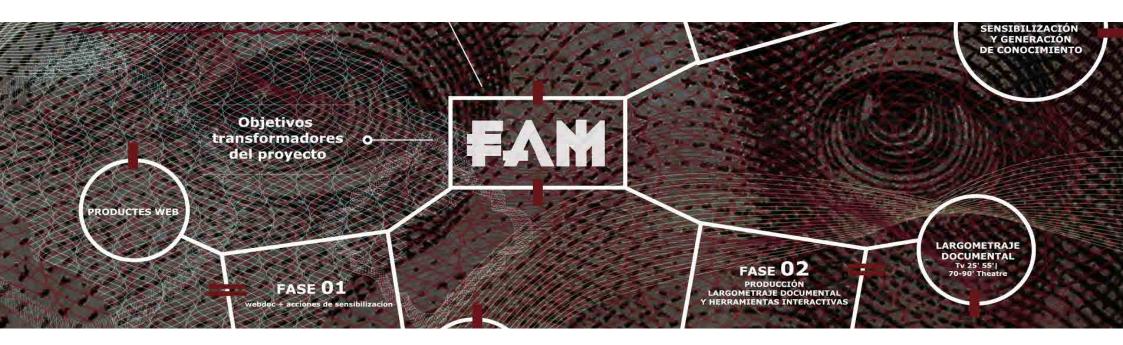




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>> If you want to make a change, change the way you do things <<





Concept note

A Transmedia communication project seeking to eradicate hunger

Our hands shake when writing about how 25,000 people die daily from hunger. 25,000 people, 25,000 people ... it is not an acceptable figure, since no figure makes sense in a world with such high food surplus. They are 25,000 people, whose lives were cut short, leaving behind their dreams, their plans, their families. It has been said that to lose 25,000 from this hyper-populated world is not as bad as it seems. But it is clearly disgraceful that the social systems in which we live do not guarantee everyone the right to access food and water to help their bodies cope with the sudden changes that may beset their lives. Each of those 25,000 people had someone who loves them, someone who will miss them. Some 25,000 people, mothers and fathers that leave behind orphaned boys and girls. sons and daughters who must learn to deal with the emptiness left by their parents. At Quepo, we work with many organizations – from those that strive for social justice to those that call for human rights - and over the years, we've been forced to ask ourselves the following questions: How is it possible that this issue is not on these groups' agendas? And how is it that most people shy away from hunger, seeing it as too uncomfortable or upsetting? It is something contemplated by those who support charity, send aid, collect food and so on. They say: "Ah, yes, hunger – it's really very difficult."

FAM started as an act of rebellion against this attitude. It is our way not to accept the unacceptable. Therefore, we proposed to set up a project tailored to each of the groups with which we thought it was necessary to work with to bring about change. Considering all the different audiences to which we wanted to convey the complexity of hunger, the amount of subjects and the vast number of reports we would need to put together, we decided to run our campaign across different media. It would not be possible to tell so many stories from so many different points of view, and at the same time, bearing in mind all the different levels of public consciousness and narratives this project entails.

We need to spread the word about hunger as being politics. It is not only a question concerning the country where you were born (the most starved country in the world isn't Africa) or something that happens in times of war or drought. The 25,000 people, dying each day, do so because they live in a political system and global economy that does not allow them to change their circumstances. How? That is what FAM will try to communicate.

Concept note





Introduction to the FAM Universe

Address hunger as the greatest tragedy of our time. Look at hunger without fear and from its structural causes; by pointing out those who are responsible and by searching for shared collective responsibilities.
Report on hunger using multiple narratives of the Transmedia universe: a tool for each story, a story for each audience. Transform to eradicate <</p>

FAM is a Transmedia communication project seeking to eradicate hunger. A narrative ecosystem that allows for different communication actions and web tools such as audio-visual and journalistic, geared towards specific audiences, and able to have an impact in the fight to access the right to food. It is a story expanding toward the world to create learning spaces and transformative contemplation. A project that sets out to understand the acceptance of thousands of deaths every day from hunger from a double perspective: To open a debate on the existing imaginary collective about the problem and to weight up the invisible causes of hunger.

Concept (or motivation): To accept the fact that 25,000 people die every day because of causes related to hunger is unacceptable.

FAM wants to have an impact, raise awareness and create a transformative culture that will change personal attitudes, corporate actions and the social structures that today many people go hungry in a world that has the potential - and the responsibility - to eradicate hunger. The thinking behind FAM focuses on creating a Transmedia space that, combined with research and audio-visual communication, brings a vision of the social and cultural construction of a world living with the unacceptable hunger tragedy. At the same time envision alternatives and changes that contribute to its eradication. As a Transmedia project, FAM works with several languages and formats for engaging different audiences (whether they are more specialized, such as institutions and researchers, or the general population). FAM uses a feature film documentary, a web-doc about the audiovisual source code of hunger, documentary capsules and news articles about the causes of hunger and the social instruments

FAM project



guaranteeing the right to access food. From this reference, we create meeting spaces and processes for the different project audiences: media alliances, work sessions with institutions and NGOs, roundtables with the citizens and cultural events to raise awareness and create a connection with different social actors.

Social impact objectives and its context

What objective could a communication project have to make an impact on the fight against hunger but to avoid having more people dying from hunger? But it is unnerving to write that. You, me, all of us... however much effort we pour into this campaign, do we stop people dying from hunger? Well, we must start somewhere and we think that is a common place for all. The shared acceptance is a starting point: Why are we all so indifferent when faced with this tragedy? How, in a hyper-connected world, are we hardly ever conscious of its magnitude? By responding to this question as a whole, we will be able to move up to the next stage – understanding. It is to create an understanding to boost those that struggle against hunger, policy changes and so on because what is important is to change the world.

Project global objectives:

- ➤ Question the hunger cultural stereotypes.
- **)** Uncover the systemic causes that perpetuate hunger.
- ▶ Raise awareness of the affected communities' view on the northern countries interventions relating with this problem.
- Add hunger as another item on the agenda of those groups with the power to make a differencee.
- Reduce citizens' actions incidence which make hunger indefinitely.
- Impact on public policies from cooperation to development.

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Current situation and the cause of the project's motivation

For decades, the international cooperation has, among its priorities, the so called food security, while others call it food sovereignty and still others call it the eradication of hunger. These differences are evidenced in its communication, which at times is coherently and at other times is not. Evidently, these distinctions are crucial when it comes to the universal right to access to food and life. This is a human right that could be considered, without the slightest exaggeration, the most fundamental and inalienable of all. Yet, it is one that even today continues to be tragically violated. Why then, if, all the world governments are committed to this cause, why they cannot find a solution; even when many international cooperation agencies set aside millions of euros every year? Is there a reason why our efforts to secure this universal and inalienable right, has ended in failure? What responsibility do we have as a society? Indeed, this is what we are seeking to question through our field of activity: social communication.

