

Interreg in motion

Guide to video production
July 2017



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“We see a world that is video-first with video at the heart of all our apps and services.”


Mark Zuckerberg, July 2016

Introduction

Videos dominate the digital communication landscape and are great tools to convey complicated messages to various target audiences.

Interreg strives to be visible in the competitive communication environment where major brands exploit the attention of modern audiences, and they do so with enormous budgets. The majority of modern consumers have limited attention, limited time and are very selective. This means Interreg programmes have to come up with creative ideas and effective use of channels to create a space for themselves in the attention of their target groups.

Videos can be key communication products in such an environment, as they can pass on crucial messages or pages of information in a matter of minutes or even seconds, in a visualised and possibly fun way.



It is estimated that over three-fourths (78 per cent) of the world's mobile data traffic will be video by 2021. *

To help improve the quality of our videos, in this handbook we will explore the most common video practices in Interreg programmes, creative practices for the use of videos, and possible solutions to typical challenges we face while working with videos in our programmes.

1. When to produce a video

We can roughly divide the Interreg video practice into two categories in terms of their objectives: promotional and informational videos. However, some videos emerge as combination of the two. The occasions on which you may choose to produce a video in the programme may be when you want to:



- **Promote the programme**, to convey the message of “we exist”, “we do things” and “there are gains to be had for both of us if you work with us” to your potential stakeholders and wider audience.
- **Specifically promote a call for proposals**, to get more project proposals and fund even better projects.
- **Train** potential applicants and later on project partners to improve the quality of proposed and implemented projects that will save your “content colleagues” some of the time that they spend explaining the basics.
- **Promote projects** and/or their results: this is what this programme is/has been doing for you through projects.
- **Communicate programme achievements** such as those contained in programme evaluation at the end of the programming period, by combining actual footage of those achievements with creative approaches such as animated infographics.
- **Promote a major event**, prior to or after, such as annual or opening/closing conference, forum, cooperation day, etc. with their main highlights and key messages.

These videos can be produced in formats such as trailers, animations, animated infographics, interviews, livestreaming, webinars, recorded event speeches, TV shows and reports, e-learning videos and more.

2. Let's get to work

Consider answering the 5Ws and 1H when planning your video:

- **Why:** What are the objectives and main messages you have in mind? What would you like to achieve with your video? Is video the most appropriate way to achieve these objectives? This will not only impact your format, but also your planning for the storyline.
- **What:** What is the format? Will you live stream or produce an offline video? Is it animated or filmed footage?
- **Who:** Who are the targeted audiences? This will set the tone of your messages.
- **Where:** Where will you publish/disseminate it? On which occasions?
- **When:** How much time can you allocate for the video? When will you publish it? Consider time constraints and the “Zeitgeist” (See section social video).
- **How:** What resources can you allocate to your video? (Human resources, money, technical resources, etc.) Will it be produced in-house or outsourced? Make sure you know your limits.



Decide the format

When it comes to format, opportunities are plenty. For the same specific purpose -say, training partners in project implementation- you can choose from doing a webinar, recording and publishing your training event, producing screencasts, or going for another format. For each of these formats you will need different tools, storyline and preparations.



Many programmes point out that what we deal with in Interreg can sometimes be very abstract, and it is difficult to visualise these abstract contents with filmed footage. **Animations** can help overcome this challenge, as they give you the freedom to imagine and create the scenes you want to show. Animation examples from [this producer](#) may give you inspiration for your own animations. Check the list of tools at the end of this chapter for free online editing tools for simple animations.

“Shooting project scenes after finalisation of projects is a bit challenging. An investment project produces greater frames during the actual activity than when it is finished, especially if it involves construction.”

Genia Ortis, Interreg Slovakia–Austria Programme

While promoting your projects, you probably want to show what your programme actually funded and achieved through a selection of your best projects, to show its tangible impact within the territories.

Therefore, filming may be more suitable than animations for promoting project outcomes. Make a good use of interviews with project partners or people directly benefitting from projects to pass on the key messages through authentic stories. While doing so, make sure the interviewee has given you permission to use their voice and picture in public.

Project interview tips

When you want to feature a series of projects, skip the typical “project summary” facts and focus on the improvements brought by the project such as:

- What has the project provided that made a difference?
- What is improved compared to the situation before the project?
- What would be if the project was not implemented?

Once you revoke the interest and convince the viewer of the benefit, they will go to the sources you provide for the “project summary” facts and more.

