



multiclimact

MULTICLIMACT Video Training Course

Alparслан Akkus, Ekaterina Korobovich

Steinbeis-Europa-Zentrum



Co-funded by
the European Union



Overview: What?

Subtask T12.1 Mobile-phone style videos

- Starting in year 2 (Month 12 - 43)
- Short “mobile phone style” videos (non-professional!)

Overview: Sample





Overview: What?

Subtask T12.1. Mobile-phone style videos

- Starting in year 2 (Month 13 - Month 42)
- Short “mobile phone style” videos (non-professional!) around 60 seconds
- Informing about the project’s progress and objectives
- Delivering an “insight glimpse” into the project
- Uploaded to social media (X, LinkedIn) and YouTube, MULTICLIMACT website



Overview: what?

Target Audience: All target audiences are possible!

- Video made at a citizen engagement event ➡ citizens
- Video made at a policy workshop ➡ policy makers
- Video presenting a scientific publication ➡ scientific community



Overview: Who? How Many?

- 10-15 mobile-phone style videos produced by project partners
- First 2 videos available
 - [Demo Site in Delft](#), The Netherlands
 - [Demo Site in Camerino](#), Italy
- Goal
 - One video every 1 ½ - 2 months
 - Achieve very high social media activity
 - Increase visibility and awareness of the project



Video Production: Content

What should the videos look like?

- 30 seconds to 2 minutes
- Filmed with a mobile phone (or another camera, but no professional setup needed)
- With spoken text, voice over, subtitles or music in the background
- Informative and entertaining
- English (if possible) or local languages (+subtitles)



Video Production: Content

Things to consider:

- GDPR requirements: make sure that all people in the video have given their consent to be filmed
- Inform about videos during registration
- Place a sign at events
- Make sure there's no copyright issues

General Data Protection Regulations



Photo and video recording during the event

[Insert organisation name] organises the event and takes photos and videos. The participant's consent includes the right of [Insert organisation name] to use or have these recordings used for advertising and non-commercial purposes in print and online media, including social media. If the participant does not agree in individual cases with photographs and filming of his or her person, we ask for an immediate reference to the photographer or cameraman.

➔ For use at public events, e.g. citizen engagement activities



Video Production: Content

GDPR requirements: make sure that all people in the video **have given their consent** to be filmed

- Inform about videos during registration
- Place a sign at events
- Check with your company's GDPR specialist
- Respect country-specific gdpr-requirements
- In public: avoid showing people's faces

 Please send all videos to Alparslan and Ekaterina (via email or mail drop/wetransfer.com)

- alparslan.akkus@steinbeis-europa.de
- ekaterina.korobovich@steinbeis-europa.de



Video Production: Content

There are no hard rules as to what you can film, as long as the video is related to MULTICLIMACT

Fairs and exhibitions:

- Record a short video of yourself or your colleagues exploring the event
- Showcase the exhibition hall, stands, and booths
- Interview an exhibitor for quick insights
- Highlight key materials like flyer stands
- Do a live recording of an interesting session



Video Production: Content

Internal workshops/meetings

- Film the room or table with team discussions in action
- Introduce the setting: *“Today, we are in Bilbao for our MULTICLIMACT meeting, bringing together partners from all WPs to discuss project progress.”*

With your local team

- Capture your team in front of the project roll-up
- Show a fun clip of how you set it up or “roll it up.”

Citizen engagement or collaboration events

- Visit your implementation/construction site and give a visual tour



Video Production: Software

What are some tools/software that I can use?

- We suggest to use the app “inshot” (freely available on android and apple)
- But you can use any other software that you wish as well!