We think it is absolutely essential to raise awareness about knowledge and culture surrounding this situation (because it should be reverted); a shared awareness spread by NGOs, institutions and the citizens generating debates while changing perspectives, attitudes and trends, especially related to the way information is structured; and allows us, in the short and long term, to come up with new solutions or even strengthen existing ones so they guarantee this inalienable right broken all over the world. (When the action is global, the vulnerability implies global actors).

Within the education and communication fields, authors such as Manuela Mesa or Montse Santolino explain how the communication strategies NGOs have been immersed into, have reinforced cultural paradigms of post-colonial domination relations between the North and South. These discourses represent the countries of the South as defenseless, with nothing to admire about their society or culture. It is a region characterized by scarcity and not for its ideas or abilities, inspiring feelings of charity rather than a shared responsibility or critical judgment. This is particularly the case with big campaigns run by NGOs linked to the food crisis -- which are highly important to this project theme. In this regard, it is important to consider the role of communication methods - how they reproduce the same communicative practices, ending in the same errors, feelings, opinions and stereotypes. But we must also consider the lack of coverage the media gives to the hunger issue when compared to other issues with the same social and human importance; and even a similar level of fatalities.

To understand the current level of information malpractice about hunger, it is important to bear in mind the socio-economic situation in which Europe is submerged. These times of crisis have brought about important re-evaluations, different strategies and focuses in the realm of social cooperation, as well as in the media. In recent years, the media has seen its staff levels vastly reduced, a great portion of its correspondents eliminated and the resources to carry out investigations cut in half. In terms of the strategic content focus, limited financial resources and support institutions, as well as the nature of new ways of doing things, there is no way of implementing policies for the long term; but instead actions with rapid and visible results. This bleak outlook has been replicated in the media's strategies, bringing it closer to the marketing department and further away from goals of educating and boosting understanding.

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At Quepo, we believe we have a part to play in creating the tools to allow not only the population; but also public entities and institutions, and to reflect and learn together to come up with new, more sustainable strategies closely aligned for achieving the rights and social justice we expect right around the world.

Targeted audiences and their role in the project

FAM's target audience has an **international** character that can be broken down into three large groups: **committed, interested and uninterested.** The project aims to reach out to these three groups in ways that are specific for each one, with the goal of having the biggest impact possible.

- ➤ The committed audience: This is the audience mostly engaged with the issue. People working in the area of food rights or interested in it. This audience can mainly be reached via the social organizations work tables or through blogs and social networks specific to the project. Specific tools will be put together for this group, allowing them to become activists to champion this cause by using the materials provided. Because of their high interest in the subject, they will most likely be consumers of all formats and products.
- ➤ The interested audience: This is the audience predisposed to receive content about the subject as they are already somewhat engaged with social themes in general. They may be activists and professionals in the social sector. They can be reached through the most attractive tools such as the source code webdoc, roundtables and the media. They will also be able to make use of specific materials for sensitization actions.
- ➤ The uninterested audience: This is the biggest audience - the general public. It is the most difficult group to target but it could be reached through the feature film documentaries, photography exhibitions and different journalistic formats in the channels that, if strategically placed, could appeal to them.

FAM project



The project's innovative nature

Quepo's lines of innovation follows stem from a combination of the social, cultural and technological work of the organization. It is precisely, in these fields that Quepo feels unique and ground-breaking.

It is important to take a closer look to the development methods Quepo uses due to the nature of its communication work, and how Quepo approaches its network of projects. For this reason, the talent at Quepo has been characterized for their collaborations with NGOs and audio-visual partners. For example, the developing communication projects include various important reasons such as engaging professors and businesses with a high-level audio-visual approach; collaborating to achieve the social objectives of the project; working on the educational side of public communication with a commercial vision; prioritizing the development of communicative and inclusive networks when broadcasting messages and slogans. Indeed, it is a form of communication which promotes the participation which contributes to the transformation of conceptual reference points and social structures leading to inequality and injustice.

As for this project, a transmedia space that communicates social themes or explores the North/ South division has never been produced with the ambition and visibility we hope FAM will have. Transmedia and webdocs are still formats in evolution and have an enormous potential. That is why applying it to the issue at hand can bring about innovation, both in the socio-cultural field as well as in the technological one. It is still an emerging area for **linking the audio-visual to social participation.** Therefore; the project hopes to keep exploring this pairing, whether it is at

the roundtables at universities and public libraries or through work sessions with institutions and NGOs. We seek to use the audio-visual tool to stimulate public debate and the idea of citizenry.

Probably, Quepo's most innovative proposal is the methodological platform and the focus on communication. The project seeks recognition from the public at large, not only from the organizations operating on the ground; but also in a social context with local actors. These are the forces involved in the cooperative projects working together to achieve the right access to food, especially in the Sahel area. It is a vision focusing not only on the communicative needs of one entity or one sector; but on the bigger picture seeking to formulate the same questions those entities and/ or institutions are trying to answer.

Overall, the communication focus would be the implementation of a methodological principle for working with the South to increase the visibility of its strengths, social agents and needs as the central instruments of development and local transformation. Evidently, this focus is not unique or innovative; but seeks to bring to practice a communication principle that is not confined to our field trying to deconstruct the South social archetypes and **stereotypes** with the only purpose of prolonging the post-colonial vision of cultural domination. Moreover, the involvement of the citizenry at the round tables, who are delving for new approaches to the problem, generates a more multilateral kind of communication. Another innovative feature of this project is to consider NGOs and public institutions (experts) as targets for the sensitization activities - and learning. We believe they will promote the knowledgebuilding work from their own perspectives as a big part of their methodology, with great transformative potential. The contribution of the audio-visual tools of investigation and communication will