In promoting your projects via videos, you have got two options to choose from: you can either produce materials as a programme or ask projects to provide you with the input to your video. Plan how to gather the input in advance, and inform the project partners of this method - e.g., during beneficiary trainings. This means projects will be aware of your need and their expected contribution in advance, and will contribute valuable input when you produce videos promoting your programme's achievements through your projects. For example, you can ask them to film/photograph important scenes of project implementation and send them to you, or assist you or the company you hire in filming the scenes.

“Storytelling in first person is a great way to show the real impact of a project. Talking about errors and solutions is also a good way to encourage people to participate.

Include various levels of actors involved in the project, from programme level to project managers and citizens. Your project's video should clearly show joint cooperation, and involve –as much as possible – most of the people involved in the project, to give a more complete overview and understanding of the project.”

Andrea Rodriguez, Interreg Sudoe Programme

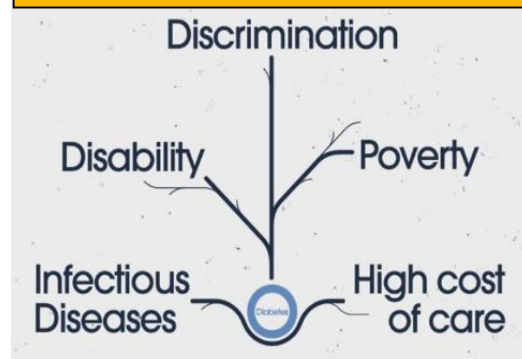
You can also promote a major event by producing a video. This does not necessarily need to take place before the event. A video made before the event will help you attract participants, while a video made afterwards will deliver the key outcomes to those who missed your event. Footage from a conference, such as interviews with participants, can be put included in a video and promoted online and then communicated to mainstream media.

Event teaser by Interreg Hungary-Serbia Programme

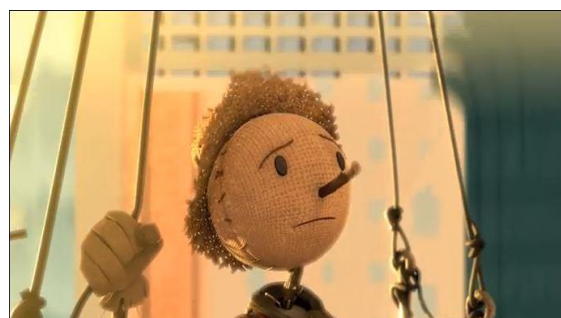


Contrary to popular belief, for promotional purposes silent or text-based videos can be creative formats to go for, especially with social videos becoming more popular than ever.

Inspirational text based video



Text-based videos can be considered if artistic effects, contents, and the text's connection to visuals, music and sound are combined nicely.



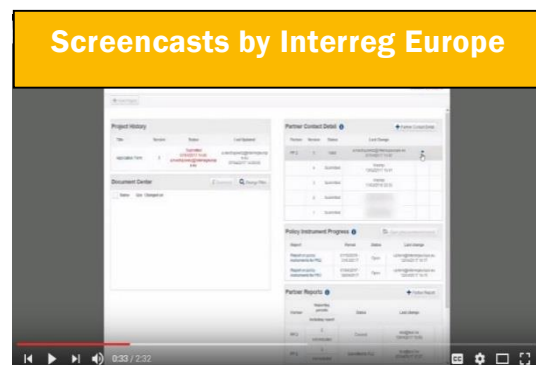
Tips and examples for creative silent videos

Language of the camera

Be creative with your shots and avoid old-fashioned transitions. You can achieve this by understanding the “language of the camera”.

Check out these [Camera Plans and Basic Cinema Techniques](#). (Guides in French)

You may want to make use of **screencasts** to guide projects on the use of digital programme platforms, using tools such as [screencast-o-matic](#) or [camtasia](#).



With easy-to-use, low-cost **livestreaming** technologies, digitalisation of events is now simpler and cheaper than ever, and is becoming more popular day- by-day, substituting physical events.



You could go for a live or semi-live streaming option for some of your events. Semi-live means you record and edit the video in advance, but air it at a later time with your programme team available to answer questions. This method has been successfully used by some programmes. Tutorials were produced and edited, partners were asked to be online at a specific date and time, and the programme team instantly answered the questions live and in the chat, much like they would at a physical event. The recorded videos should be kept as short as possible, due to the viewer's limited time and attention span. Break your content down into separate videos, if you have a lot to say.