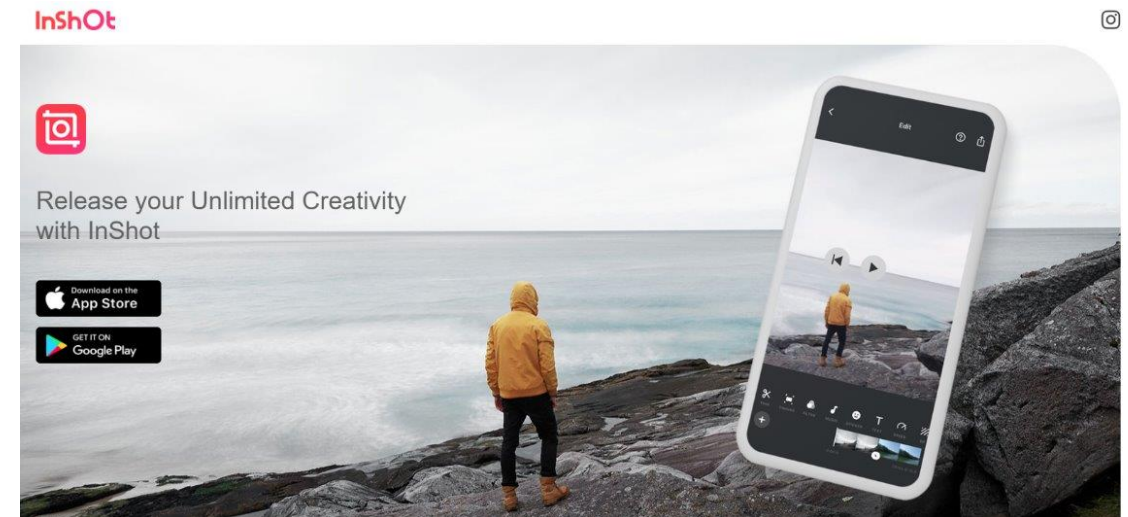
Video Production: Software

Download device of your choice

- App Store



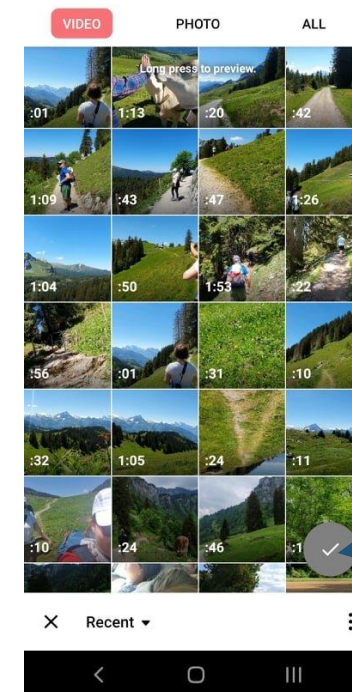
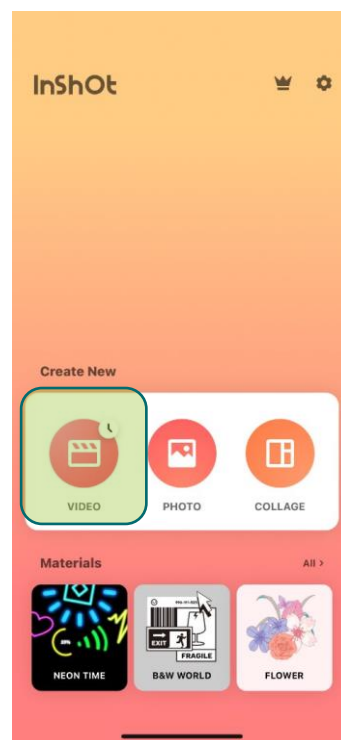
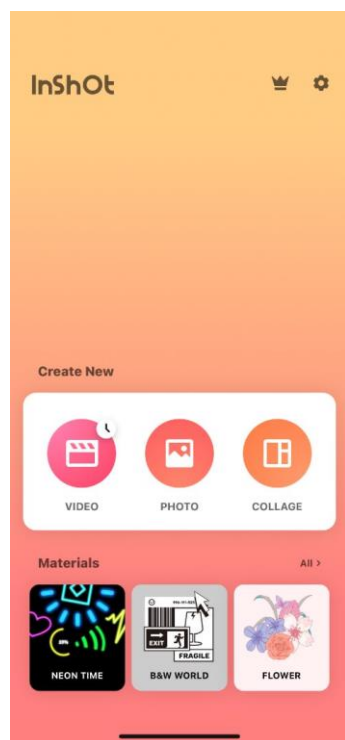
Google Play Store





InShot Training

1. Record a video with your phone (not the InShot app)
2. Open the App
3. Click “VIDEO” -> “NEW”
4. Select pre-recorded video

