMENT, TEAM  
BUILDING AND PROPER COMMUNICATION WERE  
ALL KEY."

TRAINEE  
CAPACITY BUILDING PROGRAMME FOR BRC & NCRS

Participatory filming in Nepal, 2019



# Capacity building & evaluation in Nepal

**What?** Training local Red Cross staff in Participatory Video and Most Significant Change for Community Engagement and Accountability, and Monitoring and Evaluation

**Where?** Kathmandu Valley, Nepal

**When?** Concluded February 2019

**Who?** British Red Cross, Nepal Red Cross Society

## What happened?

InsightShare travelled twice to the Kathmandu Valley to train 24 staff in Participatory Video and Most Significant Change (PVMSC). We worked with NRCS and BRC teams who were delivering a recovery programme after the 2015 earthquake, focussing on increasing urban disaster resilience.

BRC and NRCS wanted to make their planning, monitoring, evaluation and reporting methods and processes more participatory, and to improve their Community Engagement and Accountability programmes.

97

Stories of  
change  
collected

8

Screening  
events

Over five months, trainees engaged community members in telling stories of change. They filmed and edited the stories selected as most significant, organised screening events and analysed all the stories collected using participatory analysis methods. They also created video reports to share the learning widely.

In evaluation, trainees recommended that PVMSC methods should be included in BRC and NRCS processes in eight different ways. The organisations have incorporated and continue to use these methods. Staff members self-reported confidence of 91% following the training.



## Young people in Marseille

- What?** Young people from the 'quartiers' in Marseille to explore their experiences of barriers to employment using participatory video
- Where?** Based in Marseille, with workshops and screenings in Paris
- When?** Four weeks of training over four months, concluding in February 2020
- Who?** Marseille youth, HACT, Fondation Apprentice D'Auteuil, Contact Club, funded by the French Ministry of Labour

### What happened?

This project is part of a programme by France's Ministry of Labour which examines how to reach young people who are excluded by a system that does not reflect their needs and competencies.

By training them in skills including planning, group work, collaboration, interviewing, editing and more, the young people presented their own realities by interviewing their peers and stakeholders, including service providers and officials. Access to hard-to-reach groups was achieved by working with a well-established youth club, Contact Club.



Young trainees from Marseille filming in Paris, 2019



A talking circle with government representatives, Paris, February 2020



Through video, young people explored the interrelation and spiralling of barriers including language, exclusion from education, mental health, drugs and violence.

They identified two key problem areas to explore:

- The inaccessibility of institutions,
- The personal pathways of individuals.

The project culminated in a screening of their film in Paris, hosted by the young people, to representatives from the Ministry of Labour, followed by talking circles and a brainstorming session.

The trainees are committed to developing their film and looking at new participatory video projects, while the local partner is planning to host a large-scale screening in Marseille with local groups, NGOs and government officials.

"Whether you are a beneficiary, support staff, manager, or someone from the Ministry of Labour...It is rare to find a symmetrical space for dialogue where we can all meet to talk on the same level, about the real problems. That was really something."

- **Maylis Dupont, Ministry of Labour, France**

## INSIGHTSHARE LTD



Stakeholders and participants,  
Paris, February 2020



Film screening in Paris,  
February 2020



## INSIGHTSHARE NETWORK

# Video4Change Gathering

**What?** InsightShare Network hosted a meeting of the Video4Change partners, allies and Indigenous Peoples

**Where?:** South Africa

## What happened?

In October 2019, ISNet organised the Video4Change gathering in South Africa, bringing together 40 activists, trainers, NGOs, academics, musicians, healers, media producers, and Indigenous Peoples from 12 communities for the first time, to strengthen inter-community bonds across the region.

Among those present were our African hub leaders, as well as activists and representatives from Gamo (Ethiopia), Sengwer (Kenya), Baka (Cameroon), /'Aoni N//ng (San, South Africa) and Amazigh (Libya) communities. The gathering was held at Boschendal, supported by funding from the Bertha Foundation.



Video4Change gathering, South Africa, 2019

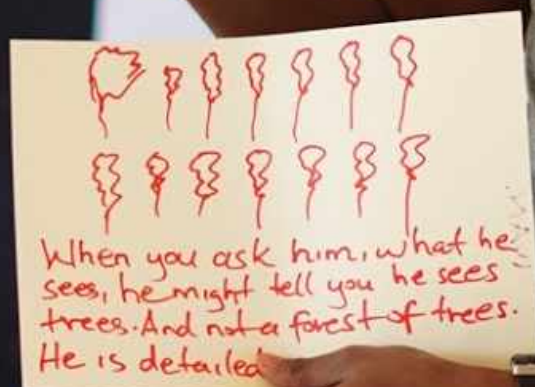


Video4Change gathering, South Africa, 2019

"There was so much to learn, so much to share, and so much to see. We met people from Indigenous communities who are using video for change, for advocacy, for fighting, for showing what they have, for showing what they lost."