Practical tips for mobile live broadcasting

- **Gather participants:** Let the people know in advance when you will be broadcasting live. Remind them repeatedly We are going live in one hour.... only 10 minutes to go!
- **Avoid technical problems:** Make sure you have a strong internet connection and the device you are broadcasting with is fit for the task Have a back-up connection (mobile data), back-up device (your colleague's smartphone) and a back-up person (your colleague). Test all of these.
- **Describe your event nicely:** A good description will make more viewers aware of what your broadcast is about and urge them to join you. As a tip, avoid "publication title" style descriptions and use more colourful ones.
- **Grow your audience:** At some point during the broadcast ask them to follow your channel. Most live apps have a direct follow button. Ask them to share your info on their own social media, if relevant.
- **Engage them:** Answer the viewers' questions right away and mention their name. This will create a connection and help you break the ice for the others as well.
- **Broadcast longer:** Many people will discover you a few minutes after you start broadcasting. Stay live for at least 10 minutes to allow more people to discover you.
- **Measure your reach:** Use social media metrics to assess your reach. Compare the reach of different broadcasts to identify what to improve.
- **Content ideas for live broadcasting:** events, Q&As, interviews, "how to" for project partners, your European Cooperation Day celebration, and more.

These tips are optimal for Facebook, Twitter and YouTube live features.

During livestreams, use energizers which are usually an element of the physical events, but in a different format. For example, quizzes, tests, questions (e.g., where is everybody from) to keep your participants engaged with you and with the other participants.

Whether you are organising an event live or semi-live, make sure the mechanism for participant interaction is in place. You can collect questions and impressions directly via the platform you are using for the broadcast (e.g., YouLive), your social media account(s) or specific tools created for audience management purposes, such as sli.do. Make sure you have enough staff available to follow up on questions/feedback coming from different platforms, or simply limit the interaction to only one platform: e.g. stick to YouTube only.

You can also record your livestreamed video and upload to your channel to reach more people who could not participate in your conference or training and people who could not be online at the time of your stream. Platforms like [Twitch](https://www.twitch.tv/) will record content that has been streamed and archive it on your channel for future viewing.

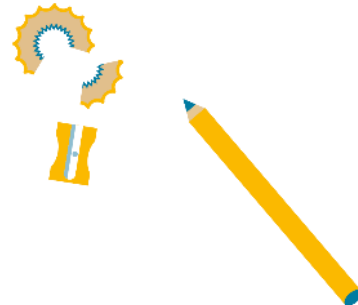
If you do not have a budget for the equipment needed for professional livestreaming, consider making use of live features of social media. All it takes is a mobile phone, available staff and some quick planning. Make sure you are at least three people, one talking, one collecting feedback/questions and one shooting and ensuring continuity. Do not forget to invest in good sound recording equipment.



Develop your story

The story of your video will depend on the format, purpose, target groups and duration of your video.

The website developer's cliché "content is king" also applies to video production. Skills and creativity in formats will give you a big advantage, but in the end it is your content that is being formatted. A good story combined with good use of technical features can make a real impact.



For a story that will impress your viewers and urge them to share it with others, make your story "ZEUS":ⁱ

Zeitgeist: A German word meaning "spirit of time". It implies that it is more likely that users will pay more attention if your story is something that they already care about at a particular time. Viewers are more focused on and are more willing to share stories with powerful content that is relevant to the current situation. Structure your storytelling creating a "climax".

Emotions: A video that triggers emotions in viewers will make your message more powerful, and will more likely bring about a change in behaviour. Emotion is not limited to happy or sad, it refers to a range of human emotions.

Useful: Basically, the "how to" videos that give the viewers knowledge of doing things.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Maya Angelou

Stories: Refers to actual human stories. Real and authentic stories will engage your people and create emotional connections to your viewers.

"When producing audio-visual content, it is important to know what you want to achieve. Most films and videos produced by Interreg programmes currently follow a rational objective. They aim at conveying facts and figures to a specific audience. Examples are tutorials and info clips for applicants, beneficiaries or any other kind of stakeholder. However, films and videos are also ideal to appeal to the heart rather than the mind. They can trigger emotion and help to change attitudes of specific audiences towards what we do. Such emotional approaches to audio-visual content are unfortunately still rather rare in Interreg."