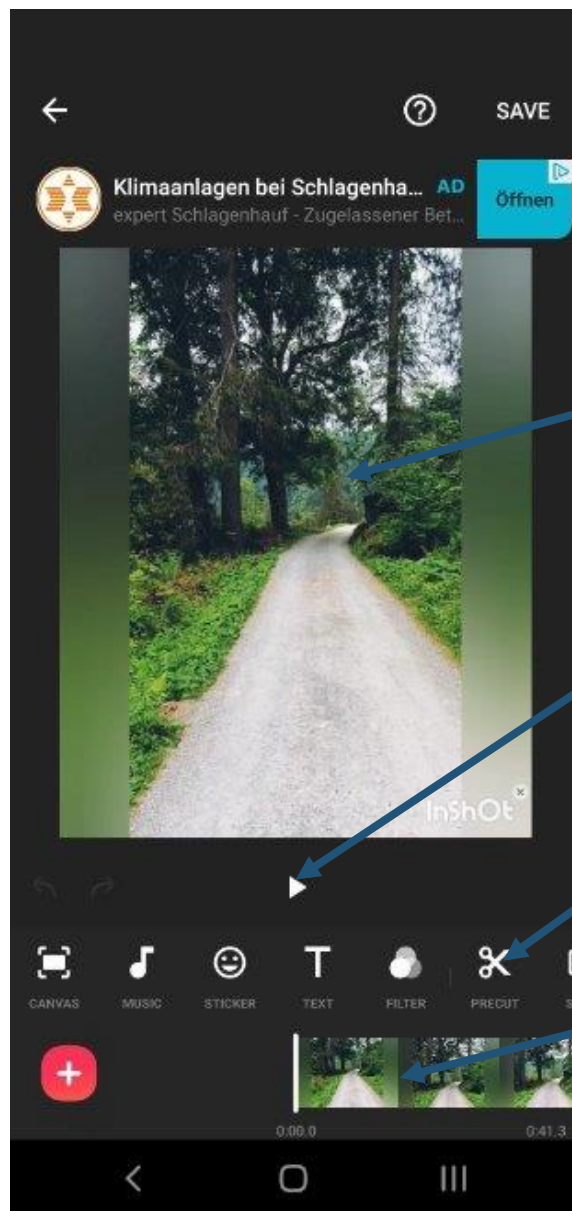


Button turns green, click it 😊



InShot Training

5. Video appears in InShot App



Video

Play button

Different effects,
e.g. filters, stickers,
emojis, text

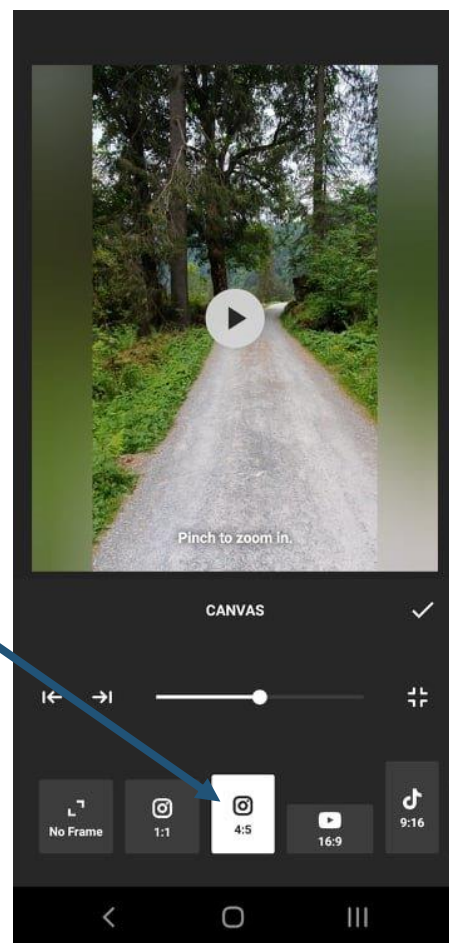
Choose specific
time within video



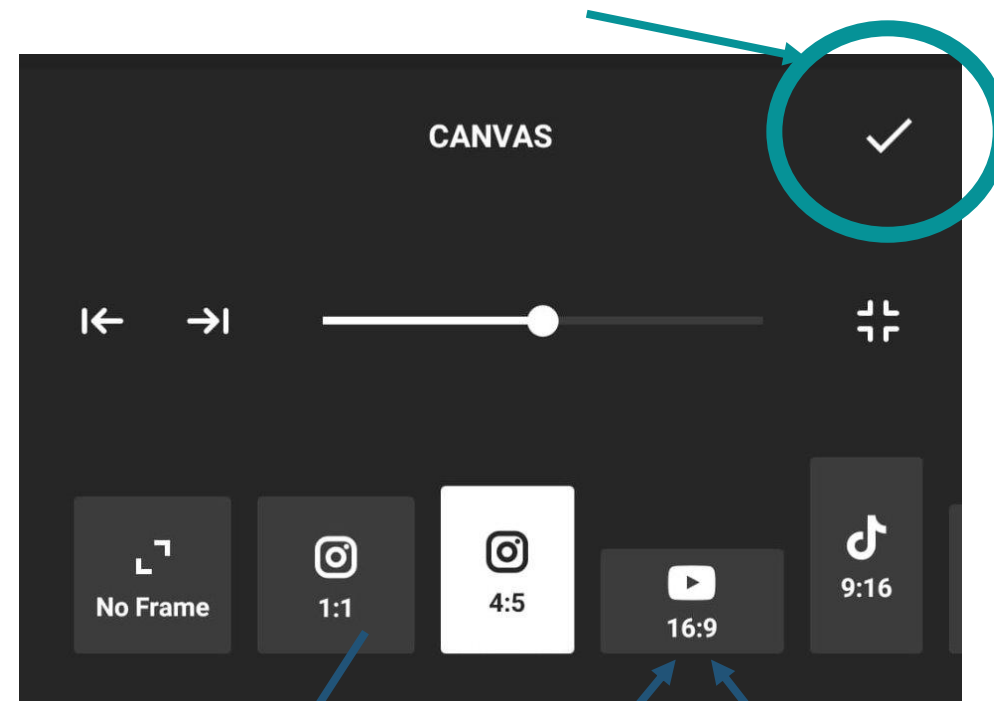
InShot Training

6. Click „CANVAS“ to select format