**-Lungelo Mtwla, Amadiba youth activist, South Africa**





When you ask him, what he  
sees, he might tell you he sees  
trees. And not a forest of trees.  
He is detailed.





Presenting at the Video4Change gathering, South Africa, October 2019



## INSIGHTSHARE NETWORK

At the gathering, representatives were given access to media training from world-class Video4Change pioneers and the opportunity to build relationships of solidarity and resilience.

Samwel Nangiria, Scholastical Kukutiya, Amos Leuka and Francis Shomet from the Maasai hubs shared their vision for a Pan-African Living Cultures Alliance (PALCA) and the opportunities this network presents for continental solidarity and support

PALCA harnesses the power of participatory video to protect Indigenous cultures and lands. Through this network, Indigenous Peoples in Africa can connect with one another and the wider world.

"PALCA is a strategy whereby we can come together as Indigenous Peoples, under one roof, to discuss our issues and develop strategies in an organised way."

**-Francis Shomet Ole Naingisa, Maasai elder**



Video4Change gathering, South Africa, 2019

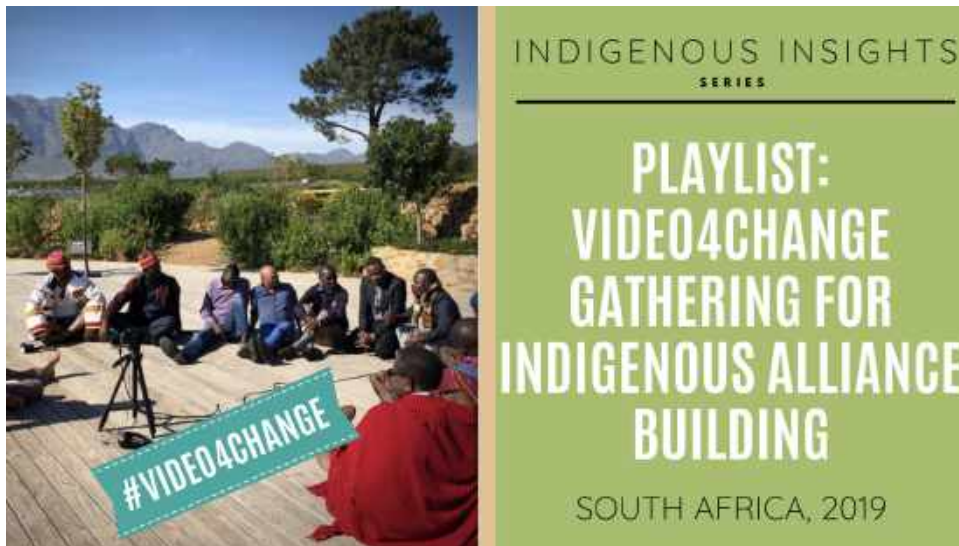


Video4Change gathering, South Africa, 2019

## INSIGHTSHARE NETWORK

### Coverage of the Video4Change Gathering

- Podcasts produced by Mark Fonseca Rendeiro (Citizen Reporter).
- Ecologist article, 'Indigenous Knowledge and Building Alliances.'
- Summary article on the Video4Change Network
- Engage Media video coverage.



"WE SEE THIS CAMERA  
AS RESTORING THE FIRE.

A WAY TO TRANSFER KNOWLEDGE AND  
UNDERSTANDING, AND STRENGTHEN THE  
COMMUNITY."

– Neville, Head of InsightShare's  
Africa Programme

#Video4Change Gathering 2019





"THE SHARING OF STORIES  
GIVES ME THE STRENGTH TO CONTINUE."

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CROMWELL  
AMADIBA COMMUNITY  
MPONDOLAND, SOUTH AFRICA

Video4Change gathering, South Africa, 2020

## Climate observation in Canada

- What?** Facilitation of a participatory video research project
- Where?** Alberta, Canada
- When?** Completed June 2019
- Who?** Kainai First Nation and Samson Cree Nation, Alberta government

### What happened?

InsightShare facilitated a pilot project to test applicability and scalability of participatory video as a tool for mobilising Indigenous and scientific knowledge for climate change.

The Indigenous Climate Change Observation Network (ICCON) aims to bring together scientific and Indigenous knowledge systems, understand and interpret climate change, and enhance community climate change resilience.