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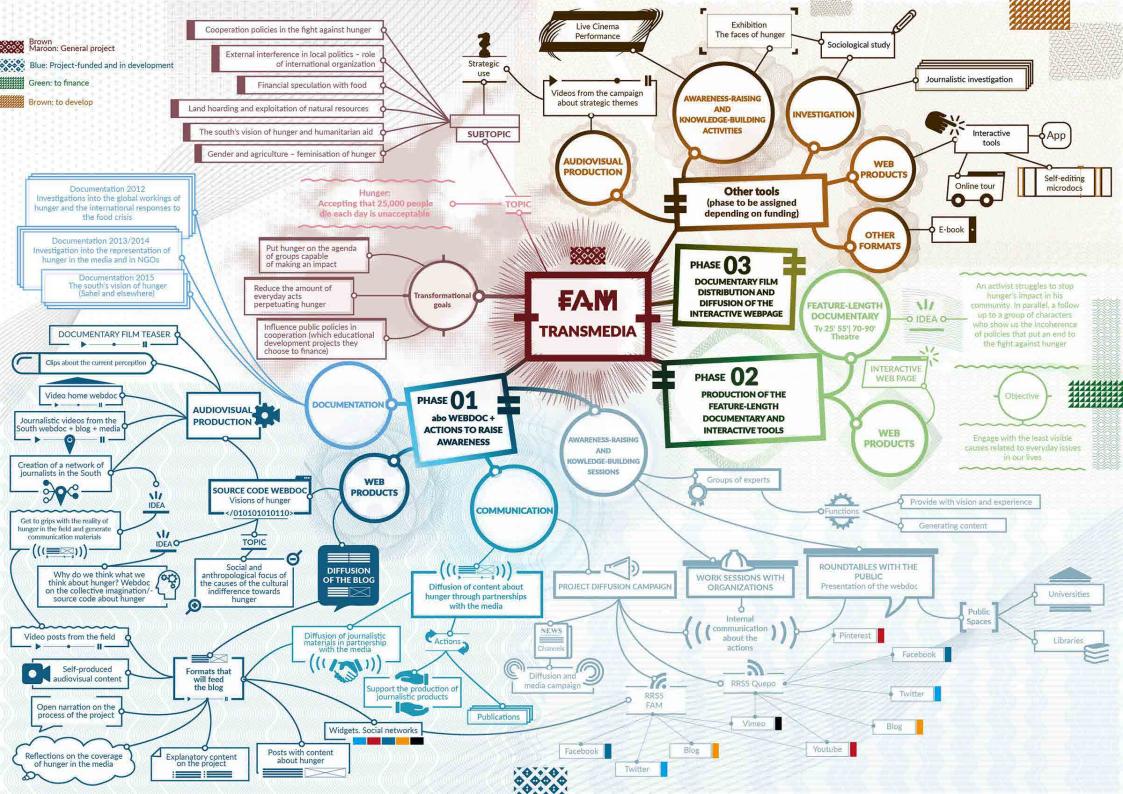
also have interesting implications for the objective of increasing a better understanding among the "experts".

Finally, maintaining a presence in various channels of communication as an innovative factor is a transcendental strategy we must consider. These channels include an audio-visual blog, investigative articles and partnerships with the media; and all these tools are making the project's sensitization and communicative actions extremely important.

The innovative focus, as we have established it, doesn't mean that we have never done this before; but it resides in the elements from different areas (whether geographical and/or sector, etc.). Indeed, they are not being applied in-depth or appealing to the masses as they would have a lot of potential.

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>> We like the word "ecosystem". We use it, write it, say it, and share it. For us, it means plurality, diversity, togetherness, community spirit, everything that's part of our common space. In this project, there are many sub-levels of questions, themes, audiences, objectives; and finally, end products, as well as tools, actions and plans. It will be difficult to tackle an issue of this complexity unless it is from the perspective of an ecosystem that brings together the global project. Each of the various parts must be treated as the most important piece. It is important to point out the nine million lives lost each year. It is important because we feel that

Actions and tools breakdown

FAM is made up of a series of communicative tools in distinct formats designed to transmit its message through the different channels. The grouping of actions and narratives these formats provide, bring together the FAM transmedia universe in an effort to reach the project general objectives. The production of these tools is structured in different phases, determined by research needs, documentation and funding. Each of these tools has been tailor-made, as to its content, for each of the corresponding target audiences, seeking to bring a real impact and social transformation. The products are grouped together as follows:

Phase 1: This is the start-up and most complex phase due to the three-fold role of the products: make connections with the South, be rigorous and increase participation. On the one hand, contact is established with the South (organizations, creators, journalists, activists, etc.) so that they can include their vision on the materials. On the other hand, this phase involves an extensive paperwork stage to consolidate the project arguments. To reach the biggest impact possible, the project fosters participation of specializing organizations representatives of the South and to the citizens.

- ▶ Blog and social networks
- > Webdoc source code
- ➤ Work tables with organizations
- > Roundtables with citizens



Phase 2: This is the main phase of audio-visual production. It consists of the creation of the feature film documentary about the fight against hunger and an interactive website for users to delve into the issues at hand, hold discussions with other users and interact with them.

- > Feature film.
- Interactive website.

Fase 3: The most open phase including products to be developed in any of the previous two stages, or in the third, as funding allows.

- ▶ Other development formats
 - Live audiovisual presentation "Live-cinema Performance".
 - > Photographic Exhibition on "the faces of Hunger".





>> Hunger is politics <<

The blog is the heart of the project's communication efforts, through which the diffusion of the different tools, channels and actions are controlled. It allows us to **promote the project and explain its philosophy, its focus.** The role of the blog is to carry out a critical analysis of the information that we receive through the media and non-governmental organizations. With it, we will provide news, campaigns and much more by adapting the contents to the different project phases. Through the blog, we also hope to open discussions about the project design process and production.

Blog objectives

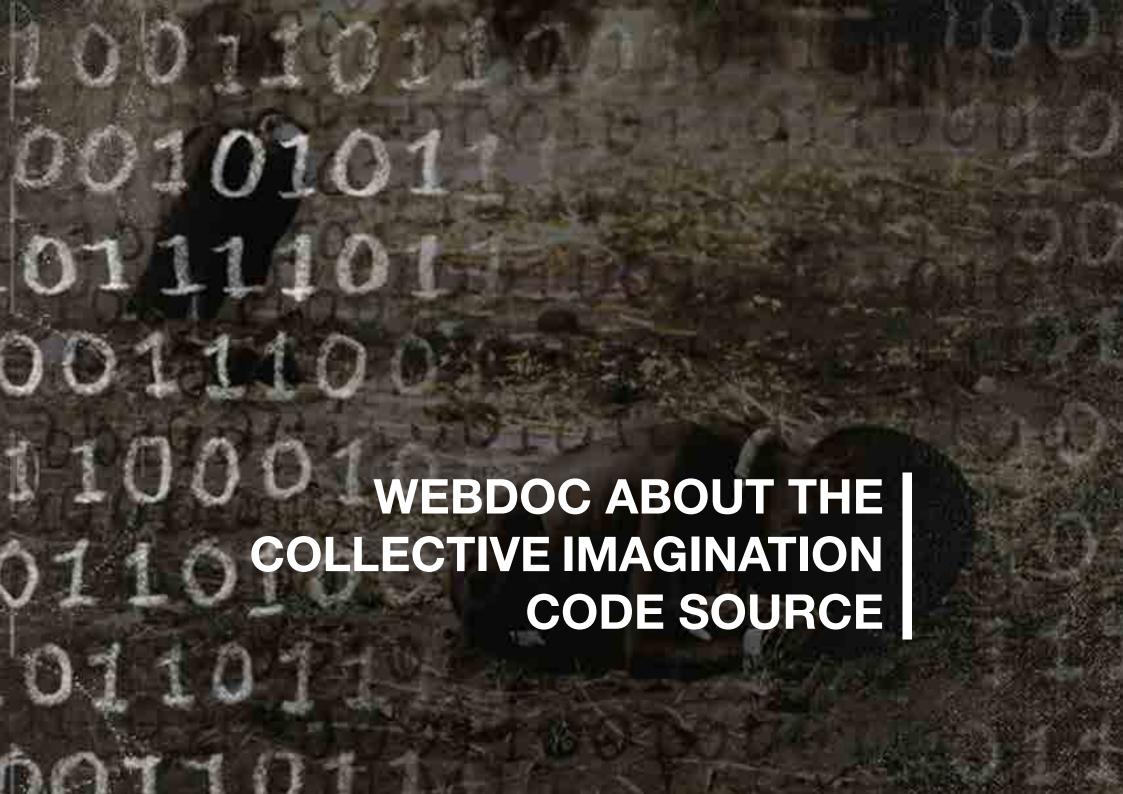
- Analyze the information about hunger from a critical viewpoint.
- **>** Build the first audience into a community.
- ➤ Create a platform to link all the different channels and formats for the audience to access the contents they are interested in.
- ➤ Contribute to the project dissemination commenting on current affairs from FAM's perspective.

