



## Concept

### Video: “Thanks to Europe,...”

---

#### Content

- The idea is to create a video in which representatives of member companies (ideally managers and employees across the hierarchy) of our member federations would communicate positive “punchy and powerful” messages in favour of the EU: why it is important for them and how it has helped them achieve their goals.
- We count on our member federations to collect these short video statements from their members.
- The individual videos should have a maximum duration of 1 minute. The contributions will then be edited by BusinessEurope and different statements will be combined into one single video.
- The contributions should preferably be in English. If you prefer to send it in your native language please also provide the translated text so it can be added as a subtitle.
- Preferably each speaker should choose one topic to focus on: trade, Single Market, investment, skills, research and innovation, etc. The message should include the sentence “Thanks to Europe,...”
- Examples for opening statements would thus be:
  - “Thanks to Europe, my company could easily access **X** new export markets which helped create **X** jobs.” (Manager)
  - “Thanks to Europe, I had the chance to easily gather work experience in **X** different European countries and to increase not only my skills but also my network across Europe.” (Worker)
- If possible, the companies would also provide footage of their production, which would be used in an alternate way with their statements or/and an explanatory voice over.
- The video will also include an explanatory voice over to connect the different statements and make the storytelling, as well as supporting facts and figures.

#### Promotion

- The video would be published on our website, newsletter and social media and shared with our member federations so it can be published in their social media as well and therefore further promoted. It could also be used in the framework of a campaign in view of the European elections in May 2019.

#### Deadline

- We kindly ask all member federations to let us know if they are willing to engage in the video by the end of November (please confirm this by sending an email to [c.krause@businesseurope.eu](mailto:c.krause@businesseurope.eu) and nominating a contact person) and to send us your contributions via WeTransfer by mid-February.

#### Technical requirements

- In order to have the best quality possible for our video, we kindly ask members to follow the basic requirements below:
- Format of video: 16:9
- Format of file: either mp4 or .mov
- Minimum/maximum resolution: high definition (720p or 1080p)
- It is very important to use a microphone (lapel one would be ideal) and preferably a camera on a tripod. In case you have to use a mobile phone (not recommended), please use a microphone and a tripod as well, and record it in a horizontal way.