

CLO Video Brief

One of the requirements of the **Bronze** Carbon Literate Organisation (CLO) accreditation is to submit a short (**30 seconds to 2 minute**) video of your **CEO** (or named most senior person on your CLO application) sharing the **impact** Carbon Literacy has had on your organisation.



What should the video cover?

Delivery

Touch on **how** you delivered the training and **who** you trained.

Impact

Highlight the **changes** your organisation has implemented. Give examples of the most impactful **actions** individuals or teams have taken. Describe the **benefits** you have witnessed (e.g. staff morale, money saving, office efficiency) and try to quantify them (use stats of CO2 / £ saved).

Future Plans

Mention your **next steps** for further carbon reduction and Carbon Literacy.



How will the videos be used?

CLO Awards Ceremony

We collate the best clips from that year's Bronze CLO awardees into a compilation video to be shown at our annual CLO Awards ceremony.

CLP Digital Channels

We may use your video as a testimonial on our website or share it via our social media channels ([YouTube](#), [LinkedIn](#), [Twitter](#), [Instagram](#), [Facebook](#)).

Your Own Channels

We encourage you to share your video (or an edited version) via your own digital communication channels.

Please Note: By sending your video, you consent to the Project editing the footage as we see fit. The Project reserves the right to select which videos to use when and via which channels. Not all videos will necessarily be used for all of these purposes.



How to record your video

Do's

- ✓ Keep your video between **30 seconds** and **2 minutes** long.
- ✓ Record in **landscape** orientation (preferably at **16:9 aspect ratio**).
- ✓ Film in a **quiet, indoor location** (or use a mic if possible) to ensure **clear sound quality**.
- ✓ Record against a **plain** or **relevant background**. E.g., if you work in a museum, you could film in front of an exhibition.
- ✓ Use a **tripod** or a **stable surface** to avoid shaky footage.
- ✓ Keep a **conversational** and relatively informal manner.
- ✓ Ensure high resolution, whether self-recorded or using a videographer.

Don't's

- ✗ Run over **2 minutes** in length.
- ✗ Record in **portrait** orientation.
- ✗ Film **outdoors** (unless using a mic).
- ✗ Record in front of a **busy**, or **heavily branded** background.
- ✗ Record with a **shaky** hand.
- ✗ Read obviously from a **script**.

For more detailed tips, please see our **[Video Recording Tip Sheet](#)**.

Checklist



Submitting your video

- ☐ Submit **raw footage**. You do not need to edit your video before submitting it.
- ☐ Submit video footage in **MP4** format.
- ☐ Use **file-sharing platforms** such as [WeTransfer](#) or [Dropbox](#) when sending your videos, to keep emissions as low as possible when transferring large files.
- ☐ Include the **name** and **job title** of the person in the video when submitting the video. For example, by naming your file 'organisation_first name_last name_job title'.
- ☐ Send submissions to clo@carbonliteracy.com alongside your **CLO Application Form**.



Submit alongside your video

- ☐ A **transparent version of your logo** for us to incorporate in any edited video footage (if you have not yet sent this for upload to our [CLOs webpage](#), have since changed your logo, or have not yet provided a transparent version).
- ☐ Any **other relevant footage or stills** of training we could use alongside your video. Please send these separately.
- ☐ Your completed **Content Consent Form** (included in your CLO Pack), confirming your permission for us to use and retain your video footage.



Questions?

If you have any questions about this video brief, contact media@carbonliteracy.com.

If you have any questions about your CLO accreditation, contact clo@carbonliteracy.com.

Want a reference? See the compilation video from the 2023 CLO Awards ceremony [here](#).



**Carbon Literacy
Project**