Contents from which the blog is being fed

- ▶ Day-to-day posts: The team will share information about the work in progress, research and the creation of the different project fields. We will post on the progress of the script and the designs of the webdoc's wireframe, as well as sharing information about things we read or find out about, opinion pieces to provide analysis and stimulate debate. Periodically, the project's team will put together posts about current affairs, to generate analysis and debate about the issues at hand.
- ➤ Video posts **from the field:** In the Sahel countries, the journalists' network and producers will generate field videos to contextualize the information from the collective conscience about hunger at the local level. We will also look for opinions about what is the perception on the organizations work fighting against hunger. The main idea is to give voice to the South.
- ➤ Promote the news publications in alliance with the media: The growing interest in the subject and the Sahel's journalists' and producers' network is giving us a chance to expect the publication of articles and videos about the issues faced by the different media voices with which we will form alliances. The blog will be a space to broadcast information about this content.
- Posts sensitizing projects and **third-party content about hunger:** Special focus will be made through opinion pieces on different projects or communication campaigns about hunger, especially, those running parallel with FAM.

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- ➤ Social network widgets: Since the social networks, dissemination and the **creation of a community** are very important, they play a significant role as well as Facebook and Twitter content.
- ➤ Explanatory static contents: A series of pages focusing on information about the project's feeling and content which include contact information, supporting entities and organizations participating as well as funding.



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>> There is no denying the indignation it causes to learn the stories of those that suffer hunger. It is enraging. It changes you. And yet it is just outrageous to observe how the North treat and ignore this issue; homogenize it as a whole, a person who dies many times over. A starving African woman with many children; she does not go to school and have not job; she was born in an arid, corrupt, sterile country. What else could it happen to her but her own fate: scarcity, lack, hunger, death? It is extremely difficult -to read something that is as close to the truth, to the reality of hunger, to the people who suffer from it, without blaming them, without falling back into stereotypes, without using absurd generalizations that tell us nothing and that help no one. Instead it is accurate to say that such things help us distance ourselves, to misunderstand and believe what is not real. It allows us to forget and close our eyes **

Idea

Why do we think about our thoughts on hunger? A documentary that explores the typical image or source code of hunger through its representation in the media and through what we are told by NGOs and public organizations; and how it contrasts with the voice of the South and its unseen code. This documentary is a webdoc, a documentary whose narrative develops on a webpage instead of a film. Thus, **the viewer moves through the imaginary throughout the web** created with all the possible narratives of html5 language.

Webdoc concept (our thesis): The collective imagination that we share about hunger, learned through cultural creations, the media and NGOs, is erroneous and encourages our cultural indifference towards hunger.

The Source Code

The webdoc is based on the concept of the audio-visual source code. The source code is a collection of text lines that a computer follows to run a programme. Sharing a source code is the foundation of free software. We, the people, have an **image of the world formed from everything we learn, hear, read and seen throughout our lives,** forming our own source code of beliefs and knowledge. The image is put together from the communication that we produce and receive. In this respect, many of the source code lines in terms of stereotype – **those lines that tell us how to think and interpret our reality** – have an audio-visual component. In the case of hunger, most Europeans have no experience of the undernourishment that causes the deaths of so many people in



the world. This means that the source code of hunger is for the most part audio-visual and comes from the media; and more recently, the communications of NGOs. It is proposed that this webdoc will analyze and share the source code of hunger to unravel how it has built an erroneous image that perpetuates the causes of hunger or impedes its eradication. In the same way as free software, opening up the audio-visual source code gives us the possibility, as a society, to understand it, purify it, correct it and continue towards the changes that increase the possibility that our society will break the cycle that stops us from eradicating hunger. We walk towards new paths that allow for a new kind of understanding that has the potential to put an end to hunger.

Webdoc objectives

- ▶ Demonstrate that the North societies have an erroneous image on the hunger issue.
- ➤ Raise awareness about the hunger issue within people with social sympathy; but choose to ignore the problem of hunger.
- ➤ Start a debate with the third sector and among media professionals about the erroneous image that they have created.

Webdoc content: thesis arguments

The webdoc proposes its thesis through its navigational structure and interaction possibilities offered. The viewer (user) browses through the content scrolling-down so that s/he can explore different arguments making up the narrative of the thesis. The user, then, gets the thesis idea and arguments presented between 3-5 minutes of linear navigation. However, clicking certain elements on the page and delving into the narrative can access another navigation level. Depending on their interest level, the user moves around researching the content and discover videos, photos, text and documents supporting the arguments.

> The starved stereotype individual: the skeletal African

Who are these people suffering from hunger who could even die from it? They are women, children and sometimes men who sitting on the floor, piled around tents in refugee camps, with a lost expression, waiting for their death. Why it is that no one who looks like me can die from hunger? If they had something like a home, a job, a family who would support them, they would not die from hunger since dying from hunger - different from being hungry; but dying from hunger - takes a long time. It happens to people born in an underdeveloped continent who cannot do anything but accept their fate. They are not people of any race – they are black. They are not people from any part of the world - they are Africans. They are not people who will put up a fight - they are people who are lost to their fate. They are not people who go to the doctor – they are sick people. They are not people who have gone to school - they are illiterate. Therefore, their only option is to accept and receive aid. Is there anything else they can do to change



their situation? No, because they are completely submerged in this situation. Subtly, the collective imagination blames their situation perhaps on something these people might have done in the past, perhaps not with bad intentions; but maybe from ignorance or carelessness with their own lives. They may have had too many children, got married too quickly, left school, had parents who traded them for some thing or an animal. "What have they done to deserve this?"

