

REQUIREMENTS FOR THE «FINAL IMPACT CLIP»

GUIDELINES ON PRODUCING THE SHORT FILM AFTER PROJECT COMPLETION

At the end of the project, the project team produces a short film of **max. 2 minutes** in vertical format on the impact achieved by the GRS project. This «Final Impact Clip» must be submitted with the final report to jacqueline.grollmund@grstiftung.ch (project controlling) and will be published on the Gebert Rüt Stiftung website and via social media. It can also be used by the project team for promotional purposes.

As an integral part of the funding agreement, we offer [participation in the GRS Smovie Workshop](#), which teaches basic knowledge about the film making craft and the structure of the Impact Clip. Registration takes place via the GRS website. Ideally, the person taking part (one per project) will also create the clip.

The video should answer the following questions:

- Challenge: What problem does the project solve?
- Status/solution: What product/offer or service will be available at the end of the project and where will the solution be applied in society/the economy?
- Outlook: What are the next steps and implementation goals?

Please note the following recommendations: see [video tutorials](#)

- The film should be recorded in **vertical format** (9:16).
- Choose a **quiet place with a neutral background** for your statement.
- Make sure that the face is well and evenly lit. Natural light from a window is ideal.
- The **sound quality is crucial**. Avoid background noise and, if available, use a microphone.
- Start the video with an **exciting scene or a surprising statement/question**.
- Use **different perspectives and close-ups** to make the clip more interesting.
- It's not just about the content, but also about **personal commitment**. Be authentic and show enthusiasm for the project and its realization.
- The target audience for the short film is the general public. The presentation should be concise, attractive and easy to understand.