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CAPACITY BUILDING STORYTELLING & MEL BOOTCAMP REPORT

CSM-STAND SUDAN

JULY 2024

OVERVIEW

The CSM-STAND Sudan program held a four-day storytelling boot camp, at Adeela Hub in Kampala, Uganda, that brought together **27** (17 female and 10 male) participants from 14 organizations (CSOs and Media).

Learning Outcomes

Over the course of the boot camp, participants learned about various tenets of storytelling. The sessions were designed to provide a comprehensive understanding of storytelling techniques, focussing on the following key areas: organizational communication and storytelling, audience analysis, mobile and video storytelling, report writing, and monitoring and evaluation.

Participant Feedback

According to the end-of-boot camp evaluations:

- **Overall Quality:** Most participants rated the boot camp as excellently delivered, showing high satisfaction with the event.
- **Expectations:** Most participants felt that the bootcamp met or exceeded their expectations.
- **Engagement:** The practical exercises and interactive sessions were particularly appreciated, with participants noting that these components were very effective in enhancing their storytelling skills.

Conclusion

Participants expressed increased confidence in their storytelling abilities and a better understanding of developing media products, reporting and M&E. The feedback also included valuable suggestions for future areas of capacity development especially regarding social media management and report writing.

SESSIONS OVERVIEW



The storytelling session at the bootcamp equipped participants with skills and knowledge for crafting compelling narratives and effectively sharing them across various traditional and digital platforms, with a focus on the current context in Sudan.

Participants identified several platforms they use, such as LinkedIn, Blogger, WhatsApp, Pinterest, Reddit, online newsletters, Facebook, Instagram, and TikTok.

They learned the importance of repurposing detailed reports for different audiences by providing summaries and using features like "read more," "see more," and "download the full report" to direct readers to more comprehensive information.

This approach is particularly valuable for communicating the complexities of the ongoing conflict and humanitarian issues in Sudan.

The sessions emphasized the significance of social media etiquette for reporters and bloggers.

Participants learned that maintaining professionalism, accuracy, and respectful engagement on social media can significantly impact how their audience reacts to their updates, especially in the sensitive context of the current conflict.

Participants felt more confident in their storytelling abilities and equipped with practical strategies to enhance their storytelling efforts.



Participant Feedback

The sessions were very educative and interactive.

Facilitators skills was perfect, including preparing the subjects and presentation skills. The training materials were relevant to our context.



The mobile photography session at the boot camp provided participants with practical techniques to capture high-quality photos using their smartphones, focusing on documenting the current events in Sudan.

Participants learned about the fundamentals of composition, lighting, and angles to enhance the visual impact of their photographs. Emphasis was placed on how to use smartphone features and apps to edit and improve photo quality.

The session also covered ethical considerations and best practices for photographing in conflict zones, ensuring the safety and dignity of subjects.

Participants practiced these techniques through hands-on exercises, gaining confidence in their ability to visually document and share powerful stories from the ground. By the end of the session, they were equipped with the skills to more effectively use mobile photography to support their storytelling efforts in Sudan.



MEL & REPORTING

The Monitoring, Evaluation, and Learning (MEL) and Reporting session at the bootcamp provided participants with essential skills for effectively tracking, assessing, and reporting on their projects, particularly in the context of the ongoing conflict in Sudan. Participants were introduced to key MEL concepts, including setting objectives, designing indicators, and collecting data to measure the impact of their initiatives. They learned how to analyze this data to draw meaningful insights and improve their programs continuously.

The session also emphasized the importance of clear and concise reporting. Participants practiced techniques for summarizing detailed reports and presenting findings in a way that is accessible to different audiences, including donors, stakeholders, and the general public.

The use of infographics, executive summaries, and other visual tools to enhance report clarity and engagement was highlighted. By the end of the session, participants felt more confident in their ability to conduct thorough MEL processes and produce impactful reports that effectively communicate their work and its outcomes in Sudan.

KEY BOOTCAMP OUTCOMES



ENHANCED STORYTELLING SKILLS

Participants gained a solid understanding of the fundamentals of storytelling, including story structure, creating compelling leads, and character and conflict development. They practiced these skills through various exercises and received valuable feedback.



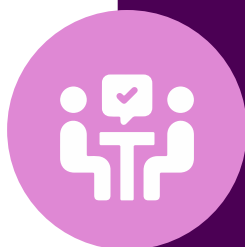
IMPROVED PHOTOGRAPHY SKILLS

Participants learned essential techniques for capturing high-quality photos using their smartphones. They gained knowledge on composition, lighting, and angles, which are crucial for creating visually appealing images.



ADAPTING TO CONTEXTUAL CHANGES

The bootcamp trained participants to be adaptable and responsive to the changing context in Sudan, ensuring their MEL frameworks are flexible and can be updated to reflect evolving situations and needs.

