

REQUIREMENTS FOR «FINAL IMPACT CLIP»

GUIDELINES ON PRODUCING THE SHORT FILM AFTER PROJECT COMPLETION

RESOURCE	Gebert Rüt Stiftung website
NOTE	Further information is available at grstiftung.ch .

PROCEDURE

Each project team produces a 2-minute YouTube-suitable film on the project after completion of the work. The «final impact clip» must be submitted together with the final report and will be published on the website of Gebert Rüt Stiftung.

«FINAL IMPACT CLIP»: 2 MINUTES

1 Content-related aspects

- Result: What is the problem that was solved in the project? Which solution (product/service) is available after the end of the project?
- Impact: What has been achieved in concrete terms with the support of Gebert Rüt Stiftung?
- Implementation: Where and how is the product or service used in society and business?
- Further steps: How will the project be continued (additional financing, partnerships)?

2 Dramaturgic aspects

- A good clip requires preparation: the spoken text must be written beforehand in the form of a script, and roles allocated if several people are involved.
- Choose a suitable location/background for the presentation of the project success.
- The target audience of the short film is the general public. The presentation should be attractive and easy to understand. Long sentences should be avoided.
- As well as the content, personal commitment is also important: Be authentic and show self-confidence and enthusiasm for the project and its implementation.

3 Technical aspects

- The clip should be in a format supported by YouTube (standard).
- Please send the «final impact clip», together with the final report and the updated web presentation, by e-mail to jacqueline.grollmund@grstiftung.ch (project controlling). Services such as DropSend or WeTransfer can also be used.
- The short film will be published on the website of Gebert Rüt Stiftung.