Different frames depending on what platform you will be posting on



Always click here to “confirm” selection



X

YouTube LinkedIn

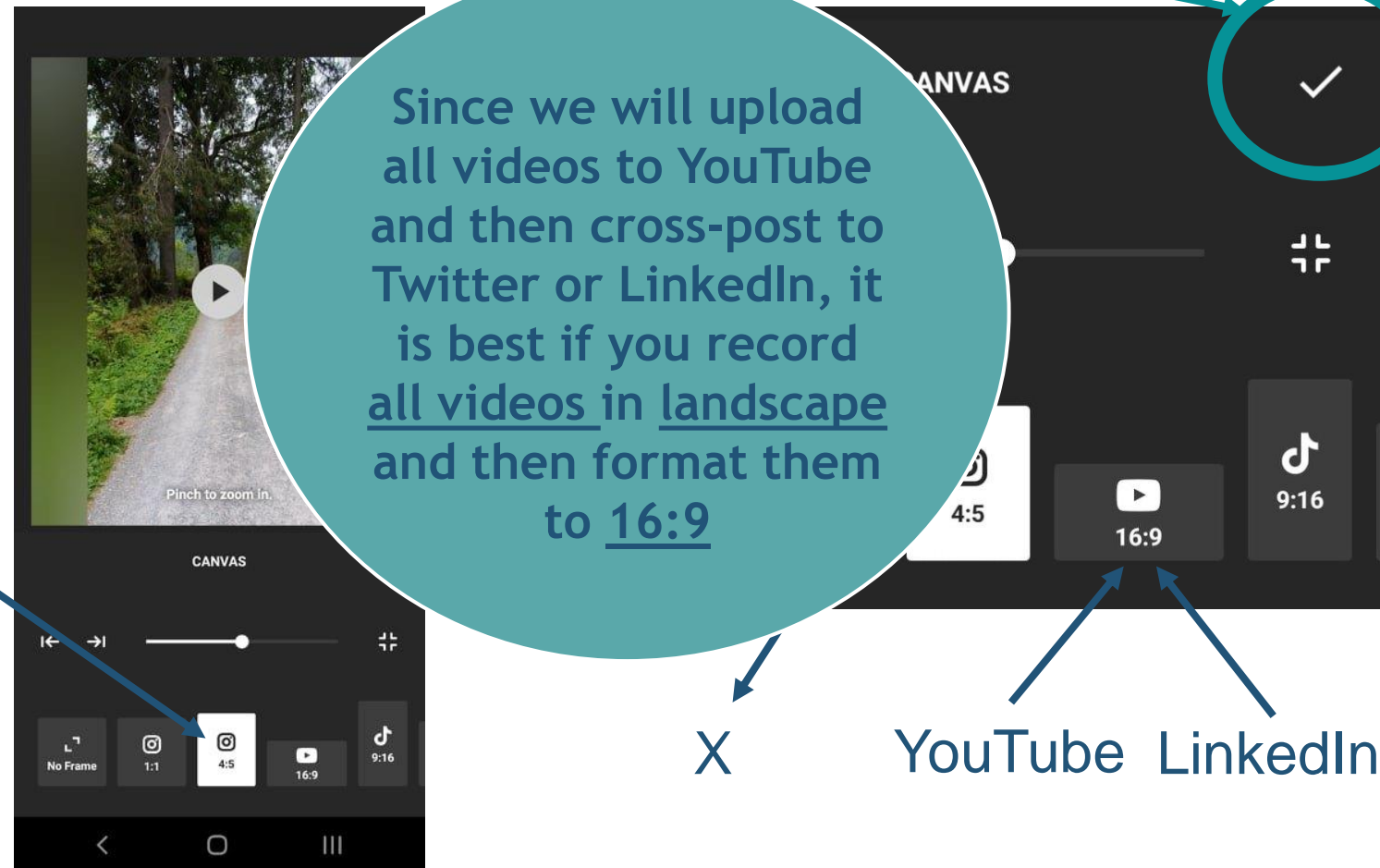


InShot Training

6. Click „CANVAS“ to select format

Different frames depending on what platform you will be posting on

Always click here to “confirm” selection

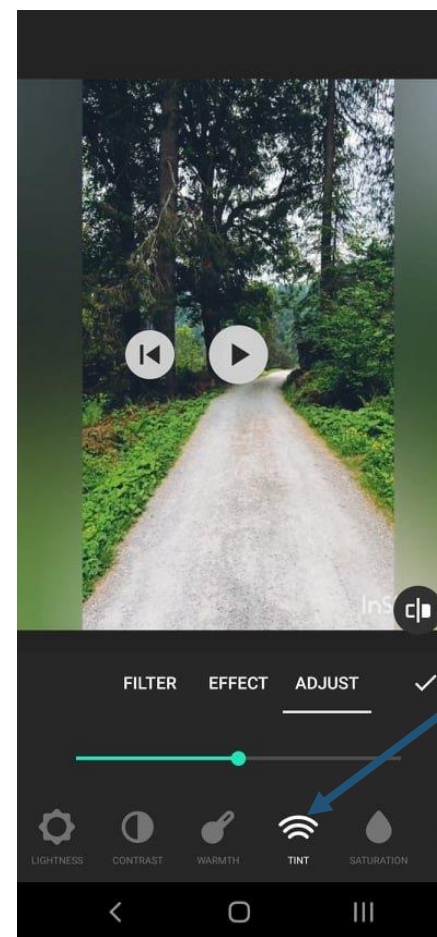
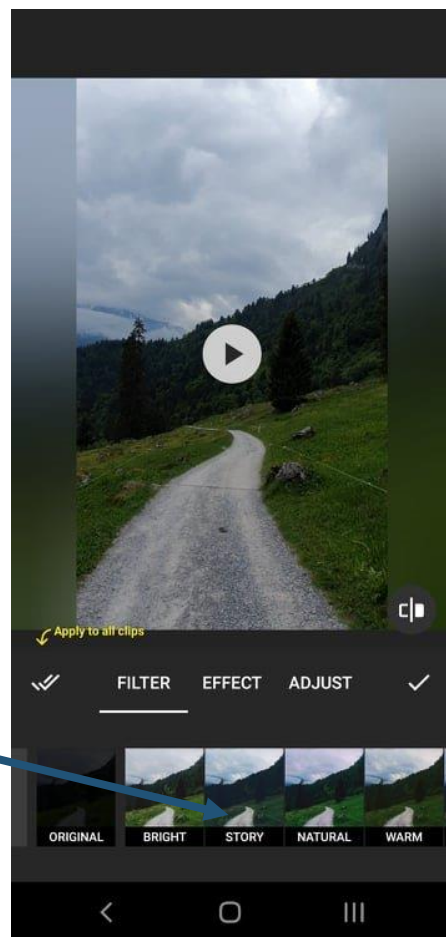




