



## Call for Video Contributions: Showcasing agroecological farmer Innovations for Climate Action

### *Content guidance - Story and script development*

The basis of your video can be about the **adaptations** you have put in place or want to make to mitigate climate change and how it can help other agroecological farmers. In brief, the aim is to share your knowledge, so others can learn from your experience, practices and daily life as an agroecological farmer.

- **Focus on one key topic** or practice per video (e.g. technical knowledge like composting, pest control, irrigation or social innovation like organizing strategies, network building).
- **Your knowledge and experience** counts: what worked, what didn't, lessons learned.
- **Think about people who will watch the video:** Put your own video into perspective by thinking about the kinds of videos you'd like to watch and where. What works to catch your attention?
- **Planning your video:** Try to have a clear idea of what you want to film before you start filming. You may want to do an actual script, or want the person to sound spontaneous, it is up to you !

To guide you, here are some suggested questions, feel free to use them as an inspiration, **you do not need to respond to all of them:**

**(1)** In a **short introduction of the video**, you can present yourself, to give an insight on your situation:

- **Who are you?**
  - Introduce yourself, your name, the organisation you are working with, your type of farm
  - Your geographic location and the climate you are under

**(2)** You can then focus on the **challenges you face with regards** to climate change and on the **innovations, practices and adaptations** you have implemented in your farm.

- What **challenges do you face with** regards to climate change in your area, as agroecological farmer ? Choose one of the challenges you are facing with regards to climate change.

- What climate related **innovations, practices, adaptations** have you made on your farm?
  - Present one example. This can be irrigation, choice of crops, landscape features, financial help, migration, networks, changes in agricultural practice etc.
  - Show not only what, but *how* you do it

**(3) What worked, what did not work, what are the lessons learned?**

- Do you face any challenges to implement these? If yes, which ones?
- For how long have you applied your adaptations?
- Do you see improvements? Which ones?
- Are you involved in a community, and if yes, how does it help you to face those challenges?
- How did you learn about these practices?

**(4) Closing message, recommendation, key take aways to others, anything else you want to share**

***Examples on what and how to film - tips for inspiration***

Below are some tips to help you plan your video and tell your story effectively. You can explore various styles and perspectives. You decide what story to tell and how you want to tell it.

**Different video styles**

- **Inspiration** for sharing stories and ideas via videos as part of the SWIFT project : <https://hub.urgenci.net/swift/amplifying2/>
- **Video diary videos:**

**Purpose:** Sharing impressions, experiences, thoughts about every day occurrences. Idea is to share insights into your world and your perceptions. The videos move experiences from private to public. Share impressions, experiences and thoughts about day-to-day realities.

**What is filmed:** Self-filming, individuals make short videos on their phones. These could be filmed from the point of view of the main character (we see on camera what they see), or by them talking directly to the camera.

Examples (1) <https://youtu.be/SEoVeppbFc8>, (2) <https://hub.urgenci.net/swift/amplifying2/>
- **Farm tours**

**Purpose:** Share insights into your farms and your activities and practices, exchange knowledge on a topic with other people in the same position. Learn from each others practices on and off the farm. For example “How are women farmers in Spain addressing the gender gap”, “Faces on the farms: Stories from migrant agricultural workers

**What is filmed:** Individuals make videos of their own farm either with someone else filming it and themselves in the recording or just walking through the farm holding the camera.

Examples

(1)

<https://www.youtube.com/watch?v=lbGzt1LFrtw&list=PLAsTygct1LUAwmThpsVtWI49zX03sGAD4>

### Technical guidance :

- **Length:** Keep it short and focused (3–7 minutes)
- **Format:** Horizontal
- **Filming:** you can film with a smartphone
  - Check your storage place (on average: applies to High Efficiency 1 minute at 30fps: 1080p Full-HD → approx. 60MB; in 4K → approx. 170MB)
  - Check your battery
  - Switch to airplane mode to avoid incoming calls,
  - Lock the focus and exposure in steady settings
  - Clean your camera lens
  - Use the back camera as much as possible, it offers a better quality
  - A tripod can help with framing and stabilisation
  - No zooming in and out when filming
- **Light**
  - No light from behind. Have rather light shining on the face of participants
  - It should not be too dark while filming
- **Sound:**
  - Try making a short test recording to check the sound quality
  - Avoid too much ambiance noise, wind, etc.
  - You can use an external microphone for a better quality

**Important** If you are filming other people, be sure to have the consent of all participants of your video (oral or written).

**Contacts:** If you have any question, please contact us !

[swiftclimatevideos@upv.es](mailto:swiftclimatevideos@upv.es)



Co-funded by  
the European Union



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement: 101084561 – SWIFT- HORIZON-CL6-2022-COMMUNITIES-01