

Zooming-in Zooming-out

The Zooming-in Zooming-out (ZIZO) method revolves around five principles to produce farmer-to-farmer training videos that are regionally relevant and locally appropriate.

Identify a topic of broad relevance

Regional projects, multi-stakeholder platforms and qualitative surveys can give a good idea of farmers' needs, as do mobile phone services or plant clinics that record farmer queries in a systematic way. The selected topic should have been tested by farmers or fisher-folk in their own fields and waters, in various places.



Making videos that appeal to many

Learn about adaptations in different contexts

Developing effective farmer-to-farmer training videos requires a certain investment. The more you know about how farmers have applied a technology and what farmers' learning needs are in different contexts, the more likely the videos will build farmers' capacities on a large scale. Farmer field schools (FFS) have a wealth of insights as to how farmers in different places have modified a technology. Deep insights into local knowledge and innovations also exist in networks such as Prolinnova. Consult with your national extension service as they may have been testing the technology, or a related one.

Develop videos within selected farmer field schools

It pays off to invest time in script research and to engage with researchers and field staff who are familiar with both the subject matter and the rural realities. Before taking out your camera, have focus group discussions to better understand the challenges, motivations and innovations. During filming, ask farmers to explain and show how they do certain things, rather than telling them what to do in front of the camera. If you think a particular technique or innovation will be relevant to many other farmers, take note to add it to your script.

Test videos in target audiences and fine tune them

Show the rough edit of the video to the target audience, preferably farmers from a nearby village (not the same place where you filmed the video) or read the script out-loud to a few individual farmers or a group of farmers. Listen to their criticisms and suggestions, and edit the script and draft video to make it clear and acceptable to as wide an audience as possible.

Scaling-up and scaling-out

As the videos are scripted, they can be easily translated into other languages and many organizations will be encouraged to support the translation, dissemination and use of your video.

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