InsightShare facilitated the training of members of the Kainai First Nation and the Samson Cree Nation to carry out film interviews, editing and screenings to archive and share local knowledge. Embedding this approach has radically shifted the way of working for the local government.



Flying a drone near Stand Off,  
Alberta, Canada, 2019





Participatory filming, Alberta, Canada, 2019



Landscape, Alberta, Canada, 2019



## INSIGHTSHARE LTD

InsightShare's extended involvement in the ICCON project included five stages:

- Recruitment and logistics planning
- Video workshop, over seven days: Participants learned filmmaking and participatory video techniques; interviewed local knowledge holders; filmed footage of the landscape and community events.
- Support visits, over two days: Teams were supported by InsightShare's facilitators and together they reviewed footage, planned out themes and edited rough drafts. They developed a visual representation of climate causes, impacts and solutions.
- Editing workshop, over seven days: Participants and facilitators reviewed, edited, and finalised the teams' videos.
- Community screenings: Screenings were hosted by both teams in their local communities, each time they received overwhelmingly positive feedback from the wider community.

"First Nations are going to be the most affected by climate change, and yet they contribute the least to global carbon dioxide emissions. Where are their voices? Why aren't we listening to them? Why aren't we helping them? I think this participatory video project is a really good beginning."

**- Diandra Bruised Head, Kainai First Nation Project Coordinator**



Interviewing in Alberta, Canada, 2019



Participatory filming in Alberta, Canada, 2019



A visual storytelling session in Ukhia camp, Cox's Bazaar, Bangladesh, 2019



# Storytelling in Bangladesh

**What?** Storytelling using participatory media among girls

**Where?** Ukhia, Cox's Bazar, Bangladesh

## What happened?

Using participatory media, InsightShare staff supported young girls in Kutapalong refugee camp as they learned how to deliver participatory arts and media workshops as a tool for self-expression. Activities were undertaken to empower adolescent girls to believe in themselves, build confidence, and share their stories as a tool for increased psychosocial support and wellbeing.

**When?** February 2019

**Who?** Norwegian Church Aid and local partners

The project supported girls in this context as they are affected, or at risk of being affected, by gender based violence. Using participatory media, they gained new facilitation skills to engage with the community in an inclusive and safe way whilst respecting cultural boundaries and the needs for anonymity and risk management. The process included Non-Violent Communication and consensus-building approaches.



# Queen's Young Leaders Programme

- What?** Final programme review using Participatory Video and Most Significant Change
- Where?** Bangladesh, Jamaica, Solomon Islands, Sierra Leone, UK, Zambia
- When?** Completed August 2019
- Who?** InsightShare in partnership with Comic Relief , Queen Elizabeth Diamond Jubilee Trust, local partners

## What happened?

InsightShare delivered a participatory review of the Queen's Young Leaders Programme. This included three in-country facilitation trainings (for partner programmes in Jamaica, Bangladesh and the UK) and three online trainings (for programmes in Zambia, the Solomon Islands and Sierra Leone).

Young people and a member of staff from each programme were selected to lead the review activities in each country, meaning skills in Participatory Video and Most Significant Change methods now remain in the local communities.

**30** Stories of change collected

**6** Countries

The project had five stages:

- Planning
- In-country activities: Learning about the PVMSC process, fieldwork, editing, screening and participatory analysis
- Online coaching: Remotely training local teams to use either PVMSC (in Sierra Leone) or digital storytelling and MSC (in Solomon Islands and Zambia).
- Post-production
- Reporting



**"INSIGHTSHARE DELIVERED A  
PROFESSIONAL SERVICE, TAILORED  
SUPPORT, CULTURE SENSITIVITY AND  
VALUE FOR MONEY."**

---

GIANCARLO ANGELUCCI  
EVALUATION AND LEARNING MANAGER  
COMIC RELIEF

Participatory review underway in Jamaica at J-Flag, a local partner of the Queen's Young Leaders programme, 2019





Participatory ffilming during InsightShare's SIMRA workshop, Aberdeen, Scotland, 2019



# Reflection workshop in Aberdeen

- What?** Participatory video workshop to assess lesson learning
- Where?** Aberdeen, UK
- When?** October 2019
- Who?** Social Innovation in Marginalised Rural Areas (SIMRA) local partners

## What happened?

the European Union-funded Social Innovation in Marginalised Rural Areas (SIMRA) seeks to advance understanding of social innovation and innovative governance in agriculture, forestry and rural development in marginalised rural areas.

InsightShare has facilitated a workshop to elicit lessons from actions undertaken as part of the SIMRA programme since 2017. Guided by professional facilitators from InsightShare, each Innovation Action recorded its lessons learned in a short film.