Frank Schneider, Interreg Central Europe Programme

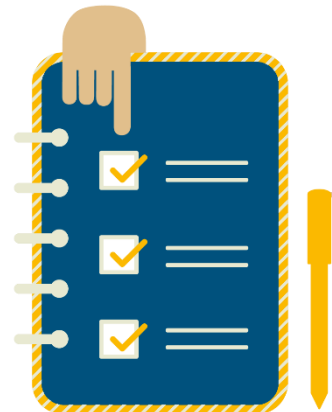
ⁱ "ZEUS" classification is courtesy of Diarmaid Mac Mathúna, [Agtel](#)

Does driving emotions for promotion sound too difficult? [This video](#) was produced by a German media student Eugen Merher for an Adidas ad contest. Or, if you think our products, namely projects, are too small and irrelevant for emotions: [this bubble gum ad](#) may help change your mind.

Golden rule: keep it short!

Users don't want to sit and read through reams and reams of text on the internet. With attention spans now shorter than ever, you need to work hard to keep visitors engaged when they come across your video.

The opening scene of your video is crucial. You have three seconds to capture your viewer's attention and eight seconds to keep them watching your video. Make sure your video is engaging and relevant to the viewer, and that the viewer will clearly understand the message. If your audience can figure out and process your message in three seconds, or you can grab the attention in those three seconds so firmly that they stay for the rest of the video, you've done your job.



Unless you are creating a video for tutorial purposes, keep the scenes short. In tutorials you need to provide detailed information about specific topics, and your viewers are set to spend more time watching the tutorial than they would normally do for a promotional video.

Choosing a short video does not mean that you have to exclude important messages from your video. If there is too much important information to keep your video short, chunk the information and make multiple videos out of it! Video sharing platforms allow you to create playlists, while social media accounts allow you to create folders with for example "albums" on Facebook and "moments" on Twitter.



Researchers surveyed 2,000 participants in Canada and studied the brain activity of 112 others using electroencephalograms.

The results showed the average human attention span has fallen from 12 seconds in 2000, or around the time the mobile revolution began, to eight seconds.

Goldfish, meanwhile, are believed to have an attention span of nine seconds. *

Give it an Interreg touch

Always use the brand "Interreg" to refer to European Territorial Cooperation and the fact that the activity is financed by the European Union. As a regulation requirement, make sure to make reference to the fund, e.g. European Regional Development Fund (ERDF).

As an overwhelming majority of programmes have gone for the common Interreg logo, the process is in a way self-promoting. Each time you use your programme logo, you contribute to the joint perception of the Interreg brand. Keep your programme logo big but still proportional to the frame. Considering the amount of videos watched on mobile phones, this will increase the viewer's exposure to your logo. In the closing frame of your video (called the pack-shot) use an even bigger, full-screen programme logo.

Use your programme visual identity and Interreg brand elements. When talking about achievements, opportunities, facts or other information under thematic objectives, make use of [thematic icons](#). But do this only when icons, colours and styles are compatible with the visual style and colours you have chosen and consistently use throughout the video.



Below are some interesting outcomes of a survey carried out for commercial purposes, and useful tips, with lots of conclusions to draw for Interreg

Yahoo! partnered with Nielsen & Hunter Qualitative to collect strategic insights related to different variables within the pre-roll and native video ad formats. They surveyed 13,600 people (6,400 PC users and 7,200 mobile users), ages 18-54, and 50% males/50% females. Their research methodology involved surveying people prior to ad exposure, then exposing them to a video ad, and finally surveying people again following ad exposure. Here are the key findings:

- **Optimise for mobile:** Video marketers should optimize their video ads for screen alignment. Why? Because Horizontal Landscape and Vertical Portrait alignments generate higher increases in affinity and purchase intent, while Vertical Landscape is less effective at increasing familiarity and purchase intent. So, think long and hard about how your target audience is more likely to hold their smartphones to watch your videos. Hint: More than nine out of 10 mobile users will hold their devices vertically, so Vertical Portrait alignments are more effective.
- **Align tone of ads to reach Millennials:** Brands and agencies employ different ad tones to drive Millennials down the purchase funnel. You should do the same. For example, use funny ads to make them familiar with the brand, dramatic/emotional ads to appeal to them, and informational ads to drive the purchase. In other words, one size does not fit all.
- **Use traditional ad lengths for pre-roll:** Video marketers should continue to use 0:15 and 0:30 ads in pre-roll formats since research found that they drive higher aided recall, affinity, purchase intent, and recommendation than 0:05 ads. Increases for affinity and recommendation are even higher for Millennials on Mobile. By the way, it's worth knowing that only one out of the four ads in [Geico's "Unskippable" pre-roll campaign](#) generated high levels of engagement.
- **Use Calls-to-Action (CTA):** Whether they are URLs or hashtags, brands and agencies should be sure to include CTA's in their video ads. Like TV spots, video pre-rolls can increase awareness. But, including CTAs in video ads can also generate increases in lower-funnel metrics, such as Purchase Intent and Brand Recommendation.
- **Use Bigger logos:** Logos in far too many mobile video ads are small and visible for only a short time, but it's important to make them large and clearly visible. Larger logos deliver higher brand metrics than smaller logos, and this is especially true for Millennials.
- **Brand anywhere, anytime:** When video marketers use visual brand imagery or verbal brand mentions, they should feel free to introduce the brand at any point in the video ad. Key brand metrics are not impacted by introducing the brand at the beginning, middle, or end of the video.