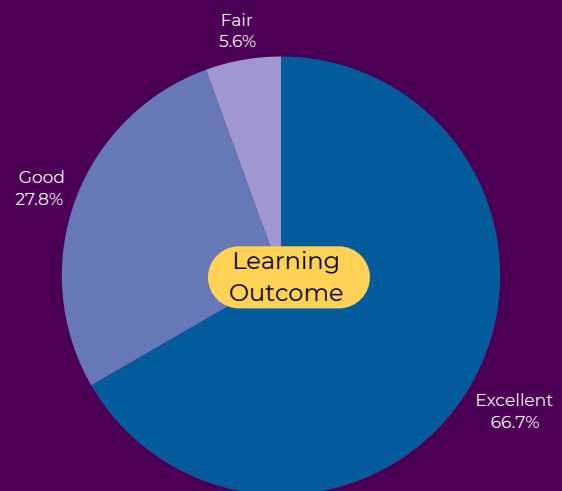
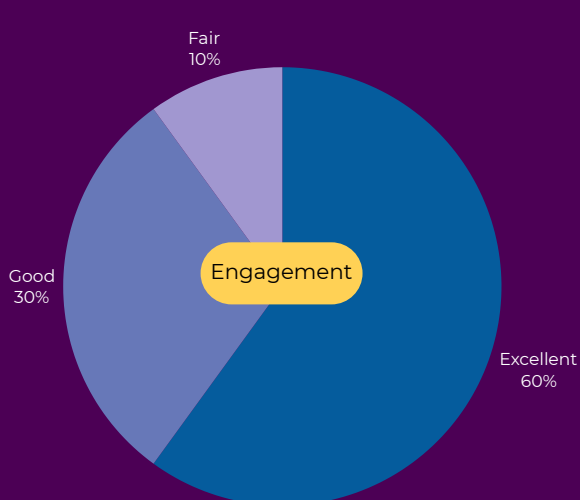
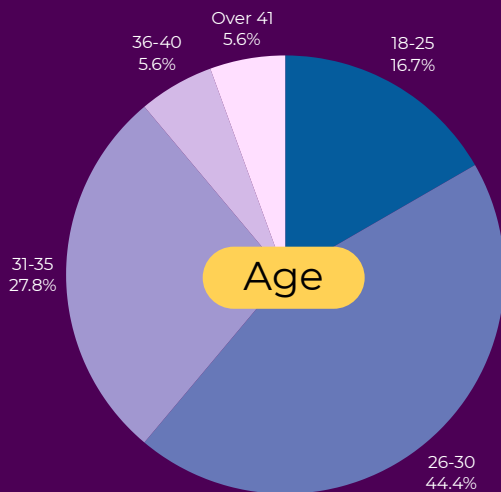


STAKEHOLDER ENGAGEMENT

Participants understood the importance of involving stakeholders in the MEL process and learned strategies for gathering and incorporating stakeholder feedback into project evaluations.

PARTICIPANT FEEDBACK

At the end of the training, the program training team requested the participants to give their feedback on technical and logistical approaches to the training. Below is part of the responses we received:



AREAS FOR FURTHER TRAINING

During the evaluation, participants requested the following areas of further skill development:

Report Writing

- Writing Financial Reports: Specialized training on how to write accurate and clear financial reports.
- Workshop Reports Writing: Best practices for summarizing and reporting on workshop outcomes and activities.

Internal Communications

- Internal Communications: Strategies for effective internal communication within organizations, for information to flow smoothly and efficiently among team members.

Advanced Proposal Writing

- Advanced Proposal Writing and Project Management: Enhanced skills for writing complex proposals and managing projects, including monitoring and evaluation (M&E).

Social Media Management

- Social Media Management: Techniques for effectively managing social media platforms, including content creation, scheduling, and engagement strategies.
- Social Media Campaign and Team Management: Planning and executing social media campaigns and managing teams to achieve cohesive and impactful results.
- In-depth Media Training: Technical and up-to-date tools and practices for media content creation and management.
- Media Content Management: Advanced training on managing media content in Arabic-speaking contexts.



PARTICIPATING ORGANIZATIONS

Almuntandi (FWM)

Andariya

Alharisat

Strategic Initiative for Women in the Horn of Africa (SIHA)

Waey

African Center for Justice and Peace Studies (ACJPS)

AMAL (Hope for Psychosocial Support)

Sudan Community Development for Progress Organization (SCPDO)

Adeela

Future Stars Center (FSC)

Al-Khatim Adlan Center for Enlightenment (KACE)

Gender and Peace Building Center

Sudanese Development Call Organization (NIDAA)

Saferworld

Gisa Group