In the videos, SIMRA partners and their community counterparts documented their critical reflections and the knowledge gained, exploring what did and didn't work well and making recommendations to others implementing similar initiatives.



Screening in Aberdeen, 2019



Shooting in Aberdeen, 2019

A close-up, slightly blurred photograph of a person's hand, wearing a beige knitted sweater, gesturing over a table. The table is covered with a white sheet of paper and several colorful sticky notes (yellow, pink, and blue). A blue pen is visible in the background. The lighting is warm and indoor.

"I CAN SEE THE POTENTIAL FOR VIDEO,  
THE IMPORTANCE OF USING IT IN A  
VERY HUMAN WAY AND HOW TO USE IT  
FOR PERSONAL AND GROUP  
ENRICHMENT."

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TRAINEE  
UNIVERSITY OF MONTEPLLIER



# Participatory learning in Montpellier

- What?** Transforming approaches to teaching using participatory methods including video and storytelling.
- Where?** Montpellier, France
- When?** Concluded in November 2019
- Who?** University of Montpellier, Pedagogical Innovation Support Center, I-Site MUSE

## What happened?

Bringing together university faculty and administration staff from across diverse disciplines including sciences, social sciences and engineering, this project saw trainees examine how teaching can be made more participatory, and how storytelling can be included in teaching methods.

During three workshops, groups explored participatory methods, how to identify challenges, facilitation skills and group dynamics, and how to effectively incorporate these new skills into their professional lives.

"Chris's generous intelligence, his teaching professionalism and his capacity for constructive empathy make him really valuable, and someone I enjoy collaborating with. "

**Brigitte Lundin, Head of the PISE, MUSE, University of Montpellier**



A woman with dark hair, wearing a light blue dress, stands and speaks into a microphone. She is smiling. In the background, several other people are seated at a table, listening. The setting appears to be an outdoor or semi-outdoor event space with greenery and a dark green wall in the background.

"THE STORY CIRCLE AND WORKSHOP  
MAKES YOU SEE THAT WHAT YOU DO  
REALLY MATTERS."

---

ROBIN (NOT PICTURED)  
PROGRAMME PARTICIPANT  
SISTERS FOR CHANGE



## Two-country programme review

- What?** Recording stories of change in a justice and equality project.
- Where?** St Lucia, Namibia, South Africa and St Vincent
- When?** Spring 2019
- Who?** Equality and Justice Alliance, UK FCO, Sisters for Change

### What happened?

InsightShare led learning and reflection workshops for monitoring and evaluation as part of a two-year programme by the Equality and Justice Alliance, with funding from the UK's Foreign & Commonwealth Office. The programme focuses on legal equality and justice in Commonwealth countries, and InsightShare was invited to review a programme strand on technical assistance run by Sisters for Change. Participants in the review were officials and civil servants from St Lucia and Namibia, representing Sisters for Change's key stakeholders.

InsightShare employed Participatory Video and Most Significant Change methods. This included story circles, and participatory selection of stories of change. In each location, two stories of change were selected by participants as representative of the collective journey of change that occurred in participants.



Participant in the review,  
pictured in St Vincent, 2020



Presenting in St Vincent, 2020

# Participatory video training in Colombia

**What?** Training for local researchers

**Where?** Bogota and Vista Hermosa, Colombia

## What happened?

A diverse group of researchers came together, organised by the University of Sheffield, for an immersive, experiential training process. This was part of a peace-building project whereby communities learn about peace indicators.

A five-day workshop was held to train participants in the participatory video process, tools and skills needed to facilitate a participatory process in the field.

**When?** April 2019

**Who?** University of Sheffield researchers, local researchers

Trainees quickly learned that the core of participatory video is about the community dynamics that arise from using cameras and screening back to the community.

The group travelled to Vista Hermosa where the trainee facilitators engaged local participants in a four-day process, including training, filming, editing, community screening and reflection.

Participatory video is now being in local communities used for a deeper understanding of peace indicators.



Participatory filming in Colombia, May 2019



Participatory filming in Colombia, May 2019





"I LEARNT A WAY OF OPENING TO THE  
WORLD, TO SHOW PLACES AND PEOPLE  
SILENCED WITHIN COMMUNITIES."

---

LUIS FELIPE LÓPEZ  
BOGOTÁ

Community screening in Vista Hermosa, Colombia, April 2019



**"THE TRAINERS HELPED US HUGELY TO THINK  
THROUGH THE PARTICIPATORY RESEARCH DESIGN  
AND HOW IT COULD MOST EFFECTIVELY BE  
APPLIED IN THE FIELD."**

---

**SIMON RUSHTON  
SENIOR RESEARCHER  
UNIVERSITY OF SHEFFIELD**

Group work in Colombia, April 2019



## In-house staff trainings

### What?

InsightShare delivers capacity building training for organisations who want to harness the power of participatory video and most significant change techniques.