- A starved person is a skeletal black African woman with children as opposed to us consuming daily.
- Images of people who are suffering from hunger and that we are able to consume habitually: children who look at the camera in front of a bowl that is almost empty of food, women sat on the floor in the door of their hut, queues of people waiting for water, children in poor clothes, women that hold babies in their arms, men already dying in stretchers... dry landscapes, basic villages, emaciated animals in fields, perhaps even a swarm of flies.

> Lack of responsibility

We have no part in the hunger image we have received. **Hunger** is something that happens to someone else. It is something fortuitous, uncontrollable. They get wars, droughts, corrupt governments, traditions holding people down, too many mouths to feed; but it is nothing to do with anything we have done. We do not participate in anything that may have consequences for someone else. What could I have done to cause someone else's hunger? How do we value other people, how can empathize with hunger if we feel so distant, so anonymous? What can

we do if we have no responsibility? In any case, we feel pity and want to help and lend a hand.

- > Hunger as something uncontrollable
- Images of the hunger causes in which we are free from responsibility: droughts, wars, underdeveloped populations, rudimentary ways of living, too many children, illiteracy, corruption, no access to water.

> How do we combat hunger?

From the moment we first took notice of hunger to the present day, very few things have changed the way in which we combat hunger. Who fights against hunger? Who is on the side of the hungry? NGOs and the church. How? Redistributing food. This is the best strategy we have been able to deploy in the struggle against hunger over the last 30 years - collecting and redistributing food. Or, sometimes by collecting money for those that redistribute the food. And, therefore, this is how things seem to us. We see how international organizations warn that a famine is approaching and ask wealthy countries to compromise with the subject. What kind of compromise? Money. We see the NGOs campaigns trying to stop people dying from hunger; and they ask us for our commitment. And how can we commit? Money. We see items in the news that warn of the imminent arrival of a death wave from hunger. They show us what they call "causes": a poor harvest, drought, a fragile history, weak population and finally they show us the arrival of our goods, our planes, our food, bringing salvation and an end to hunger.



- Hunger can be combated by redistributing food
- Images of the fight against hunger: the logistics that are put into action for the redistribution of food, planes full of food, trucks across the deserts, starving people that queue up to collect a sack of rice and a barrel of water.

> How are we being asked to change things?

How would someone answer the question what can we do to end hunger? Do we ask the wealthy and powerful individuals to give? And do we ask those people to stop throwing away so much food and those who steal, stop behaving that way. The answer is to give, give more, and give whatever it takes to end hunger. But where and how do we help so that things change, how do we give? We collect food through schools and at supermarket doors or when a famine strikes; that is to say, when there is a concentrated crisis of people dying from hunger. In our minds, there is no hunger until the media decides to cover a famine. And what do the media do to fight hunger? It shows us cruder and cruder images and reminds us that those – NGOs – need money and then a number flashes up on the screen for donations. What do they ask? What can we do? Money?

Money will bring an end to hunger

Images of things that can be done to end hunger: collect food, stop throwing away food, redistribute food, volunteer at a food bank.

> Numbers as a way of distancing ourselves

How many people dies every day from hunger? The number stands at between 25.000 and 80.000 according to the source being utilized.

Is there more or less hunger in the world? It depends on the source being utilized.

The figures, although may be confusing and at times contradictory, have a very specific function: to distance us from hunger. The way the figures size the disproportionate amount of people suffering from hunger is not acceptable, or comprehensible, and even manageable for us. Therefore, we distance ourselves, just as we distance ourselves from everything we fail to understand.



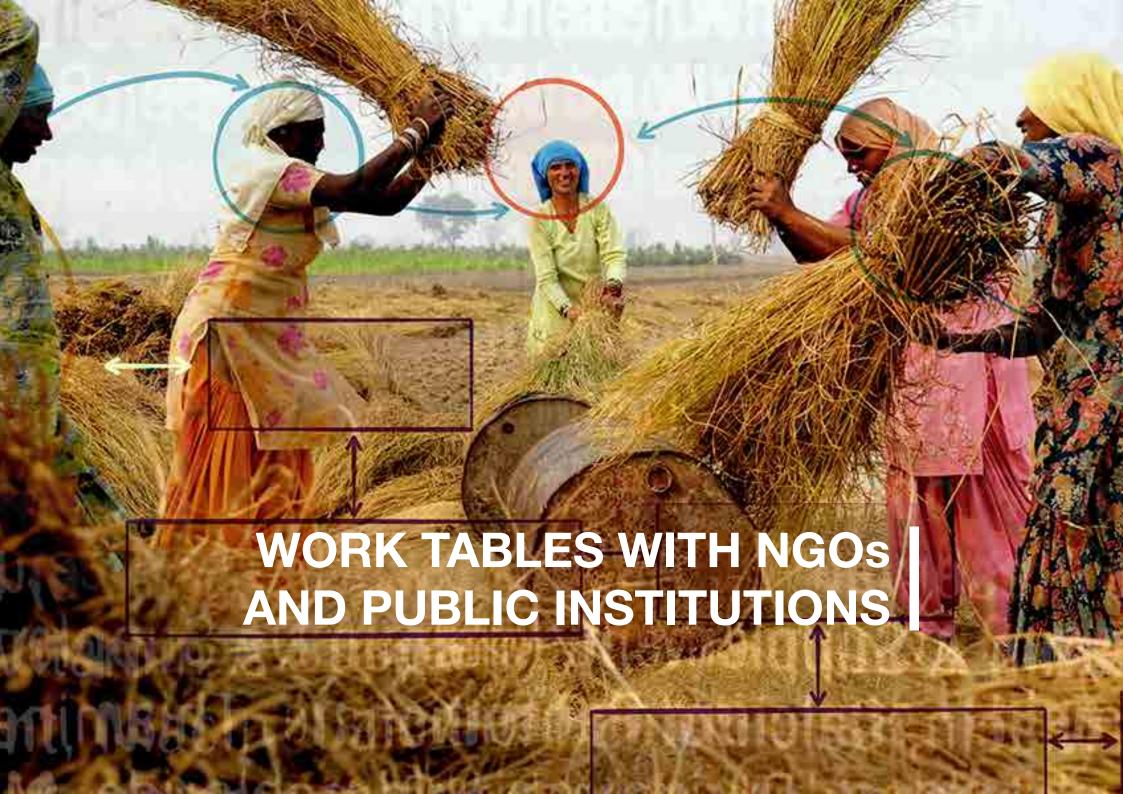
Webdoc target audience

This is the audience directly engaged with the issue. They are those people who work at informing and raising awareness about hunger. They belong to two professional sectors. On one hand, they are communication technicians and professionals in the third sector. On the other hand, they are journalists and media professionals covering countries with food crises.

