



Instructions and guidance for recording your video message

Thank you for bringing your voice to the Malmö Summit.

Kindly see the instructions below for recording your video message:

1. Please introduce yourself by stating your **name, title** and the **name of your municipality**
 - Example: *Hello, my name is Gino Van Begin, Secretary General of ICLEI - Local Governments for Sustainability.*
2. **Answer our question(s)** kindly limiting your answer to **30 seconds**. Please remember to speak clearly and loudly enough, so that people who are not native English speakers can understand you

Our recommendation is a head and shoulders shot (like shown below).



Please be mindful of:

- **Your lighting:** Your face should be well lit. **Please avoid having a window directly behind you.**
- **Your audio:** Ideally, use headphones with a microphone and avoid rooms with echo.
- **Your position and shot framing:** We recommend using a stand, tripod or shelf to hold your device in a static position at roughly head height, ensuring your head and shoulders are clearly visible
- **Your shot background:** Don't have anything in the background that you would not want people to see.
- **Avoid reading a script:** The camera will pick up eye movements, and the message will be more engaging if you speak freely and naturally.

