



# Food Systems Reimagined

Mobile Film Competition

Mobile Film Competition 2020

## “Shaping the future of agroecological markets in Africa”

The Alliance for Food Sovereignty in Africa is calling on all food-loving story-tellers to take part in a video competition to help re-imagine the future of food markets in Africa.

Markets are where food producers and consumers meet, they are a vital connection between the planet and our plates. Markets are places where food is traded, but also where people, ideas and cultures mix.

But often markets don't work well for producers or consumers. We need new approaches to the way food is processed, distributed and traded. This year AFSA is exploring market solutions to support the transition to agroecology.

### \$2500 in prizes

10 prizes of \$200 USD each

Best North African film

Best East African film

Best West African film

Best Central African film

Best Southern African film

Best Fisherfolk film

Best Pastoralist Film

Best Farmer's Film

Best Woman-led innovation

Best Youth-led innovation

Best overall film wins \$500



# Storytelling that inspires

We're looking for real stories about real people that provide hope and inspiration for others!



Pick up your mobile phone and get creative!

## Here are some examples:

- What does the future of food markets look like?
- How farmers / pastoralists / fisherfolk can get a fair price.
- Building alliances between producers and consumers?
- How can markets encourage sustainable farming / healthy eating?
- How are digital technologies opening up new market opportunities?
- What traditional practices need to be protected and celebrated?
- How can we protect local food markets against globalization?
- How to ensure women get a fair deal?



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**AF SA**  
ALLIANCE FOR FOOD SOVEREIGNTY IN AFRICA



Join the community of filmmakers at [bit.ly/AFSAFilm](https://bit.ly/AFSAFilm)



# How to enter

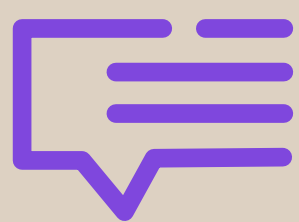
Farmers, activists and those involved in food markets are especially encouraged, but entries are open to all.

**Submit video  
via WhatsApp  
to +27 84 402 6436**

**Include:**  
Name and country  
The title of your film



**Entries close on  
October 5th, 2020**



**Films must be in English or French or  
provide subtitles from other languages.**

Winners will be announced at the AFSA biennial Food Systems Celebration on October 26th 2020 and streamed live to an audience across the planet.

To help spread your story and help others from across the world learn from your experience, a team of media experts will also help share the films across a wide range of social media platforms and news outlets.



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# How to make a movie on your phone

Your film doesn't need to be professional.  
Simply pick up your mobile phone and get creative!

**Keep it real:** Focus on an idea or innovation that matters to you

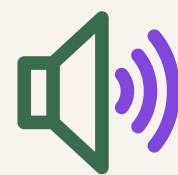
**Keep it simple:** Focus on a single character with a clear message

**Keep it short:** 2-3 minutes (5 mins won't be considered)

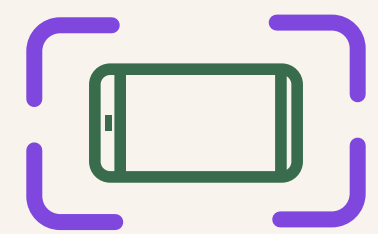
## Filming tips



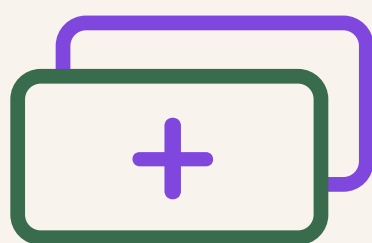
Shoot in landscape only (not portrait)



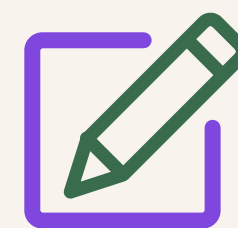
Keep the sound clear (stay out of the wind)



Keep the camera steady (prevents blur)



Combine different shots to create an interesting film



Use free editing apps  
YouCut (Android) or iMovie (iOS)

FREE

## 1 hour training webinar on mobile film making

**Date:** 9th September 2020

**Time:** 10am (W. Africa), 12 noon (S.Africa), 1pm (E.Africa)

**Register by WhatsApp** +27 84 402 6436



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