Research and documentation for the webdoc

The webdoc is made up from documentation and archive material together with material shot by the network of journalists and producers in the Sahel. For the purposes of the webdoc, the documentation and research process is developed in three phases:

- ➤ 2012 internal documentation work began for the design of the Transmedia project. The research focused on the way hunger works all over the world and the international response to the food crisis.
- ▶ 2013 and 2014 -- the second documentation phase took place, geared specifically towards the design of the webdoc. The research centered on the source code and the history of the representation of hunger in the media and in the NGOs communications.
- ➤ 2015 Parallel to the process of the webdoc script creation, the documentation third phase was launched, centered on the perspective of how hunger is perceived in the South, whether it be in the Sahel or any other places. The research focuses on the script specific needs and building of a webdoc narrative.





>> We want to analyze the communications NGOs and journalists have made about hunger since we have a very concrete feeling: we are trapped by the fundraising system. The society in which we live has not experienced the hunger issue, it does not empathize with the thousands of people dying each day (in fact it ignores and misunderstands who they are) and, therefore; society is not only as outraged as it should be by the issue; but it does not put up pressure on governments; it does not change its behavior; but keeps up the cycle condemning so many people to starvation all over the world. And we want to carry out this process with NGOs – not on the side-lines. not simply watching them and analyzing their work from the outside – but with them **

Idea

Generate a **process within the sector internal communication** that fosters a shared and collective understanding with the participation of representatives involved in the hunger information dissemination at work tables. This way, we can think together about the source code material produced for the webdoc.

Objectives of the work tables

Building a shared knowledge throughout a participative process with the hunger representation groups to influence communications on hunger.

It is the creation of a space where organizations and institutions can carry out internal reflections about their work, a shared evaluation and an analysis of the results. The final objective is to contribute towards the creation of a non-stereotypical representation as being as truthful and diverse with the South as the protagonist with its own voice.

Description of sensitization activity

It consists of two internal work sessions specifically facilitated for the sector organizations and the public institutions promoting and funding the sector. A work methodology will be designed for the organizations and institutions involved by promoting internal reflection about the work, sharing evaluation, analyzing results, without the need for outward-facing messages (to avoid, among other things, the pressure to broadcast pre-made conclusions before critical analysis).



The investigative and documentary material collected for the webdoc narrative will be at hand so that these sessions are engaged. Specific ways for working the session will be designed to allow for the project's team to share the thesis of the source code, as well as sharing the insights that come from the Southern network and its view on the work of these organizations and institutions. In these meetings, we offer logistic preparation, process facilitation and the creation of shared conclusions.

Target audience: collaborating organizations and institutions

The sensitization tool is the most specific of all and is made with its target audience: communication professionals of the NGOs involved with the issue and the public institutions that finance and run programmes aimed at fighting hunger and promoting the right to food. Each audience has specific needs with regards to raising awareness; but in this case, an even more specific and detailed focus is required. We are going to work with special care, as we sensitize those sensitization agents that do not usually participate in processes of evaluation together. It is a very interesting roles reversal. We hope to uncover new approaches and actions challenging common positions ingrained within the cultures, signs calling attention for the need to act and change fixed dynamics. We think it is vital to bringing about social change that we deal with these actors as the targets of our awareness-raising activities.



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>> Some might say that no one will see a webdoc. And so, just in case there is any truth on this, we will show ours at every step of the way and opportunity we find. To begin with, we are going to organize some webdoc screenings with various public institutions. We will screen it live, explore it live, and debate it live. We think this is an innovative way for talks while browsing the webdoc with a live debate with an expert willing to explain it and inspiring us <<

Idea

To generate debate spaces with special **webdoc guided screenings** for specific audiences in Barcelona, along with Xarxa de Biblioteques de Barcelona and a group of universities yet to be determined.

Proposal description

Roundtables explore Hunger and the Right to Food (and its vulnerabilities), where groups and participating organizations can get together in a **range of public spaces** to have open discussions with the public, and debates the conclusions drawn from the previous phases; especially, documentation, the webdoc creation and the work sessions.

One of the decisions is to take the work sessions to political science, economics and journalism faculties with the expectation that these audiences will be enthusiastic about. On the one hand, potentially interested (because of what they are studying); and on the other hand, those that may potentially get involved with the issues at stake in the future. Offering alternative viewpoints to the problem may allow for the creation of a counter-argument to the ingrained cultures stemming from fixed opinions about international cooperation.

The intention is to reach a diverse audience. For this purpose, the libraries have been chosen to link the debates with the ideas of vital information and general and popular culture which public libraries symbolize. Therefore, the plan is to **take advantage of public equipment to form spaces of horizontal knowledge** to symbolically disconnect the issue from being just the realm of



the "activist" or "volunteer" and to bind it to ordinary people and their everyday lives. At the same time, to reach out to the young people and students who use the libraries.

Global objective activity

Facilitate understanding and promote active participation almong the attendees. Participative dynamics are created to encourage an exhaustive analysis of the information, reinforce the active role – instead of a passive one – of consumption among the beneficiaries of knowledge.

Round tables for target audience

We hope to reach out to audiences that are not engaged, who will be attracted to the activity because of the places where the roundtable would take place. These discussions will bring together two types of audiences: people from the university and public libraries users. It is expected that the main target would be the people who do not have a specific interest; but due to their studies they would show some sympathy with North-South issues and possibly with theories about international cooperation and the international geopolitics of development. They are therefore an interesting audience in terms of their knowledge whom would experience these realities. The second target is a more diverse, generalized audience; but one that has a real interest in culture and dissemination. We believe it is important to give a more diverse view of the South and the issues of universal rights to this audience so that they are aware of subjects they heard about, but they may not fully understand.





The media. For the majority of NGOs, the media is like a prize. That is to say, if your campaign or event has some sort of appeal, it will be featured in the media. It is something that is highly valued, sought after and a great deal of work is involved into it to achieve it. We are not so sure it is not so important, nor that appearing in the media has such an impact. Because we ask, what is being covered by the media? Where does it appear? What form does it take? What is the working relationship like with the media? Are stable quality bonds being made that can help, facilitate and inform journalists? And from all these questions, our awareness-raising activities were born. We seek to work with the media from the get-go, building the story we think it is essential to tell together, conveying the issues that we suggest, but from their point of view, with their professional experience. We want to break the media silence and we know we will not achieve this simply by sending out press releases, nor by throwing out our contact book altogether. Yet on the other hand, we want to stick with those media organizations that are willing to evaluate themselves and analyze the work they do on this subject **{{**

Idea

The alliance with the media can reinforce the impact and reach of the project in two ways. On the one hand, it will be possible to make products such as the webdoc and the film available so that they can be offered to audiences as part of the output of a particular media group. On the other hand, the bond with the media can lead to the creation of independent pieces of journalism that are generated from the material developed by FAM as the focus of the project demands. In this way, what we want is a mutually beneficial relationship with the media that will help to spread the word about the different processes and phases of the project.

