



Telling Stories to Save the Planet

Audio-visual communications capacity building workshop for Asian organisations

2 – 6 July 2007

Ramada Resort Khao Lak
59 Moo 5, Tumbon Kukkak, Takuapa District, Phang Nga, Thailand 82190

BACKGROUND & AGENDA

Saving the Planet is an Asian multi-media project to identify, highlight and showcase innovative projects and efforts in education for sustainable development (ESD) in developing Asia.

Based on worldwide nominations, TVE Asia Pacific (TVEAP) – a regional leader in communicating sustainable development – has selected six outstanding projects to be featured in a regional TV series called *Saving the Planet* to be produced in 2007-2008. It will be offered to TV channels across Asia, and also distributed to schools, universities, NGOs, training centres and research institutes.

Two representatives from each selected project will be invited and sponsored to a capacity building workshop on communication planning, and communicating through audio-visual and new media.

The workshop will focus on the strategic use of moving images – principally video, but where relevant and feasible, also broadcast television – for awareness raising, advocacy, activist, non-formal education and training purposes by civil society organisations in Asia. It will introduce participants to different media formats, options, choices and alternatives and explore the potential of using digital video production and distribution methods.

This workshop will *not* involve any hands-on camerawork or editing. Its emphasis will instead be on how to get the best out of technology tools and skilled persons by making the optimum decisions and management choices that meet an organisation's communications needs and available resources. It will look at not just content production, but also their effective distribution and outreach. TVEAP will draw on its 11 years of experience in communicating development using a/v and new media.

Workshop Objectives:

- Encourage wide-ranging discussion on what audio-visual communication methods, products and processes work for different audiences, with a view to discerning some generic approaches
- Provide a forum for participants to share their current or recent outreach and public engagement experiences in their communities, using any kind of media tools
- Present the various communications strategies that seem to work for different audiences, some of them effective across cultural, language and educational barriers
- Experience first hand the public outreach and engagement work by the Thai Educational Foundation, one of the participating organisations
- Share TVE Asia Pacific's regional experience in producing audio-visual content by Asians for Asian audiences
- Discuss the practical aspects of TVE Asia Pacific visiting each project for filming the stories for *Saving the Planet* TV series

Workshop participants

The first series of *Saving the Planet* will feature the following ESD related initiatives, nominated through an open process and selected according to published criteria by an international panel of selectors:

Project/Activity	Country	Implementing Organisation
Environmental Education for children and adults in 3 floating villages on Tonle Sap lake	Cambodia	OSMOSE
School & Community Farmland Bio-Diversity Conservation	Thailand	Thai Education Foundation
Biyaheng Ayta - a theater cum workshop educational initiative of indigenous youth	Philippines	Paaralang Bayan ng Ayta sa Zambales (PBAZ)
Young People Transforming Education	Laos	Participatory Development Training Centre - PADETC
"Kude Se Dhan" – Growing food on waste	India	Development Alternatives (CLEAN-India Programme)
Radio Sagarmatha	Nepal	Radio Sagarmatha

The workshop participants will be two (2) representatives of the project implementing organisations, i.e. a total of 12 participants. We expect them to be mid-career professionals or activists with at least five years of field-based development experience. They are a mixed group: journalists, civil society activists, development workers and non-formal educators.

***Saving the Planet* is implemented by TVE Asia Pacific in collaboration with the Asia/Pacific Cultural Centre for UNESCO (ACCU), Tokyo, Japan, within the framework of ACCU-UNESCO Asia-Pacific Programme under the UNESCO/Japan Funds-in-Trust for the Promotion of Education for Sustainable Development.**

Workshop content and structure

The workshop will be conducted in an interactive manner.

Content will be developed and presented by TVE Asia Pacific through a small team of resource persons drawn from South Asia and Southeast Asia, who will bring different perspectives and experiences from broadcasting, media research, advocacy and technology backgrounds.

Participants will be encouraged to share their own impressions and experiences throughout the week in discussion sessions and group work. Their own expertise and experiences will be highly valued.

The week at a glance is as follows:

	Sunday July 1	Monday July 2	Tuesday July 3	Wednesday July 4	Thursday July 5	Friday July 6
09:00 – 13:00	Participants and resource persons arrive	Registration Welcome Introductions Session 1: This is the way we communicate: Participants make short presentations	Session 3: Who is Afraid of Moving Images? Audio-visuals to communicate development	Half-day field visit to Chao Thai Mai School and village Accompanied by Thai Education Foundation colleagues	Session 4 Engaging new media	Session 6 Evaluating communication SWOT Analysis
	Lunch break					
14:00 – 17:15		Participants to share their own experiences in communication and engagement Session 2: Communicating for Social Change	Group work session A Group photo!	Return to the hotel Group work session B Debriefing and discussions session	Session 5: Innovation diffusion Group work session C	Session 7 Saving the Planet: The way forward Closing remarks Certificates
Evening		Welcome dinner reception hosted by TVEAP	Free	Free	Free	Farewell dinner reception hosted by TVEAP

We are planning to make sessions a mix of:

- PowerPoint presentations
- Video screenings where relevant
- Fun and games with some learning embedded in it
- Plenty of discussions and experience sharing
- Group work

Resource team

The resource team combines different cultural, educational and professional backgrounds and bring in a range of experiences and skills. They are all associated with communicating development in various ways.