### Who?

This year we delivered in-house trainings to:

- British Red Cross: Three-day PVMSC training
- Opportunity International: Three-day PVMSC training
- The Young Foundation: Three-day training on participatory video in a research context
- University of Sheffield: One-day Introduction to participatory video training
- Centre for Agroecology, Water and Resilience at Coventry University, and European partner universities: Introduction to participatory video in research workshop

"It means so much to have you as our support and guide. So happy we did you proud."

**Programme Manager, The Young Foundation, to  
Soledad Muniz, InsightShare**



Participatory filming during an InsightShare course, Oxford, UK, 2019

# What can you learn with in-house training?

## Example training: Introduction to Participatory Video

- Introduction to participatory video practice and theory
- Participatory video in action around the world
- Participatory video for community development and advocacy
- Participatory video in research
- Case studies
- Practical trial of participatory video method

## Example training: Participatory Video and Most Significant Change

- Overall understanding of PVMSC: Its cycle, opportunities and challenges
- Practical aspects of the PVMSC process: practice PVMSC story collection
- Deepening skills: Understanding when PVMSC is the right tool and ethical issues.



Group work during an InsightShare training at The Young Foundation, UK, 2019



Nick Lunch presenting at an InsightShare course, Oxford, UK, 2019



Participatory filming during an InsightShare course, Oxford, UK, September 2019



## Online training in Kenya

- What?** Online training for capacity building of staff and local partners
- Where?** Online, for staff and partners working in Kenya
- When?** July 2019
- Who?** Kenya Medical Research Institute: Wellcome Trust Research Programme

### What happened?

As part of [InsightShare's programme of remote training and online courses](#), this live online course was designed for team members of KEMRI: Wellcome Trust and local partners in Kenya. The aim was to incorporate participatory video techniques into research and work on mental health. By adapting our workshop techniques, we achieved the warmth, fun and inclusivity that InsightShare's live sessions are known for.

The sessions took place over five days and covered:

- Introduction to participatory video
- Selecting ideas and storyboarding
- Filming and consent
- Participatory editing
- Screenings and action planning





A close-up photograph of a person's hand holding a pink marker, drawing a squiggly line on a white surface. The background is blurred, showing other people in a workshop setting. The text is overlaid on the right side of the image.

"OUR EXERCISES IN THE ONLINE  
WORKSHOPS MADE IT CLEAR HOW  
LOCAL COMMUNITY-BASED  
WORKERS CAN STEP UP, AND  
PLACED THEM AT THE CENTRE OF  
DECISION MAKING."

---

SARA ASADULLAH  
INSIGHTSHARE SENIOR ASSOCIATE  
FACILITATOR OF THE KEMRI: WELLCOME TRUST  
ONLINE LIVE COURSE

## Making business more inclusive

- **Association Progrès du Management (APM)**

InsightShare Director Chris Lunch convenes a local division of this global Francophone network of over 9,000 business leaders. Based in Perpignan, his APM convenes monthly with speakers from diverse areas including tech, management practices, health, and finance.

Chris has been working with an emergency committee of members from across the Mediterranean area to explore business driven solutions to the ecological crisis, working with collective intelligence and solution-driven action.

This involves design thinking methods such as prototyping and rapid testing. Together they have created a road map for business leaders of small- and medium-size enterprises to assess their current position, and what the gaps in their approach to climate responsibility are.

"The tools that you've developed working with marginalised groups around the world have clear relevance to our organisation today. This is the innovation needed for our organisations and society as a whole."

- **Business leader and APM Member**



An APM workshop, 2020



An APM workshop, 2019



"INSIGHTSHARE'S SKILLS ARE NEEDED MORE AND MORE IN TODAY'S SOCIETY, AND TO BUILD THE SOCIETIES WE WANT TOMORROW."

---

PASCALE, BUSINESS DIRECTOR AND APM MEMBER  
MEMBER OF THE ECO-CRISIS COMMITTEE CONVENED BY INSIGHTSHARE

Valeo team members during the workshop

- **Orange**

InsightShare facilitated a workshop with Orange's global corporate social responsibility team in Paris. Staff learned new skills in collaborative working, exploring stories of change, and filming. The session emphasised visual storytelling as a powerful way to improve internal communications, and the potential of collaborating with users — as an alternative to traditional ethnographic processes — to better understand their needs.