Objectives of forming bonds with the media

- ➤ Get the different project focuses covered from a journalistic perspective, whether it is the collective imagination, causes of hunger or the reaction of the South to the work of the North in dealing with the food crisis.
- ➤ Maximize the impact of the project by reaching out to the general public.
- ➤ Optimize the possibilities of the material we generate: documentation and research, audio-visual material from the Southern network, expert reports, etc.



FAM seeks to create **bonds and synergies with the media** (such as El PaísPlaneta Future, El Diario.es, Critic, The Guardian Global Development, Anuari Mediacat) **working in two ways: from the project to the media and from the media to the project.** As to the project-media relationship: The research process and documentation, along with the work of journalists and producers from the Sahel countries, raises the possibility for the media to create reports from the raw materials we are putting together, and providing a visible space for information about hunger. Some of these planned resources are:

- ➤ Contacts with people and stories as a result of the documentation and work with the network in the South, for the production of the articles.
- ➤ Video interviews with key figures in the South that reflect the work in the field.
- ➤ Investigative reports about specific subjects by experts and groups that are independent to the project.
- ➤ Journalistic articles from the group of experts from the research and documentation.

And from the media-project relationship: We expect that the media will work with different aspects of the project, such as the blog posts, the launch of the different tools, coverage of the awareness-raising activities, the work of social media – and always with the support of the experts and contacts that we offer them.



FAM

>> A great deal of hope is being attached to the feature film documentary. Through this film, we expect a great impact in quantitative terms, as we will be able to take it to cinemas and television. In fact, we have great expectations since the entire team is working behind the scenes to make it happen. As we already have done a great deal of work on this project, the film will receive even more attention. On the other hand, it is very special because the main role of the project is focusing on hunger to expect the results. We will put all our efforts together to understand the structural causes and who are the people responsible for such a devastating situation repeating itself every day. At the same time, it is our goal that the audience be involved in this fight against hunger by holding an activist's hand for this small fight. Indeed, the small fights are spaces for resistance and transformation of the global struggle **

Idea

This film tells the story of a small fight – the fight of an activist trying to stop hunger impacting his community. The **main story** is based on one of the causes of hunger. It is a personal story, with a great deal of human feeling taking us throughout the film along with all the other causes. Simultaneously, there is a follow-up to a group of key people so that there is an understanding of the fight against hunger. Therefore, the main character shows us the causes perpetuating the problem, while other characters unravel the inconsistency of the policies seeking to combat hunger.

Theme

The structural causes of hunger are invisible.

Objective

- **>** Know the causes of hunger related to the system.
- ➤ Open an in-depth social debate about the invisible structural causes for perpetual hunger.



Audience

To the audience without an interest about hunger, the general public.

Interactive website

The film will be posted on the internet in the form of an interactive webpage. The idea is to develop an attractive webpage allowing the user or viewer **to discover and explore the content to be expanded** on the film message. It will use diverse interactivity options based on connecting the film with the viewers' social networks. This will enable a shared exploration between users, stimulating debate about the causes of hunger and the content of the film.





Live cinema performance

Bring together culture, audio-visual and social participation to guarantee the universal human rights.

The project "Visions to uproot hunger" is framed within the cultural dynamics and debate generation category and synergies to encourage cooperation to bring about a change in the hunger tragedy. It a performance supported on what is **essential to build culture around the issue,** a different and, liberating culture knitting a social and cultural dialogue to promote alternatives and new visions to bring about the necessary change.

Based on this fact, the event wants to connect through a public, cultural experience, which specializes on the audio-visual and international cooperation to development, together with citizens from the different fields (from associations and activism to people interested in culture) in an act of committed artistic expression. The main activity is the live audio-visual narration about hunger and the instruments and mechanisms associated with it. Video-jockeys will adapt the research and materials from FAM to create an audio-visual source code on hunger.

Based on this audio-visual event, dialogues and thought processes are generated to plant the seeds of cultural change and social responses to a culture that perpetuates hunger instead of eradicating it in the world.

Photography exhibition "the faces of hunger"

The hunger is forever perpetuated in impoverished countries as opposed to the increasing opulence of the northern countries. Particularly, research is undertaken of the businesses of Cataluña and Spain with an interest in the food industry that "saturate" the impoverished countries' agricultural markets. It will look at all those businesses, organisms and financial entities, which play an important role in the causes that the project intends to, highlight, whether it is their investment funds, the patenting of seeds or agricultural protectionist policies. Finally, we will highlight how the international organisms policies make impossible for the most devastated countries with hunger take part in the decision making process to guarantee the access to food for their inhabitants.

In conjunction with this research, an exhibition is put together about hunger showing towns and people suffering from hunger, arid landscapes. Instead, the viewer will see shots of executives, warehouses full of goods, packing plants, biotechnology, bank offices, meeting rooms, etc. **This is a multimedia and interactive exhibition demanding the participation of the visitor.** The starting point of the exhibition is to have a series of large photographs on touchscreens that will allow the visitor to touch these normally distant faces to respond to questions that will encourage contemplation. When they do this, **hidden images will be revealed showing new faces** – the faces of those who are responsible.



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>> We are the people able to make change a reality, perhaps this change or a different one. Time will only tell at the end. We are a human network looking, studying and talking about hunger from the connection of a variety of disciplines, knowledge and experience. Some of us are nucleus and promote the project. Still others join and get involved, contribute their knowledge or know about; so that together we are able to reinforce the story from the coherence, the rigor and the veracity. We all build a communication able to touch hearts, discard obsolete practices and generate new hope <<

Team and project organization's backbone

Quepo has **designed**, **fostered**, **led and still is leading the FAM project produced within the community.** Its goal is to launch a shared process in which people will be the main ingredient working together as one big family. It seeks to open spaces for stakeholders to contribute content, discussions and knowledge to the process.

The project design outlines the participation of a wide people's network, organizations and institutions with diverse building roles:

Quepo, a frontline team machine

Quepo's dedicated project team consists of professionals from communication for development field, the audiovisual sector, and project management and participation scope.

➤ Executive producers: Sonia Ros, Pablo Zareceansky, Raquel Bonell, Julián Altuna

> Director: Sonia Ros, Pablo A. Zareceansky

> Director's assistant: Lucía Andújar

> Research and reports: Lucia Sances

> Graphic Design: Chus Portela

> Financing and administration: Joan Martínez

The people I 40



The allies are side professionals:

Expertise group: This group is the project's human resources key element. It brings together specialists from the cooperation world, communication for development, and issues related to right to access to food. They support and counsel the FAM team during the various project phases as well as the content production from the different disciplines.

In fact, this group is working hard to secure the quality, plurality and in-depth analysis of the project issues to reach a good and powerful communication.