- **Robert Steele**, Independent associate and senior trainer, Atkisson Group, Thailand
<http://www.atkisson.com/who/index.html>
- **Dr Buddhi Weerasinghe**, Board member of TVE Asia Pacific; UNDP Consultant on Disaster Management; and former Head of Educational Technology, Open University of Sri Lanka
http://www.savingtheplanet.tv/selection_panel.html
- **Manori Wijesekera**, Regional Programme Manager, TVE Asia Pacific
<http://www.childrenoftsunami.info/crews/exec.php#3>
- **Nalaka Gunawardene**, Director/CEO, TVE Asia Pacific
http://www.lightmillennium.org/biographies/nalaka_gunawardene.html

Day 1: Monday, 2 July 2007

08:30 – 09:00	Registration of participants
09:00 – 09:15	Workshop opening by Robert Steele, facilitator Welcome and introductory remarks by: <ul style="list-style-type: none"> • Nalaka Gunawardene, Director and CEO, TVE Asia Pacific • Manori Wijesekera, Regional Programme Manager, TVE Asia Pacific
09:15 – 10:00	Introductions by participants and resource team 'Sustainability River' exercise that will bring out information on: <ul style="list-style-type: none"> • <i>who you are;</i> • <i>your organization/group;</i> • <i>what you do there; and</i> • <i>your first experience with sustainability issues.</i> Then, using flash cards, we ask everyone to summarise and post: <ul style="list-style-type: none"> • Your expectations of this week • What you can contribute to enrich this week
10:00 – 10:30	Introductory presentations: <ul style="list-style-type: none"> • A quick guide to Education for Sustainable Development by Robert Steele • What has media got to do with ESD? by Nalaka Gunawardene
10:30 – 11:00	Tea/coffee break

11:00 – 13:00	<p>Session 1: This is the way we communicate! Facilitated by Robert Steele Participants to share their own experiences in communication and audience engagement in their organisations</p> <ul style="list-style-type: none"> • Main audiences you try to engage • Key communication challenges • Innovative ideas that proved successful • Most effective communication mechanisms and channels <p>Each organisation to make a 10-15 minute presentation which can combine speaking, showing photos, short video playback and PowerPoint slides.</p> <ul style="list-style-type: none"> • Thai Education Foundation • OSMOSE, Cambodia • PADETC, Laos • Paaralang Bayan ng Ayta sa Zambales (PBAZ), Philippines
13:00 – 14:00	Lunch break
14:00 – 15:00	<p>Session 1 - continued., Presentations by:</p> <ul style="list-style-type: none"> • Development Alternatives (CLEAN-India Programme) • Radio Sagarmatha, Nepal
15:00 – 15:30	<p>'The Missing Piece' game Participants break into groups and race against time to assemble a flash light. No single group will have all the components in hand, and will need to negotiate from other groups – without uttering a word!</p>
15:30 – 15:45	Tea/coffee break
15:45 – 17:00	<p>Session 1: Why communicate development? Session led by Buddhi Weerasinghe An overview of communication for social change: this will provide the conceptual framework for the week's work, but in a non-technical manner.</p>
17:00 – 17:15	Taking stock of Day 1 and feedback for the next day
17:15	End of Day 1
18:30	Drinks and welcome dinner hosted by TVE Asia Pacific Venue: Ramada Khao Lak resort

