

Proposal 6: Documenting and Communicating Sustainable Development Practices through an Interview and Photograph Database

Submitting MGs / CSOs	Media Interest Group: In Motion Magazine
Country of Implementation	Global
Agro-ecological context	Wide spectrum of rural, (sub)tropical, mountain areas
Duration and Total Budget	2 years, US\$ 240,000

Major groups (MGs) concerned:

- Farmers
- Indigenous Peoples
- Women
- Workers & Trade Unions
- Youth
- NGOs
- Business & Industry
- Local Authorities
- Scientific and Technological Community

Success indicators:

- Interview database (60+)
- Photo archive (1000s)
- No. of self-evaluations of local SD experiences
- Journalist mentoring

Partners to be engaged:

International Partners for Sustainable Agriculture; all major groups; CBOs of farmers, rural/urban workers, unemployed workers, landless farmers organizing to improve their lives.

Expected Outcomes and Contribution to the Millennium Development Goals (MDGs)

Communication of successful sustainable development practices through a database of in-depth interviews and photographs documented in the words (and images) of the participants. This database will help lay the groundwork for an exchange of practical experience through a variety of media (Internet, print, photography and others). Impact on MDGs 1, 3, 7 and 8.

Proposed Objectives and Approaches

Document sustainable development practices in order to facilitate communication on SARD. More specifically, the project objectives are to:

- Conduct extensive interviews with the practitioners of, and leading members of communities involved in, successful sustainable development practices in various parts of the world.
 - Take photos of the participants, their environment, and what they think shows the effectiveness of their work.
 - Edit the interviews, review them with the interviewees (whenever possible), publish them online (on the SARD site and also in In Motion Magazine), and make them available for print.
 - In the second year, offer simultaneous training in the techniques of this method of documentation.
- The most basic approach to these interviews is to offer the opportunity to people to express in their words what they do and why. The Internet approach to publication of their experiences allows others to learn and test the experiences for themselves.

Building upon Experience

In Motion Magazine has been online since August, 1995 (www.inmotionmagazine.com). The publisher, Nic Paget-Clarke, has been developing this interview and photography process since then and has conducted 104 published interviews. In the last five years, many of the interviews have been conducted in series, including at the UN's World Summit on Sustainable Development in Johannesburg, South Africa; in India; in the U.S.; in New Zealand; in Brazil; in Venezuela; and in Trinidad & Tobago. His photographs have been published in over 25 magazines, text books, and reference books.

Major Group Inputs

This Interview and Photograph Database Project creates readable, viewable, and exchangeable first-hand experiences of sustainable development practices. These data, portrayed in accessible formats, can help lay the groundwork for the exchange and learning which are at the center of the SARD Initiative.