



LCTPi

Low Carbon Technology Partnerships initiative



CEO Videos in support of LCTPi

As a leader on climate action, you can showcase your thought leadership and innovative edge by contributing a short video of your CEO explaining why and how your company is contributing to the LCTPi. Fast-paced and engaging, these videos will be used as part of our communications outreach for COP21 through various innovative channels including our LCTPi app and social media. Once finalized, you can use these resources to spread the word and further strengthen your leadership role on climate.

For any inquiries about the CEO Videos, please contact Irge at aujouannet@wbcsd.org

Video Concept:

When filming, please focus on answering the following four questions:

1. Why does your company participate in the LCTPi?
2. Why is finding a cure for climate important for your company?
3. What is your company doing within the context of LCTPi?
4. Is there anything that you would like to add?

Filming notes:

- We would like the films to reflect the diversity of the companies involved in the LCTPi. Do not hesitate to aim for different shots, angles and backgrounds.
- If you are filming yourself or asking a colleague to film, the camera should not be more than five meters away to be able to capture the sound. This is critical.
- Important point: if you are shooting with a smartphone or tablet, please shoot in landscape, not portrait (with the phone or tablet rotated through 90 degrees, so its long side is horizontal).
- Be creative: try and immerse the viewer in the shot with lots of emotion.
- Be positive in tone and express the energy and enthusiasm about the work that you do within the LCTPi.

Audio / soundbite notes:

Sound is really important, if you are filming with a smartphone or tablet, please make sure you don't have it too far away from the voice (no more than 2 meters). Then look at the camera and speak clearly.