Day 2: Tuesday, 3 July 2007

09:00 – 09:15	Warming up for the day by Robert Steele <ul style="list-style-type: none"> • Warm-up game • Quick introduction to the day's activities
09:15 – 10:30	Session 3: Who is afraid of moving images? Audio-visual communication for ESD Session led by Nalaka Gunawardene <ul style="list-style-type: none"> • Audio-visual media: strengths and weaknesses • Broadcast and narrowcast options and comparisons • Range of available formats, approaches and methods • Technical aspects vs. good story telling • Ethics and norms of producing a/v for public distribution • Different outreach methods using a/v resources • High budget, low budget and no budget a/v productions • Combining a/v with other interventions
10:30 – 11:00	Tea/coffee break
11:00 – 13:00	Session 3 continued. During this segment, participants get to: <ul style="list-style-type: none"> • Critique examples of different a/v products screened • Share their own experiences of producing or using video • Discuss the relevance of a/v media for ESD
13:00 – 14:00	Lunch break
14:00 – 15:30	Group work session A Participants to divide into three groups and begin working on a communication strategy for a real-life case study: Thai Education Foundation's project on farmland biodiversity in the Phang Nga Province: <ul style="list-style-type: none"> • identify and engage priority audience groups • define key messages for each audience group • recommend which communication methods and tools to be used • identify resource needs Resource team will provide guidance.
15:30 – 15:45	Tea/coffee break
15:45 – 16:30	Preparations for the field visit Robert to introduce the idea of " <i>Piece, Patterns and Processes</i> " for the project field trip day investigation. <ul style="list-style-type: none"> • Participants are to find and collect "pieces" (i.e. information and observations) during the field visit • They are to challenge to put the pieces together by looking for "patterns" that seem to develop (both on site and later when we come back to the hotel to analyze their field visit experience) • And to create meaning of the "processes" that have occurred, are occurring and may occur in the future based on what they have observed, heard and interpreted.
16:30 – 17:00	Briefing on the field visit by participants from Thai Education Foundation
17:00 – 17:15	Taking stock of Day 2
17:15	End of day 2 Evening free

Day 3: Wednesday, 4 July 2007

Field visit to a school project by Thai Educational Foundation

08:30	Leave hotel by group transport
Morning	Visit Chao Thai Mai School and village Colleagues from Thai Education Foundation and the Resource Team will guide participants during the field visit.
12:30	Lunch in the village
13:30	Leave village
14:30	Estimated time of return to the hotel Participants have a short break to freshen up
15:00	Tea/coffee served
15:15 – 17:00	Group work session B Participants engage in group work (3 groups) where the specific tasks will be defined by the resource team, drawing on impressions of the field visit.
17:00 – 17:15	Taking stock of Day 3
17:15	End of Day 3 Evening free

Day 4: Thursday, 5 July 2007

09:00 – 09:15	Warming up for the day by Robert Steele <ul style="list-style-type: none"> • Short game • Quick introduction to the day's activities
09:15 – 10:30	Session 4: Engaging new media for ESD Session led by Manori Wijesekera <ul style="list-style-type: none"> • What do we mean by new media? • Assessing merits of different new media platforms and technologies • New media for ESD: engaging the 'digital natives' • Content is king; communication is queen! • Bridging the local and global in the digital media: our challenges
10:30 – 11:00	Tea/coffee break
11:00 – 12:30	Session 4 continued During this segment, participants get to: <ul style="list-style-type: none"> • Share their own experiences of using various new media options • Discuss the relevance of new media for ESD
12:30 – 13:00	Film screening <i>Digits4Change</i> : TVE Asia Pacific's regional series on how some new ICTs are changing lives in Asia
13:00 – 14:00 14:00 – 15:30	Lunch break Session 5: Innovation Diffusion How do we introduce new ideas/concepts to an existing culture? Session led by Robert Steele

	Presentation + role model game
15:30 – 15:45	Tea/coffee break
15:45 – 17:00	Group work session C Three groups present their communication strategies The resource team critiques
17:00	Taking stock of Day 4
17:15	End of Day 4 Evening free

Day 5: Friday, 6 July 2007

09:00 – 09:15	Warming up for the day by Robert Steele <ul style="list-style-type: none"> • Short game • Quick introduction to the day's activities
09:15 – 10:30	Session 6: Are we getting across? Evaluating communication for ESD Session led by Dr Buddhi Weerasinghe
10:30 – 11:00	Tea/coffee break
11:00 – 12:30	SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for communication strategies Group activity led by Buddhi Weerasinghe and Robert Steele
12:30 – 13:00	Film screening <i>Mina's Village says 'yes' to waste management</i> 17 min cartoon animation produced by Japanese and Malaysian animators for ACCU's Package Learning Materials on Environment (PLANET) project
13:00 – 14:00	Lunch break
14:00 – 15:30	Session 7: Saving the Planet project – what happens next? TVE Asia Pacific to present and discuss production plans to cover each participant organisation's story in the coming weeks <ul style="list-style-type: none"> • Content aspects: getting to the core of each winning story • Logistical aspects: accessing locations, schedules, etc. • Potential local and national uses of the resulting regional TV series
15:30 – 15:45	Tea/coffee break
15:45 – 16:30	Concluding the workshop: <ul style="list-style-type: none"> • Closing remarks by resource team • Closing remarks by TVEAP • Presentation of certificates to participants
16:30	Workshop ends
18:30	Depart the hotel for outside restaurant (venue to be announced and transport will be arranged)
19:00 onwards	Farewell dinner hosted by TVE Asia Pacific