

ຄວາມຍືນຍົງຂອງຂ່າວ ໃນເຂດແມ່ນໍ້າຂອງ

MEKONG SUSTAINABLE NEWS

ເພື່ອການເຕີບໂຕສີຂຽວ

ການເລົ່າເລື່ອງລາວ ກ່ຽວກັບຊັບພະຍາກອນທຳມະຊາດ ແລະ ກະສິກຳ ໃນ ສປປ ລາວ

Featuring Green Growth

Telling stories about natural resources and agriculture in Lao PDR

Orientation

Friday 28 August 2020 @ French Institute, Vientiane Capital, Laos

Agenda for this Orientation

Time	Description	Responsible
13:30	Registration	Organizing Team
13:45	Greeting and Welcome	CFI
13:50	Trainers, Participants Introduction	Trainers and Participants
14:15	Introduction to Project	CFI
14:30	Introduction to GRET & CIRAD	GRET & CIRAD
14:45	Training Plan 2020	CFI
15:15	Q & A session	All
15:55	Group photo session	All
16:00	Closing	CFI

WELCOME and INTRODUCTION

Trainers Introduction



Phonesavanh Sangsomboun is a communicator, experienced media professional and former feature reporter at the Vientiane Times.



Soukthavone Panypaphone is a professional motion graphic designer working at HUMA (humanitarian media agency).

GRET


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Lucie Reynaud is an engineer in agriculture, environment and rural development. She has been working for the past 8 years for GRET International NGO in the field of agricultural development projects including Agroecology promotion.




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Hongnapha Phommabouth is deputy director of Green community development Association and she is a National Facilitator of ALiSEA in Laos.




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Samphanh LATHSAKID is GRET Website Content Manager supporting ALiSEA

MEDIASEEDS



Germain Priour has 14 years experience in filmmaking and photography. He is working on development issues in Asia since 2008. Since long, he has been involved in media production about agricultural issues, especially agroecological practices that he believes are the only credible solutions to change the agriculture paradigm.

CFI TEAM



Clothilde Le Coz

CFI Regional Coordinator
Based in Cambodia
Responsible for Cambodia,
Myanmar, Vietnam and Lao PDR



Baptiste VIOLI

Project Manager for the
Mediterranean
Region and Asia
Based in France



Bounheng Southichack

CFI National Coordinator
for Lao PDR



Maysouly Douangmanith

Assistant to the CFI
National Coordinator, Lao
PDR



PARTICIPANTS



Patithin Phetmeuangphuan



Saychai Phanthavong



Phaivone Nunthavong



Nilunh Thanyavong



Phonpaseuth Setthavong



Sunthana Sisomphone



Liemxayachak
Thongpadith



Viriya Vilavongsa



Alouny Senduangdeth



Sinthavong PHUANGCHAMPA

What is CFI ?

CFI is a French media cooperation agency mainly funded by the French Ministry of Foreign Affairs and International Development, and is responsible for coordinating and implementing public aid policy for promoting and enhancing the media in developing countries. CFI is currently involved in around thirty projects that fall within three major programmes: media and governance, media and enterprise, **media and development**.

CFI is implementing a project called “Mekong Sustainable News” to implemented activities related to media in order to support better understanding and coverage of environment related issues, in the field of SDG’ achievement. The project is helping the coverage of scientific news in the following countries: **Cambodia, Laos, Myanmar and Vietnam**.



What is Mekong News Project?

Mekong News is a Project to support innovative digital journalism forms that will contribute to sustainable development in the Mekong region by focusing on:

- Training courses on the basics of online journalism, paving the way for impactful online journalism writing skills, especially news related to sustainable development
- Tips and techniques to better engage audience through online story writing

What has been done in Laos in 2019?

- Conducting 2 trainings for Working Journalist on Sustainable Development and Data Journalism
- 16 trainees attended the training

Green Growth Story Telling Training

Date	Content	Remark
28/08/2020	Orientation Day	All participants
03-04/09/2020	Digital Media Training on Green Growth	
27 - 29/09/2020	Field Trip 1: Xiengkhoung province <ul style="list-style-type: none"> • Introduction to AE (Agroecology) • Government perspective in AE and green extension framework • AE and sustainable development 	
26-27/10/2020	Field Trip 2: Vientiane Capital <ul style="list-style-type: none"> • Sustainable Organic agriculture/organic agriculture group • Youth with organic agriculture • Government perspective in organic agriculture 	(to be confirmed)
26/10/2020	Publish 1 st Story	
10-11/11/2020	Storytelling bootcamp: using data to illustrate a story	
3-4/12/2020	Field Trip 3	(to be determined)
21/12/2020	Publish 2 nd Story	Participants

Expected outcomes

- Better capacity for journalists and media creators to produce digital content
- Increased journalistic production valued by digital media on matters related to protecting the environment and climate change analysis
- Pool of specialized journalism trainers at the regional level on issues related to sustainable development
- Develop the network among scientists, journalists and media content developers to create educational and/or accessible content to the public
- 20 Publication of stories by trainees
 - 10 stories to be published in **October 2020**
 - 10 stories to be published in **December 2020**

Some expectation from the participants

Skills

- Audience attraction: I want to be able to write and produce media that can attract audiences attention effectively but not in marketing means.
- Story telling: creating a more attractive story with information that I have in hands.
- Photo and Video: improve my skills on storyboarding and media shooting and editing.
- coaching sessions in term of idea storming, team working and study tour in field. The writing story news, ideas stories news and analyses news are the New Media that I would like learning in this training secession.
- Method to produce media in smart way
- importance of nature and environment
- how we could help in making a positive impact to reduce global warming and how can lao people engage in doing so.
- Be safe and responsible online
- Key Data Analysis in Content
- Visualisation
- Method to present content in creative way and how to make a good impact

Some expectation from the participants

Stories and Topics

- Creative writing: apart from photos, videos and other kinds of media, messages, text and heading are also what I believe draws attention of audiences.
- Creativity in content: presenting stories in various approaches, especially connecting plots of the story to audiences to make them feel like what we are presenting is not far from their daily lives.
- Organic farming and market access and the impact of pesticides use on agriculture and environment the publish to newspapers, magazine and social media.
- The Importance of Non-Timber Forest Products to the rural people.
- how is the current ecosystem in the world, especially global warming which I want lao citizen to think about and use the natural resources in the right way and also help one another to reduce global warming.
- To disseminate and educate people who interest to have their own small farming/business regarding agriculture.
- Finding causes of the problems and solutions, and i will combine those two together
- How to change people's behavior in the society
 - ✓ Organic farming and market access
 - ✓ Government strategy towards Agroecology and Youth issues
 - ✓ Upland agriculture farming
 - ✓ Introduction to Agroecology and diversity of practices
 - ✓ Impact of pesticides use on agriculture and environment

Q & A

THANK YOU