



# Call for video contributions

## Creative & Technical brief

The European Commission, Directorate General for International Cooperation and Development (DG DEVCO), invites organizations implementing EU funded projects in the area of **interreligious dialogue/cooperation and/or Freedom of Religion or Belief (FORB)** to **submit videos presenting their activities**.

**The theme is “Working for respect of diversity of religions and convictions outside the European Union”.**

### 1. Narrative & storytelling

The submissions should cover at least three of the following aspects:

- Describe the project and why it is important.
- Highlight actions, including innovative efforts, implemented or foreseen and the strategy/approach adopted.
- Introduce results achieved or in progress and the impact expected.
- Present main challenges.
- **Highlight what you hope to achieve in the future.**

Contributions should ensure that proper diversity is included in the videos, featuring diverse communities and groups in terms of religion or belief, age, gender, etc.

### 2. Shooting requirements and suggestions

Diversity is important also in terms of format. All videos must appropriately convey the messages and aims of the projects by showing the project environment/setting. The clips can be a mix of wide and close-up shots containing people, venues, project sites and the surrounding landscapes, etc.

You may focus on the people involved in the project, showcasing individual portraits and/or a group, including beneficiaries and community members, project staff.

Portraits should both looking at the camera and not, close-ups, wide/overall shots, and action shots of people at work in their environment.

Things to avoid:

- Generic imagery that is not project-specific and too broad for use (broad fields, dirt roads, empty hallways, formal meetings of officials, etc.)
- Clips including highly visible brands/logos (tags, t-shirts, stickers) unless EU, EC, UN related, or unless related to the organisation implementing the project (EU logo is a very welcome addition to any clip, but it is not an exclusive necessity)
- Stereotyping in regard to the specific themes on purpose (arranging the scenes), e.g.
- Portrayal of exploitation, violence or abuse
- Clips of diplomatic, government or military representatives without their written consent and/or knowledge.



# Call for video contributions

## Creative & Technical brief

### 3. Technical requirements

In order to ensure consistency of the delivered material, please film your content according to the following specifications:

- The content could be filmed with a smart phone, tablet or any other camera device in widescreen format.
- The resolution of the content should be at least 720x576 pixel.
- Each shot should last at least 5 seconds.
- The images should be recorded in a stable and in good lighting.
- When recording interviews, the sound should be loud and clear with as little background noise as possible.
- Ideally, the language of the video will be English or French but all languages are accepted.
- Please do not use music, graphics, subtitles.
- Please do not pre-edit the individual video clips.

### 4. Legal requirements

Verbal or written consent must be given by all participants appearing in the video clips. This should be confirmed by filling in and signing the consent section in the separate “Registration form”. Only one consent form should be provided per video contribution.

### 5. Selection and final editing

The selection criteria include the project’s relevance and area of activity, reach and impact, approach and method, geographic location, innovative practice, efficiency, inclusiveness and sustainability, gender diversity.

Technical elements will also be considered in order to make sure that the final products adequately convey the story and messages. This includes the quality of the sound, the quality of the image as well as additional creative and innovative elements.

Up to six videos will be selected and professionally edited into 2–3 minute video clips.

An eight minute “Best Of” video will be produced from all the collected material and aired at the European Development Days in Brussels, Belgium.

Background music and voice-over narration might be added to the final video.

### 6. Uploading video and other documents

All video clips should be uploaded to the following link [call-for-videos.mc-digital.com](http://call-for-videos.mc-digital.com). Please fill in and upload the registration form available on that link, together with your video, in order to be considered. Please include proof of consent from all individuals that may be displayed in your video contribution.