



Platform
for Agricultural
Risk Management

In partnership with



WEBINAR

PARM *Stories* CHALLENGE

FARMING CHAMPIONS

RURAL RESILIENCE AND STRENGTHENING AGRICULTURAL SUSTAINABILITY

October 2023

On the occasion of the celebration of #WorldFoodDay and the International #RuralWomenDay, the [Platform for Agricultural Risk Management](#) (PARM), in partnership with [Africa 21](#), has launched the [PARM Stories Challenge](#), inviting journalists and media professionals to create a compelling video that highlights the stories of rural farmers who have developed innovative initiatives to manage agricultural risks and enhance their own resilience, contributing to the sustainability of agri-food systems.

Background

After the success of PARM Art Challenge, PARM has launched the global campaign “PARM Stories Challenge” with media professionals. The challenge consists in producing a high-quality video story that portrays rural farmers self-resilience to agricultural risks and showcases how this could be strengthened in order to increase their productivity and sustainable agri-food systems, contributing to the achievement of sustainable development goals 1,2,5 and 15.

The challenge is organized in partnership with Africa 21, a network bringing together around 700 African journalists from 40 countries with expertise in development topics and a platform for exchange between media practitioners and researchers. Created in 2011, the network works for a better understanding of sustainable development in Africa, in particular from the angle of the implementation of the UN 2030 Agenda for Sustainable Development Goals.

Objectives of the webinar

The webinar focused on the following objectives:

- Officially present the PARM Stories Challenge and the Jury;
- Share information about the registration process and videos guidelines;
- Answer the public questions;
- Stimulate participation in the PARM Stories Challenge.

Speakers and moderator



Dorcas Mayala Ntumba
KM, Communications
& Partnership Specialist,
Founder of PARM Stories Challenge,
IFAD/PARM



Carlos Tomas Lora Acosta
Creative Director
& Communications Expert
with the **United Nations**,
Consultant **PARM Stories Challenge**



Ange Soubirous Tambineza
Communications Officer,
FAO



Tovo Ratsimbazafy
Technical Manager,
FIFATA



Chloé Nabédian
Journalist,
TV5 Monde



Julien Chambolle
Secretary General
& Co-Founder,
Africa 21



Zeynab Wandati
Journalist,
Nation Media Group (NTV)



Anne Delaite
Journalist,
Swiss Radio Television



Anaïs Petitjean
FARM-D Community of Practice
Analyst,
PARM/IFAD

PARM Stories Challenge Webinar Agenda

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Opening remarks

Anaïs Petitjean

FARM-D Community of Practice Analyst,
PARM/IFAD

Anaïs Petitjean opened the session by welcoming all the participants for joining the PARM Stories Challenge webinar to explore and discuss all its aspects. To ensure the accessibility of the meeting, the attendees were encouraged to use the instant translation option from English to French and from French to English which was offered to them.

Presentation of the PARM Stories Challenge

Dorcas Mayala Ntumba

KM, Communications & Partnership Specialist,
Founder of PARM Stories Challenge,
IFAD/PARM

To introduce the PARM Stories Challenge, **Dorcas Mayala Ntumba** projected the video teaser ([English version](#)) created for to promote the challenge. The French version of the video is also available on the challenge [website](#). The video presents all the key information of this unique contest calling for journalists to produce videos portraying rural farmers' initiatives. Dorcas reminded that the PARM Stories Challenge was launched on 26 September, out of the partnership between PARM, which is the global partnership on agricultural risk management hosted by the International Fund for Agricultural Development (IFAD), and Africa 21. The important upcoming dates of the Challenge were also shared with the attendees to ensure that journalists and media professionals participate taking into consideration the key deadlines. Thus, it was recalled that 18 November 2023 is the deadline to submit the videos. The winners will be announced on 11 December. The field visit with the first-place winner will be organised in the 1st quarter of 2024, while the first 3 winning videos will be presented along with the winning journalists at an international conference in early 2nd quarter 2024. In total, 10 best videos will be selected as finalists and then ranked from 1st to 10th place. All finalists will be rewarded as follows:

- The first winning video producer will visit one or more PARM/IFAD operational countries to gain direct experience of the projects and activities of the United Nations in agricultural risk management and will be able to produce an additional video with PARM/IFAD direct beneficiaries.
- The next two winning video producers along with the first-place winner will participate in an international conference to present their videos which will also be promoted across PARM, FARM-D and Africa 21 institutional platforms.
- The last seven finalists will receive certificates of participation which recognize them as finalists of an international challenge and will have their names and profiles featured in the challenge communication materials.

Presentation of application entry criteria

Julien Chambolle

Secretary General & Co-
founder, Africa 21

Julien Chambolle took over to detail the application criteria for those interested and the process to submit their work. To enter the competition, applicant journalists and media professionals (including freelance) must be specialized or generalist, interested in agricultural issues in the African continent, be proficient in English or French and be available to travel in any African country for a field mission or an international event. To apply, the process is really easy: they must first register by filling out the [online form](#) available on PARM Stories Challenge website and submit the link to their HD video (wetransfer/google drive) along with their name, picture, contact information, short bio, video title and a brief description to parm@ifad.org by 18 November 2023.