- **Valeo**

InsightShare worked with Valeo staff during a workshop in Paris where they learned new tools around organisational dynamics, communication, empathic listening and co-creation. Decision-makers in the organisation noted the potential for participatory methods to create a culture of innovation, and harness the power of collective intelligence.

- **Vinci**

During an InsightShare workshop in Montpellier, Vinci staff members explored the ingredients of innovation, and what can be learned from approaches to adaptation and innovation in the extreme contexts drawn from InsightShare's international work. The group discussed taking risks, innovation and problem solving, and personal and community approaches to social innovation.

## INSIGHTSHARE LTD



Valeo team members at the workshop



Vinci team members at the workshop



"THE DIFFERENT ACTIVITIES ENABLES PEOPLE  
TO TALK PROGRESSIVELY ABOUT THEMSELVES  
AND GIVE FEEDBACK ABOUT THEIR FEELINGS,  
MOTIVATIONS AND STRUGGLES."

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TRAINEE, VALEO  
INNOVATION WORKSHOP



A man in a white shirt is seen from the side, holding a professional video camera with a microphone. He is filming a group of people standing in a shallow lake. In the background, there is a small settlement on a hill under a clear blue sky. The water is calm with gentle ripples.

"WE WERE COLONISED, TOLD OUR CULTURES  
WERE BAD, TOLD TO LEAVE THEM BEHIND.  
THESE DAYS WE ARE NOT ASHAMED OF  
HONOURING OUR ANCESTORS."

---

MICHAEL BASILI  
EL MOLO COMMUNITY,  
KENYA

Participatory filming in Kenya with the NENO team, February 2019



## El Molo Video Hub

**Who?** El Molo community, and the NENO team representing Borana, Gabra, Konso and El Molo tribes

### What happened?

We delivered a two-week training in northern Kenya to two video hubs: the GuruPau hub from the El Molo community, and the NENO team from Marsabit County. The training focused on improving the practice of current participatory video activists.

Since then, over twenty local films have been produced. Eight more people, half of them women, have had participatory video training.



Participatory filming in Kenya with the NENO team, February 2019

**Where?** Northern Kenya, Lake Turkana district and Marsabit County

The films created during the training focused on crises faced by the community: cultural loss and climate change and adaptation.

By providing these focuses, the films have laid the foundations for future projects tackling language loss, mega-projects such as wind farming, privatisation of land, and food insecurity caused by drought.



Editing and post-production training in Kenya with the NENO team, February 2019

## HERE I AM

- ▷ My Identity
  - belonging & association
- ▷ My Onliness
  - what about the way I live/work is different / unique
- ▷ My Passion
  - what things excite me about what I do



A member of the Amadiba participatory video hub presenting at the Video4Change gathering, South Africa, October 2019



## Amadiba Video Hub

**Who?** Amadiba community, the last Indigenous coastal community of the Xolobeni area

**Where?** Mpondoland, South Africa

### What happened?

We facilitated participatory video training for the youth of the Amadiba community. As part of the Sustaining the Wild Coast programme, young people are empowered to share stories about their own community.

Many foreign voices have defined the story about the Xolobeni area as that of protecting precious land, culture and rural livelihoods against mining destruction, but there are also many other stories to be told within and about this Mpondoland community.

The group made a video addressing teenage pregnancy which was screened at a big community event, and created an impetus among local leaders and youth to address this often unspoken issue.



The Video4Change gathering,  
South Africa, October 2019



The Video4Change gathering,  
South Africa, October 2019

## INSIGHTSHARE NETWORK

## Maasai Video Hubs

**Who?** Established Maasai participatory video hubs Oltoilo le Maa (Kenya) and Oltoilo Le Maa (Tanzania)

**Where?** Kenya and Tanzania

## What happened?

In Kenya and Tanzania, the Maasai video hubs - both named Oltoilo Le Maa - have been using participatory video to document Maasai artefacts in British museums and explore the future of these artefacts with their communities through screening events. Participatory video has formed the foundation for community engagement and decision-making in determining how the wider Maasai community want their culture to be portrayed and their artefacts treated.

Oltoile Le Maa has also spearheaded the Pan-African Living Cultures Alliance: a solidarity network for Indigenous Peoples in Africa, charged with protecting biocultural diversity and decolonising cultural, social and financial systems. InsightShare Network and Oltoilo le Maa are now collaborating on a project addressing sustainable development, funded by VOICE.

