



Seeding, nurturing and growing a global network of community- led video hubs



In our commitment...

To move away from top-down systems in our sector that perpetuate dependency, we support Indigenous communities with training so they gain skills to facilitate participatory video (PV) processes independently. Equipping Indigenous groups who have been historically marginalised with participatory media skills has been InsightShare's relentless focus since our inception in 1999. We support seeding, nurturing and growing a network of community-led video hubs to enable groups to harness the power of participatory video (PV) as a tool for self-expression, advocacy and traditional and ecological knowledge documentation.

Our involvement in the initial stages of establishing locally-led video hubs is mainly focused on skills and knowledge-sharing. Indigenous communities hold power to lead their own movements and advocate for collective action, so once the hub is established, we step aside and support them:

- Advocating for their Indigenous-led projects
- Amplifying their voices and perspectives
- Building recognition of Indigenous Peoples' cosmovisions of the world at regional, national and international levels.

For example, [La Marabunta Filmadora](#) video hub from Mexico was established in 2015 with a firm commitment to sharing the knowledge they gained in participatory video filmmaking and facilitation to create a network of Indigenous communities to defend their territory, culture, rights and nature. During the pandemic, [the Museum of World Culture in Sweden](#) commissioned La Marabunta Filmadora to make some films about sacred objects of the Yaqui people. Through similar commissions and training delivery, they can replace broken equipment or pay themselves a stipend so they can still facilitate their services to their communities [for free](#).



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This project is having important impacts, making young Yoeme and Comcaac people confident in their capacities and interested in elaborating and sending their messages. The idea of having cultural hubs may also have big impacts in the near future, as young people feel the joy of being cultural creators and being part of a community.

- Francisco Chapela Mendoza
(The Christensen Fund).

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Video and storytelling...

Communicate compelling stories and powerful actions of grassroots activists, increasing the agency, capacity, confidence and motivation of Indigenous Peoples to take control of the factors influencing their lives. At InsightShare, we believe digital activism and participatory storytelling now represent the most powerful and cost-effective way of doing so. By strengthening the capacity of our Indigenous partners, they gain confidence and skills to reclaim their collective narratives, often misrepresented by mainstream media.

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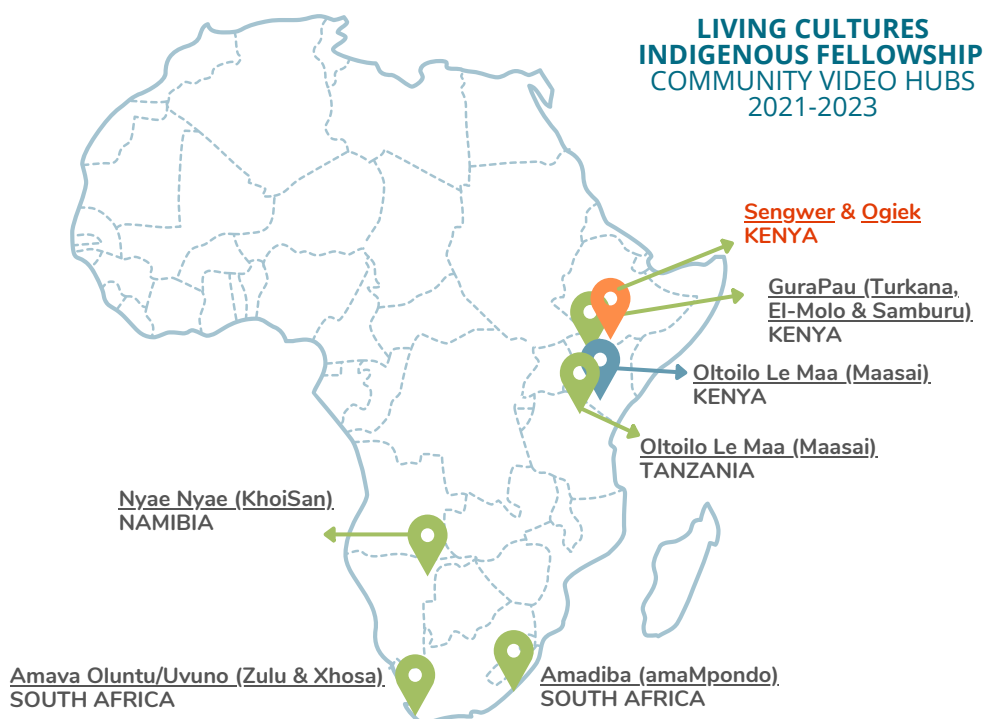
A benefit of using PV compared to traditional media is that we get the actual news and reality from people inside the community. Tangible solutions come from people living in the community. This way, we don't rely on rumours or lies fabricated by outsiders. People from the traditional media are business-oriented, so they are looking for something that benefits them or gets them funded.

