

## Visual Methods as Options for Communication, Knowledge Exchange and Negotiating Perceptions for Sustainable Change

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**Abstract:** In a context of contemporary wicked problems, an increasing demand for transdisciplinarity and the focus on social and natural sustainability this paper departs from the change of conventional roles of communication and media to contemporary perspectives on dynamics and change in the field whereby qualities such as network building, social learning and negotiation are increasingly articulated (Leeuwis et al, 2011). In addition to such communication aspects, this paper reviews what Servaes et al (2014) describe as the need to pay further attention to new creative techniques and methodologies.

Referring to Joseph Ogutu, director Strategy and innovation. SafariCom who stated, “*the Sustainable Development Goals constitute an integral component of our transforming lives agenda. We will develop business strategies that deliver connectivity and drive innovation to meet the needs of our country and build the future that we want.*” a link is made to both digital opportunities for communication and co-creation as well as to new partnerships whereby conventional service delivery, direct stakeholders and creative industries collaborate.

The paper elaborates on current practices with examples of visual methodologies in relation to film for social change, the Visual Problem Appraisal (VPA) and the Digital Farmer Field School (DFFS). The paper aims to provide arguments for the statements that *The future is visual, creative, connected and sustainable.*

### References

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