InShot Training

7. Click „FILTER“ to edit video

You can select pre-defined filters to enhance your video or edit it manually by clicking on “ADJUST”



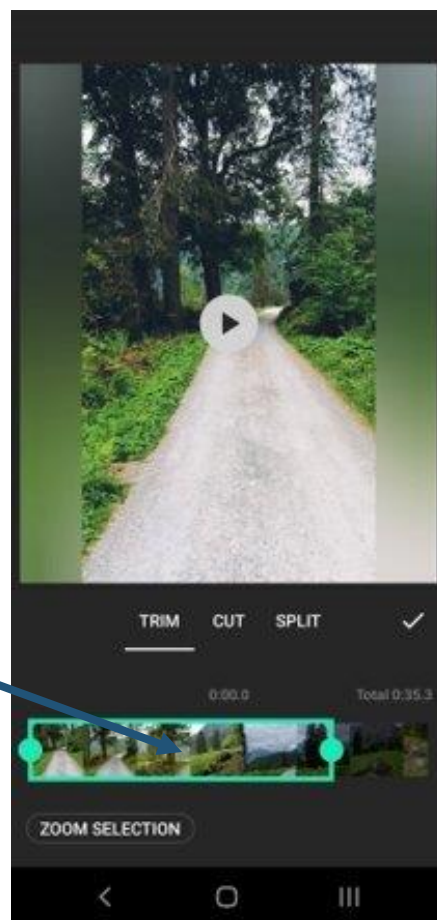
With “ADJUST”, you can edit your video to make it lighter or optimise the colour.



InShot Training

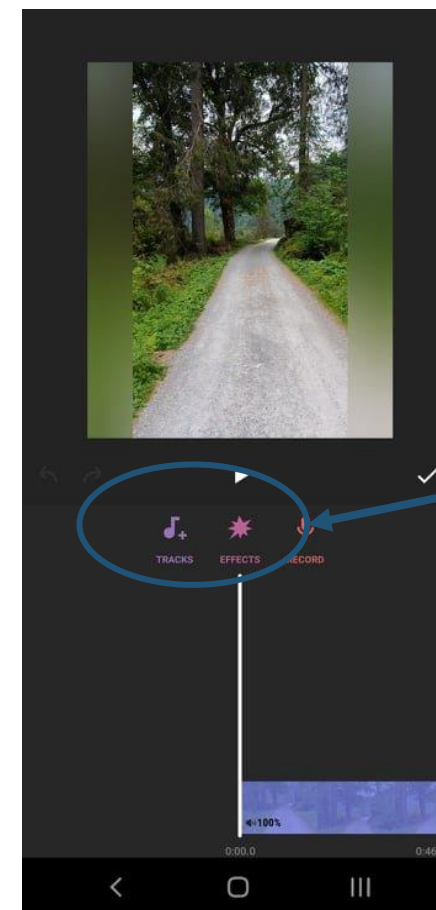
8. Click „TRIM“ to cut video

You can cut your video if it's too long or cut several videos together by selecting a second pre-recorded video



9. Click „MUSIC“ to add sound effects

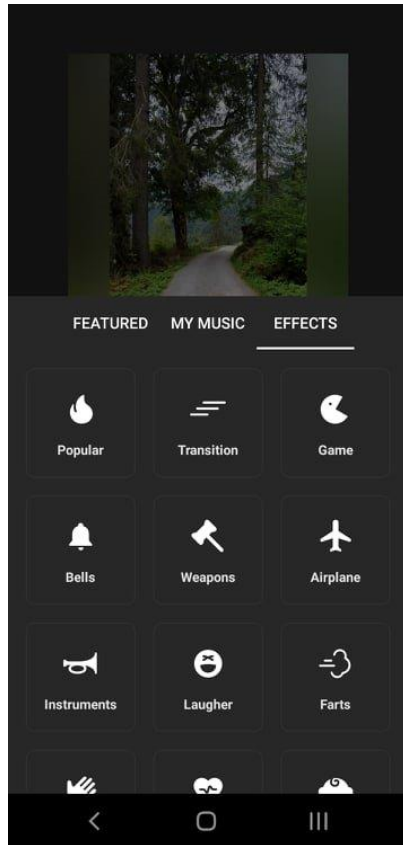
With “ADJUST”, you can edit your video to make it lighter or optimise the colour



