



Participatory Video

Helping people engage with nature

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Introduction

Having access to safe, good quality greenspace is important for health and well-being. The Creating Natural Connections¹ project in Cumbernauld aims to improve access to greenspace and empower local communities to engage and connect with nature.

However, traditional methods for evaluating projects like this one, such as questionnaires, are limited in capturing the multi-dimensionality of well-being, and are not appropriate for everyone. Participatory video is a process that facilitates a group of people or a community to create their own film, with the aim of ‘giving voice’ to people who would not normally have the opportunity to communicate their needs, ideas and feedback to decision-makers.

Method

We used participatory video as a monitoring and evaluation tool. We worked with two groups of people:

- School pupils aged 14 to 16. Participatory video was used at the beginning of the project, to understand young people’s experiences of greenspace.
- Adults with a range of support needs. Participatory video was used after a twelve-week health and wellbeing programme, to evaluate its impact on the intended beneficiaries.

We used an adapted version of the process developed by InsightShare². We facilitated the two groups in developing their own participatory videos, using storyboarding, various filming techniques, and editing.

Findings

Participatory video can...

- Provide in-depth and nuanced data, not available through traditional methods.
- Lead to transformative changes in values and behaviours.
- Provide opportunities to engage with nature in new ways.



Next steps

- How to integrate into existing monitoring and evaluation reporting?
- How can this type of knowledge be used to aid decision-making?

¹ Cumbernauld Living Landscape, Creating Natural Connections project.
<https://cumbernauldlivinglandscape.org.uk/project/creating-natural-connections/>

² Benest, G. (2010). *A rights-based approach to participatory video: Toolkit*. InsightShare.
<https://insightshare.org/resources/rights-based-approach-to-participatory-video/>

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