Survey analysis is courtesy of Greg Jarboe, Tubular Insights *

3. Promote your art

So you spent time and budget producing your video. With effective promotion, those efforts will not be in vain. According to 2016 data, YouTube, Facebook, Twitter, and Instagram are the top four video platforms, at least for now.



[List of mainstream video sharing websites](#)

Optimise your metadata!

A big part of promoting your video comes before the first viewer watches your clip, and that part is optimizing your metadata. It's important to optimize your tags, titles and text in order to boost your traffic. Make sure you include tags and keywords that people will search for in order to discover your video. If you don't pay attention to these tiny details when you upload your video then nobody will find it in search results. Provide the link to your website, whenever applicable, in order to drive the traffic to your website where your detailed programme information is available.

[Five great ways to promote your videos across the web](#)

Extensively promote your videos on your programme website. Your video channel and website feed each other with traffic: viewers notice your video if it is on the programme website, and they will notice your programme if you produced a good video. An example of good use of promotional video on the programme website is by the Interreg North West Europe Programme. The generic programme promotion video is embedded on the programme website. It visually and briefly promotes the programme and has a good view count.

Your tutorial videos, however, target a specific type of viewers, and should be promoted on the website sections where those viewers will land. Embedding or linking your tutorial videos about preparation of, e.g., the application package on the page where the call is announced will ensure more relevant viewers watch and benefit from the tutorial video.

"Videos aimed at training have very specific target groups therefore they are not largely promoted. But promotional videos aim the people we have not worked with, therefore they should be promoted in a greater extent."

Wannes Haemers, Interreg 2 Seas Programme

Show your videos during programme events. If you kept it short, you have the advantage of fitting it into your schedule at almost any programme event. If it is silent, you can play

it on the background during any event. Consider adding text (subtitles) to replace the voice-over for a silent version of the video.

Promote it within the EU community as well. For example, let other Interreg programmes and your European Commission contacts know about the good job you have done. This will not only boost the view count of your video, but will also inspire the community and let the stakeholders promote your work. When communicating this, provide the embed link to allow your video to be embedded on different websites.

“Take the maximum out of your Programme events and create news-worthy video content, whenever possible. Producing a video clip including brief statements from the speakers at your Programme’s events allows you to share it on all of your communication platforms, include it into an electronic press kit for your website or a press release about the event or a related occasion. To online media, having such content is more likely to be interesting and useful than having only a photo to post along with the news article.”


Jelena Dasic, Interreg IPA CBC Hungary–Serbia Programme

VIP figures can significantly improve video promotion. Top fame is not a must. Local celebrities or people of fame in specific topics can also work. Make sure to highlight the VIP figure when publishing your video; e.g., on your social media.

Get a YouTube channel

Youtube is literally the second largest search engine, with its one billion active users. Upload your videos on this platform that is already home to viewers consuming videos that exist in that very platform. YouTube viewers are attentive to videos, therefore the video reach on YouTube is called “attentive reach.”

Being specifically a video platform, launching a YouTube channel and embedding your videos from there into your programme website will not only save you space on your server, but will also save you the cost of specifically developing a speedy loading video functionality on your website. Your current programme website may become the old programme website when programme closes, but YouTube will still be there.



YouTube viewer growth is not so dominantly from younger generations anymore. From 2015 to 2016, time spent on YouTube more than doubled among adults 18 and older and it almost tripled among adults 55 and older. *

While uploading videos, go for attractive, simple but explanatory titles. It is [recommended](#) that your title includes at least five words, two of which should be keywords at the beginning. Titles are important parameters in SEO. Good titles will help your videos appear at the top in search results. Titles should focus on what is in the video. Other information, such as creator of the video, the occasion, date, further links, etc. should be included in the description.

