

NESSE #SustainableSuperhero Film Toolkit

We want to show the passionate, enthusiastic and dedicated community of early-career scientists and engineers who are already developing and implementing new technologies and solutions to global challenges.

You might be working in the lab, in industry or in policy. We want to share what you're doing and why you think it is important as part of our **#SustainableSuperhero** campaign. This toolkit gives you tips for getting started to make a great film and share it with us.

Step One: Craft your story

First of all think about what you want to say and how you want to say it. Share your passion and conviction for what you're doing and why you think it is important.

What to include:

- Your name, where you're based and your position
- What are you doing related to sustainable science and technology
- Why this work is important to you and to other people

Remember, you're speaking to the whole world. Some people will know loads about your subject but most won't so make the language accessible and easy to understand. Make it personal, people are much more excited about **you** and your reasons for doing this work.

Step Two: Preparation

Keep It Simple: Speak as though you're simply having a conversation with a good friend.

Short Is Sweet: Try to keep your video to 30 secs if possible and definitely under one minute. In the YouTube era, keeping things on the short side helps a lot!

Practice: Practice what you'll say. It might even be helpful to practice with a non-scientist friend to make sure the language is right. Try multiple takes and ask a friend to choose the best one.

Eye Contact: Look into the camera as often as possible — as if you're talking to your best friend. This mimics eye-contact in a normal conversation, which is always more engaging.

All in all, be yourself and show your audience you are excited about what you are doing and positive about the future.



Step Three: Film Your Story

Now that you've chosen your story and practiced what you want to say, it's show time! Please review the following technical tips and tricks to help you film a superhero quality video.

Camcorders and phone cameras work great. If you don't have either, a webcam works well too! To keep the camera steady, try using a tripod or setting it on something.

Try to find a quiet place where you won't have to compete with a loud background environment (cars going by, loud waterway, etc.).

It's usually best to frame yourself waist or shoulders up so people can see and hear you clearly. This might mean being two or three feet away from the camera.

Is there an attractive backdrop that speaks to your work? If you're inside, simple and uncluttered backgrounds work well. (Try to avoid plain white walls if possible.)

Be sure your lighting source is in front of you, and not behind you. This ensures that you will be easily and clearly seen and won't turn out like a dark silhouette.

Try to avoid loud or busy patterns, as well as logos, which can distract the viewer from what you're saying.

Step Four: Share Your Story

If you're happy with your video, please visit our submission page:
www.sustainablescientists.org/beasuperhero

You'll find instructions for uploading your videos to YouTube. If you would prefer that we host the video, you can also email us at communication@sustainablescientists.org

NESSE will notify you when your video goes live. A link will be sent to you for your video page. Please share it with your friends, family, neighbours, colleagues and ask them to support our crowd-funding to build a hub to share these inspirational stories and for early-career scientists and professionals to connect. Don't forget to use to **#SustainableSuperhero!**

Step Five: Get more people involved!

Why not set-up a camera over an hour slot when your colleagues can come and share their story. If they aren't comfortable being filmed they can take a photo with our **#SustainableSuperhero** speech bubble - www.sustainablescientists.org/beasuperhero.