Presentation of the format required

Carlos Tomas Lora Acosta

Creative Director & Communications Expert with the **United Nations**,
Consultant **PARM Stories Challenge**

As anticipated, the PARM Stories Challenge invite journalists and media professionals to create an informative, engaging and visually appealing video that should be maximum 7 minutes in duration and in full HD (1920x1080). **Carlos Tomas Lora Acosta** stressed the importance of focusing on the personal narratives of individual farmers or farming communities by highlighting their strategies to manage agricultural risks, the solutions and innovations they developed while facing the challenges specific to their local context. As the Challenge aims to promote their commitment, it is crucial to transmit, through the produced video, the positive outcomes of their resilience efforts, demonstrating how these approaches have increased their productivity, improved their livelihoods, enhanced food security, reduced environmental impact, and contributed to sustainable agri-food systems. A special attention should be given to ensure the representation of the diversity of rural farmers, including gender, age, ethnicity, and social backgrounds. To guide journalists and media professionals in the production of their video, the jury identified for them the four following themes: (i) Building Self-Resilience; (ii) Contributing to Food Security; (iii) Environmental Impact Reduction; and (iv) Sustainable Agri-Food Systems. Also, it was specified that the video can be submitted in English or French and that the video must be original copyrighted by the professional, and never been posted or broadcast before on any media outlet or online platform. In addition, Carlos shared some technical advice to future participants by recommending the use of specific camcorders and by providing indications on how to set up the camera while filming.

Meet our Jury members

Ange Soubirous Tambineza

Communications Officer,
FAO

To conclude the presentations, **Ange Soubirous Tambineza** introduced each member of the exceptional jury of the PARM Stories Challenge:

- **Dorcas Mayala Ntumba** is a senior communication expert with 15 years of experience in corporate communications, public information, marketing, public relations and journalism. She worked with international organisations, private sector, media and UN system before joining the Platform for Agricultural Risk Management (PARM) hosted by IFAD, where she is currently coordinating the knowledge management cluster at global, regional & country levels.
- **Carlos Tomas Lora Acosta** is a creative director and communications expert. He works with international public and private organizations within strategic and visual communication. He is a lecturer of visual identity and photography in higher education courses. Currently he works as a consultant for the United Nations and visual design coordinator of the PARM Stories Challenge.
- **Ange Soubirous Tambineza** is a communication professional with 14 years of experience in political advisory, media and communication with governments, private sector and UN system. Since 2018, the award-winning senior journalist works for the UN Food and Agriculture Organization (FAO) – HQ as Communications Officer, where she also serves as the focal point for Africa in outreach and campaigns.
- **Tovo Ratsimbazafy** serves as Technical Manager at FIFATA, a network bringing together over 6000 farmers' organisations and over 300,000-member farming households in Madagascar. With 13 years of experience, Tovo supports farmer organizations in the management and development of their various activities for a growing family, professional and competitive agriculture as well as improving rural farmers' income and livelihoods.
- **Julien Chambolle** is the Secretary General of Africa 21, a network of African journalists specializing in sustainable development and climate change. He has been working on African media and sustainable development for 12 years. In 2011, he co-founded Africa 21 where he is also serving as Editor of the organisation's journal "Sustainable Africa 2030" (Sustainable Africa 2030).
- **Anne Delaite** is an international journalist who spent most of her career within the Swiss Radio Television (RTS) where she served as correspondent in Africa, Eastern Europe and West Asia. With 30 years of experience, she also covers international news in agriculture and sustainable development. Anne has previously worked in the humanitarian sector with the International Committee of the Red Cross and Doctors Without Borders.
- **Chloé Nabédian** is an international journalist with a strong interest in environment and climate change. She worked for France 2 as TV presenter of the weather bulletins. Since 2022, Chloé serves as journalist for TV5 Monde where she launched her show "À la vie, à la terre" (To life, to the earth). She authored 2 books: "Is the weather going crazy? » (2019) and "The Great Mysteries of Nature" (2022).
- **Zeynab Wandati** is a journalist currently working as Sustainability Editor at the Nation Media Group, based in Nairobi, Kenya. An award-winning science journalist and Agri-Food influencer, Zeynab runs an innovative weekly TV feature "Food Friday", which focuses on all aspects of food security from the farm to the plate. She specializes in science reporting with a keen interest on agriculture, environment and climate change.

Questions & Answers

All jury members

One of the main objectives of this webinar was to enable future participants to have a privileged moment of exchange with all the jury members. During this session, more than a dozen questions and doubts were raised by attendees both in English and French. Here are the said questions:

1) In case my video gets selected among the 10 finalists, will I still have the copyrights of my video?

Dorcas Mayala Ntumba confirmed that all the information about the intellectual property of the producer will be indicated in each video and under each publication across all communications. After the jury deliberations, the producers of the winning videos will sign a consent form with PARM to provide them permission to use their videos during the campaign. However, it was reminded to all journalists that they have to make sure to provide a document showing the authorisation and consent to use the images of all the persons in the video. The same applies to the music used in the video, each journalist and video producer must ensure that the music used in the video is free or that they have the right to use it. Moreover, it was highlighted that the 3 first winning videos will be given exclusivity to PARM for dissemination, while the 7 last finalists will have the liberty to re-use their videos for other purposes if they are not willing to sign the consent form.