Be clear in your video description. Keep it between 200 and 500 words. Explain what the video is about in the first paragraph. Use keywords but do not use formal language, jargon and acronyms. Use as many relevant keywords as possible in the description, and mention the main keyword 3-4 times. Use content-related as well as popular Interreg keywords. These will increase your view count. If applicable, provide links to your programme website pages that are relevant to the story on the video.

Either embed subtitles or add subtitles using YouTube's own feature in your programme languages (especially in bilateral CBC programmes) and widely-spoken European languages for reaching Europe-wide audiences.

Create YouTube playlists with videos of a similar nature (e.g., our projects) which allows to add videos not only from your own account, but also other accounts (e.g., a TV report about the programme posted by TV channel's account, videos from partners)

"As a bilateral CBC programme, English among the people in our programme area is not that common. Therefore, we release our videos in one of the programme languages and subtitle it with the other one."

Arianna Biriki, Interreg Hungary – Slovakia Programme

Give a programme look to your YouTube channel with a nicely-designed profile picture and cover image. Set your best video as your channel's opening video, and update when you want to highlight other videos.

Regularly measure your video and channel performance using [YouTube Analytics](#). Act according to the result and discuss with your team how to improve content. Check out here even more [tips on YouTube promotion](#)!

A Google/Ipsos Connect survey in July 2016 found *:

- Three in four adults report watching YouTube at home on their mobile devices;
- Home mobile YouTube viewing occurs primarily during prime time;
- Seven in 10 people default to horizontal viewing when watching YouTube videos on their phones;
- YouTube users are twice as likely to pay close attention while watching YouTube compared to TV users while watching TV;
- Almost four times as many people prefer watching video on YouTube as on social platforms that are less video-centric;
- The top two reasons viewers watch YouTube are "to relax" and "to feel entertained";
- The top four content categories watched by YouTube users are comedy, music, entertainment/pop culture, and "how to";
- 68% of YouTube users watched YouTube to help make a purchase decision.

Social video



Do not be hesitate to use multiple channels. Upload the video on your Facebook and Twitter pages, in addition to YouTube. That means one less click for the users to watch your video. Facebook is the number one place for creative videos to go viral, and Twitter is no less promising, especially with videos of news value.

What else can you do with your video on social media? You can create GIFs out of it. Cut interesting scenes from it and use them as visuals for your social media posts. Twitter allows you to directly post GIFs, while to post GIFs on Facebook for the time being you need to upload it to an external server (such as giphy.com) and paste the link to your post. By creating such GIFs, you will ensure that the frames with key messages from your video remain in circulation while making use of a creative, visual and trendy way of social media posting. Animated infographics (maps, numbers, diagrams, etc.) are particularly informative with their rich content.

The 6 S's of social video

- **Start:** Because native videos (videos hosted by the social media platform and not a third party) often autoplay, the video should grab the viewer's attention from the start, immediately.
- **Silent:** Make sure the video still makes sense when you turn the sound off. Videos on mobile devices play silent by default, until the user chooses to turn on the sound.
- **Short:** Social video has to be short to make sure the viewer watches the whole video and gets the message before starting to browse something else.
- **Story:** To keep people's attention, the videos should have a story structure with an attention-grabbing beginning, an informative middle section, and a clear call to action at the end. The stories focused with the video have to be authentic.
- **Style:** The video style should match the style of the platform it is shared on, in aspects such as orientation and video length. Square style works better on most mobile apps, without having to flip the smartphone to vertical.
- **Shareable:** The content needs to be shareable so that it is watched and then shared, making sure the message is delivered to more even more people. To be successful beyond paid and organic reach, the videos must have contagious traits such as social currency and practical value that encourage people to share them.

Viral videos of 2016 on social media

ii

ii "6 S's of social video" is courtesy of Diarmaid Mac Mathúna, [Agtel](#)

Paid promotion of your video can be cost-effective for the videos that are created for a specific event. [This video advertising study guide of Google](#) provides useful information and tips on paid promotion of videos.

4. Dealing with service providers

We will not go into details of national public procurement as this very much depends on the national rules that the programmes are bound by. The aim is rather to outline some generic tips based on practice.

Knowing the national public procurement rules well will give you an advantage, as this will allow you be aware of the limits of your freedom, the stages awaiting you, and the challenges ahead.

When it comes to outsourcing a video -or anything else for that matter- the fact is, low investment is low outcome. This is where realistic budget planning comes in. Know what you want to buy but also what you can buy for the budget you have.