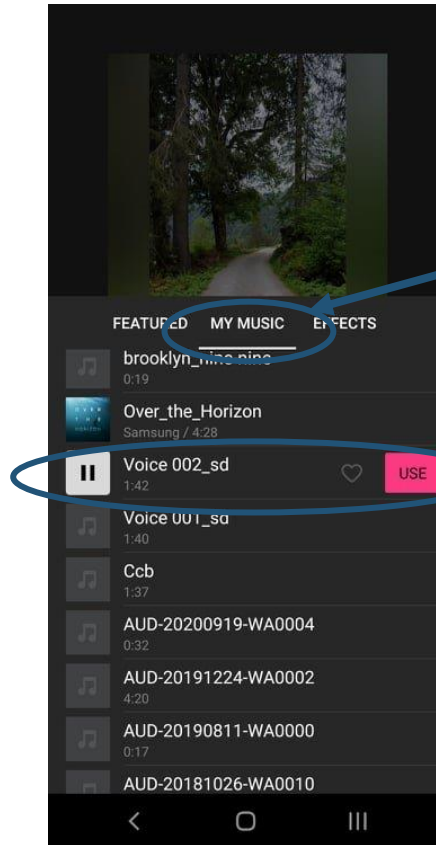
InShot Training



10. Select sound effects

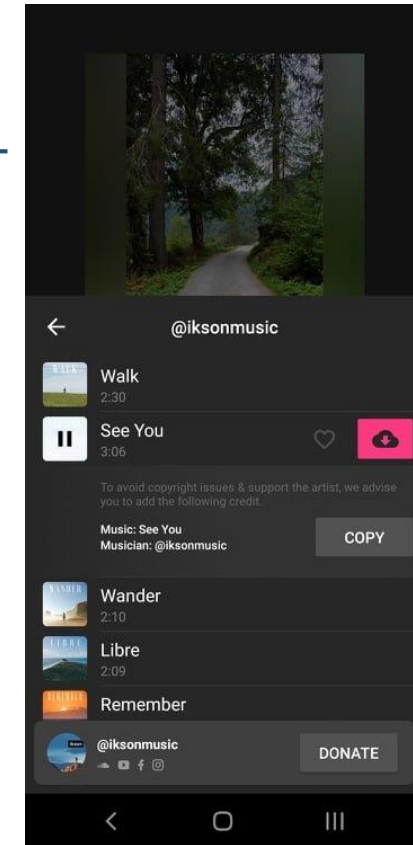


11. Select pre-recorded audio



Add a recording/voice-over by selecting "MY MUSIC"

12. Select background music

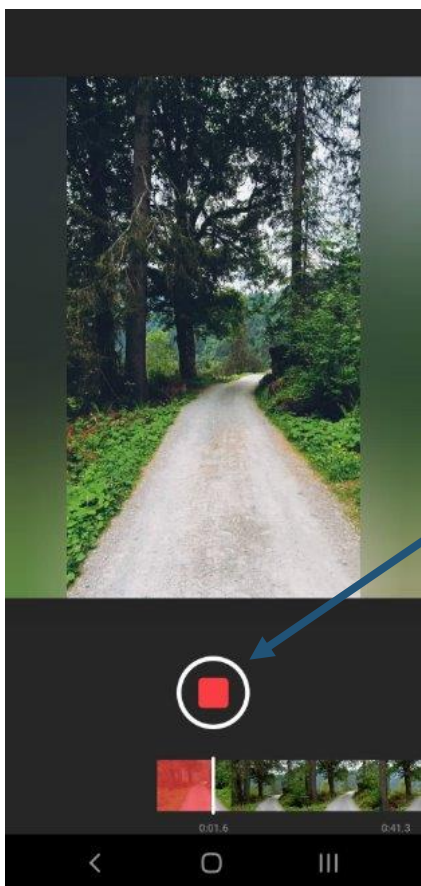


Or select songs from the library by clicking "FEATURED"



