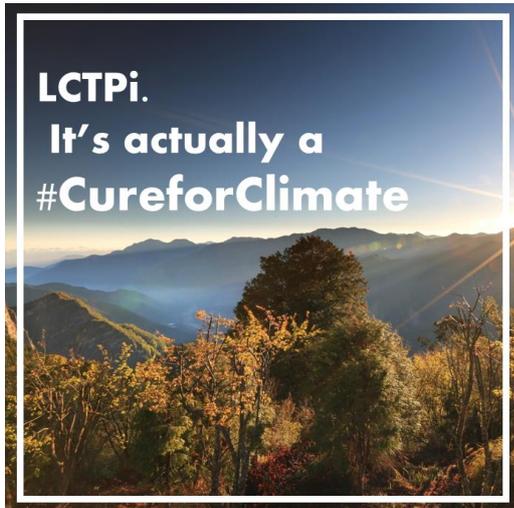




Cure for Climate Video Briefing for LCTPi Comms Teams



We would like to produce a series of short films to showcase your leadership on LCTPi. You can help us by putting together a 1-2 minute video clip that demonstrates your employees' excitement around developing a cure for climate.

We'd like you go out into the workplace, speak to employees and record their answers to the following question: *How does it make you feel to know that [company name] is developing a cure for climate?* We'd also like to hear about **why** they feel the way they do (see examples below).

The clips can easily be filmed on phones, cameras and tablets, and should have a variety of accents, ages, scenes, activities and people. The overall aim is to provide a platform for you to share the great work you're doing through LCTPi in a new and exciting way.

We will **1) share your individual company clip** along our social media channels, throughout our global network and with relevant media contacts; and **2) compile the most compelling clips from various companies' "raw footage" into a short film**, highlighting LCTPi across a number of industries. We will share your individual company videos across our network in the run up to COP21, and will air the compilation video at the Paris Council Meeting this December.

Please see the Directors' Notes below for tips on how to make your clip as clear and compelling as possible:

Directors' Notes: Examples of clips (all at least 5 seconds)

Please interview a variety of subjects: men and women of all ages, accents, nationalities, specialities and backgrounds. You can talk to people in a group (for example in a staff kitchen, in the lab or in the field), or you can collect individual responses and edit them together to make your 1-2 minute video.

Ask the questions: *How does it make you feel to know that [your company name] is developing a cure for climate? Why do you feel that way?*

Note that we don't need a recording of the question in every clip. We'll take care of all of that in the graphics for the end compilation video. Please feel free to include your company logo, the #cureforclimate hashtag and any individual comments or stylistic touches.

Not every person you film needs to say the company name. Answers should be authentic, varied and entertaining.

"I'm very proud of the work [company name] is doing on [mention the technology]."

"I'm proud because I know that we are making a difference."

"I'm excited to belong to a company that's developing [mention the technology] as a cure for climate."

"Working on [company name's][mention the technology] makes coming to work more like changing the world."

"I love knowing that our work on [technology] can help to save the things that are important to me."

"I feel good knowing that we're helping to make the future better for my children, and their children."

Note: These are all soundbites of circa 5 seconds, feel free to add on or change as suits you best.

Jargon dictionary

Piece to camera: saying your point looking directly into the camera.

Filming notes

Please aim for a diversity of shots, angles, activities and people. We'd like to see what your employees do – feel free to film in the field, the lab or outside. We don't expect all clips to come straight from the office, unless you want them to.

Important point: Shoot in landscape, not portrait (DO shoot with the phone or tablet rotated through 90 degrees, so its long side is horizontal)

More tips:

- Please include all different people – a mixture of genders, ages, ethnicities and general styles.
- Feel free to ask a colleague to record you delivering your piece to camera, but make sure they're not too far away (no more than five metres, so as to capture the sound - **this is very important - no sound, no film!**)
- These shots can be as creative as you like: try and immerse the viewer in the shot with lots of feeling
- Be positive and have an upbeat tone: We want people to see that employees are energetic and excited about the work that they do.
- Send your clips through to us, so that we can select the strongest for the final video compilation to be shared in December.

Audio / soundbite notes

Sound is really important, so please ensure the following:

- Don't have the smartphone / tablet too far away from the voice (no more than five metres), do your best to hold it steady
- Piece to camera –ask employees to look at the camera and say clearly why they're excited about what they do, what it is and why they're proud to be working on it.

Thank you for your enthusiasm. We look forward to seeing your clip, and to helping you get the word out about the important work you're doing through LCTPi.

Sincerely,

The WBCSD Communications Team

For more information on this video project, please contact [Juliet Taylor](#)