Southern network: Therefore, we have named this group of journalists and local filmmakers from the Sahel's countries participating in the project, the Southern Network. And so, the field analysis derives from their reality vision and story. In fact, they are the **pillars to construct not only a speech through their local and regional views,** but also as being part of the instrumental issue. Their support is very important in reaching the most relevant sources of information in the territory.

Communication media alliance: These will be the media taking a proactive attitude and like to raise hunger awareness from the FAM approach.

Buddy-Buddy, Surrounding Diversity:

Public institutions: Supporting the project since the start by financing the first phases and participating in the different processes such as work tables.

NGOs: They are fundamental for building reflection and shared knowledge due to their active roles in the fight against hunger. They are the players at the work sessions and participate in the round tables leading to conclusions and approaches both internal and external.

Citizenry: Spaces for diverse participation during the project development. Initially their participation shall be limited specifically to the social networks communication spaces and blogs and their participation is center stage with regards to the sensitization phase. The communication and awareness tools to be developed will have a common interaction space with citizens and will try to motivate the response, not just the product "consumption".

Businesses: Some companies are helping pull forward certain project areas; but we will need still more. We already have two examples to start: A. Roomla Switzerland, in charge of developing and programming the web; and De Facto assessors leading the financing/administration work and giving support and maintaining the relationship with the funders.

The people | 41



Active players, backstage principals:

It is expected the participation of volunteers during the development of the project:

> Specialized and Professional Volunteers: Quepo counts with the collaboration of professionals from the audiovisual sector in all its projects for several reasons: confidence in the Quepo's project and the ultimate cause carrying out. For all these reasons, Quepo is achieving top notch results with very reasonable costs for a non-profit project.

The people I 42



FAM

>> The time. We will take as much time as it is needed to develop this project. Indeed, this is what the Quepo team has proposed. This project is being with us for a long time; it jumped out of the box over the table and now to the screen, the scripts, and the boards. It is complex to close a project calendar when the funding is not guaranteed; but far from getting scared, it motivates us knowing that we do not have a deadline to finish. FAM is here to stay for a long time <<

Project phases and timeline

(See also phases and tools breakdown section)

Phase 0: The Project first phase entails research. The project design derives from the research first conclusions and the first funding contributions. Once a design is in place and completed and initial funding is secured, the project initiates.

Phase 1: It is the **project start-up phase** and the basis for the different actors' involvement in the project so that the second phase will continue its success and expected incidence size. The project various aspects mark the calendar taking a life of its own: the documentation and file search; contact and content production with the southern network, participation of different actors and institutions, partnerships with the media, building a interested community and the webdoc central production. This phase has the following tools:

- > Web and blog for the project's diffusion.
- > Project's own social networks.
- ➤ Webdoc on the hunger source code for the Northern countries collective imagination.

Timeline | 44



- ➤ Sensitization. Working tables with NGOs and public institutions for cooperation for development and fight against hunger. Round tables for the citizens, debating around the webdoc screening.
- ▶ Publishing journalistic material in partnership with the media.
- Finally, the production of a teaser film on phase 2.

Phase 2: This is **the audiovisual production** in its classic form. It comprises of two productions:

- ➤ Feature film on the hunger structural causes at the international level.
- ➤ An interactive web for the film to generate a space for the audience to interact.

It is developed simultaneously next to the continuity of communication and awareness-raising actions initiated in phase 1, especially those related to media and social networks. The search for funding and the design of the later stage tools initiates. It is the phase to take the project internationally, as well as searching for international documentary funding sources.

Phase 3: This phase is the heart of the project in terms of **feature film distribution at the international level and diffusion actions.** The project is designed as Transmedia; it is also the last phase to accommodate the production of different tools in line. The hunger narration initiated with the blog in phase 1, will go through modifications to enrich it and will cause multiple needs leading to new tools.

Other independent tools

These tools do not have a pre-determined calendar and they will be incorporated following funding for their development.

- ➤ The production of an audiovisual live show 'Live-Theater Performance" of the source code for hunger
- ➤ The production of a photographic exhibition under "The faces of hunger."
- ➤ Other tools (bot, eBook, etc.)

And they can be developed in any of the phases, depending on the funding for the project development. Other emerging needs may require formats tailored to the contents of the narrative, connected to different audience segments to have real potential for advocacy and social change.

Timeline | 45

Overall project schedule PHASE 0 PHASE 1 PHASE 2 PHASE 3 £ΛΜ Year 0 Year 1 Year 2 Year 3 2013 2014 2016 2017 2018 2015 2019 Project research and documentation Project design, strategy for getting support and transformative communication means Fundina * Web design and blog Communication * Awareness raising activities (external requests, round-table discussions + narrated webdoc screenings + publications in media + exposure in other areas, etc.)* + ** Design, script, and development of webdoc source code First showing and start diffusion of webdoc Collaboration with media: strategy design, contacts and agreements Publication of material for media collaborations Design and pre-production of work groups with social organisations Work group sessions and drawing up conclusions Design, preparation and holding of discussions with the public Production of teaser trailer for documentary Funding for the documentary film and interactive web Design of documentary film Design of interactive web Production of documentary film

Multimedia photo exhibition: Design +

Production of interactive web First showing and distribution of documentary and interactive web Twitterbot: Design + research + development + operation ***

Live cinema performance: Design + research/creation + first showing ***

production + first showing ***

^{*} These 3 tasks are spread out over the whole schedule because they are basic pillars of the transmedia project.

^{**} Although the communication means like "alliance with media" + "diffusion of webdoc" + "multimedia exhibition" have their own schedule for diffusion, we will be willing to continue working with the media during the whole transmedia project, including scheduling narrated screenings of the webdoc. Therefore, this phase runs until the end of the project.





>> As communicators, we need to open these spaces for debate and dialogue. "To shut up, deny and silence the unhappy word, the critic, is to help the enemy. And if we don't tackle these issues collectively to seek proposals or outputs, then we will continue to rot from the inside <<

Text exerpt from "Palabrandando: entre el despojo y la dignidad" (Vilma Almendra 2014)

Social transformation strategy and political incidence

This trans media project is a complex system of public-to-public works aimed at different levels of the same system of beliefs of society transformation and incidence. **The change of cultural paradigms and the public debate based on the knowledge of the complex causes** is the only way to mobilize the citizenry; and therefore, to get profound changes in the international system and models and methodologies exported to the South. At Quepo, we believe we can contribute in this context, with quality communication tools, pedagogical potential and a critical perspective.

FAM seeks to raise awareness through knowledge tools, **based** on documentation and research that incorporates the voice of the South, and in the development of collective knowledge between public institutions and development organizations involved. The connection of this knowledge must provide relevant data to the focus of the universal right to food and its tragic and daily violations. We believe these knowledge and awareness tools are the first step for discussions regarding international interventions on development cooperation, educational approach and raise awareness. All of these will produce medium and long term changes on methodologies, entities intervention approaches, and the social involvement of citizens in these issues.

Social change



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