

Annex B Call for HEIs

Video guidelines

Send your video to rus.expo@polito.it
Deadline **Sept. 15th, 2021**

General topic

Universities' best practice to pursue the UN 17 SDG

Questions

Each higher education institution can submit one or more videos describing its best practices on the following topics:

— people

The SDGs declare the world's determination "to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment." Describe how your university is facing all forms of poverty through actions focused on education accessibility, skills development, inclusion and social justice.

— prosperity

The SDGs set a goal to protect the planet "so it can support the needs of the present and future generations." Describe how your university is implementing actions suitable to tackle the global challenges of climate change and environmental crisis.

— planet

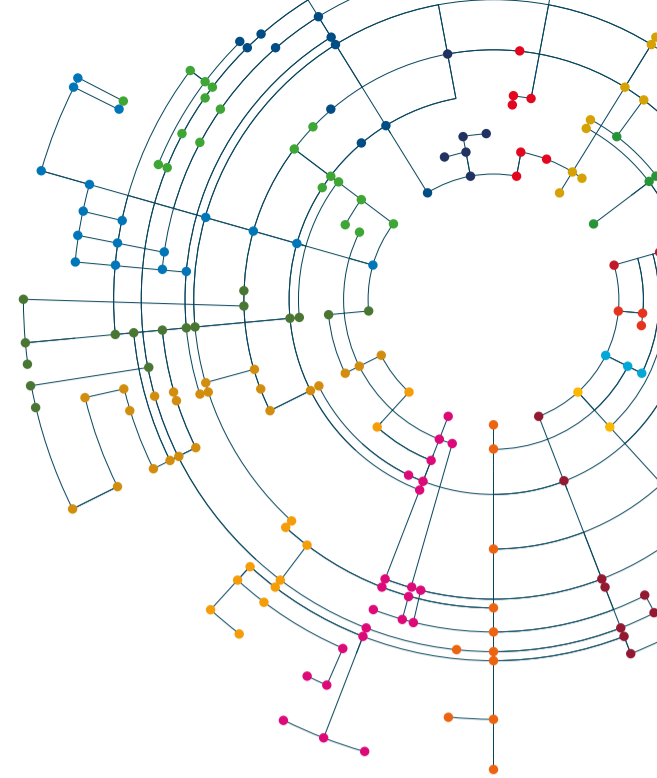
The SDGs aim to "ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social, and technological progress occurs in harmony with nature." Describe how your university is promoting a new cultural and governance model that allows the possible growth of the economies in an environmentally sustainable way.

Duration

Max 2.5 minutes if your video doesn't include other videos and/or images / max 4 minutes if your video include other videos and/or images

Language

English



Shooting guidelines (in case your video doesn't include other videos and/or images)

- The video shot must be horizontal (16:9 format)
- The required frame size is 1920x1080 (FullHD), 25 or 30 frames per second (fps).
- Choose one of the following shot sizes: Medium full shot FS/ Medium Shot (MS)/ Close UP (CU)



- Look at the camera without speaking for a few seconds at the beginning and at the end of your video
- Be sure to be in a quiet space and that your voice is clearly recorded (using the earphones with microphone is recommended)
- Be sure you are lighted properly (avoid windows or direct lights behind you)
- Do not apply any effect to the clip (subtitles, logos, etc.)

If using the smartphone, put it in a horizontal position and preferably use the rear camera.

If you are using a laptop, place the computer at eye level, possibly raise it with the help of a few books and orient the screen to get the best framing.

Don't touch or move the recording device during your speech.

Speaker guidelines

- Remove opening salutations and go straight to your point
- Speak slowly and clearly

Please, don't forget to give us the following info:

- Title of the best practice
- "P" that your best practice refers to
- Name and role of the speaker
- Name of university

For more information, please consult the dedicated page on the RUS website or write to rus.expo@polito.it