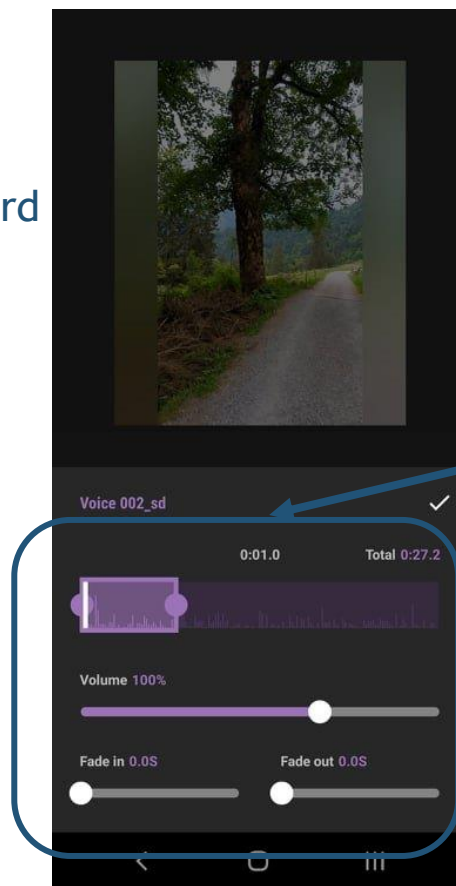
InShot Training

13. Record audio



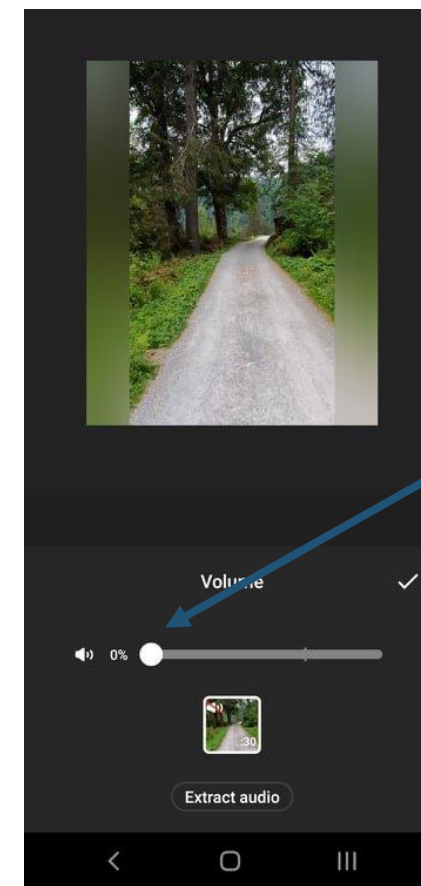
You can record a voice-over while playing your video

