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.