A good Terms of Reference (ToR) is drafted more for the bidding companies and less for us. Good and creative video producers do not have the time to spend on understanding complicated and obscure ToRs. If the procedure allows you, go for the 5 Ws and ask for a short concept note that will let you see the creativity level of bidders and relevance for what you want to get. Creative companies will avoid giving away a full concept.

Therefore, observe a fine balance with this request: Ask them how they see their cooperation with your programme, and what is the basic concept they will expand and apply to your video.

ToR should also include the purpose of video, in terms of where it will be used. This will allow you to agree with the producer to deliver the end product in the format and length that fits your purpose.

State clearly if you need external support not only in production but also promotion of the video, including the paid (targeted) social media campaign.

“Although it is not always possible due to time constraints, it is important for the programme staff to join the filmmakers and travel with them to the filming sites to assist and monitor the process.”

Eloy Gomez, Interreg Danube Transnational Programme

If you are paying for the company's trip to the place the scenes will be shot or expecting them to cover those costs, make sure to include this information. This is especially important for programmes with larger geographical implementation zones and multiple sites to film.

The cheapest offer is not always the best offer. When price offer is what counts in public procurement –and this is so in many member states - drafting of detailed, clear ToRs becomes even more important.

Plan time and deliverables well in advance. It may take more time than you expect to make the company understand what the programme does and they may not get the message quickly or easily. Good briefing of the company and realistic time planning is important. Apart from what kind of video you want to purchase, take the time to explain to the company what Interreg is, what your programme does, and brief them on your visual identity.

Think about difficult lengths and formats of the video, how many videos will be used, what you want to use it for and whether it will have subtitles. Make sure all these details are in the specifications. You may end up paying more because the duration turned out longer than planned, for example.

Make sure after production the programme owns the copyrights on everything (images, effects, sounds) produced, including the re-use, editing rights for an unlimited time, unlimited geographical scope and with no purpose limitations. Agree this specifically with the company.

Indicating budget has advantages and disadvantages. The advantage is that companies not interested in that price will not apply. The disadvantage is that when the maximum price is known, companies will always submit the maximum offer.

Make sure the equipment used is of good quality, if shooting the footage is outsourced. Make sure the company sticks to the budget as much as possible, with no additional costs afterwards.

“Briefing the company is key. The more time you spend on a good briefing for the service providers after selection, the more time you save during the video production.”

Petra Polaskova, Interreg Europe Programme

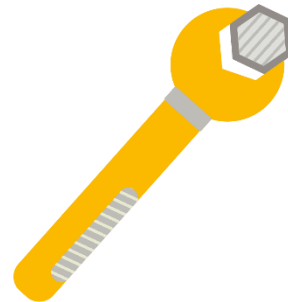
Make sure the quality of the music to be used and special effects (both sound and video) is high.

Check: [10 Q&A About Copyrighted Music on YouTube](#)

5. Make it yourself

For many Interreg programmes, budget constraints are a significant obstacle to making videos. Bureaucracy, complexity of public procurement, time constraints and low quality of local service providers are also factors that discourage programmes and projects from even trying to produce a video.

We often think that making a video is a very hard and time-consuming process that should always be outsourced to external experts, but this is not always the case. Advances in free, user-friendly platforms for making videos have opened up a whole new world of possibilities for the Interreg programmes and projects to start producing videos by themselves.



You are able to make your own video clips simply with your smartphone. Some smartphones provide you the chance to record in higher quality (eg 4K) than default input, [all it takes is to change the settings](#).

Preparation phase

Just like with any other video, spend some time on the preparation phase: think of what the purpose of your video is, who is the target audience, where and how will you show it and, most importantly, what is the main message of your video. Simply put, you need to be able to explain in one sentence what the video is about, phrased in a way that almost anyone can understand. Going through this process will help you decide later on the video style, duration, preparation of the content materials, etc.

The next step is to prepare all the materials you will need for making the videos: collect all the texts, photos, illustrations, footage, music and sound effects, etc. Like in cooking, you need to prepare all the ingredients before you start.