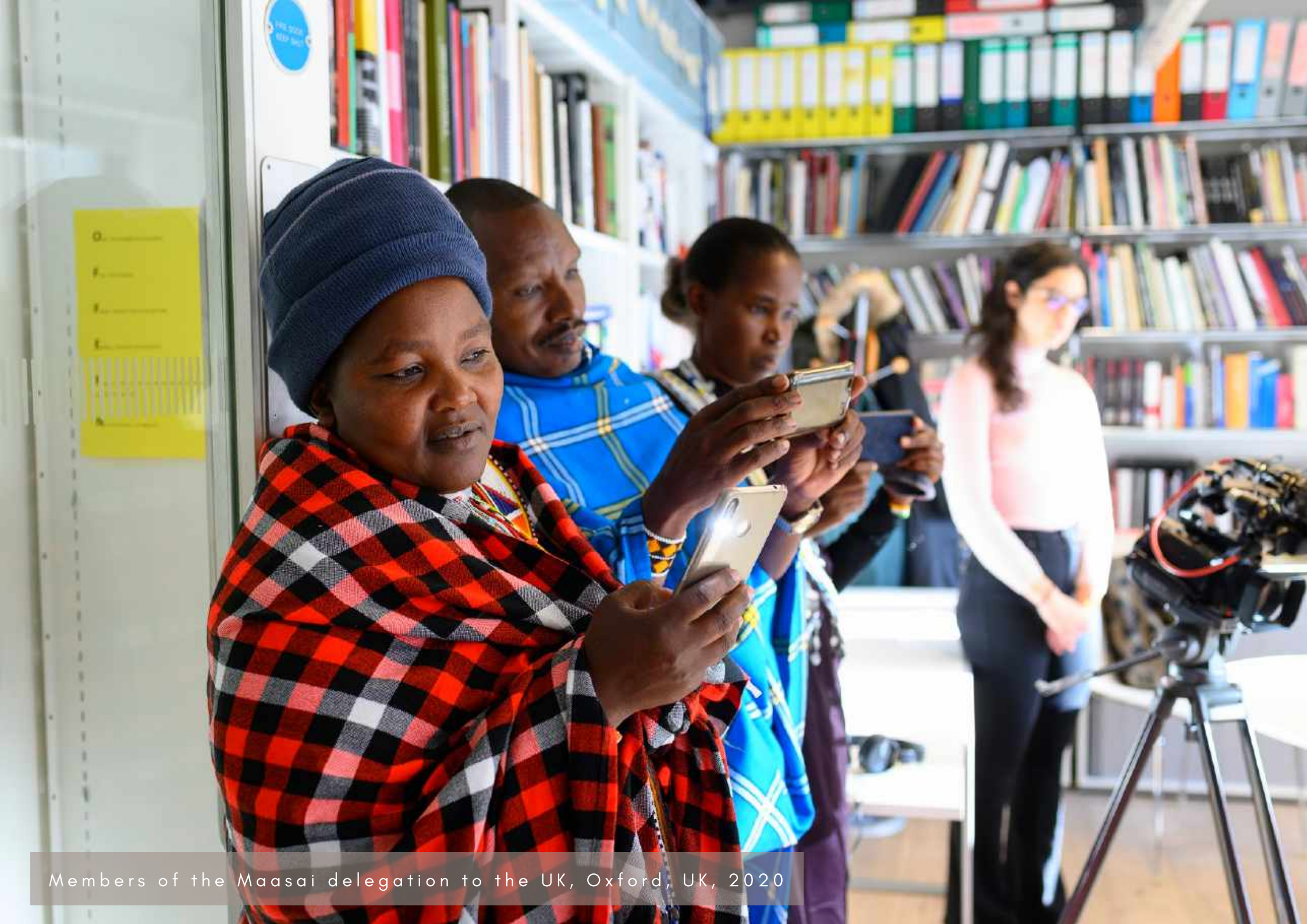


Participatory filming in  
Loliondo, Tanzania, 2014



Participatory filming in  
Loliondo, Tanzania, 2014





Members of the Maasai delegation to the UK, Oxford, UK, 2020



# La Marabunta Filmadora

**What?** Indigenous-Indigenous training by Mexican participatory video hub

## What happened?

La Marabunta Filmadora, based in Sonora, Mexico, undertook two international trainings with Amazonian communities in Brazil and Ecuador.

In addition, the women who lead the La Marabunta Filmadora hub trained Mexican academics in participatory video at some of the country's leading institutions.

**Where?** La Marabunta Filmadora are based in Sonora Mexico

La Marabunta's growing reputation as highly skilled participatory video facilitators contributes to our decolonised approach, which supports the autonomy and success of our Indigenous partners.

These developments have been supported by the Christensen Fund over the course of three years.