2) When and how the winner will be notified?

Chloé Nabédian explained that the 3 winners and 7 last finalists will be announced on 11 December 2023 on the PARM Stories Challenge website and PARM's official communication platforms. They will also be notified via the email address they used to register and to submit their videos. She finished by encouraging journalists and media professionals' participation in this unique Challenge.

3) Why should the video focus on small-scale or rural farmers? And how can they benefit from it?

Tovo Ratsimbazafy addressed the question recalling that small-scale farmers play a key role in agricultural development worldwide. They produce a third of the world's food but face multiple risks. So, this campaign is a way of promoting them and showing the world their laudable efforts to produce what they already produce, and at the same time, it's an opportunity to remind multilateral organizations, technical and financial partners and governments of the urgent need to invest in building their resilience and helping them improve their production and livelihoods.

4) Where will be the field mission for the winner?

Dorcas Mayala Ntumba specified that the field mission will take place in one or more countries where PARM operates. Currently, PARM is working in Senegal, Burkina Faso, Madagascar, Niger, Tunisia, Ghana, Ethiopia and Burundi. Based on the context of each country in 2024, PARM will decide which ones will be suitable for the field visit with the winner.

5) Is it possible to do the video on a local language adding subtitles in French or English?

Carlos Tomas Lora Acosta confirmed that video producers could film and collect testimonials in local language making sure to add English or French subtitles.

6) Is the PARM Stories Challenge open to every country or only PARM country members?

Julien Chambolle specified that the contest is opened to all journalists and media professionals working in Africa or interested in agricultural issues in the African continent. It is not only limited to PARM country members.

7) Does the device have to be a camcorder/DSLR, or can the recordings be done using phones as well?

Carlos Tomas Lora Acosta agreed with the use of smartphones to tape the videos, as most of them are now very powerful. Nevertheless, he pointed out the need to pay attention to the proper use of light and to capture the good quality audio while recording. It is important to respect the guidelines of delivering a video on a full HD format.

8) Is it possible to work on the video with another person or as a team?

Dorcas Mayala Ntumba acknowledged that usually when producing a video, journalists and media professionals work with a team, which is acceptable in the context of a participation to the PARM Stories Challenge, but she recalled that the submission must be individual to represent the whole team.

9) I am a former journalist; can I participate being now a farmer and as a former journalist?

Chloé Nabédian positively answered back saying that it is acceptable to apply as a former journalist and in this specific case, it could be an asset as being an actual farmer and a former journalist provide a better view of what to capture when filming.

Questions & Answers

10) Is this webinar recorded?

Anais Petitjean explained that the webinar is recorded and will be accessible on [PARM's YouTube channel](#) and published on [PARM Stories Challenge](#).

11) Can journalists in charge of media outlets participate?

Dorcas Mayala Ntumba pointed out that whatever your title in the media or outside the media is, the Challenge is opened to your participation, but only as an individual.

12) Can we receive the guidelines mentioned during this webinar via email?

Anais Petitjean confirmed that we will send the guidelines via email although all useful information is displayed on [PARM Stories Challenge's website](#).

13) What do you want to achieve through this challenge?

Dorcas Mayala Ntumba emphasized that PARM Stories Challenge aims to promote the efforts of smallholder farmers from all around the world to showcase how they have been developing initiatives to overcome and mitigate agricultural risks. It is also a great opportunity to remind organizations, technical and financial partners, and governments to stress the urgency of investing to strengthen the resilience of farmers and to support them in improving their livelihoods.

To conclude the Questions and Answers session, Julien Chambolle and Anne Delaite exhorted the attendees to participate explaining that PARM Stories Challenge is an amazing opportunity for professionals to become the storyteller who brings to fore the stories of our Farming Champions who produce one-third of the world's food. As a journalist or media producer, their role is crucial in promoting these initiatives which improve resilience to climate, among others.

Besides, Carlos Tomas Lora Acosta recalled the successful PARM Art Challenge which was a contest created in 2021 calling for artists from the African diaspora to transform portraits of rural women and men of Africa into Food Heroes using the pictures captured during PARM missions. This challenge received great success and was displayed from 19 May to 21 June 2022 during the [Dakar Biennale](#). In line with PARM Stories Challenge, the objective of the contest was to spot the light on rural farmers and promote their crucial role in food systems.

Concluding remarks

Anne Delaite thanked everyone for their active participation in this webinar and especially for showing interest to participate in the PARM Stories Challenge, offering journalists and media professionals a way to express their own style of storytelling while promoting rural farmers efforts and initiatives. Before closing the webinar, the attendees were encouraged not to miss this amazing opportunity by registering to the challenge now and start working on their video to be submitted by 18 November 2023.

All the panellists and attendees were warmly thanked for sharing their knowledge and opinion.

Let's continue the talk!



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