Technical equipment

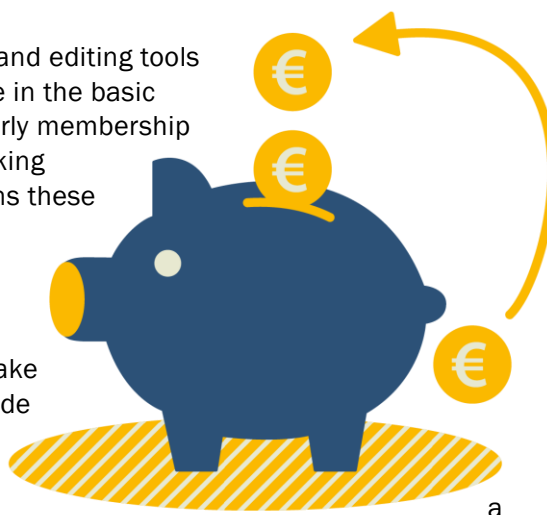
Depending on the video-making platform you choose, and the type of video you make, you may not need anything other than a decent computer with fast internet access. If you decide you want to include video footage in your videos (not just animation and pre-made scenes) you might decide to invest in some essential video-making equipment such as a video camera (one of those home-video ones that you can buy in your local tech store), a microphone, a set of lights and a backdrop for indoor interviews/screencast, etc.

Depending on the intended use, the brand, and the quality, the amount of money you will need to spend can vary significantly. However, if you decide to make videos on a regular basis, buying some decent equipment can be worth the investment in the long-run.

Free and cheap online video-making platforms

There are many do-it-yourself video making and editing tools on the market. Some of them are free to use in the basic version and some have a small monthly/yearly membership fee. We advise you to assess your video-making needs and explore the conditions and options these tools offer before you choose and pay for a subscription.

Some video making platforms, such as Biteable (www.biteable.com) allow you to make a video using a very rich selection of pre-made scenes. All you need to do is select the ones you like, select the basic colours (if you choose animation-style scenes), choose a background song from the built-in library, and you're done. Using this tool, you can create a good looking video within 30 minutes, even if you are an absolute beginner in video-making. Another big advantage of this platform is that it has a decent audio library that you can use in your videos. You can also upload your own music and audio recordings.



The main disadvantage of easy-to-use platforms such as this one is that it doesn't allow for almost any customization of the built-in scenes/templates. For example, you cannot edit the pre-made scenes. If you have your own video footage, you will be able to insert only 5-second-long segments.

Other video-making tools such as Moovly (www.moovly.com) allow for much greater customisation options than Biteable. Moovly in particular will make you spend some time experimenting with the platform interface/elements, and you might need to watch a few tutorials on YouTube, but is still very user-friendly – a beginner can make a great looking video using this platform within a day. It also has a rich library of pre-made scenes, and you can customize most of the content (including timing, incorporating your own animations, multiple sound layers, fonts, colours, etc.).

The disadvantages of the more advanced platforms such as this one are that they are usually not free to use and not as simple to use as other ones, and that the video-making process is more time consuming as you can and will want to customize each scene.

Thus, each video making platform has advantages and disadvantages, and choosing the right tool for your needs will require planning and testing. Still, opting for in-house video making can save you a lot of money and the final results can look great.

Free and semi-free online video editing tools

Video editing: [Biteable](#); [Wevideo](#); [Moovly](#); [Video-cutter](#)

Animation editing, for simple editing work: [Powtoon](#)

Animated infographics: [Animaker](#)

Screencast - record your screen and train others: [Screencast-o-matic](#)

Download videos from mainstream video platforms: [Catchvideo](#) ; [SaveClipBro](#) (also allows online conversion)

Simple audio tricks: [Trim](#), [Convert](#), [Audio-cutter](#)

Broadcast live: YouLive, Facebook Live, Twitter Live (or Periscope)

Live audience management tool: [sli.do](#)

Gif platforms (edit/upload) : [Ezgif](#), [gifmaker.me](#), [gifcreator.me](#), [giphy](#)

[Extensive video story lectures](#) (low-cost paid platform with free previews)

Additionally, [check out the thread on basecamp](#) for more tools we have been exchanging.

Using stock videos?

Just like stock photos, there are high-quality stock videos that you can buy online and use in your videos depending on their suitability for your message and cost efficiency. But before that, check [the stock of Audiovisual Services of European Commission](#) for available videos as well as still images that may match with what you want to use in your video. This stock is available for educational and informative purposes on EU-related issues. Hover over the “Video” button on the upper menu for a more detailed breakdown of available videos.

Check out this rather [humorous generic video](#) made of stock footages showing how images seen on a screen allude to specific messages using our constructed perception.

6. Inspire others: good practices from programmes

Interact is collecting programme video examples in [an online spreadsheet](#). Check them out to get inspired and share your own good video practices to inspire others.

More videos can be found at www.youtube.com/InteractProgramme