- Scola Kukutiya, graduate from the LCIF 2021 and member of the Oltoilo Le Maa PV hub (Kenya).

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With the support of the Bertha Foundation, the Staples Trust, and local partner the Pan African Living Cultures Alliance (PALCA), 38 young Indigenous leaders based in Kenya, Namibia, South Africa and Tanzania were trained in 2021. In 2022-2023, a further 10 from the Ogiek and Sengwer communities in Kenya completed the training.



Feature: Albina's journey



Albina Cheboi is a human and lands rights defender from Kenya.

She's a youth leader promoting the rights of Sengwer women, girls, children and people living with disabilities, using participatory video to promote healthcare in her community. She was one of the most engaged fellows of the 2022-2023 cohort, who embraced the "each one, teach one" collaborative principle throughout her learning journey.

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I'm confident in mobilising the community and creating awareness, especially among women. At first, some women thought PV was only for those who attended school. This tool enables women to gain confidence and speak their minds using their mother tongue.

- Albina Cheboi, graduate from the LCIF 2023 and member of the Sengwer PV hub (Kenya).

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Albina happily accepted every invite we extended to participate in online conferences to represent Sengwer women and talk about how PV has increased women's confidence to speak up in the community, making sure their voices are heard and their perspectives included. She was a panellist at the Digital Storytelling International Conference in Washington DC on June 20th 2023, in the Panel discussion "Owning our Narratives: Indigenous communities using Participatory Video/Digital Storytelling to celebrate, foster and protect their cultures".



[A glimpse into our work with the PALCA](#)



[Playlist with all films made by our fellows](#)

How can you support us?

Our field has grown rapidly in the past 20 years, and [InsightShare](#) is now one of a number of expert and agile organizations with a wealth of insight and experience in how to deliver this powerfully enabling work.

Much more needs to be done if we are to realize the opportunity of genuine Indigenous self-representation and for these groups to play their fullest part in ensuring our planet remains habitable at this perilous moment. By equipping Indigenous communities with digital activism and participatory video tools, they will be able to:

- Address key issues that matter to them: protection of land, rights, climate
- Conserve and maintain their ancestral wisdom and cultural diversity
- Build a network to share knowledge and strengthen Indigenous movements' power to shift public perspectives on Indigenous issues, peoples, traditions and land

Specifically, we are calling on:

- **Governments, trusts and foundations**, especially those that are starting to make climate funding pledges, to make funding digital activism and participatory video within Indigenous communities a priority
- **Media organizations** to give more prominence to Indigenous-authored stories on your platforms; to open up your training courses to Indigenous youth and to broker new mentoring opportunities with your workforce with participatory video delivery partners
- **All groups** to think about how they might use their physical estate/events/media space/editorial to platform Indigenous voices



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It's a sustainable kind of project that needs to be emulated around the world. Because you don't go and fish for someone every time. If you are pro-sustainability, you will teach them how to become skill-sufficient. So that is precisely what InsightShare has done as they taught us the skills, which are sustainable, especially within the community, instead of coming and making one-time films.

- Elias Kimaiyo, mentor of Sengwer PV hub (Kenya).

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Why is it urgent?

Peoples, environments, and ecosystems are hurtling towards collapse as we enter Earth's sixth mass extinction. To stop the harm and repair the damage, we must undergo a transformation process of reconnection with ourselves, our communities, and our lands. Investing in seeding, nurturing, and growing a network of community video hubs creates a positive social impact, contributing to the process of healing from the colonial past. It addresses historical marginalization and builds bridges for trust and reconciliation. Your contribution is vital in challenging dominant narratives, promoting social justice, and fostering a more inclusive society.

If you want to partner with us or support our work, please get in touch at info@insightshare.org.



Why George Monbiot from the Guardian thinks Participatory Video works?



Tangible impacts of our work: The Maasai Living Cultures project



Bertha grantee Insightshare provides tools and training for Indigenous people in Participatory Video (PV). This grassroots storytelling methodology gives communities the resources to make their own films and shape their own narratives. Participants are encouraged to explore issues, identify communal challenges and draw on local wisdom to mobilize the community around problem-solving approaches – ultimately communicating their needs and ideas to decision-makers and other communities.

Feature in the 'Bertha climate book' by the Bertha Foundation.