

## GUIDELINE FOR THE VIDEOS OF CLIMATE ACTIVISTS



### ❖ **Landscape format**

Please film the video in landscape format (16:9 preferably).

### ❖ **Brevity is the soul of wit.**

The video should be between 2-3 minutes long. Keep it short and simple!

### ❖ **Content**

Start the video by saying your name, your age and in what country you live and work in. If you come from another country, please also let us know that. Also tell us the name of your organization and/or project.

Respond to the following leading questions:

- *What challenges concerning climate change/justice are you facing/fighting at the moment?*
- *What are you doing to target those challenges?*
- *Who are the people involved and what is your motivation to do that?*
- *How did you start with your project/activism?*
- *You can also speak generally about climate change as a global issue and how it is connected to your local region.*

### ❖ **Think about the target group!**

The main target group will be young people, especially students in school settings. Therefore, it is important to use a language that can be understood. Technical jargon should only be used if it is indispensable for the content.

### ❖ **Clear sound & steady picture**

- a good quality of the video is absolutely necessary.
- please use a good camera or a phone that allows you to produce good video content.
- spoken word needs to be well understandable – if by any case you have a microphone that you can connect to your phone or your camera
- If possible, please use a tripod to avoid blurring the image.
- Please check the light & background in your video (Not too dark, not too much distraction in the background)
- Make sure camera is at the height of speaker's eyes
- make sure to clean your camera lens (esp. when you use a phone!) before you start shooting

### ❖ **Language**

You can record your video in English or your mother tongue - speak in the language you feel most comfortable with! Different languages are part of the diversity of the climate movement which we would like to represent. Please, if possible, send us a written version of what you are saying in the video (a transcript), so that we can add translations. If possible for you, you can also include a translation into a second language.

### ❖ **An image says more than 1000 words.**

When sending us the video, **please also attach some photos** (or, even better, videos) of your work. Images have a way greater impact on how people can connect to your story compared to the spoken word. Show in pictures what you are working on.

### ❖ **Data Privacy (Data and Image Rights)**

When sending us videos and pictures, please make sure that everyone who appears in your media will also agree to be shown online. If you send us your material we send you a data privacy form to be filled out by everyone who appears in the videos and photos. We want to make sure that everyone is ok with being shown online.