Filming in Mexico, 2015



Training led by La Marabunta Filmadora in Ecuador, 2020





Yaqui and Comcaac members of La Marabunta Filmadora, Mexico, 2015





Comcaac women make a film on turtle conservation in their territories, Mexico, 2015



## INSIGHTSHARE NETWORK

### PROJECT IN NUMBERS

#### LA MARABUNTA FILMADORA: FROM THE OCEAN ACROSS THE SIERRA

- 14** Short films produced through training or facilitation by La Marabunta Filmadora
- 1** Feature-length documentary produced by La Marabunta Filmadora
- 7** Participatory video trainings in Mexico
- 8** Ethnic or Indigenous groups reached in Mexico during the project
- 2** Participatory video hubs seeded in Chihuahua
- 1** International film festival attended by La Marabunta Filmadora
- 2** International trainings or exchanges with Indigenous media, film and human rights collectives, in Brazil and Ecuador

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Participatory filming in Mexico, 2015

"IT HAS MADE A LOT OF CHANGE IN OUR  
APPROACH, ESPECIALLY IN TRYING TO BRING  
ABOUT POSITIVE CHANGE IN OUR OWN  
COMMUNITIES."

---

SENO TSUHAH  
CHAKHESANG NAGA  
INDIA

Consulting an elder to plan the next video in Nagaland, India, 2014



## NEN Participatory Video Hub

**Who?** North East Network participatory video hub

**Where?** Nagaland, India

### What happened?

In India, the North East Network participatory video hub was awarded the Technical Excellence Award at the National Community Media Film Festival in February 2019, for their film 'Salt in my Village'.

This success acknowledges their skill in using video to advocate for women, the environment, biodiversity, Indigenous traditional knowledge, livelihood and more. In the coming year, we will deliver a further training, funded by 'Be The Earth', to 12 participants from across Nagaland as well as Indigenous youth from the Lepcha and Idu Mishmi tribes of north-east India.

We hope this workshop will form the basis for a solidarity network across Asia, the like of which has been established in Mexico and across Africa.

"Participatory video has brought in the voices of women, the perspective of rural women, and especially on the important issues on the livelihoods of the people, the culture, social cohesion of the community."

**Seno Tsuhah, Chakhesang Naga, India**



Participatory filming in Nagaland, India, 2014



Landscape in Nagaland, India, 2014





Members of the Maasai delegation to the UK outside the University of Oxford's Pitt Rivers Museum, UK, 2020



# Decolonising Cultural Spaces

**What?** A delegation of Maasai representatives visit some of the UK's most prestigious museums

**Where?** Oxford, Cambridge and London  
**Resources:** View the media library and full project [here](#).

## What happened?

Since 2017, a partnership between InsightShare, Maasai participatory video hubs Oltoilo le Maa, and the University of Oxford's Pitt Rivers Museum has sought to bring voices of Maasai communities from Tanzania and Kenya into discussions about Maasai artefacts in British museums, how they are cared for and how they are represented.

Through the lens of participatory video, this project has revealed how the colonial past, and present, of museums relates to ongoing struggles around culture, economies, environments and gender.

The project is supported with funding from the Staples Trust and Bertha Foundation.



Members of the Maasai delegation to the UK, Oxford, UK, 2020



Lemaron Ole Parit, spiritual leader of the Maasai, Oxford, UK, 2020





Discussing artefacts at the Pitt Rivers Museum, Oxford, UK, 2020





Juliana Naini Mashati, member of the Maasai delegation, Oxford, UK, 2020



"We would like the museum to know that you are not holding the artefacts. You are holding the communities. You are holding a very horrible history that our people have gone through. You are holding a secret of exactly what happened. And you are holding the keys to enable the communities to understand."

- **Samwel Nangiria, Maasai leader and delegate (pictured left)**

This year, a delegation of seven Maasai community representatives and elders returned to Oxford to explore the history of the artefacts under spiritual guidance from traditional leadership. Centralising traditional knowledge systems is core to this project, highlighting the validity of different ways of knowing and the weaknesses in our own historical sources.

Women are also at the heart of the project: Evelyn Payaboy Kanei and Juliana Mashiti Naini, part of the Maasai delegation, were chosen by their respective communities to represent them and the interests of Maasai women.

Now, more museums are joining the conversation. This year, the delegation also visited the Museum of Archaeology and Anthropology, Cambridge, and the Horniman Museum, London. We welcome this growing community of curators, academics and museum workers committed to decolonising their institutions.



Landscape in Nagaland, India, 2014



We are grateful for the support of our funders, clients, and partners.

This work would also not be possible without the commitment and expertise of our associates and facilitators, many of whom contributed pictures to this report. Thank you.



UK Company Number: 03853911

UK Nonprofit Number: 10263988

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