14. Edit audio



You can cut your audio, change the volume or let it fade in/out

15. Edit video audio

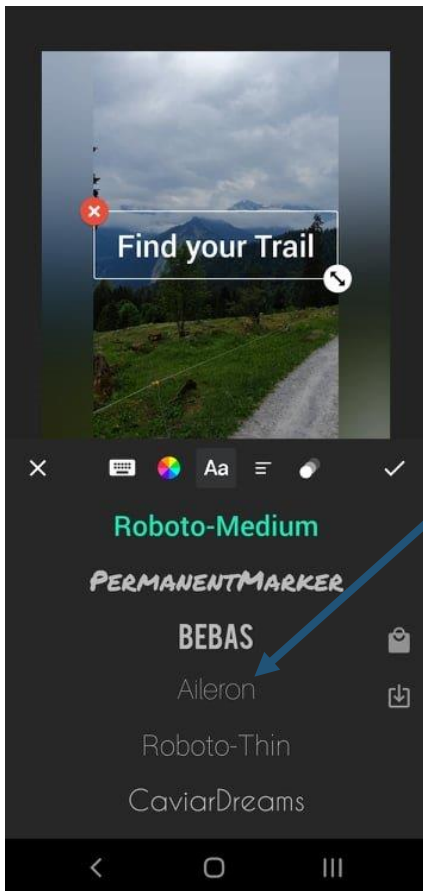


You can cut your audio, change the volume or let it fade in/out

InShot Training

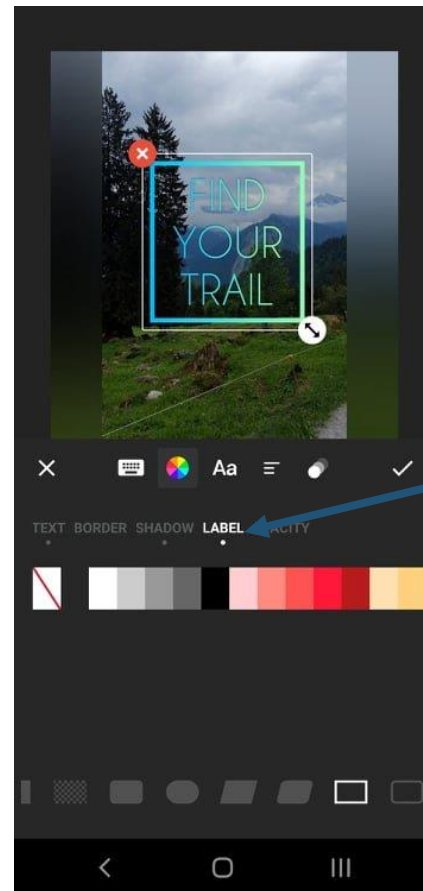


16. Add text



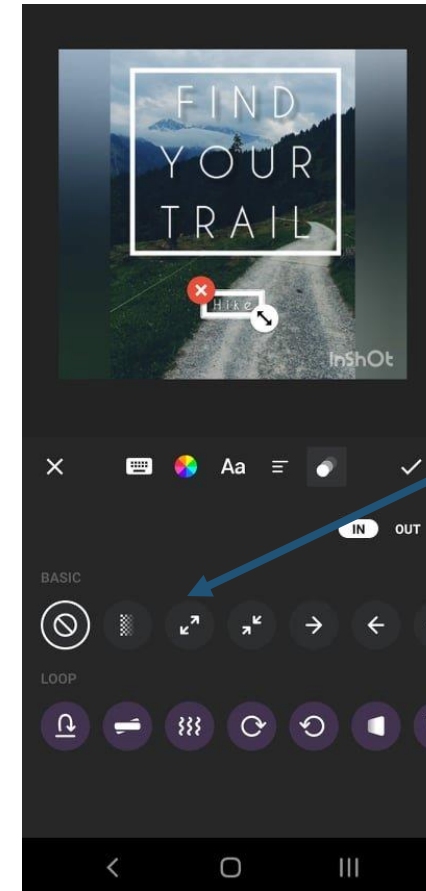
Type in text and select different fonts

17. Add Frame



You can also select different colours and frames

18. Select text-effect

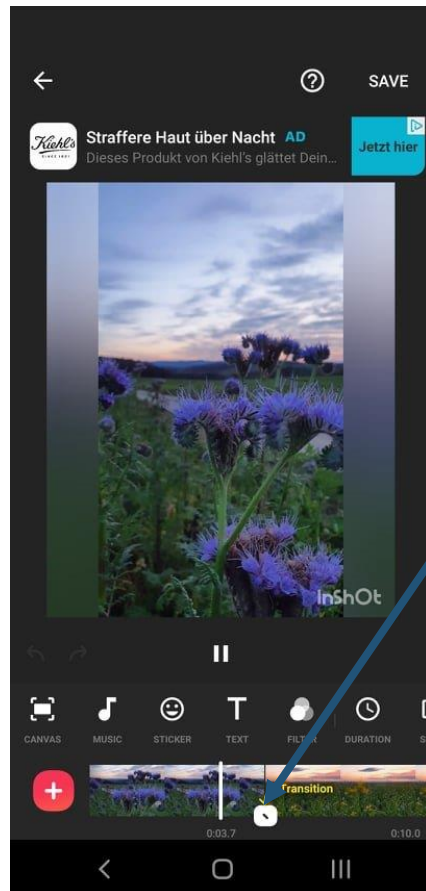


Here you can add effects to your text like fade in and out



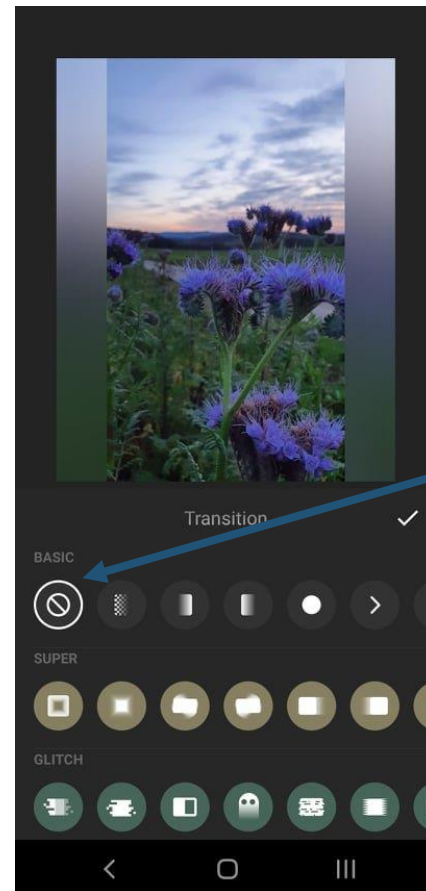
InShot Training

19. Add picture



Click on the transition symbol

20. Change Transition

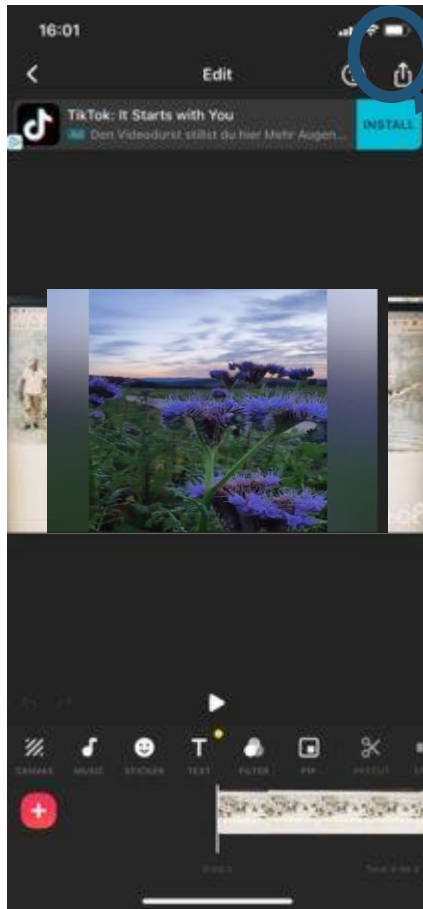


You can change the transitions between pictures or picture and video

InShot Training



21. Save video



Once ready, click here to save your video.

The smallest quality (720p, 30fps) will be ok.

Then click “SAVE”

Save video

The video will be saved in your picture library. Go there and send it either via email to

alparslan.akkus@steinbeis-europa.de

ekaterina.korobovich@steinbeis-europa.de

OR (preferably)

send it via a cloud service (mail drop, wetransfer.com, etc.)



Visit our [website](http://www.multiclimact.eu) www.multiclimact.eu



Subscribe to our [newsletter](#) on our website



Stay up to date on [LinkedIn](#) & [X](#)



Co-funded by
the European Union



Alparslan Akkus, Ekaterina Korobovich

Steinbeis Europa Zentrum



www.steinbeis-europa.de



alparslan.akkus@steinbeis-europa.de
ekaterina.korobovich@steinbeis-europa.de



+49 711 25 24 2067



<https://www.linkedin.com/company/steinbeis-europa-zentrum-sez>



https://twitter.com/SEZ_Europa

This project has received funding from the European Union's HORIZON Innovation Actions programme under the grant agreement No. 101123538. All information in this deliverable may not be copied or duplicated in whole or part by any means without express prior agreement in writing by the MULTICLIMACT partners. All contents are reserved by MULTICLIMACT and may not be disclosed to third parties without the written consent of the MULTICLIMACT partners, except as mandated by the Grant Agreement with the European Commission, for reviewing and dissemination purposes. All trademarks and other rights on third party products mentioned in this document are acknowledged and owned by the respective holders.



Co-funded by
the European Union