



The Sixth African Higher Education Week and RUFORUM Biennial Conference,

Date: 24-25 October 2018

Videos to Communicate Knowledge and Innovation for Rural Transformation

Background

African governments have consistently demonstrated a desire for an agricultural renaissance, and the sector growth statistics are starting to show significant improvements in many countries. African Universities joined this battle by improving significantly the quality of the trainings they offer. But the performance of African Agriculture will better improve if universities update their communication skills with rural communities. The unprecedented development of the ICTs in Africa and the fast penetration of phones in rural Africa offer a unique opportunity to serve farmers in a better way. Technologies and practices developed at the universities and research centres can only lead to development impact if they are communicated to and implemented by farmers and end-users at scale. Recent research (June 2018) shows that 20% of the about 7,500 of people who registered to the video sharing platform of Access Agriculture (www.accessagriculture.org) to receive updates on videos mediated learning in extension, come from African Universities, schools and training centres. Hence the Regional Universities for Capacity Building in Agriculture (RUFORUM) and Access Agriculture (an international NGO sharing quality farmer training videos in support of sustainable agriculture, natural resource management and markets in developing countries) join efforts to further stimulate video use in universities and progressively include video mediated learning into the curricula of universities (extension schools).

Purpose of the Side Event

This workshop is a follow up of the training workshop on video production organized by Access Agriculture in 2016 at the biennial conference of RUFORUM. It is expected that exposing university lecturers to video uses to communicate knowledge will lead to the training of new generation of extensionists who are equipped to match farmers innovations and scientific knowledge for rural development.

This edition of 2018 aims to:

1. Share with a larger audience the experience of the trainees of 2016 in video mediated learning. This will involve teaching a new generation of

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facilitators of change and in communicating knowledge with rural communities.

2. Share the experience of pilot universities in video use in extension and teaching
3. Share research outputs on video mediated learning
4. Introduce a new batch of university lecturers to the basics of farmer to farmer training videos (fact sheet development, script writing and video production)

Meeting Approach

The workshop will be organised in three phases.

Phase1: Prior to the workshop, Access Agriculture will conduct a survey to document the experience of the participants to our 2016 session about video use to disseminate knowledge. This will include video use to train students in agriculture, research on video mediated learning for rural empowerment and video production to disseminate knowledge. The documented experiences will be shared and discussed with the audience as an introduction to the session of 2018.

Phase 2: A hands-on training in video production: a session to discuss fact sheet development, script writing and tips for video production

Phase 3: a brainstorming session on ways and strategies to introduce video mediated learning in the curricula of extension departments for a better communication between 'science' and the farming communities.

Expected Outcomes

At the end of this workshop:

- Participants are aware of the usefulness of videos to strengthen extension and knowledge dissemination between universities and rural communities
- Participants know they can download videos for free from the video sharing portal www.accessagriculture.org to support their training programmes.
- Participants are well aware of basic principles to produce videos using their smart phones
- Participants are ready to introduce their students to the basics of video production and use.

Contacts

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Draft Programme

Day One: Wednesday 24 October 2018

Venue:		
Time	Sub Theme	Responsible
10.00-11.00	Experience sharing: hand off experiment 2016-2018 1- Summary of online survey and lessons 2- Testimony of video use in classes from targeted non- targeted countries	Florent Okry
11.00-12.00	Experience sharing: involvement of students in extension in training video production	Jonas Wanvoeke and Jacqueline Nnam
12.00-13.00	Lunch Break	
13.00-14.30	Tips for video production	Josephine Rodgers and Kevin Mutonga
14.30-15.00	Break	
15.00-17.00	Practical: shooting, interviewing, voice recording, etc.	Josephine Rodgers, Kevin Mutonga and Phil Malone
17.00	End day 1	

Day Two: Thursday 25 October 2018

Venue:		
Time		Responsible
9.00-10.30	Elements in training videos (script/filming/voice/editing)	Josephine Rodgers, Kevin Mutonga and Phil Malone
10.30-10.45	Break	
10.45-11.45	Practical session on videos for Agtube Smart projector and monitoring use	Nafissath Barres and Helene Uzayisenga
11.45-12.30	Brainstorming on curricula development, Action Plan, discussion and closure of side event	Florent Okry and Jacqueline Nnam
12.30	End	

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