

SHOW AND TELL

INTRODUCTION:

Welcome to 'Show and Tell'! This workshop was created to provide a learning and sharing space for people in the food sector. Participants shall learn, through different storytelling mediums such as writing, photography, audio and more, how to better draw attention to women transforming African food systems at the different nodes of production, processing, distribution/marketing, retail and consumption. This short workshop conducted by Anne Kirya and curated by artlink and Global Landscapes Forum is meant to equip participants with the skills to write stories about their food ventures.

For the purposes of this workshop we will be defining 'food systems' as any elements or activities related to the producing and consuming of food.

Current situation

Women are creating systems and products that are transforming the entire food system and chain. However, there is still a gap when it comes to telling their stories. The name of the workshop, Show and Tell, emphasizes the fact that this work needs to be shown and those behind it need to talk about it.

WORKSHOP STRUCTURE:

The workshop was comprised of:

- Zoom sessions with participants and trainers
- Sessions between the lead facilitator and the participants
- Break out rooms for participants
- Participant led sessions where they share feedback with each other.

Throughout the sessions, participants:

- Showed how female foodpreneurs can use storytelling to publicize the work they are doing
- Got skills and knowledge on telling stories about their own work
- Got knowledge directly from women who are changing food systems in out of the box ways and how they are going about publicizing their work.
- Got business skills that will position them to create products that will deliver the best stories
- Showed how collaboration can aid in amplification of women's work.

At the end of the day, participants walked away knowing how to better tell the stories of their food venture and those of others, have a written or recorded story about their venture and have entered into a community of like minded individuals they can collaborate with.

PARTICIPANT SOURCING PROCESS:

Workshop participants were people who are already involved in the Production, distribution, processing, and consumption of food. Specifically they were:

- SME's involved in the production or manufacturing of food items
- Students of Food science and Technology interested in production of food or those already involved in the same.

Composition: 70% female and 30% male. Males have a role to play in telling women's stories in the media and in supporting their work. We are all in this together.

Participants came from:

- The [Kyambogo University](#) Food science and Technology department.

I wrote their lecturer an email and he was able to share the names and numbers of students to participate.

- [Ukumbi](#)

This organisation supports and mentors entrepreneurs in Uganda. They were able to recommend a member from their previous cohort.

- My own previous interactions

Having been in the food story telling space for over 6 years, I have had several interactions with those doing food ventures, a few were able to participate in the workshop.

NOTE: This is the same process I used to source the workshop facilitators.

TRAINERS:

- Sophie Musoki-Food story teller, photographer and advocate for Ugandan food
- Lydia Awad-Founder R.E.A.L yogurt, a company that empowers women with employment
- Mwami Anthony-Storyteller and photographer telling stories of young Africans
- Anne Kirya-Story teller and founder of Food website, [4foodssakeeat.com](#)

METHODOLOGIES:

The workshop will be a combination of:

- Interactive sessions between peers
- Sessions from experts followed by Q and A with participants
- Exercises/homework
- One on one check in sessions with participants and lead facilitator on WhatsApp

WORKSHOP SESSIONS:

Schedule Show and Tell workshop: 19th Feb-March 14th 5pm-6pm

Week 1

Monday, Feb 19th

Welcome/Opening

Introductions

An overview of the course and what we will be learning

Learning outcome: The ability to identify and pay attention to the stories those in the food space are telling us; Comfort around talking about themselves with each other

Thursday, Feb 22nd

An introduction to writing- The 5Ws, Who, What, Why, When, Where

Group dialogue: Participants present the labels they searched in the homework and have a discussion on a sample of food labels. We will hear how they made participants feel and how they can be made better. This interactive session will give the group a chance to see the 5Ws at work and to practically see how they could be made better.

Learning outcomes: An understanding of writing as a storytelling aid; Clear views on how participants feel about the story telling they run across in their day-to-day life and how they think they can be improved.

Week 2 Trainer presentations

Monday, Feb 26th, 1h

Presentation by Sophie Musoki. A kitchen in Uganda

Q and A

Wednesday, Feb 28th, 1h

Presentation by Lydia, R.E.A.L yogurt

Q and A

Friday, March 1st ,1h

Presentation Mwami Anthony, Afrimillennial. He will also talk about other storytelling mediums e.g; photography, audio, video.

Discussing what mediums best suit particular stories.

Week 3

Monday, March 4th, 1h

Exercise: Rewriting the food labels we saw in week one using all the information learned from Sophie and Lydia and Anthony.

Break out rooms: Pay attention to what each participant says. Pick a line or an image from fellows' stories to add into your own story.

Whole group sharing

Learning outcomes: Putting knowledge learned from facilitators into practice; Building the foundations of collaboration

Thursday, March 7th, 1h

Anne's presentation on how to give constructive feedback

Each participant present their short-story and participants share feedback on their stories

Learning outcomes: Peer feedback and collaboration

Week 4

Monday, March 11th, 1h

Presentation by Anne Kirya, 4foodssakeeat, on Collaboration. Why collaboration is important and how to be a good collaborator)

Finalizing everyone's personal projects: Writing food labels, texts and stories about everyone's personal project.

Break out rooms for teams to collaborate and do a final edit of each other's work

Thursday, March 14th

Participants present their creations

Learning outcomes: A complete story about their food venture; A community that can share and collaborate

TIPS:

- Leaning on collaboration helped to meet the workshop objective. This included giving participants agency and listening to their feedback. For instance, we were able to adjust and include more breakout rooms because participants requested for them.
- Providing a separate channel aside from the workshop zooms to check in with participants. This included a WhatsApp group as well as check ins on individual chats.
- An ice breaker at the start of some sessions was helpful as it got people to share something about themselves. This helped create a sense of camaraderie. A question like “What is the weirdest thing you’ve eaten?” was in keeping with the theme.

INSPIRATION MATERIALS:

Presentations:

Lydia Awad: [R.E.A.L Yogurt](#)

Anthony Mwami: [What makes a good story?](#)

Sophie Musoki: [How to make it in a niche market](#)

Anne Kirya:

[On collaboration](#)

[The 5 Ws: Who, What, Why, When, Where](#)

CONTACT INFORMATION:

If you want to learn more about our workshop, please visit or contact:

<https://4foodssakeeat.com/>

https://4foodssakeeat.com/?page_id=7

<https://www.linkedin.com/in/anne-kirya-01b70443/>

COPYRIGHT/CREDITS:

Anne Kirya

Sophie Musoki, Lydia Awad, Mwami Anthony

This work is licensed under CC BY-NC 4.0. To view a copy of this license, visit

<http://creativecommons.org/licenses/by-nc/4.0/>