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June 21st 2019

VIDEO PRODUCTION PROPOSAL/Climate Smart Agriculture Montpellier Conference 2015

OBJECTIVE:

Video is a very powerful and popular story telling tool. It has the power to engage the audience, showcase compelling images and sounds, describe concepts, visualize challenges, and, in some cases, generate a call for action. My objective is to create a compelling video story about the pivotal role of the 3rd world conference on climate smart agriculture held recently in Montpellier. It will highlight recent scientific progress, particularly some of the solutions being developed by scientists and farmers around the world at this critical time, when decision makers and stakeholders are beginning to understand that agriculture is both a major contributor to global climate change and at risk itself from the effects of extreme climate events, and from the reality of a world-wide population explosion. I envision an overall treatment in the form of a mini-documentary production similar in look-and-feel, and length, to the video currently on the World Food Center website (World Food Center Takes a Big Picture Approach.) I also envision the narrative to evolve to the larger context of the role being played by the WFC in bringing to the world their scientific expertise and practical implementations.

PHASE ONE: Planning

Format: It should be simple and consistent once an overall look-and-feel is established. The narrative should be punctuated or validated by the interview clips, and the images should add a complementary visual expression to the concepts and/or the factual information being presented. However, other formats are possible, and should be considered during the planning production phase.

Treatment: Clearly communicate to the viewer how the video will unfold from beginning to end. Include details on story structure, theme, style, format, voice, and key points of view.

Length: 5 to 6 minutes, or to be discussed.

Possible Themes:

- By 2050 the world will need 70% more food, but land degradation and climate change threaten food production around the world. A daunting challenge; CSA solutions.
- How to achieve the “triple win” (higher yield production, climate resilient crops, increased carbon capture.)
- From Waneningen to UC Davis, to Montpellier: from science to impact.
- Agriculture is on the agenda of the UN meeting on climate change for the first time: what are the compelling arguments.
- Gender inequality revisited and how it affects agriculture production and people’s livelihood.

Required Content:

- Select a voice for the voiceover.
- Select background music.
- Write the script.
- Select images and video clips.

- Edit interviews down to appropriate length clips.
- Beautifully compelling images that could complement the narrative can be found at <http://www.agriculturephotographs.com/stock/stock.htm> , and at <http://www.grandmaison.mb.ca>

Sources: Video Interviews. WFC expertise. Stock images

Available Footage:

- Prof. M.J. (Martin) Kropff, Vice President, Rector Magnificus Wageningen University ~ 4.10 min.
- Professor Sir Gordon Conway, Agriculture for Impact, Centre for Environmental Policy, Imperial College, London, UK ~ 7.45 min.
- Dr. K. Tesfaye Fantaye, CIMMYT, Ethiopia ~ 15 min.
- Dr. Maggie Opondo is a Senior Lecturer and Researcher in the Department of Geography and Environmental Studies, University of Nairobi ~ 5 min.
- Dr. Martial Bernoux, IRD Soil Scientist and FAO Consultant ~ 8.46 min.
- Uwe Grewer, Consultant, EX-ACT Team Member, FAO, ESA Division ~ 7 min.
- Anne Collin, IRD, Livestock Epigenetics, Nouzilly, France ~ 3.38 min.

Very nice to have interviews:

- Chancellor Katehi (Conference Keynote Speaker.)
- Dr. Josette Lewis (Attended the Conference.)
- Samuel Sandoval UC Davis (Attended the Conference.)

PHASE TWO: Production

Once the edit points have been agreed upon, and all other elements described at the planning phase are in place, edits will be done, script will be written, and assemble/insert editing (including voice and music,) will be completed and prototyped.

PHASE THREE: Post Production

- Create a prototype.
- Send out for review, critique and permissions when applicable.
- Make requested edits to the clips, script, music and voice.
- Distribute for final approval.
- Master the final product.
- Upload to website.

Timetable: Will depend on resources allocated and the scope of the project. Since the project is time-sensitive, the goal would be to complete it as soon as possible.